

The Employee Campaign Manager Guide

Everything You Need to Run a Successful
United Way Campaign



THANK YOU

You were selected to be a United Way of Dane County Employee Campaign Manager (ECM) and/or Leadership Giving Manager (LGM) because someone in your organization believes you are both capable and compassionate. You are the type of person who cares about people, who has strong organizational skills and who motivates others. You are precisely the person it takes to organize a great United Way campaign in your organization.

This guide will provide you with the information you need to run a successful campaign. You'll learn what United Way does in our community, what steps are involved in running a campaign, who to contact for assistance, how to motivate your co-workers, what to do when your campaign is complete and much, much more! And, you'll have access to many people who can help you along the way, including your Loaned Executive (LE) and United Way staff.

Key Contacts

Loaned Executive Name: _____ 246-4383, Ext: _____

Staff Liaison Name: _____ Phone#: _____

Key Dates

Loaned Executive Training Begins:	July 28
Days of Caring & Campaign Kickoff:	August 24
Additional Day of Caring:	August 25
Days of Caring - Middleton:	August 27
Campaign Results Due for Recognition:	October 15
Campaign Celebration:	November 18

For additional campaign tools and resources, visit the United Way website at www.unitedwaydanecounty.org.

In the left hand column click on **“How to Run a Campaign”**.

Call (608) 246-4350 for additional resources or assistance.

Campaign

Checklist

Chapter 1

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**Larger organizations may require additional time to complete campaign planning.*

Preparing for the Campaign

Laying the Foundation for a Successful Campaign

- ❑ Learn about United Way and the Agenda for Change
- ❑ Analyze Your Campaign/Best Practices for a Successful Employee Campaign
- ❑ Meet with Your CEO
- ❑ Recruit and Train Your Campaign Committee

How does United Way address community issues and create community impact?

1 We listened to the community and together, identified issues that the community saw as most critical. Through focus groups, surveys, community dialogues and other engagement, the community prioritized the top seven goals for United Way and the community to meet, which became the Agenda for Change.

2 We have reorganized the way we do business to focus our resources, partners and the community to create lasting, positive change on these targeted issues. Whether it's eliminating homelessness, reducing the racial achievement gap, or improving access to health care, United Way puts your contributions to work.

3 We have measurements in place to evaluate our progress and hold ourselves accountable for the results. Our volunteers use research, data and best practices to guide them in developing the strategies that will achieve our community goals.

Our Community's *Agenda for Change*

- Students of color achieve at the same rate as white students.
- Children are cared for and have fun as they become prepared for school.
- People's health issues are identified and treated early.
- There is a decrease in homelessness.
- Seniors and people with disabilities are able to stay in their homes.
- There is a reduction in violence toward individuals and families.
- Non-profit agencies and volunteers are strong partners in achieving measurable results.

Other ways to learn about United Way:

- Visit our website at www.unitedwaydanecounty.org
- Read the United Way campaign brochure
- Review recent editions of United Way's newsletter
- Talk to co-workers who volunteer at United Way or our partner agencies about their experiences
- Review the Frequently Asked Donor Questions section in the Campaign Tools area on our website
- Read our 2009 Annual Report, available online

Analyze Your Campaign

- **Examine your past campaign results.** Review your organization's Corporate Profile provided to you by your LE or United Way staff person. It includes your campaign history and a suggested campaign goal. Take special note of the following areas to see where you can increase giving:
 - ❑ Average employee gift
 - ❑ Number of donors/percent employee participation
 - ❑ Number of leadership givers (work with Leadership Giving Manager to analyze this information)
 - ❑ Special event dollars
- **Meet with last year's Employee Campaign Manager** to discuss challenges and opportunities.
- **Identify areas of greatest potential within your organization** (e.g., large departments, areas that have declined, areas with good potential for leadership giving, etc.).
- Become familiar with the **Best Practices** and review whether or not all have been utilized effectively. A list can be found on the bottom of the page.
- **Develop a plan** that targets the areas of greatest potential. Your Loaned Executive or staff representative will help!

