



United Way  
for Southeastern Michigan



# EMPLOYEE CAMPAIGN COORDINATOR GUIDE

FY 2020-2021



Dear Employee Campaign Coordinator,

Thank you for making the decision to lead your company's United Way for Southeastern Michigan giving campaign. Your dedication and commitment to improving our community is greatly appreciated. In your role, you'll educate your co-workers about the community's needs and how United Way is making a difference, and you'll inspire them to join the effort and make a difference with their gifts.

I cannot thank you enough for being a part of our team and working with us to solve some of our region's most difficult challenges. As we continue to adjust to COVID-19, your leadership has never been more important — both to our community and to our organization.

Even before the pandemic began, 44 percent of Southeastern Michigan households struggled to meet their basic needs. The problem was already growing, and with rampant job loss and medical costs due to the virus, it's getting worse. But with your help, we can reverse the trend. At United Way, we work to help households reach stability. We connect families with programs and services to help them meet their basic needs like food, housing and health. We also work to help children thrive. Starting at birth, we provide the tools and support families need to make sure their children start school ready to learn and graduate prepared for success in life. We change lives, and we simply could not do it without your support.

We know that this year's campaigns will look a lot different than the campaigns you're used to. Our staff participated in a virtual campaign in June, and it was fun, engaging and successful. We reached 100 percent participation! We used those learnings to help put together this guide, our online toolkit and a new virtual campaign kickoff planning document, which will help you run your virtual campaign. We've included tips and tricks to help make your campaign a success, as well as materials that will support you in spreading the word about United Way. Please feel free to contact your dedicated corporate relations director at any time with your questions, ideas or feedback. They'll be glad to offer guidance.

Again, thank you for taking on this task. Our mission is critical to improving lives throughout our region. Together, we make it happen. Thank you for choosing to Live United.

*Darienne D. Hudson*

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

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# WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

Employee Campaign Coordinators (ECC) are key to the success of every company's United Way fundraising campaign. You serve as the connector between United Way and the employees of your company. With the materials and support we provide, you will educate your colleagues about United Way's vital role in the community and provide them with an opportunity to give, advocate and volunteer with us. 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?

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The workplace campaign is crucial to supporting United Way. During your company's campaign, employees make their annual pledge and participate in events to raise funds that support our work in the community. Lasting 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 virtually. Ideas for fundraising events are 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, digital materials and virtual meetings with your United Way corporate relations director.
- These items can be located in our toolkit at **[UnitedWaySEM.org/CampaignToolkit](https://UnitedWaySEM.org/CampaignToolkit)** or you can contact your United Way corporate relations director for assistance.

### ENGAGING

- Employees at many companies have not seen their coworkers in person for months. Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement, which is as important as ever with employees working from home. Giving employees the opportunity to give back through 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 corporate relations director is available to help every step of the way. Please don't hesitate to ask for assistance or ideas.

# WHAT WE DO

At United Way, we work to ensure that households can become stable and children have the support they need to thrive. We connect families to programs and services to help them meet their basic needs, like food, housing, health care and family finances. And we work to ensure that, starting at birth, families have the tools and support needed to make sure their children start school ready to learn and graduate prepared for success in life.

We help families get out of crisis — and stay out. Through strategic investment and innovative partnerships, we work with limited resources to help as many families as possible.

We tackle the root causes of our region's problems, addressing long-standing challenges like a lack of child care access, low literacy rates and limited social services support. We work to strengthen institutions and make changes through policy and partnership.

We bring people together to create sustainable change. For more than 100 years, we have worked collaboratively with nonprofit, for-profit and government agencies to accomplish what no entity can do alone. 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 generosity funds work that makes change possible. You help ensure that emergency assistance is available for individuals and families when disaster strikes. You also help create and maintain programs that assist individuals and families throughout Southeastern Michigan. Together, we can change lives.

