

UNITED WAY CAMPAIGN LEADER GUIDE



United Way
of Horry County

PLAN

4-8 weeks prior to campaign

- Meet with your CEO
- Recruit your Campaign Team
- Learn about United Way and meet with your UW contact

PREPARE

4-8 weeks prior to campaign

- Analyze past campaign results and set campaign goals, timelines, and strategies
- Share your goals and campaign strategy
- Complete campaign planning

CONDUCT

2-3 weeks during campaign

- Promoting your campaign and the Game Plan
- Make your Campaign fun and engaging
- Distribute and collect personalized pledge forms
- Follow up with employees and past donors

CONCLUDE

1-4 weeks after campaign

- Report your results
- Thank donors
- Debrief with your United Way representative
- Develop a year-round UW employee engagement strategy

PLAN

Your United Way Campaign will be most successful with support from the top.



Meet with your CEO

Seek or secure:

- Personal endorsement of the campaign
- Approval for payroll deduction
- Ask about a corporate gift
 - Ask if your organization will contribute a corporate gift and if the pledge form has been signed and returned.
 - Ask about the possibility of a corporate match to further your impact in the community, such as a match of all employee gifts or a certain amount per donor.
- Ask your CEO to approve time for Campaign activities, including employee special events, volunteer opportunities, and committee meetings.
- Permission to hold a United Way kickoff
 - Ask your CEO to allow a United Way presentation for employees to educate them about the work that United Way and its partner agencies are accomplishing. This can be done at an existing employee meeting, department meeting, or a United Way kickoff.



Recruit your Campaign Team

Recruit from all areas in your organization:

- Seek representatives from each department, location, and/or shifts
- Engage your marketing/communications colleagues
- Engage labor representative, if applicable
- Schedule an in-house meeting for your committee with your United Way team member
- Involve longtime loyal contributors
- Engage former campaign team members



Learn about United Way and the Game Plan

- Arrange for a lunch-and-learn or presentation with a speaker through your United Way team
- Watch the UW video
- Volunteer during Day of Caring
- If able, attend United Way Campaign kick-off



PLAN

Personal endorsement of the Campaign

- Ask your CEO to speak at an employee meeting
- Ask your CEO to send out an endorsement letter, email, and/or voicemail
- Find samples of these communications at unitedwayhorry.org

Set up payroll deduction

This method of giving dramatically increases campaign contributions by enabling employees to give a more significant gift by giving smaller amounts each pay period.

Set up an easy E-campaign

Work with the United Way team to set up an e-giving campaign that allows team members to pay by credit card and takes the cash/check collection off your hands.

Other Campaign items

- Decide on a budget for the Campaign; keeping in mind that expenses can be kept to a minimum by utilizing your vendors, customers, or employees to provide incentives, drawing items or auction items.
- Please contact your United Way staff liaison if your organization is interested in an electronic pledging option. We can set up a web page, link and personalize the page to your company.



PREPARE



Analyze your Campaign results from last year and set Campaign goals, objectives, timelines, and strategies

- Examine your past campaign results and discuss challenges and opportunities from last year's campaign.
- Identify areas of most significant potential growth within your organization
- Set clear, specific goals and objectives from your campaign analysis
- Create a campaign timeline of events and anticipated needs
- Determine your campaign strategies
- Share your strategies with your CEO



Meet with your United Way Team Member

- Share your Campaign analysis from last year and your strategies and timeline for this year's campaign
- Get ideas for new strategies to implement your goals



Complete Campaign Planning

- Schedule your United Way kickoff
- Request Campaign materials and other resources from United Way
- Schedule a speaker or volunteer opportunity to educate your colleagues about their impact
- Personalize your pledge forms if not using electronic pledging
- Develop a communication plan
 - Decide how often and what communications you'll send to your co-workers. Educating employees about the work United Way is doing throughout the community is essential. Some examples of template communications include:
 - CEO endorsement communications (email, letter, or voicemail)
 - Thank you to donors
 - Send out a communication informing employees of the upcoming campaign



CONDUCT



Educate and promote your campaign and the Community Game Plan

- Send messages about the campaign through voicemail, email, or your intranet site
- Hold employee meetings or United Way kick-off with a guest speaker
- Utilize available employee testimonials on why they give at meetings or through other communication outlets
- Explore campaign materials at unitedwayhorry.org
- Schedule engagement activities
- Participate in campaign kick-off or schedule a volunteer project for your organization



Make your Campaign fun and engaging

- Plan and conduct campaign special events
- Have incentives for attending meetings and submitting pledge forms
- Host a giving event to thank donors and invite them to continue their investments
- Update employees on the campaign progress



Distribute and collect pledge forms

- Ensure every employee receives a pledge form; be sure to include part-time and retired employees
- Send due date reminders
- Collect all pledge forms to ensure all employees were asked and had the opportunity to participate
- Ask your United Way liaison about electronic pledging



Donor follow-up

- Follow-up with employees who may have been on vacation or out of the office and were unable to attend the meeting or United Way Campaign Kickoff event
- Look at last year's donor list and follow up with anyone who may have missed the opportunity or forgotten to give before your campaign's end
 - United Way staff are happy to assist you with donor follow-up as well
- Follow-up with employees who haven't turned in a pledge form



Imagine a future where **everyone** in Horry County thrives.

WE'RE DEDICATED TO MAKING IT A REALITY.

United Way has seen the numbers, heard from our neighborhoods and nonprofit partners, and has witnessed first-hand what it takes to make lasting change in Horry County. Based on the Community Game Plan has carved out 3 critical issues that impact our neighbors: Education, Health, and Self-Sufficiency.

TODAY



Horry County is #1 in the state for opioid-related overdose deaths and is #5 in the state for suicide ideations and attempts.

WITH YOUR SUPPORT

We envision a future where behavioral health needs for children, youth, and adults are recognized and validated.



43% of Horry County lacks adequate childcare. Only 24% of kids are ready for kindergarten.

We envision a future where all children enter kindergarten and continue to learn and succeed.



52% of Horry County residents are not self-sufficient.
(Self-Sufficiency means you have the income needed to support a family without public or private assistance.)

We envision a future where everyone in Horry County is supported to achieve self-sufficiency.

Your support is an investment in the future of our children, our residents and our ability to thrive in difficult times.

CONCLUDE



Report Your Results

- Collect all pledge forms, special event money, and the corporate gift; include these totals on the campaign envelope
- Submit materials by the campaign deadline to ensure recognition and opportunity for Community Champion Award
- Ensure the corporate gift pledge card has been returned to United Way, if applicable

Thank Donors

- Thank your co-workers for coming to meetings, and share your campaign results by sending a letter or email from your CEO or campaign committee
- Thank your CEO for their involvement
- Thank your committee

Debrief with your LE and/or United Way Team Member

- Review final campaign results
- Evaluate and document your campaign and make copies of contacts, timelines, and agendas
- Identify campaign strengths, opportunities, and suggestions for next year

Develop a year-round United Way Employee Engagement Strategy

- Share United Way quarterly newsletters and encourage donors to connect with us on social media to see how their investment is changing lives
- Include new hire/retiree packets
- Attend United Way events throughout the year
- Make it known that United Way 2-1-1 is available year-round for information on available community resources