

How to Conduct a 20 Minute Campaign Meeting

ACTIVITY	RESPONSIBILITY	TIME
Distribute pledge forms & all materials as employees enter the room	Employee Coordinator or committee member	3 mins.
Welcome the employees, give the United Way endorsement & introduce United Way Rep.	CEO	3 mins.
United Way representative will speak	UWay Representative	3 mins.
Partner Agency representative will introduce their agency	Partner Agency Rep.	7 mins.
Guest Speaker Q & A	All Reps. & Coordinator	2 mins.
Close & Ask group to fill out the pledge forms & turn them in	Employee Coordinator	2 mins.

Sample CEO Letter

Dear (COMPANY NAME) Employee,

The 2017-2018 United Way Campaign is gearing up and we will kickoff our employee campaign on (DATE). (ECC'S NAME) and (HIS/HER) team have worked hard to make this a great campaign and we're looking forward to having some fun, and more importantly, making a difference in the lives of our friends and neighbors. The campaign will end on (DATE), and you will receive details on the campaign activities soon.

Thousands of New River Valley residents this year will need the valuable assistance from the 25 United Way of Montgomery, Radford and Floyd (UWM-RF) partner charities. These agencies' critical services deliver the three building blocks to a better life: strengthening families & youth, self-sufficiency and health & crisis intervention. Your contributions, combined with many others, make a huge difference in numerous local lives. By giving to the United Way of Montgomery, Radford and Floyd you meet the needs of many.

Please consider a gift to the United Way of Montgomery, Radford and Floyd as your part in making our community a better place to live. Your donation amount is a personal decision. Keep in mind that you can spread your gift throughout the year with the convenient option of payroll deduction. (IF APPLICABLE) We also match your gift, so everything you give goes further!

Please review the enclosed brochure about the agencies and services of United Way of Montgomery, Radford and Floyd. I hope you will join me in supporting the United Way campaign. There is no better way to help more people in need than by giving the YOUnited Way.

Thank you,
(CEO NAME)

Be an Award Winner!

United Way of Montgomery, Radford & Floyd Guidelines
Employee Campaign Awards do not include corporate gift dollars

Top 25 Campaign Awards:

The top 25 companies that raise the highest total amount will receive this award (based on employee and corporate contributions).

GOLD AWARD: (two of the following)
60% Participation
\$75 Per Capita Giving
20% Increase in Campaign

SILVER AWARD: (two of the following)
50% Participation
\$45 Per Capita Giving
10% Increase in Campaign

BRONZE AWARD: (two of the following)
25% Participation
\$25 Per Capita Giving
5% Increase in Campaign

Special Achievement Awards:

Highest Percentage Increase in Giving	Largest Increase in Employee Giving
Largest Increase in Corporate Giving	Largest Increase in Employee Participation

All-Around Campaign Excellence Award	Community Support Award
Excellence in Partnership Award	United Way Volunteer Award
United Way Junior Volunteer Award	Dave DeHart Coordinator "Spirit" Award
In-Kind Support Award	Karen Cronin Community Volunteer Award

2017-2018 Promotional Sponsors

AeSirTech Consulting, Inc.	National Bank
Carilion NRV Medical Center	NewCity
Carter Bank & Trust	Orbital ATK
First Citizens Bank	Quest Floor Care
First Piedmont Corporation	Signarama
FoxGuard Solutions	TORC Robotics
Foxridge Apartment Homes	Warm Hearth Village
Freedom First Credit Union	Wordsprint
Holiday Inn NRV Mall	
MOOG	

thank you

United Way of Montgomery, Radford & Floyd

Employee Campaign Coordinator Guide



Uniting local people and resources
to improve lives in the
New River Valley.

United Way of Montgomery,
Radford & Floyd



10 Steps to a Successful United Way Campaign

Thank you for taking your time and energy to be your company's Employee Campaign Coordinator (ECC)! You are providing a tremendous service to your company, and your efforts will make a difference in improving lives and building a stronger local community. Local United Way staff and volunteers are ready to assist however possible. Please visit the Companies tab on our website: www.unitedwaynr.org or simply call (540) 381-2066. We look forward to working together to improve lives throughout the New River Valley!

