



EMPLOYEE CAMPAIGN COORDINATOR GUIDE

FY 2018-2019



United Way
for Southeastern Michigan



Dear Employee Campaign Coordinator,



Thank you for raising awareness and campaigning to support the critical work of United Way for Southeastern Michigan. You are a crucial team member of the United Way family, and I cannot thank you enough for your commitment.

As an Employee Campaign Coordinator, you not only lead your corporate fundraising campaign, you inspire donors by educating them about our community's needs and the impact their gift can make.

At United Way, we're providing families with access to the essentials when an emergency strikes, and creating new programs in health, education and workforce development to ensure that everyone has opportunities to pursue a better life. Throughout this guide and in your online toolkit, we've provided you with tips and marketing materials to share our work so that you can run a successful campaign. In addition, because each campaign is unique, a dedicated United Way team member is available to offer you one-on-one support — so don't hesitate to ask for help!

This is a new era for United Way. Our work is always evolving to meet the needs of our community. We invite you to learn more about it by joining us for a Learn United Tour prior to your campaign kickoff.

This work and your efforts matter. Thank you for choosing to Live United.

Darienne B. Driver, Ed.D.
President and CEO
United Way for Southeastern Michigan

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WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

An Employee Campaign Coordinator (ECC) is the key to the success of every campaign. You organize and execute the workplace campaign to raise awareness about United Way's vital role in the community. You will provide your colleagues with an opportunity to give, advocate and volunteer with United Way for Southeastern Michigan. You are the key contact for United Way within your company. Whether you volunteered or were asked to take on this role, we appreciate you and we are here to help!

WHAT IS A WORKPLACE CAMPAIGN?

The workplace campaign is the biggest way United Way raises awareness and support for our important work. Lasting anywhere from a week to a month, workplace campaigns should be:

FUN

- We encourage you to set up events to promote the campaign and bring employees together. Ideas for fundraising events are located on page 11.

EDUCATIONAL

- The most important reason to have a campaign is to raise awareness about United Way's impact. You should use your campaign period to inform colleagues about United Way's work through videos, posters and speaking events.
- These items can be located in our toolkit at UnitedWaySEM.org/Campaign-Toolkit-Resources or you can contact your United Way team member for assistance.

ENGAGING

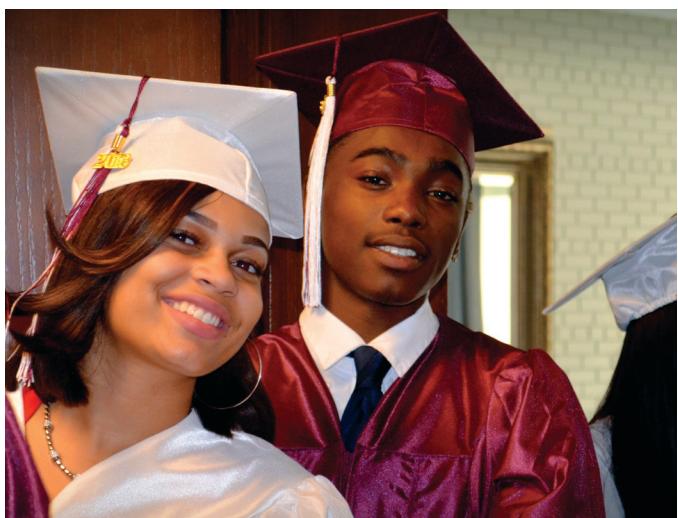
- Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement. Giving employees the opportunity to give back at work is becoming increasingly important for workers and job seekers.
- Your effort and dedication to our work is appreciated more than you know. If this seems like a lot, don't worry! We encourage you to set up a campaign committee to divide responsibilities throughout your organization and remember that your United Way team member is available to help every step of the way. Please don't hesitate to ask for assistance or ideas.

WHAT WE DO

United Way works to identify broken systems and the root causes of longstanding challenges in our community.

We develop education, economic prosperity and health programs to make sure people have access to their basic needs, like shelter and food, and bring innovative practices to address education, employment and health to make sure that institutions that serve people work better.

For more than 100 years, we've worked with our vast network of partners to maximize limited community resources. We give change-makers avenues to make a difference through giving, advocating and volunteering. Together, we change lives for the better.



YOUR GIFT CHANGES LIVES

Your support helps us sustain programs that care for our most vulnerable when an emergency strikes and create new programs to make sure children are ready for kindergarten, graduate high school ready for college and a career, and find good paying jobs.