Best Practices

As an Employee Campaign Manager, you have access to many resources that can impact the success of your campaign. United Way has analyzed many campaign strategies and found that the following best practices produce measurable improvement. It's a fact that organizations that implement all of the Best Practices raise more resources. Organizations that increase their campaign by using all 10 Best Practices are recognized with the **Best Practice Award** at United Way's Campaign Celebration. Organizations must complete their employee campaigns and have all pledge forms returned to United Way by **October 15** to be eligible. Award categories can be found on page 17.

Bright Idea:

Participation Goal

Set a goal for employee participation, in addition to a dollar goal. If you increase the number of employees who give to United Way, you will likely increase your total giving. Please note that United Way strongly discourages companies from pressuring employees to give. Talk to your Loaned Executive or staff members for ideas to help increase participation.

Best Practices for a Successful Employee Campaign

1. CEO publicly supports the campaign
2. Implement a Campaign Team
3. Campaign Team attends training
4. Make campaign fun and engaging
5. Promote Leadership Giving
6. Distribute personalized pledge forms
7. Allow employees to use payroll deduction
8. Educate employees about United Way of Dane County
9. Implement a New Hire and/or Retiree Program
10. Offer a Thank You program for donors

Meet With Your CEO

Your United Way campaign will work best if you have support from the top. That's why it's important to meet with your CEO/Executive Director. In your initial meeting, there are five specific commitments that you should obtain:

Seek These Commitments

- 1. Personal endorsement of the campaign.** Speak briefly at an employee rally/meeting and/or send an endorsement letter to each employee.
- 2. Permission to run an employee rally.** Allow a United Way representative to make a brief presentation to employees at either an existing employee meeting or a campaign rally.
- 3. Approval for payroll deduction.** Payroll deduction dramatically increases campaign contributions by enabling employees to give a large contribution overall by giving a little each pay period. Ask to implement payroll deduction if it is not already being used.
- 4. Support for a Key Club program.** Appoint a Leadership Giving Manager and have a separate solicitation for potential and current Key Club members.
- 5. Corporate gift.** Ask CEO if organization will be giving a corporate gift and if corporate pledge form has been signed and returned.

Other things you should ask the CEO

- ☐ Approve time for campaign activities (committee meetings, employee rallies, agency tours, special events)
- ☐ Set aside a budget for the campaign, although expenses can be kept to a minimum
- ☐ Promote the involvement of your labor union(s) (if applicable)
- ☐ Consider a corporate match to encourage employee participation

Recruit and Train Your Campaign Committee

Committee members can help you by providing great ideas, supporting the campaign and helping make the campaign more fun. We suggest one or two committee members for every 20-30 employees.

Recruit from all areas in your organization. Consider:

- A Campaign Chair from senior management to help plan, promote and monitor the campaign
- A representative from each department and/or location
- A Leadership Giving Manager who is a current Key Club donor
- Someone from your organization's internal newsletter or marketing department
- Managers
- Organized labor (if applicable). United Way and the labor community have had a long partnership in our community.
- Administrative or support staff
- New employees

Attend one of United Way's scheduled Employee Campaign Manager training sessions or schedule an in-house training with your committee through your United Way Loaned Executive or Staff Liaison.

Planning for the Campaign

Planning the Details of a Successful Campaign

- ❑ Meet with your Loaned Executive
- ❑ Set Goals, Objectives and Timelines
- ❑ Develop a Leadership Giving Strategy
- ❑ Determine Your Campaign Strategies
- ❑ Schedule an Agency Speaker or Tour
- ❑ Personalize Pledge Forms
- ❑ Request Campaign Materials & Other Resources

Meet with Your Loaned Executive

Loaned Executives (LEs) call on organizations throughout the community and **provide Employee Campaign Managers with guidance, support and resources** so that they can run effective employee campaigns. In addition, United Way staff are always on hand to assist you with your campaign at any time during the year.

