

Your Guide to A Successful United Way eCampaign



**United Way
of Lowndes & Noxubee**

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RESPONSIBILITIES

Employee Campaign Coordinator (ECC) Responsibilities

- To plan, organize and coordinate a successful United Way eCampaign
- Make your company campaign FUN!!!!!!
- Work closely with management and United Way to develop an effective eCampaign plan, including dates, goals, etc.
- Recruit and coordinate a team of volunteers to assist you via Zoom.
- Coordinate your company or organization's digital kickoff.
- Coordinate the distribution of eCampaign materials to co-workers.
- Make your pledge.
- Promote payroll deduction.
- Promote giving through auto checking, savings or credit cards.
- Report eCampaign progress to co-workers frequently.
- Collect all pledge cards, even if co-workers do not want to participate.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year. Do not forget to keep a folder for next year's campaign - you or your successor will be glad you did!

United Way Responsibilities

- Your United Way representative will be a member of the United Way staff. Your representative can help you with the following:
 - Review your organization's giving history for the last several years.
 - Establish a plan for your eCampaign.
 - Help you set a campaign goal.
 - Provide you with necessary United Way materials to run your eCampaign.
 - Make arrangements for speakers, meetings, via ZOOM!
 - Provide creative ideas to maximize your eCampaign effort.
 - Provide guidance and support for all aspects of your eCampaign.
 - Provide a weekly report of all online donations made.

PLANNING

Implement a Campaign Plan

- Make a gift yourself. It is easier to ask others to give when you are giving.
- Conduct an employee digital kickoff.
- Employee meetings via ZOOM or other digital platforms.
- Make sure every employee is asked to give. Do not forget employees who work offsite, travel extensively, or are on alternate shifts.

Set Goals

- Examine past giving statistics and trends.
- Work with management and United Way to determine campaign goal.
- Choose the best approach to carry out your campaign.
- Set dates for your campaign. (**Campaign should be between 2-3 weeks**)

Enlist Support

- Your management's enthusiasm can be contagious. Ask them to **write a personal letter/email of support to all employees.**
- Recruit a committee representing all of the departments in your organizations.

Promote Your Campaign

- Ask United Way for stories, statistics, videos etc. that you can share with employees.
- Use United Way brochures, posters and thermometers to build awareness of the upcoming eCampaign.
- Promote and publicize your eCampaign in employee newsletters, e-mail and other in-house communication tools.
- Increase employee awareness by creating competition between departments and/or using various events.
 - *Payroll stuffers*
 - *Frequent updates on progress of campaign*
 - *Children's art contest with a United Way theme*
 - *Brochures*
 - *Fliers about incentive items*
 - *Articles in company's newsletter if applicable*
 - *Voice, text, Facebook, and e-mail messages*
 - *Display campaign posters (at building entrances, in break rooms, and other common areas)*
 - *Decorate break rooms and other common areas with United Way information*

UNDERSTANDING

HOW TO HANDLE OBJECTIONS

Objections or initial reluctance is a natural part of decision-making. They are also valuable, often revealing misunderstandings people have about United Way. Concealed or silent objections can reinforce the decision not to give or to give nominally in order to conform. Objections acknowledged openly and handled well make individuals more receptive to giving.

Four guiding principles...Remember, objections are not personal.