LEARN MORE ABOUT THE LIVES YOU HAVE IMPACTED:  
[UNITEDWAYSEM.ORG/BLOG](https://UNITEDWAYSEM.ORG/BLOG)

# RUNNING YOUR CAMPAIGN

## PREP FOR SUCCESS

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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. Refer to our virtual campaign kickoff planning document for more information.

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 and remind your colleagues of the impact their gifts will make.
3. Build a diverse team from all departments to help plan and track events throughout your company campaign. Divide and delegate duties to the members of the team.
4. Involve your CEO with the strategy to help:
  - Establish a campaign timeline, budget and fundraising goal.
  - 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.



# INSPIRE

Prior to the campaign kickoff, send emails to employees to educate and motivate them to give. You can download templated emails located at **[UnitedWaySEM.org/EmailTemplates](https://UnitedWaySEM.org/EmailTemplates)** that can be customized to come from your CEO.

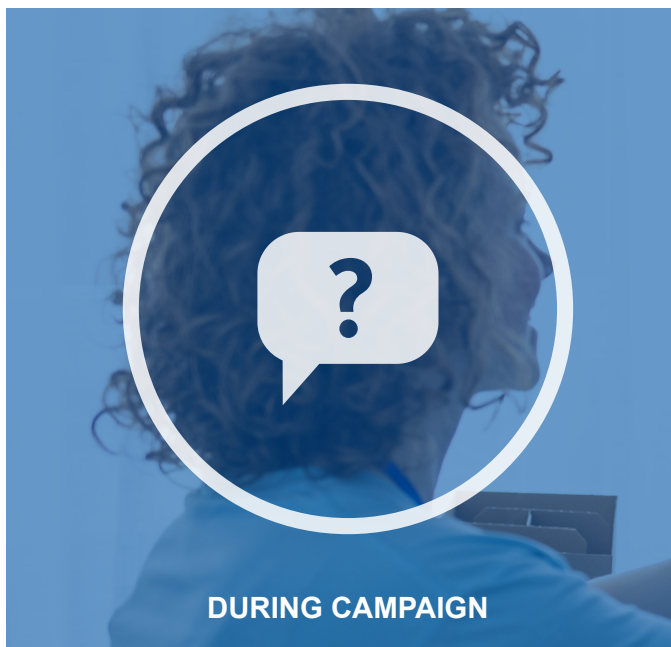
Consider hosting a company-wide rally with presentations and CEO appearances. Sign up to participate in the Learn United Virtual Experience, where participants can learn more about our mission.

As the ambassador for United Way, you can help your colleagues understand the importance 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](https://UnitedWaySEM.org/toolkit)**, including:

- Videos
- Posters
- PowerPoint presentations
- Sample letters
- Brochures
- Stories

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.

Be sure to encourage colleagues to follow us on Facebook, Twitter, LinkedIn and Instagram to stay updated.



# 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 learn 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.*

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

- Keep regular totals and give progress reports to your CEO, team, organization and your United Way corporate relations director.
- Publicize campaign results throughout the organization.
- Track contributions by asking all employees to respond (even if they do not make a gift).
- If your campaign takes place in person, 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 corporate relations director. If your campaign takes place virtually, give digital copies of these items to your United Way corporate relations director.



# 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 them.



# TIPS & TRICKS

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

## SAMPLE CAMPAIGN KICKOFF AGENDA

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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
<b>TOTAL TIME .....</b>		<b>10</b>

## ENGAGE EMPLOYEES YEAR-ROUND

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- Volunteer with us! Our volunteer portal can be found at **UnitedWaySEM.org/Volunteer**. Your corporate relations director can help you find an opportunity that works for your company. We have plenty of virtual volunteer opportunities available.
- Educate new hires about United Way, give them an opportunity to give and invite them to sign up for emails to learn more about how their work makes a difference.
- Schedule a virtual Learn United Experience so staff can see their dollars at work. Contact your corporate relations director for more information.
- Identify next year's ECC and share their information with United Way.
- Ask employees to sign up at **UnitedWaySEM.org/StayInformed** to learn how their gift makes a difference.



