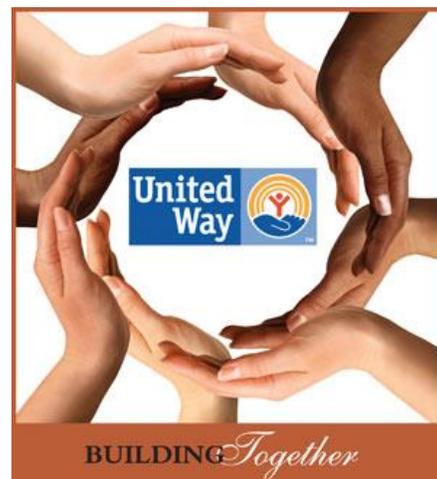


United Way of Kosciusko County 2019 Workplace Campaign

Thank you for serving as the United Way *Key Leader* in your workplace and joining in our fight for the health, education and financial stability of every person in Kosciusko County. As a 'Key Leader' of our cause, you will be your organization's liaison to United Way for the annual workplace campaign.

Your role is critical and far-reaching with the potential to impact thousands of lives in our community. As a Key Leader, you will have an opportunity to showcase your leadership and project management skills at work, build camaraderie with your office, network with colleagues in other industries and have fun. All while helping us raise charitable dollars to achieve your company's philanthropic goals and further United Way's mission.

Please know how much your time and talents are appreciated. This guide is meant to help you maximize your time and efforts. These tips have been proven to work. If you follow them, your workplace campaign will be successful, and you will have fun.



Key Dates

Aug 19-22	Days of Caring & Campaign Launch
Oct 21	Read United: Fall – Reader Orientation
Nov 14	Workplace Campaign Closes – All Campaign Packets are due
Nov 15	Veterans Stand Down
Dec 3	Giving Tuesday

United Way of Kosciusko County

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**United Way
of Kosciusko County**

**UNITED WE FIGHT.
UNITED WE WIN.**
LIVE UNITED

Section 1 – Best Practices *(This is the Secret Sauce)*

In 2018, Kosciusko County workplaces that did all four of these best practices had a 3.5% increase in giving. Those that skipped one or more only had a 1% increase in giving.

Workplace Campaign – Best Practices

1. Ask Your Top Executive to Endorse United Way at a Campaign Launch event

Active support from leadership is an essential part of a successful campaign. Workplaces where the CEO publicly supported UW had a 3% increase in giving.

- Get creative. Record a video message. Skype them in. Use whatever tools you can to communicate that this is a priority for management.
- Have the Department Heads speak at their staff meetings.
- Use internal communications to show the support of leadership; articles, emails, letters, etc.

2. Customize the Pledge Forms for *Your* Workplace

Unique materials create a sense of partnership between UW and your company. Workplaces that customized their materials had a 1.5% increase in giving.

- Co-brand your United Way forms with your logo, pay periods and incentives

3. Schedule a United Way Campaign Launch Event

Workplaces with a United Way presentation to launch their campaign had a 2% increase in giving.

- Distribute pledge forms at the meeting and collect them at the end of the meeting
- Consider how inspired someone will be to give within 10 seconds of receiving a pledge form. That's why a 10-minute presentation during an already scheduled meeting is ideal.
- Set your internal campaign dates. Then notify all department supervisors. Ask them for their support in having a United Way presentation as a part of their staff meeting. Encourage employees to turn in their pledge forms right then and there, whether giving or not.

4. Meet with United Way staff in advance

Kosciusko County Key Leaders that met with United Way staff 2-4 weeks before their campaign to strategize had a 3% increase in giving last year.

- Take the time to brainstorm, plan and customize your internal campaign for maximum results
- Attend the annual Key Leader Breakfast



Section 2 – Campaign 101

New to United Way campaigns?

Since 1958, local businesses have been achieving their philanthropic goals by giving back through United Way workplace campaigns. Why?

A. *United Way works*

For 61 years, United Way has been fighting for the education, health & financial stability of every person in Kosciusko County.

B. *Giving is simple*

Most people give via payroll deduction, pledging in the fall to have an amount taken out of each paycheck the following year. United Way’s materials are easy to distribute and collect. After some planning and a brief 1-2 week solicitation period (your internal workplace campaign) you’re done.

C. *There is something for everyone*

Donors can choose to designate their gift to United Way programs and partners or to the United Way in their home communities. With nearly 20 programs and partners, there’s a cause that fits everyone’s personal mission.

D. *United Way is accountable*

United Way is governed by a local board of directors and complies with the charitable standards set forth by Guidestar and Charity Navigator.

How Does this All Work?		
<i>Most Workplace Campaigns . . .</i>	<i>As a Key Leader, You . . .</i>	<i>United Way staff . . .</i>
<ul style="list-style-type: none"> • Are conducted between August 1st - November 14th • Run actively for 1-2 weeks • Use United Way materials and pledge forms • Have the majority of their donors give via payroll deduction, pledging to give \$__ per pay period during the following year. (January-December) 	<ul style="list-style-type: none"> • Serve as the main contact between United Way and your workplace. • Lead the planning and coordination for a successful internal campaign • Recruit others to help you with your internal effort • Collect and submit all pledge forms and monetary donations to United Way in a timely manner, including completion of the Campaign Envelope at the end of your internal campaign. 	<ul style="list-style-type: none"> • Is here to help you in any way possible. Never hesitate to call with questions or to ask for help with campaign strategies. • Please reach out with any of your campaign needs <p>One person can change one life</p> <p>Be the ONE  SUPPORT THE CAMPAIGN</p>

Section 3 – Participation Rate & Average Gifts

So, you’ve set your goals. Now to achieve them. Implement the strategies below to increase your participation rates & average giving levels. The dollars will follow.