1. **Listen.** Pay attention to what is being said. Make sure what you heard actually was an objection. For example, “How much do you expect me to give?” might be an objection, or it could simply be a question.
2. **Ask Questions.** Clarify facts and feelings. Try to identify the real issue. This will keep you from making innocent assumptions and assures the person you are listening and interested.
3. **Respond.** Use the following guidelines to respond to objections:
 - Be attentive. Show understanding and respect the individual’s concerns.
 - **Do not agree with the objection.** Your audience will not hear another word after you say, “You are right.” A more appropriate response would be, “That’s interesting,” or “Tell me why you feel that way.” Then follow up with information that addresses the objection.
 - Do not argue. Arguing forces people to defend their positions. Remember the old adage about “winning the battle but losing the war”? As a campaign representative, you may win an argument, but lose the contribution.
 - Align yourself with the individual. Use sayings like, “I see your point,” “I understand how you feel,” and “I can see why that might be a problem.” Show the person you are truly listening and you care. Having set the problem apart from the two of you, you can work together to resolve it.
 - Answer questions with facts and figures. Do not respond to objections with theories or beliefs. If you do not have the information to respond, tell the person you will get back to them. **Do not be afraid to say you don’t know.** Get the information from the appropriate source, such as HR, United Way office, etc.
4. **Confirm.** After answering an objection, check to make sure the individual thinks your answer is reasonable. You might ask: “Does that answer your question (or satisfy your concern)?” If your answer is not confirmed, you may here additional objections. You may need to ask more questions to get clarification.

Prior to asking for a pledge, inquire if the person has all the information he or she may require. If you do not have an answer, call your United Way representative and then get back to the person who asked the question. When the person’s questions have been answered, ask for the pledge. Remember to follow these four principles when answering objections:

Listen ~ Ask Questions ~ Respond ~ Confirm.

HELPFUL TIPS

Incentives

Token incentives or prizes are more effective than expensive items. Many people may react negatively to the idea of a lavish “reward” for giving to United Way. It can seem inconsistent with the spirit of United Way so use your best judgment. A good place to start is with your vendors for incentives. Your vendors may be able to provide gifts or loan merchandise. It is a great way for a company’s vendors to show how much their business is appreciated while it spreads awareness of United Way.

Ideas for Incentives

- Gift baskets or goodie bags
- Early dismissal on Friday
- A two-hour lunch break
- Sleep-in-late or leave-work-early pass
- Gift certificates donated by local merchants
- Mugs, T-shirts, key chains, etc, with company logo
- Casual days
- Lottery tickets
- Cafeteria coupons
- Employee-designed T-shirts
- Traveling department trophy with highest participation
- Bonus vacation days
- Prime parking spaces
- Departmental pizza party
- Day off to do volunteer work

Strategies to Increase Participation

- Hold a drawing at the end of each employee meeting for all who turn in a pledge card.
- Give everyone who turns in a pledge card a ticket.
- When the campaign is complete, have a drawing for incentives.
- If you make the company goal, throw an online party.

INFORMING

Advantages of Payroll Deduction

- It's the easiest method available to help meet the needs in our area. People often find it easier to contribute a small amount each pay period than to contribute the same sum of money all at once.
- Eliminates the annoyance of multiple drives throughout the year by grouping many worthwhile agency appeals and services into one annual pledge.
- Allows an employee to make fair share contributions without facing a sudden substantial drain of cash.
- Increases employee morale by creating a feeling of teamwork between employees and their employers.
- Provides for automatic cut-off of deduction when paychecks are not received.

Other Forms of Giving

- One-time gifts payable by cash, check or credit card, this donation is made one time and can be made with their pledge form.
- Billed Gifts -- The donor may elect to have their credit card or bank account billed monthly or quarterly for a specific donation amount. The donor has the option to pay monthly, quarterly or annually through the United Way website. www.uwlc-ms.org (click 2021 Campaign link)

EDUCATIONAL CAMPAIGN IDEAS!

Use E-Mail - Distribute “15 Days of E-mail” to your employees spotlighting a different agency.

Mystery Hunt - Clues (sent via e-mail or memo) lead hunters to a United Way agency or a co-worker who is connected to an agency. You could have a new hunt each week for a month. This is a great way to educate employees about United Way programs and services.

Bagging It - Designate a day as “Brown Bag Day” every month or every other month. Encourage staff to bring their lunches on that day and share a United Way video. After the lunch, post a brief summary of the presentation on your website, print it in your newsletter, or distribute via e-mail.

Got Games? - Educate employees about United Way and its partner agencies in a fun way by incorporating a game show theme. Use information from United Way printed materials and our partners’ websites. Play the game(s) at a zoom meeting, or give everyone the opportunity to play by creating a worksheet or posting questions online.