About half of the Loaned Executives are on “Loan” from their organization. They are provided a leave of absence from their day-to-day job duties and work with United Way on the campaign for 17 weeks but are still compensated by their employer. The other half of the Loaned Executives are “sponsored” by organizations. Organizations provide financial sponsorship enabling United Way to hire Loaned Executives for the 17 week campaign period.

Check in with your Loaned Executive regularly to confirm dates or to notify him/her of any changes. Your LE is committed to helping you run a successful campaign!

What a Loaned Executive can do for you!

- Help you analyze past campaigns and decide the best approach for your organization.
- Give you guidance in putting together a campaign committee and attend committee meetings.
- Provide information about United Way's leadership giving programs (Key Club, Rosenberry Society, Tocqueville Society and the United Way of Dane County Foundation).
- Provide training for you and/or your committee.
- Provide you with:
 - campaign supplies
 - speakers from United Way for your group meetings or rallies
 - tours or volunteer opportunities for your employees
- Help you tailor employee meetings/rallies to your schedule and needs.
- Speak and answer questions about United Way at your employee meetings/rallies.
- Help you complete the report envelope and forms for reporting your great success!

Set

Goals, Objectives & Timeline

Setting clear, specific goals and objectives is crucial to the success of any project. From the analysis you did with your United Way Loaned Executive or Staff Liaison in the preparation phase, you are now ready to set an achievable goal for this year's campaign that will:

- Increase employee participation
- Increase the average employee gift
- Increase the number of Key Club donors
- Increase special event dollars
- Increase unrestricted giving

Your Loaned Executive or United Way Staff Liaison will provide you with a specific analysis of your organization's past campaign results. On the Corporate Profile, you will find some suggested goals for your campaign. Please call your Loaned Executive if you need a copy of your Corporate Profile.

Be sure to create a timeline that includes when the campaign will kickoff, when you need materials, when your special events will occur, the date of your employee meeting/rally, when you will collect pledge forms and any other important details.

Once you have established your goal:

- Communicate your goal to your CEO and employees through posters, emails, announcements, the company newsletter or other methods.
- Use a thermometer poster to track your campaign goal progress.

Bright Idea:

Set a Contact Goal

Research tells us that the number one reason people don't give is that they are not asked. Set a goal for your team that all employees will be contacted in the first few days of the campaign

Leadership Giving:

Rosenberry Society & Key Club

Coordinating and promoting Leadership Giving among your colleagues is the best way to increase the success of your organization's United Way campaign. Choose a strategy that will work best within your organization's professional culture.

1 *Strategies for growing Leadership Giving:*

- Appoint a Key Club donor to coordinate your leadership giving effort.
- Evaluate last year's results:
 1. How many Rosenberry and Key Club donors do you have?
 2. What was the total for leadership gifts?
 3. Who is giving between \$350 and \$649?
- Set a specific goal (example – recruit 5 more Key Club and 6 more Rosenberry donors)
- Refer to your organization's Corporate Profile for goals identified by United Way.

Rosenberry Society

A group of young leaders who host monthly events that connect members with their community, with each other and with the most important issues facing Dane County.

Membership is based on age and giving levels:

Under age 30, minimum annual gift of \$250
Age 30-40, minimum annual gift of \$500

Key Club

United Way's oldest leadership giving program was founded in 1981 to encourage individual leadership giving and accelerate solutions to community problems. 2010 Key Club gifts are recognized at five giving levels:

Platinum: \$7000 - \$9,999
Gold: \$2,800 - \$6,999
Silver: \$1,400 - \$2,799
Bronze: \$1,050 - \$1,399
Copper: \$700 - \$1,049

Leadership Giving:

Rosenberry Society & Key Club Continued

2 *Strategies for promoting Rosenberry Society & Key Club:*

- Involve your CEO/Leadership – ask them to endorse the importance of leadership gifts.
- Hold special events to recruit and recognize Rosenberry and/or Key Club donors.
- Use customized communications to personalize the message to current and prospective leadership donors.
- Break down the giving levels – giving a little bit in each paycheck is the easiest way to be a leadership giver!
- Talk about combined household gifts - donors can combine their gift with a household member and be recognized as a leadership giver.
- Educate your colleagues – share information from United Way about how leadership gifts are making a difference in Dane County.
- Use the tools provided from United Way to plan and execute strategies.