# FUNDRAISING IDEAS

Every workplace campaign is different. Yours can be shaped around your organization's culture. This year's campaign may not take place in person, but that doesn't mean it can't be fun! Try out some of these fundraising ideas to get your employees excited about the campaign.

## PARKING FOR PLEDGES

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

## HOST A TRIVIA CONTEST

Have employees team up and compete against one another in a trivia tournament bracket on Zoom. Teams buy tickets to participate and you can sell lifelines (e.g., 5 seconds to look up answer, ask a friend) to raise extra funds.

## DRESS UP DAY

Choose a theme and have employees dress up at home and post photos on social media to spread awareness about United Way and the campaign. Be sure to include a hashtag!

## DO GOOD CHALLENGE

Have your CEO set the tone by performing a good deed like a virtual volunteer opportunity and then tagging a colleague to follow the lead. Then, that colleague tags a co-worker to do something good for someone else, and so on.

## FIT FUNDRAISING

Host a virtual run, golf tournament, free throw contest or jump rope contest. Have participants submit videos and scores and give a prize to the winner. These are 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.

## TALENT SHOW

Host a virtual talent show on Zoom and learn about the secret talents your employees have. You can also host online galas, open mic nights, dance parties or other entertainment events.

## 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 dresses up for a companywide Zoom call to announce the amount of money raised through the campaign.

## ONLINE AUCTION

Offer a chance to win donated items, such as weekend use of a management leased vehicle, virtual lunch with an executive, sports collectibles and more.

## ONLINE LEARNING ACTIVITIES

Find professional volunteers or colleagues to teach employees new skills, like cooking or flower decorating.

# 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 improves people's lives and helps families by addressing the root causes of our region's most difficult challenges. We combine innovative solutions, policy change and strategic partnerships to drive change.

## **Where does my contribution go?**

Donor gifts help United Way maintain and create strategies that positively impact thousands of lives each day. Through direct service, research, volunteerism and advocacy efforts, more families are able to reach stability and more families have the tools and resources they need to help their children thrive.

## **What are United Way's administrative costs?**

United Way's Administrative costs are 14.9 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 workplace 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 corporate relations director for specifics on your company's 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 that don't get the proper nutrition to help them grow strong and healthy; thousands more that don't receive 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.

Due to the pandemic, 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 corporate relations director with your specific question.

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# FREQUENTLY ASKED QUESTIONS

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## **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. However, 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 a specific part of our work, such as basic needs or early education.

## **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.

THANK YOU  
to our top  
corporate  
partners

**DTE**



GENERAL MOTORS

**FCA**

FIAT CHRYSLER AUTOMOBILES



# PHILANTHROPIC GROUPS

United Way for Southeastern Michigan’s philanthropic groups are made up of like-minded people who combine their giving, advocacy and volunteer efforts to help our community now and for generations to come. Together, we can change the world.

## ALEXIS DE TOCQUEVILLE SOCIETY

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The AdT Society recognizes distinguished donors whose gifts create large-scale impact in our community. This group is part of a national network of leaders devoted to creating lasting change.

**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

This passionate group of developing professionals combines socializing and networking with volunteerism and community impact. Members connect through social events and uplift their community through volunteerism.

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

## ALUMNI UNITED

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Alumni United helps retirees and those approaching retirement connect, collaborate and contribute to United Way’s mission. Members engage with peers and participate in skills-based volunteer opportunities.

## WOMEN UNITED

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Members support our early childhood work through professional expertise, volunteerism and financial contributions. Their devotion to this cause helps us ensure that parents and caregivers have the resources they need to help children meet developmental milestones.

## PLANNED GIVING

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You can leave a legacy through a Planned Gift that fits your lifestyle and financial needs. Learn more about Planned Giving at [UnitedWaySEM.PlanMyGift.org](http://UnitedWaySEM.PlanMyGift.org).