UNITED WAY
Southwest Alabama

UNITED IS THE WAY™

Campaign Coordinator Virtual Campaign Guide

www.uwswa.org

STEPS TO A SUCCESSFUL CAMPAIGN

PREPARE

- Set campaign dates. Allow plenty of time to create strategic messaging and to get your online donation portal set up or distribute your fillable pledge cards.
- Assemble a campaign team to help distribute campaign messaging across each department or team. A good ratio is one campaign team member per every 25 employees.
- Set a campaign goal that your campaign team and employees can rally behind.
- Set key points for distributing company-wide messaging, ie announcement of the campaign, launch day, mid-campaign numbers, final push, and thank you.

EXECUTE

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating.
- Send messaging throughout the campaign on a company-wide level.
- Run team challenges to encourage participation. Example: The team or business unit with the
- highest participation wins lunch with the CEO or other company leaders.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

WRAP UP

- Finalize campaign results with your online giving platform. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.
- Celebrate your results!

UNITED WAY
Southwest Alabama

MAKE IT SOCIAL

SHORT & SWEET

Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

OVERALL GOALS

Clearly state your goals – dollars raised, number of participants, average donation, volunteer hours.

COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

IMPACT

Provide impact equations – what does my donation do at various levels?

- $2 a paycheck or $52 per year provides $3,640 in healthcare services to low-income unisured individuals and familes.
- $10 a paycheck or $520 per year provides 2,600 meals to food insecure families.
- $50 a paycheck or $1.200 per year provides 6 unemployed people the training necessary to find a job and succeed in a career.
- $100 a paycheck or $2,400 per year provides 87 hours needed in-home support are available for individuals with developmental disabilities and their family.

ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.

BEST PRACTICES

KICKOFF:

Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are also available to talk about the impact of gifts made to United Way of Southwest Alabama

UTILIZE AVAILABLE RESOURCES:

The Workplace Campaign toolkit is available online at https://uwswa.org/for-companies/workplace-campaign/. This toolkit includes sample email messaging, video links, pdfs of collateral materials and more.

Your UWSWA staff person can guide you through all steps of running a digital campaign as well as help you goal set, train your team and more.

Need something that is not available in the online tool kit? Your UWSWA staff person can provide any additional materials you may need.

COMMUNICATIONS:

Consolidate and coordinate outgoing communcations to avoid overwhelming employees.

Promote any corporate match, corporate gifts or other incentives to increase contributions.

Have your Campaign Committee make individals asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well. People give to people.

INCENTIVES:

Popular prizes include a day off with pay, rewards, or raffles for unique experiences.

Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS:

Encourage employees to participate in virtual volunteer opportunities on their own, or as a company. Opportunities include writing encouraging notes to health care providers, teachers, or making videos of yourself reading books to be shared with local nonprofit agencies supporting children.

The full list of opportunities available can be found at volunteer/uwswa.org or you can work with your United Way staff person to customize a project to your organization's need.

Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO, or have a virtual day of impact.

If possible, consider having in person events once the campaign is launched to promote donation options and have a little fun. Popular events include dress down days, potluck lunches, silent auctions and bake sales. Your United Way staff person can provide you with messaging and talking points for these events.

GIVING SOCIETIES:

When asking for donations, remember that United Way Giving Societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving levels, employees can join the following Giving Societies and take part in meaningful, year-round events, volunteer opportunities and engagement.

• Alexis De Tocqueville Society	$10,000+
• Emerging De Tocqueville	$5,000
• Women United	$1,000
• Leadership Givers	$500+
• Emerging Leaders	21 to 30, $125 or 31 to 40, $250)

RECOGNITION AND THANKS:

Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator, or other team members.

Send personal thank you notes to each of your campaign committee members. Highlight givers of a certain level on a team call or monthly e-newsletter.

If possible, host an event for donors who give at a certain level.

Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multisite company.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: United Way of Southwest Alabama offers a free onlinegiving platform to collect your employee donations. This platform offers various levels of customization depending on your company's size and needs and can collect payroll deduction, credit card, and e-checks gifts. For more information, or a demonstration of the site, contact your United Way staff person.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please visit uwswa.org.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place from July to November, but they can happen at a time that is best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from January 1 through December 31. However, United Way does not set your payroll schedule; it is a company decision.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: As a service to donors, we make it possible for you to select any nonprofit 501(c)(3) organization, any United Way program, or another Alabama county receive your donation.

THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting change in Southwest Alabama.You are a frontline volunteer who raises awareness about the vital role United Way of Southwest Alabama plays in the community.

Together with passionate supporters like you, we are advancing health and education to strengthening livelihoods and local resilience, connecting people to possibility in Choctaw, Clarke, Mobile, and Washington Counties so all can thrive.

We hope this guide will provide you with the necessary resources to run your campaign virtually. Please reach out to your UWSWA staff person who can provide additional support and guidance throughout your campaign.

UNITED WAY
Southwest Alabama

UNITED WAY
Southwest Alabama

YOUR CAMPAIGN

When setting your campaign goals, it helps to review the results from your previous campaign. This worksheet can assist you in collecting the information you may need to establish your organizations goal. Your United Way staff person should be able to provide you with your previous year results.

Amount raised last year: _____

# of employees: _____

# of givers: _____

% of participation: _____

Average gift: _____

# of Leadership Givers: _____

% of campaign raised by Leadership Givers: _____

ORGANIZATION:

_____

United Way Staff Contact: _____

Email: _____

Phone: _____

Address: United Way of Southwest Alabama
218 St. Francis Street
Mobile, Alabama 36602

What are your company's strengths? _____

In what areas could your company improve? _____

Identify any company changes since last year (new hires, reorganization, layoffs, etc.). Consider the effect of any changes in developing goals for this year's campaign. _____

GOALS:

EMPLOYEE PARTICIPATION GOAL: _____

FUNDRAISING GOAL: _____