Tools Available at: www.unitedwaydanecounty.org

- Thank Rosenberry and Key Club donors for their generosity.
- Ask! Invite people to join Rosenberry Society or Key Club.

3 *The best way to get more Leadership Givers is to ask!*

If people aren't asked to give, they won't! People give generously at whatever level they can when they understand how much their support is needed and appreciated.

How to ask:

- Be inclusive & share the message with all employees – leadership donors don't fit a particular type, income level or job title.
- Use a variety of messages to encourage participation and involvement – people are motivated to give for different reasons.
- Make sure your “40-and-under” co-workers know to check the Rosenberry Society box on their pledge form - Rosenberry members need to indicate their desire to join!
- Invite a current Rosenberry or Key Club member to share a personal story about why they are a leadership giver.

If you have any questions, contact your Loaned Executive or Dustin Olson at dustinolson@uwdc.org (Rosenberry Society) or Kristin Wensing at kwensing@uwdc.org (Key Club).

Determine Your Campaign Strategies

Now that you have analyzed your campaign and established your goals, objectives and timelines, it's time to determine your strategies.

- Review Best Practices (page 4)
- Decide how to promote the campaign and educate your co-workers
- Decide how you will accomplish each of your steps
- Request a speaker
- Personalize pledge forms (page 11)
- Assign responsibilities – Who will take care of publicity? Getting materials? Writing the CEO endorsement letter? Scheduling the employee meeting/rally? Getting the food? Planning special events? This is where having more than one person on your committee will be especially helpful!

Schedule an Agency Speaker or Tour

Of all of the Best Practices, **inviting a speaker** to your employee meeting/rally **has the biggest impact** on your results. Agency tours are also an option for your employees. In either case, talk with your LE to schedule a speaker or tour.

Identify an Area of Interest

1 Agency speakers help convey how United Way investments provide critical services to individuals and families. **Their first hand accounts of real people whose lives have been changed are often the highlight of a organization's campaign.** United Way has a pool of approximately 100 speakers from our partner agencies, partnership initiatives, direct services, volunteers and staff. Their expertise covers issues of health care access, school achievement, healthy starts for children, affordable housing, and more.

3 Work with your Loaned Executive to request a speaker well in advance of your employee meeting so he/she can be contacted by United Way and asked to attend your rally.

2 Find out what areas of interest your employees have and ask your LE or staff person to help schedule a speaker that can talk about that area. In some cases, speakers may not be available, so it's good to have a few areas of interest in mind. Presentations can be tailored to fit your time frame, but usually last 7-10 minutes.

In the event that you change the time of your employee rally, please inform your LE or contact United Way's Marketing Department at 246-4377, in order to notify the speaker.

Personalize Pledge Forms

Meet with your payroll department coordinator to review how the pledge forms were handled last year. Be sure to talk about new ideas concerning the pledge forms with this person first. If you have questions about setting up payroll deduction, download the Payroll Deduction Information Sheet in the Campaign Tools section of the United Way website.

Type, merge or print each employee's name on a pledge form. **By personalizing pledge forms, you'll increase your campaign's effectiveness.** Because:

- Employees will feel more a part of the campaign and will be more likely to give than if they receive a blank form.
- A personalized pledge form reinforces giving as a personal decision.
- A personalized pledge form will help you follow up with the employees who have not returned their form, so that you can ensure that they were asked and had the opportunity to give.

To distribute personalized pledge forms, you'll need to plan ahead so that you'll have the pledge forms ready for your employee rally. Try to find a volunteer or two who will help with this project. With enough lead time, United Way can personalize pledge forms. Work with your Loaned Executive to have this done.

Don't forget to include part-time employees. They could be some of your best givers and it will help them feel a part of the group. Also, consider sending pledge forms to retirees and invite them to your employee meeting(s). This could be a special opportunity to reconnect them with your organization.