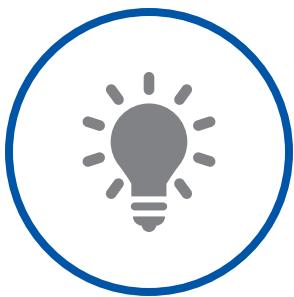
Learn more about the lives you have impacted:
UnitedWaySEM.org/Impact-Stories

RUNNING YOUR CAMPAIGN

PREP FOR SUCCESS

As you develop your campaign strategy, consider your company's size and culture to find ways to engage everyone at all levels across all departments.

1. Consider prior year results, number of employees and current business climate.
2. People like to see results! Showcase dollars raised in real time throughout the campaign.
3. Build a diverse team from all departments to help plan and track events throughout your company campaign. Divide/delegate duties to the members of the team.
4. Involve your CEO with the strategy to help:
 - Establish a campaign timeline and budget.
 - Confirm your company's corporate gift.



INSPIRE

Share the United Way story with all employees.



ASK

Ask everyone to give.



THANK

Thank everyone for giving.



PRE-CAMPAIGN



INSPIRE

Prior to the campaign kickoff, send emails to employees to educate and motivate them to give. You can use templated emails located UnitedWaySEM.org/EmailTemplates that can be customized to come from your CEO.

Consider hosting a company-wide rally and presentations with CEO appearances and set up a tour of United Way to experience the work firsthand.

As the ambassador for United Way, you can help your colleagues understand the value of their gift. We have created several assets to communicate the value of United Way's work in our online toolkit at UnitedWaySEM.org/toolkit, including:

- Videos
- Posters
- PowerPoint presentations
- Sample letters
- Brochures
- Impact Reports

You can share this information during presentations, and via your employee communications, such as intranet, voicemail, announcements, bulletin boards, email, management endorsement letters, newsletters, paycheck stuffers and social media to spread the United Way message.

Lastly, encourage colleagues to follow us on Facebook, Twitter and Instagram to stay updated.



DURING CAMPAIGN



ASK

1 Identify executives and/or employees giving \$500 or more. There are several strategies to enhance their giving experience through Step-Up programs or affinity group engagements:

- Ask retirees to make a Planned Gift.
- Set an average gift goal for your company and incorporate an incentive.
- Hold a special leadership solicitation/recognition event.
- Include names of leadership donors on the intranet/newsletter/etc. (with their permission).
- Set participation rate as a company goal.
- Hold a raffle for everyone who donates (prime parking spots, days off, gift cards, etc.).
- Hold competitions between stores/branches/locations/departments based on participation rate.
- Offer a casual dress day to everyone who donates.
- Offer an opportunity to win United Way swag.
- Host a wrap-up party and thank everyone who participated.

2 The No. 1 reason people do not give is because they are not asked! So please ask everyone. United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to give by supplying information about how United Way changes lives and how each contribution drives our mission forward.

Start at the top – ask company leadership to set the example by making their contributions early. Remember to include off-site and remote employees, and highlight corporate support, especially if your company has a program in place that matches employee donations. You can make the ask:

- Personally
- At campaign events
- At staff meetings
- At leadership events
- Via email and social media
- Interested in automating your campaign? Ask your United Way corporate relations director about eWay.

3 Ensure that your campaign team had the opportunity to speak with all employees.

- Keep regular totals and give progress reports to your CEO, team, organization and your United Way staff contact.
- Publicize campaign results throughout the organization.
- Track contributions by asking all employees to return pledge cards to you (even if they do not make a gift).
- Make sure that pledge cards are filled out and signed and that the total amounts are accurate.
- Give completed report envelopes, including signed pledge forms and raffle tickets, to your United Way staff contact.



POST-CAMPAIN

THANK

It is just as important to officially close the campaign and thank people as it is to begin the campaign.

- Thank employees for their participation, time and support individually through a CEO recognition letter.
- Recognize your team and others who volunteered their time.
- Publicize your results via email, voicemail, intranet, newsletters, social media, etc.
- Celebrate your success

Inform employees of any company privacy policy that does not allow United Way to contact their employees.



TIPS & TRICKS

It is critical that your organization hosts a campaign kickoff that includes a presentation from a United Way representative to educate employees about the work we do. This can be done in as little as 10 minutes and can effectively introduce employees to the campaign and the organization.

SAMPLE CAMPAIGN KICKOFF AGENDA

OPENING REMARKS	PRESENTER	MINUTES
Campaign coordinator introduction.....	ECC	1
United Way overview	UW staff/Exec.	5
Campaign schedule/incentives.....	ECC	3
Thank-you.....	ECC	1
TOTAL TIME		10

ENGAGE EMPLOYEES YEAR-ROUND

- Volunteer with us! Our volunteer portal can be found at UnitedWaySEM.org/Volunteer and your corporate relations director can help you find an opportunity that works for your company.
- Educate new hires about United Way, give them an opportunity to give, and invite them to visit us for a tour.
- Schedule a staff Learn United or Impact Tour so they can see their dollars at work. Visit UnitedWaySEM.org/Learn-United-Tour for more information.
- Identify next year's ECC and share their information with United Way.
- Ask employees to sign up at UnitedWaySEM.org/MyGiftMatters to learn how their gift makes a difference.