1 MEET with CEO & Recruit your Campaign Team

Your Campaign Team should include employees from all divisions and levels of your organization.

2 CONFIRM Management Support & Ask your CEO to:

- Help determine campaign objectives and goals to be an award-winning company
- Support recruitment of Campaign Team
- Appoint a Leadership Giving Coordinator (\$500+ donor) and/or Loyal Contributor (10+ years of giving)
- Write a letter encouraging employees to join him or her in contributing (see sample letter)
- Attend employee meetings to make a personal statement of support
- Provide recognition to Campaign Committee Team and write a thank you letter to all employees who participated in the campaign
- Determine amount of corporate matching or corporate donation

3 REVIEW Past Performance & Calculate Goal

Amount raised last year _____ % of participation _____
 # of employees _____ Average gift _____
 # of givers _____ # of Leadership Givers _____

% of campaign raised by Leadership Givers _____

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.

4 ESTABLISH a Campaign Timetable

- Notify Campaign Team and CEO of dates for United Way events
- Establish employee campaign group meeting dates
- Schedule speakers from agencies for employee meetings
- Brainstorm ideas and activities to get employees involved
- Set campaign end date and schedule a time to turn in your final report to UWMRF

5 ENGAGE Employees with Partner Agencies

A great way to engage employees in the United Way campaign is to introduce your employees to United Way partner agencies. This allows them to see firsthand how their money makes an impact in the New River Valley.

Setting up a speaker is easy. Just let our office know the date(s) you need and how many employees will be attending the meeting. Please give two weeks notice, if possible.

Testimonials from employees who have either received help or volunteered with an agency are very helpful when educating people about the importance of giving and community impact.

6 PUBLICIZE the Campaign

- Emails and employee publications
- United Way posters and materials (available online)
- Live United goal poster to keep track of your campaign's progress
- Incentives to encourage giving
- Promote Leadership Giving - an annual gift of \$500 or more, only \$1.37 per day or \$20.84 when paid twice a month
- Encourage employees to visit United Way MRF's website at www.unitedwaynr.org

7 CONDUCT Employee Campaign

- 1-2 weeks prior to date of employee campaign, send out the CEO letter (See sample CEO letter)
- Secure incentives from local restaurants, museums, your company vendors, etc.
- Personalize pledge cards
- Schedule and conduct employee meetings or an all-employee kickoff (See sample meeting agenda)
- Share our campaign video on your website and with your employees
- Place posters, goal posters and yard signs in high traffic areas
- Use guest speakers (agency representatives, company employees who have used agency services, UWMRF staff)
- Encourage Leadership Giving and share gift amount information with all employees
- Conduct follow-up with employees, to ensure every employee has been given the opportunity to contribute

8 REPORT Results to the United Way

- Make 2 copies of each pledge form you receive. (Original for your records, 1 for your payroll department and 1 to send to United Way)
- Carefully complete the Campaign Summary Report. If you need another copy please visit our website: www.unitedwaynr.org and click the "For Companies" tab
- Be sure to note the number of employees, billing information and frequency of employee payroll payments
- Place a completed Campaign Summary Report with all cash, checks, pledge forms, special event money and corporate pledge information in an envelope.
- Seal the envelope and deliver to United Way MRF or call the office to arrange for pickup. Call UWMRF with any questions.

9 WRAP UP and Say Thanks

- Report final results and thank employees through department meetings, company newsletter, "Thank You" poster and/or email messages
- Distribute CEO thank you letter to all employees and donors
- Recognize and thank your Campaign Team
- Evaluate your campaign results and prepare recommendations for next year's ECC

10 LIVE UNITED All Year Round

- Encourage employees to volunteer in the community. Visit www.unitedwaynr.org and click the "Volunteer" button.
- Run local need drives; food, school supplies, clothing, toys, baby supplies, etc.
- Sign-up for our e-newsletter on our homepage to receive monthly updates
- Friend us on Facebook or follow us on Twitter
- Participate in our annual Day of Caring

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