Bright Idea: Addresses

Encourage employees to fill in their home and email address on the pledge form once they receive it. This ensures they will receive a confirmation from United Way for their gift. You can let them know that United Way does not share their information with any other organizations.



Instead of distributing pledge forms in employee mailboxes, try handing out pledge forms during an established employee meeting. This ensures that everyone knows about the campaign and has the opportunity to donate.

Request

Campaign Materials & Other Resources

This is a list of resources and materials available for your use. Additional resources are available at our Campaign Tools website. Visit www.unitedwaydanecounty.org. In the column on the left, click on “How to Run a Campaign.” You may request these items from your LE or Staff Liaison.

Loaned Executives

A Loaned Executive is the primary campaign resource offering personal support to Employee Campaign Managers. They will help you with all aspects of your campaign, including giving an overview of United Way and instructing employees on how to fill out their pledge forms.

United Way Agency Speakers

Speakers from United Way, including partner agency representatives, can greatly enhance your employee rally. Ask your LE about scheduling a speaker.

Pledge Form

United Way pledge forms are the most convenient way for your employees to make gifts that benefit our community. The pledge form contains information about payroll deduction, leadership giving and other giving options and employee contact information. A Spanish pledge form is also available.

Campaign Video

The campaign video is a tool for explaining United Way and motivating people to give to the campaign. It should be used as part of your employee campaign rally/meeting.

Campaign Brochure

The campaign brochure describes United Way’s role in reducing and eliminating needs through the Agenda for Change. Every employee should receive a copy of the brochure. A campaign brochure is also available in Spanish.

Campaign Posters

Placing campaign posters in frequented areas is an easy way to keep the campaign alive and in front of employees every day!

Campaign Thermometer Poster

This fun poster will help you publicly track your organization’s campaign progress. Track progress on both your dollar and participation goals.

MINI Cooper Promotional Materials

Encourage participation in the 2010 United Way campaign through flyers and posters available to you by working directly with your Loaned Executive. This is a great way to motivate employees to give for the first time or increase their donation!

“I Gave” Stickers and Key Club Pins

Give these as a small token of thanks to donors after the campaign. A Key Club pin will be distributed to new and continuing Key Club members.

Business Volunteer Network Information

These materials will explain and promote volunteer opportunities through your workplace for your employees throughout the year.

New Hire Packets

A packet of information given to new employees that educates them about United Way and encourages them to give.

United Way Online store

Check out the Corporate Campaign section of the United Way Store online at www.unitedwaystore.com to find items to be used as thank yous for participants and/or to help promote your campaign.

Conducting the Campaign

Running your Successful Campaign

- ☐ Promote the Campaign
- ☐ Send out Endorsement Letters
- ☐ Conduct Employee Campaign Meetings/Rallies
- ☐ Collect Pledge Forms

Bright Idea: Employee Testimonials

Bring the message of United Way close to home by having one or more employees speak at employee meetings/rallies or write an article about how a United Way program has helped them. One way to find such an employee is to put a message in your organization's newsletter or email asking people to contact you if they are willing to share their stories.

Send Out Endorsement Letters

Send Out Endorsement Letters

A letter of endorsement from your CEO and/or your organization's union (if applicable) can:

- Serve as the official kickoff for your campaign.
- Set the tone for the campaign, letting employees know that all campaign activities and meetings have the full backing of your organization's leader(s).

Promote the Campaign

Before you go any further, you should start to build excitement about your campaign. Let everyone know you're all working to create long-term solutions through the seven goals the community identified in the Agenda for Change. Here are some of the best methods for promoting your campaign:

- United Way posters displayed throughout your organization.
- Articles and a campaign calendar, including upcoming events, in your organization's newsletter.
- Thermometer posters showing progress toward your campaign goal.
- Send messages about the campaign through voicemail, email or your intranet site.
- Pre-print campaign messages on payroll statements.
- Take pictures at Special Events and share with employees.

Conduct

Employee Meetings/Rallies

Your United Way campaign strategy needs to fit comfortably within the structure and environment of your organization. The availability of employees and your organization's past success should be used to determine whether one-on-one solicitation, group meetings or a combination of both will be the most effective for your campaign.