FUNDRAISING IDEAS

Every workplace campaign is different. Yours can be shaped around your organization's culture. Try out some of these fundraising ideas to get your employees excited about the campaign.



PARKING FOR PLEDGES

Offer numerous prime parking spots to donors who make gifts through a silent auction or a raffle.



HOST A TRIVIA CONTEST

Have employees team up and compete against one another in a trivia tournament bracket. Teams buy tickets to participate and you can sell life-lines (e.g., 5 seconds to look up answer, ask someone in the room) to raise extra funds.



CASUAL FOR A CAUSE

Put on your jeans to show support for United Way. Sell "casual day" badges to allow employees to wear jeans on certain days.



PUTT FOR DOUGH

Set up putting stations in your office hall. Encourage players to wear United Way T-shirts. Player with the most holes-in-one takes top prize.



FIT FUNDRAISING

Host a golf tournament, healthy bake sale, walk, free throw contest or jump rope contest – all fun, easy and healthy ways to contribute to United Way.



LUNCH

Food always draws a crowd. Buy lunch and sell tickets to staff to participate. Show a United Way video to educate employees on the impact they are making. Have executives/managers serve the food.



EXECUTIVE COSTUME CONTEST

Employees vote with their dollars for the executive they'd most like to see in a costume (e.g., pink bunny). The "winning" executive parades around the building or makes an appearance at a United Way team function to announce the amount of money raised through the contest.



SILENT/LIVE AUCTION

Sale of donated items, such as theater, sporting event or concert tickets; use of a vacation home; weekend use of a management lease vehicle; lunch with an executive; and sports collectibles.

FREQUENTLY ASKED QUESTIONS

This guide is designed to help you answer frequently asked questions about giving to United Way. Questions and concerns are a natural part of the process of asking people to give, so they should be regarded as signals that you are doing your job. Remember to address all concerns. If you encounter any questions that you can't answer, please contact your United Way corporate relations director.

Why should I give to United Way?

United Way strives to improve living conditions throughout the region by looking at the root causes of some of our region's most difficult issues, and we recruit the right people to help drive initiatives and policy for large-scale change.

Where does my contribution go?

Donor gifts help United Way maintain and create strategies around Health, Education and Economic Prosperity work including direct service, research, volunteerism and advocacy efforts. Thousands of lives are positively impacted each day because donors give.

What are United Way's administrative costs?

United Way's administrative costs are 14.43 percent.

Does United Way condone pressure in giving?

No. United Way does not condone pressured giving. Everyone should contribute voluntarily.

Is my gift really important? Would my contribution be missed if I did not give?

Yes, every gift matters and ensures that all community systems support the needs of everyone. Quality services must be accessible and enable all residents of the region to have a good quality of life.

I would like to help, but just can't afford it.

There are many ways to support our community. You can **volunteer** and you can **advocate**.

I have given in the past, yet never received a thank-you from United Way.

Thank you for your gift. Each company that runs a company campaign has different privacy agreements with United Way. If you would like to find out how your gift makes a difference, you can sign up with your personal email at: **UnitedWaySEM.org/StayInformed**. (Check with your United Way representative for specifics on your company's current policies and how we can better communicate with the donor.)

I have given generously in the past. Why should I increase my gift?

Your prior generosity is greatly appreciated. However, there are still thousands of children not getting the proper nutrition to help them grow strong and healthy; thousands more that are not receiving the education that will supply them with the tools they need to thrive as adults; and families that still live paycheck to paycheck – one large medical bill away from losing their home or spiraling into perpetual crises.

People across Southeastern Michigan who never sought help before are doing so now. In fact, you probably know someone who has turned to United Way for help.

With needs of community residents steadily rising and service organizations struggling to keep pace, increased contributions are needed to stem the tide.

My spouse already gives to United Way. Should I give separately?

United Way recognizes that giving is a family decision and wants to recognize family gifts. Depending on each company's campaign process, we may or may not be able to recognize the gift. (Please contact your United Way representative with your specific question.)

FREQUENTLY ASKED QUESTIONS

Continued from previous page

I pay my own way. I'm not going to use these services, so why should I support them?

