



## Campaign Toolkit Instructions

It's campaign season and we are so excited to have you work with us to offer a workplace giving campaign at your organization! Thank you in advance for being a Campaign Champion and organizing the activities. These are a few helpful tips and instructions for conducting a successful campaign:

### **Set your campaign date(s)**

Work with your organization's leadership to determine the best timing for conducting the campaign. Is there a special event during September, October, November, or December where you can get employees engaged and conduct the campaign? For example, if you have employee benefits enrollment in October, that may be a good timeframe to have UWH visit your employees and talk about where donations go and vision for upcoming year. Perhaps you would like to coordinate your campaign with UWH events such as:

November – Kindness Week

November – Give to the Max Day

September, October, November – Food4Kids food drives and packing events

December is a tough month to get engagement as many are busy with holiday shopping and planning. However, giving back during the holidays is also a special time to focus on and perhaps December will work with your organization.

### **Set your campaign goal**

Work with your leadership on setting a campaign goal. It can be a goal for a certain percentage of employees that participate in the campaign, or a certain amount of funding/pledges, or both!

### **Decide what employee activities you will do during campaign**

Consider ideas to engage employees such as a potluck, a salsa tasting contest, drawings for special employee parking, Minnesota Wild tickets, etc. The **“Fun”draising Ideas** will give you more suggestions. Work with leadership on your plan and if there are any budgetary considerations.

### **CEO Letter**

Snap a picture of your CEO in a LIVE UNITED t-shirt (get from UWH) and include photo in letter to employees. Employees are apt to participate in the campaign if leadership promotes giving back.

### **Payroll Deduction Form**

Provide the payroll deduction form to all employees. Be familiar with how to complete it in the event employees have questions. Employees should be advised to turn in their payroll deduction forms to your HR department to maintain confidentiality.

## **E-Blasts**

Sending simple e-blasts to employees is an easy way to remind them each day of the campaign. It gives you an opportunity to share brief info about UWH.

## **Annual Appeal**

Share the UWH's Annual Appeal flyer with employees. A lot of good information is provided.

## **Campaign Kickoff Video**

The campaign kickoff video can be found on the UWH website and the link can easily be shared with employees. If UWH is invited to visit and talk with employees, the brief video can be shown at that time.

## **Thermometer**

The traditional United Way thermometer graphic can be used as a way to monitor the giving/pledges as the campaign progresses. You can print it off and place around your organization or request copies from UWH. Employees like to see how they are doing in meeting the campaign goal.

## **Posters**

Several campaign posters can be provided by UWH to place in employee cafeteria, break rooms, or electronically sent to employees.

## **Campaign Wrap Up**

Depending on what works for your organization, UWH will need to have employee pledge and donation information as we send acknowledgement letters for pledges and thank you letters with tax information for donations. You can provide a copy of the payroll deduction forms, information in a spreadsheet, UWH is happy to work with you on the best method.

Make sure to thank employees for their time and giving!