Sample Agenda

The fastest, most efficient way to educate and solicit employees is through employee group meetings. Here's an ideal presentation format:

WHAT	WHO	TIME
Opening Remarks	Employee Campaign Manager	1 min
Endorsement	CEO/Leader	2 min
Labor Endorsement (If applicable)	Labor Representative	1 min
United Way and Agenda For Change Overview	Loaned Executive	7 min
United Way Speaker or Employee Speaker		7 min
Campaign Video		5 min
Highlight Leadership Options	Leadership Giving Manager/Employee Campaign Manager	2 min
Pledge Form Explanation and Ask for Pledge	Loaned Executive	3 min
Closing Comments Deadlines and Events Thank You/Drawing	Employee Campaign Manager	2 min

Total: 30 mins

Group

Using an existing employee meeting is a simple way to share United Way information with a group. An employee meeting helps build enthusiasm among co-workers. Invite your Loaned Executive or an agency speaker to present at this meeting or show the campaign video. Strive for good attendance at your meeting/rally by using drawings, prizes or other incentives. Employees who attend are more likely to give.

One-on-One

A one-on-one approach enables you to speak in greater depth about the important ways United Way helps our community. This approach is especially effective for Key Club level solicitations. One-on-one solicitation works well when it is difficult to get large groups of people at a meeting. Its personal approach allows colleagues a chance to ask questions and clarify concerns.

Bright Idea: Serving Food

Serving food or conducting a drawing for all who attend and all who turn in pledge forms, regardless if they made a gift or not, increases participation and makes the campaign fun.

Collect

Pledge Forms

You've done great work planning and implementing your campaign. Now it's time to collect the pledge forms! Be sure to follow up with each department and remind employees that **they should turn the pledge forms in even if they choose not to make a pledge**. The goal is to ask everyone; the decision to give is personal. (As an Employee Campaign Manager, this step will help give you a sense of completion once you know all employees have turned in their forms.)

- Collect pledge forms as soon as possible.
- Consider a prize drawing or incentive for turning in pledge forms within three days after the employee meeting/rally.
- Look at last year's donor list and follow up with anyone that may have forgotten to give again.
- Remember to follow up with employees who may have been on vacation, ill or otherwise unable to attend the meeting.
- Don't forget about part-time employees and any retired individuals you included.

Bright Idea: **Consider These Reminder Messages**

We are still \$XX from our goal. Every dollar given to United Way provides someone with the help they need. They depend on our contributions. A gift to United Way stays right here in Dane County, helping your friends and neighbors.

XX% of our United Way pledge forms have been returned so far. Whether or not you contribute, all forms should be signed and turned in. A signed form tells us you've made a decision about giving and that we don't need to contact you again. Thank you.

Our community has looked to employees of (your organization) as role models in giving and caring for our community through United Way of Dane County. Let's continue to make Dane County a better place because united we find a way and together we are making a difference.

Concluding the Campaign

Results & Recognition

- ☐ Return Your Results to United Way in a Report Envelope and attach a 2010 Post Campaign Checklist.
(Results returned by October 15 will qualify for Campaign Awards)
- ☐ Campaign Awards
- ☐ Analyze Your Campaign
- ☐ Strengthen a Year-Round United Way Program
- ☐ Thank Your Co-Workers

Report Your Results To United Way

**2010 CAMPAIGN
COMPANY REPORT ENVELOPE**

United Way of Dane County

Company Name: _____ Your Name: _____
 Company Address: _____ Coordinator Name: _____
 Phone Number: _____ Coordinator Phone Number: _____
 In This Report: ☐ Partial ☐ Full ☐ Full Time

Today's Date: _____

Please print or type in the space provided. Please print or type in the space provided. Completion of the following information will ensure that we receive your report in a timely manner. This information is used for statistical and distributional purposes. Early return is appreciated. To be completed for monthly results, see page 10 of this report.