We believe that when all members of our community have access to the tools they need to survive and thrive, we all benefit. Maybe you've never needed help, but statistics show that you or a member of your family probably have or will rely on United Way or one of our community partners at some point in your lives. Giving to United Way ensures that there is a place to turn in times of need – whenever that might be!

If I don't like one of United Way's programs or partner agencies, why should I give during the campaign?

When you give to United Way, we use your dollars to address the greatest needs. A major advantage of giving to United Way is that it ensures funding to programs and services that address current and emerging community issues. You may find that an organization you don't like or may be unfamiliar with is a partner of United Way. However, by failing to support United Way as a result, many other partners and critical programs suffer. In fact, because many agencies rely on one another, withholding support for United Way because of dislike of one agency ends up hurting many other agencies.

Can I designate where my contribution goes?

Your contribution makes the largest impact when it is undesignated and can support all of United Way's work. If you prefer to give your money directly to one of our partner agencies, you are free to do so. You may also designate your gift to one of the following focus areas: Health, Education or Economic Prosperity.

Your office is located in Downtown Detroit. Isn't that expensive?

When United Way for Southeastern Michigan relocated from Griswold to Campus Martius, we moved from a 13-story building into a two-floor office space. This downsizing has allowed us to save over \$300,000 in annual operating expenses. We welcome you to visit the new space and witness firsthand how it has allowed us to be more collaborative and maximize results. Please call 313-226-3000 to arrange a tour or visit UnitedWaySEM.org/Learn-United-Tour.

Aren't all United Ways the same? There was controversy in the news about my old United Way that concerns me.

United Ways are independent organizations governed at the local level. Funds raised stay in the community and are allocated by local community members. We are a transparent organization focused on community impact in the areas of Health, Education and Economic Prosperity. We welcome your review of our annual report and financial statements.

IN GOOD COMPANY

Employees from the following companies contributed to the annual campaign.

\$1,000,000+



Comerica Bank



DTE Energy®



\$999,999 TO \$500,000

AT&T
Blue Cross Blue Shield of Michigan
Deloitte
AFL-CIO
Penske
PwC
UPS

\$499,999 TO \$250,000

AAA Michigan
American Axle & Manufacturing
Bank of America
BorgWarner
Bosch
Enterprise
EY
Fifth Third Bank
General Dynamics Land Systems
Meijer
Quicken Loans

\$249,999 TO \$75,000

AAA Life Insurance
Autoliv
Bodman PLC
CMS Energy

Comcast
Cooper-Standard Automotive
Costco
Delphi
Delta Air Lines
Denso International America
Detroit Diesel
Eaton
Edw. C. Levy Co.
Elizabeth Allan & Warren Shelden Fund
Federal-Mogul Corp.
General Electric Co.
Honigman Miller Schwartz and Cohn LLP
IHS Markit
International Automotive Components Group
JPMorgan Chase & Co.
Kelly Services
Kroger
Macy's
Magna International
Marathon Petroleum
Masco Corp.
Max M. & Marjorie S. Fisher Foundation
Metropolitan Detroit Ford Dealers
Microsoft Corp.
Miller Canfield
Plante Moran
PNC Bank
PVS Chemicals Inc.
Raymond James & Associates
Suburban Collection
Target Corp.
TD Auto Finance
TRW Automotive
United Way for Southeastern Michigan
U.S. Steel
Visteon Corp.
Wells Fargo
Yazaki North America

AFFINITY GROUPS

Within United Way, our Giving Societies are made up of like-minded people who inspire their peers to make a difference. Together, we are more than the sum of our parts. Together, we can change the world.

ALEXIS DE TOCQUEVILLE SOCIETY

Our distinguished members are part of a national network of community leaders. Their major gifts support vital programs, while their reputations and influence inspire new donors to join our mission.

Alexis de Tocqueville Society giving levels:

Pinnacle	\$1,000,000+
Jefferson	\$100,000 - \$999,999
Michigan	\$75,000 - \$99,999
Gratiot	\$50,000 - \$74,999
Lafayette	\$25,000 - \$49,999
Fort	\$15,000 - \$24,999
Grand River	\$10,000 - \$14,999

EMERGING PHILANTHROPISTS

Our passionate group of young professionals create a lasting impact in their communities through giving, advocating and volunteering while gaining professional development through networking events and mentorships.

Contribution Level	Year 1	Year 2	Year 3
Gold Step-up	\$500	\$750	\$1,000
Platinum Step-up	\$1,000	\$2,000	\$4,000

WOMEN UNITED

Members support our Bib to Backpack work to ensure that parents and caregivers have the resources they need to help children meet developmental milestones to enter kindergarten ready to learn.

PLANNED GIFT

You can leave a legacy through a planned gift that fits your lifestyle and financial needs.