Start Right - Make United Way part of your new staff orientation. We have packets of information that will help your new employee learn more about United Way in our community. Get your new staff off to a good start and increase participation in your campaign.

Literature Drop - Help your employees learn more about United Way’s impact in the community. Set up a table and make brochures, newsletters and other materials from United Way and our partner programs available. Posters, table tents and note cards are also great for building awareness.

FOOD RELATED!

(If you FEED them, they WILL come!)

Latte Stand and Giving Example - For more distinguished coffee drinkers, offer a latte-stand during a morning meeting. Remind them how much a cup of gourmet coffee or tea costs. Give examples of what giving up one cup of coffee, one soda or one candy bar a day can do for a person in need. Ask if they can donate that same amount (or more) each week to United Way.

Bake Sale/Cookie Exchange - Ask employees to bake their favorite cookies or other goodies. Sell plates of the treats to employees. Charge an additional fee for the recipe.

Employee Cookbook - Encourage employees to donate their favorite recipes to be collected, published and sold in a company cookbook. A variation of this theme is to sell books on golf, gardening, etc. Request for employees’ children to provide illustrations.

Candy Grams - Sell candy with your company or United Way’s logo on it. All proceeds go to the United Way.

Midnight Breakfast - If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees.

Chili Cook-Off - VERY popular! - Employees cook their favorite chili. Organize a panel of “expert” judges to decide on the best recipe. Charge employees to sample and eat lunch or even have the employees vote.

ACTIVITES & EVENTS!

THIS IS “THE VOICE” CONTEST: Employees can **create a video** and conduct a singing contest based off a favorite song, band and/or singer. Employees can form groups and vote for the best singing group. Employees can make a donation to vote for the best singing group. The duo or group that gets the most votes will sing a song of their choice in front of an audience.

Silent Auction Using FaceBook - Ask each department in your organization to sponsor, create and fill a theme basket (spa, chocolate, golf, cooking). The baskets are then auctioned off. The department that has the most tickets at the end also wins a prize.

Coin War - Set up large empty water bottles for each department in a central location. Employees drop their spare change into the bottle. Coins are positive while paper money is negative. The group with the highest point value wins. All cash collected is donated to United Way.

Service Online Auction - Auction off staff services (i.e., babysitting, oil change, lunch for a week), executive parking spaces, donated merchandise or services. Try conducting the auction over your internet site.

Rummage Sale - Ask employees to donate old items (books, CDs, videos) for a company or department-wide sale. Unsold items may be donated to a local shelter.

SPORT RELATED EVENTS!

Golf Outing - Organize a golf outing for employees. Participants pay an entry fee. Have goofy prizes for highest score, most putts, longest game, etc.

Bowl-A-Thon - Organize a bowling contest at a local bowling alley or set up makeshift lanes at the office. Participants pay an entry fee. Give the winning team a prize.

GAMES & CONTEST!

PENNY WARS - Get your departments to compete against one another in the spirit of United Way. Each department is given a jar or some other container. The object is to have the most money in your jar. Pennies are added to the total and silver coins (the nickels, dimes and quarters) are subtracted from the total. One department can sabotage other departments by putting their silver into their jars. A department will retaliate by putting more pennies in their jar and putting silver in the other department’s jars. This will go on throughout a designated number of days. The jars should be kept in a central location where they can be monitored by a neutral party, most likely the campaign coordinator. At the end of the designated time, the neutral party will total the jars and the department with the highest total receives a prize or incentive.

Who Is It? - Gather baby pictures of co-workers. Have a contest to see who can correctly name the most co-workers. Contestants pay a fee to take part. Give an award for the most correct matches.

E-Bingo - Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an e-mail to all users, and, of course, he or she will win a donated prize.

Kids Coloring Contest - A colorful way to get everyone's children involved is to have children color a United Way logo or have them make a picture that shows giving or sharing. These pieces of art are great to use on thank you cards, t-shirts or bookmarks. Sponsor a contest and give a prize to the top three artists.