INSTRUCTIONS

EMPLOYEE CAMPAIGN

☐ For each employee, please indicate the type of contribution (pledge) made. If the employee has made a pledge, please indicate the amount and the date. If the employee has made a pledge, please indicate the amount and the date. If the employee has made a pledge, please indicate the amount and the date.

CORPORATE PLEDGE

☐ If your company has made a corporate pledge, please indicate the amount and the date. If the company has made a corporate pledge, please indicate the amount and the date. If the company has made a corporate pledge, please indicate the amount and the date.

SPECIAL EVENTS

☐ If your company has participated in a special event, please indicate the amount and the date. If the company has participated in a special event, please indicate the amount and the date. If the company has participated in a special event, please indicate the amount and the date.

PLEDGE TYPE	NUMBER OF PLEDGES	TOTAL AMOUNT PLEDGED	AMOUNT PAID NOW
Cash/Checks			
Debit/Credit Card			
Gifts from United Way			
Payroll Deduction			
CORPORATE PLEDGE			
SPECIAL EVENTS			
TOTAL BY COLUMN			

THANK YOU FOR TAKING CARE OF WHAT MATTERS.

The Results Are In

It is very important that report envelope(s) be returned to United Way by **October 15** to qualify for the campaign awards listed on the next page. Here's what you can do to help us collect information:

- Work with the payroll department to calculate the payroll deduction, cash and direct bill amounts, as well as the total campaign results.
- If your organization has pledged a corporate donation, please ensure that the pledge form has been forwarded to United Way with a signature.

Submit the names of your Key Club donors and levels to your Loaned Executive to receive Key Club pins in a timely manner. Attach a list of Key Club donors to the outside of your Report Envelope.

- Enter the information requested on the Report Envelope and call your Loaned Executive to pick it up.
- Submit money raised through special events with a cashier's check.
- Attend the United Way of Dane County Campaign Celebration on November 18. Invite your committee to attend.

If you have questions, please contact your Loaned Executive or United Way Staff Liaison.

Campaign Awards

Ensure you and your organization obtain the community-wide recognition you deserve for your participation in the United Way campaign. The award winners will be announced during the Campaign Celebration at the Monona Terrace Convention Center on November 18, 2010. Your organization's name will be published in the Campaign Celebration program and you will also receive a certificate recognizing your participation. **To be eligible for these awards, campaign results must be reported to United Way of Dane County by October 15!**

Leadership Awards

Organizations with the strongest leadership giving are honored with these awards.

- Largest percent increase in Key Club dollars
- Largest increase in Key Club dollars
- Largest increase in number of Key Club donors
- Highest average Key Club gift

Campaign Innovation Award

This award recognizes an organization that uses an innovative approach to increase campaign results.

Award of Distinction

This award recognizes employee campaigns that achieve an increase of 25% or more in giving over the prior year.

Best Practices Award

This award goes to organizations that increase their campaigns by using all 10 Best Practices.

New Campaign Award

This award recognizes organizations that hold their first employee campaign or make their first corporate gift.

Per Capita Awards

Per capita awards are based upon the per capita giving of your employee campaign. This is calculated by dividing your total employee campaign by the total number of employees.

Top 10 Campaign Awards

These awards recognize organizations with outstanding campaigns. Based on three different company size classifications (5-25 employees, 26-99 employees, 100 and more employees), United Way of Dane County recognizes the top 10 performing organizations in six categories:

- **Community Impact Award** – Total employee and corporate giving
- **Employee Leadership Award** – Average gift per employee (organizations pledging a minimum of \$500 are considered)
- **Community Chest Award** – Largest percent increase in employee giving (organizations pledging a minimum of \$500 are considered)
- **Red Feather Award** – Largest dollar increase in employee giving
- **Participation Award** – Highest percent participation
- **New Donor Award** – Largest percent increase in the number of new donors

These awards are designed to provide recognition to all different types and sizes of organizations. While larger organizations are likely to win the Total Giving categories, small businesses and professional groups have a better opportunity at Average Gift and the Percent Increase awards. A list of previous campaign award winners is available from your Loaned Executive.