Way to Increase Donor Participation	Ways to Increase Your Average Gift
<ul style="list-style-type: none"> ● Implement the Best Practices Especially #3 - <i>Give & collect pledge forms at an already scheduled staff meeting.</i> Encourage everyone to complete and turn in before leaving – even if they don’t plan to give ● Get Help Recruit a committee with representatives from all departments to join you. ● Food Have lunch, pizza, snacks or donuts at the United Way meeting to draw more attendance ● A Goal of 100% ASK This is different than 100% participation. Collect a completed pledge form from every employee, even if the pledge is \$0 so you are sure every employee had a chance to give. ● Promote it Send daily reminders to turn in pledge forms, especially on the last day of campaign. Post United Way news on message boards and internal email. Take pictures and post ● Follow-Up On the last day, review your list of past donors and cross-reference it with those who’ve already given. Check in one-on-one with those past donors and remind them it’s the last day. 	<ul style="list-style-type: none"> ● Implement the Best Practices Especially #2 - <i>Customize pledge forms for your workplace.</i> This allows UW to make the suggested giving options specific to your workplace and slightly higher than your company’s average employee gift a year ago. ● Stress Payroll Deduction People tend to give more when spreading their gift out week-to-week rather than making a one-time gift via cash or check. ● Include Incentives to Motivate Giving They don’t have to cost you a lot (or anything). Use those incentives for tiered levels of giving. For example, \$5/pay, gets you one benefit or five tickets for a raffle. \$10/pay, you get two benefits or ten tickets. ● Leverage ‘Fun-raisers Ask for a completed pledge form, rather than a small cash donation. For example, instead of ‘selling’ Jeans Day passes for \$5, ask for a certain level of pledge via payroll deduction. Conduct your campaign apart from other internal fundraisers. ● Ask an associate who’s benefited from United Way services to share their story. Nothing is better than a personal testimony to get the emotions, and the dollars, flowing.



Section 4 – Incentives

What inspires giving? Sometimes a little extra incentive is just the thing to increase participation rates and average gifts. You don't have to go over the top. There are low-cost ways to obtain incentives.

<p style="text-align: center;">Low Cost Incentives</p> <ul style="list-style-type: none"> • Parking Spaces • Jeans Day • Company Swag • Pizza Party/Cookie Break • Boss does your job for a half day 	<p style="text-align: center;">Other Attractive Incentives</p> <ul style="list-style-type: none"> • Tickets to movies/events • Trendy electronics • Restaurant gift cards • Gift baskets • Hotel getaway weekends
<p style="text-align: center;">The Best Received Incentive <i>'Extra Paid Time Off.'</i></p> <ul style="list-style-type: none"> • Vacation Day, Sleep-In passes or Leave Work Early passes – all have been found to work well. 	<p style="text-align: center;">Where Do I Get These Incentives?</p> <ul style="list-style-type: none"> • Talk with your management team to secure corporate items. Ask your vendors. • Contact Key Leaders at other businesses and trade items. • Spend unused Corporate Credit Card rewards

The Critical Part

To get the most out of incentives, consider how best to structure your campaign. Think about what you want to accomplish, then decide how to set your incentives. For example;

❖ **By Individual participation**

Anyone who gives via payroll deduction is eligible for a prize.

Idea – For each dollar someone gives per pay, that's how many chances they have in a drawing

❖ **By timeframe**

Anyone who contributes on the 1st day of the campaign is eligible for a prize drawing

Idea – If you turn in your pledge form at the United Way kickoff, you are entered

❖ **By Gift Level**

Anyone who gives \$__ or more is entered into a special drawing

Idea – Incentive Tiers. Those who give \$10/pay are eligible for more than those who give \$1/pay

❖ **By Company Goal**

If the company achieves its participation, goal, all employees can wear jeans of Friday

Idea – Be sure not to set a goal of 100% participation.

Tip – Stretch Out Incentives

To get more mileage out of incentives, spread them out for more people to win.

- For example, if you are raffling off a 'United Way Parking Space,' select 12 winners – one for each month.



Section 5 – Project in Focus

Challenge Grant – Dolly Parton’s Imagination Library

You have a chance to put new books into the hands of thousands of children in our community. United Way is partnering with Dolly Parton’s Imagination Library. Dolly Parton’s vision is to foster a love of reading among young children and their families.

Each month, the Imagination Library mails a high quality, age-appropriate book to all registered children, addressed to them and at no cost to the child’s family. Parents have shared how excited their child is when their new book arrives. The only qualifications are that a child is between the ages of 0-5 and lives in Kosciusko County.

A Challenge Grant will launch the Imagination Library. The challenge is simple, get more people involved.

- ❖ If your company increases United Way participation by 5% over last year, your entire campaign will be matched up to \$15,000.

Next Steps

- ❖ If successful, the program will launch in January 2020.
- ❖ By the end of the second year, the goal is to have 2,000+ children enrolled.