Ugliest Apparel Contest - Contestants pay to enter the ugliest tie, earrings, socks, or stockings contest. Take pictures of the participants and have employees 'vote' on the ugliest apparel by contributing a dollar.

Picture Match Game - Invite employees to try their luck at matching high school pictures, pet pictures or celebrity pictures to executives. Charge employees to vote and award the entry with the most right answers a fun prize.

OTHER IDEAS!

Lose Your Locks - Have employees volunteer to cut their hair or shave their heads if goals are met.

Funniest Home Video - Employees bring in tapes of funny moments caught on tape. Vote on the best video, winner gets a prize.

White Elephant Sale - Have items in storage you don't use? Gifts you never returned? Donate them to the sale or conduct a gift exchange. Your trash is someone else's treasure!

ETO (Extra Time Off) Goodie Bags – Assemble and sell bags of candy. Each bag includes a slip of paper with messages such as, "Congratulations. You won 4 hours of extra time off," or "Sorry, you didn't win extra time off. Please play again."

FOLLOW UP

Follow Up

Send reminders to employees- via E-mail, Voicemail, text Etc.

Report Results

- It is very important to report your results to United Way as soon as possible following the completion of your campaign. Call the United Way at 662.370.1922 if you have any questions.
- Make sure all pledge cards are returned and accounted for. **Turn in all payroll deduction cards to your payroll office.**
- Call Your United Way office to pick up your pledge cards, etc.
- Report final results to your fellow employees

Saying Thank You

During and after a successful campaign, it is important to say “thanks” to all the employees who volunteered their time and energy. Here are some ideas to convey your gratitude:

Thank You Suggestions

- Develop a bulletin board featuring your employees’ efforts: hang a giant thank you card, post a thank you from an agency or develop a collage of photos of your employees doing volunteer work or helping with the campaign.
- Spend a few minutes at the next staff zoom meeting during which your CEO can congratulate employees and acknowledge campaign workers.
- Start the day on the right foot by delivering coffee and pastries to each employee’s desk.
- Partner with kids from a United Way agency and have them draw “thank you” cards for employees.
- Run a “thank you” ad in your company newsletter.
- Hand out pens, hats, T-shirts or notepads with the United Way logo on them.
- Insert “thank you” notes with paychecks or pay stubs.
- Distribute candy with a personalized note from management.
- Display thank you messages on computer screens, bulletin boards, voicemail, etc.

QUESTIONS

FAQ's (Frequently Asked Questions)

I do not live in Lowndes County, why should I give?

Individuals are always encouraged to give where they live. If you would like to send your donation to your community, simply make a note on your pledge card with the name and location of the agency you would like to support.

Does my gift make a difference?

It makes a difference to those who use the services of the 15 United Way partner agencies.

Who decides how much money each agency will receive?

A group of volunteers decide how much each agency receives. They base their funding decisions on programs, budgets, and funding requests received from the agency, in addition to information obtained during the agency's interview.

Who oversees our local United Way?

Each United Way has its own volunteer board of directors that determines policies, sets procedures, and monitors the activities of the organization.

Does the United Way of Lowndes County support Planned Parenthood or any other abortion service?

NO! United Way of Lowndes & Noxubee County (UWLN) supports fifteen agencies serving needs in our county. Each agency runs multiple programs in the areas of health, education, and income. There are no United Way organizations in the country that directly support Planned Parenthood's abortion services.

What is your *Fair Share*?

A form of payroll deduction. This simply means the donor agrees to give one hour's pay per month. One of the easiest ways to give!

UNITED WAY

CAMPAIGN KICKOFF & TELETHON



SATURDAY, SEPTEMBER 12

11:00 AM - NOON

WCBI CHANNEL 4 NEWS

RESPOND | RECOVER | REIMAGINE | REBUILD

**United
Way**



**United Way
of Lowndes & Noxubee**

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