To ensure your organization qualifies for the campaign awards, United Way must have an accurate count of the number of Dane County employees within your company. Please provide this number to your Loaned Executive.

Call (608) 246-4377 to RSVP for the November 18 celebration event.

Analyze Your Campaign

Critique and document your campaign right away. Don't wait until next year, when you may have forgotten many things that happened. Your Loaned Executive and/or United Way Staff Liaison can assist you with this step. This will provide critical information for the success of your organization's future campaigns.

Documentation should include:

- Names and phone numbers of yourself and all committee members.
- Copies of all timelines and agendas.
- A review of the Best Practices as a beginning point to critique your campaign.
- A summary of each committee volunteer's duties.
- A summary of campaign strengths and opportunities submitted by each committee volunteer.
- Suggestions for improvements to the campaign for next year.
- You may also want to review your results with your Loaned Executive or United Way Staff Liaison.

Strengthen a Year-Round United Way Program

Campaigning for pledges will be much easier when your employees hear about United Way on a year-round basis. Here are some ways to keep employees involved:

New Hires

Work with your Human Resources Department to allow new employees the opportunity to give through payroll deduction right away — don't wait until campaign time. Check out the sample New Hire letter located in Campaign tools on our website.

Stay Connected to United Way

Make sure your employees get the latest news on United Way initiatives that are making progress on our community's Agenda for Change. Employees can sign up to receive our quarterly newsletter, become a Facebook fan, follow us on Twitter, or join our LinkedIn group. Additional details on how to sign up for these updates can be found on our homepage at www.unitedwaydanecounty.org.

Bright Ideas: Other Ways To Say Thanks

Here are examples of how others have thanked employees:

- A credit card company rewarded all employees who gave at certain levels with a paid personal day off.
- A hospital held a 24-hour barbecue to reach employees on all shifts with the thank-you message.
- A CEO distributed hand written notes of thanks to employees.
- A bank president personally handed out coffee mugs to employees after they met the company's campaign goal.

Attend United Way Events throughout the year

Invite your staff to attend Recognition Reception, Key Club Reception, Community Volunteer Awards, Days of Caring, Rosenberry Society events and more.

Retirees

Retired employees often want to keep giving to United Way but no longer have the yearly workplace campaign as a reminder or convenience. Contact a United Way Staff Liaison to find out how you can help us reach retirees of your company. Check out the sample Retiree letter in Campaign tools.

To Give or Get Help call United Way 2-1-1

Simply dial 2-1-1 or 246-4357 to learn about volunteer opportunities. Employees can use this important telephone information and referral service throughout the year to access information or find out about available health and human services in Dane County. It's free, confidential and available 24/7.

Thank

Your Co-Workers

Thanking people will reinforce positive feelings about your campaign. Be sure to thank your CEO for his or her involvement. Thank co-workers for coming to meetings. Thank committee members for participation. Thank all employees for making a difference.

Following are some ways to spread the thank you message at the end of your campaign:

- Hand out Key Club pins to your Key Club donors.
- Invite committee members and/or donors to the Campaign Celebration on November 18.
- Recognize departmental achievement during a staff meeting.
- Hold an appreciation lunch for all committee volunteers.
- Write personal letters to your campaign volunteers. Send copies of the letters to their supervisors.
- Create a payroll-stuffer that has a message of thanks.
- In your organization's newsletter, print the campaign results and a special message of thanks to employees.

Thank You!

Thank you for your commitment of time and energy as an Employee Campaign Manager!
United we find a way!

Here are some important United Way staff phone numbers to call if you need help with your campaign. Feel free to contact us at any time.

Main Number	(608) 246-4350
General Campaign Questions	(608) 246-4351
Requesting Speakers/Tours	(608) 246-4377
Rosenberry/Key Club Questions	(608) 246-4372
Foundation Questions	(608) 246-4371



United Way of Dane County ● 2059 Atwood Avenue ● PO Box 7548 ● Madison, WI 53707-7548
(608) 246-4350 ● www.unitedwaydanecounty.org