



# LIVE UNITED

Together, We Are Stronger

Employee Campaign Coordinator Toolkit:

My Name: \_\_\_\_\_

My Campaign Dates: \_\_\_\_\_

Our Goals: \_\_\_\_\_



# BEST PRACTICES FOR RUNNING A SUCCESSFUL CAMPAIGN

## BEFORE YOUR CAMPAIGN

- ☐ Meet with a United Way staff member to create a plan of action. Call 605.692.4979 to set up your appointment.
- ☐ Meet with your CEO or management team to establish goals and dates and to determine how you will involve them in the campaign. If your organization has a union partner, include a representative in the planning process.
- ☐ Recruit a strong campaign team, "ambassadors" representing a wide range of employees, for help and support.
- ☐ Ask a member of senior management to chair your leadership giving efforts.
- ☐ Review last year's campaign results, strategies, and recommendations.
- ☐ Develop strategies, a timeline, and goals for this year's campaign.
- ☐ Visit [BrookingsUnitedWay.org](https://BrookingsUnitedWay.org) to arrange a speaker, customize materials, and more! Please arrange all materials and speakers at least 2 weeks prior to your kickoff date.
- ☐ Consider offering incentives for various levels of giving.
- ☐ Develop a communications plan leading up to the campaign to educate, build enthusiasm, and inform your coworkers of key dates/goals.
- ☐ Send out endorsement letters, videos or emails from your CEO and key leadership. Always include BAUW logos and links to our website.

## DURING YOUR CAMPAIGN

- ☐ Hold employee group meetings. (See "The 20-Minute Group Meeting.")
- ☐ Run a special solicitation for current or prospective leadership donors (those who do or might consider giving \$1,000 or more per year).
- ☐ Share campaign information and progress in newsletters, intranet and email.
- ☐ Use posters, table tents and other items to advertise the campaign.
- ☐ Follow up with anyone who has not turned in a pledge form. Ask everyone to return a pledge form whether they are contributing or not.

## AFTER YOUR CAMPAIGN

- ☐ Complete the contribution report envelope and return to United Way.
- ☐ Send out thank you notes and/or hold a thank you event to announce and celebrate results. Don't forget to thank anyone who helped coordinate the campaign.

## ALL YEAR

- ☐ Visit [helplinecenter.org/volunteer-connections](https://helplinecenter.org/volunteer-connections) for volunteer opportunities.
- ☐ Keep your employees educated about UW's work. Call us to arrange a lunch and learn, speaker, or bus tour. Follow us @sdbauw..

**Thank you for taking on this very important leadership role!**



## #UnitedWeWin

You're invited to join us on our bold journey; one that connects donors and resources to local nonprofits offering crucial programs. Focused on the fundamentals for a good life -- health, education, and financial stability -- we invest donors' dollars in quality programs that provide our community with access to the tools required to thrive. From promoting access to education and health care to ending food insecurity, we're strategic with our donors' dollars.

### THREE QUICK REASONS

**OUR COMMUNITY IMPACT TEAM** of United Way staff and Board of Directors has the expertise to identify and address our community's most critical needs. By funding 40 nonprofit partners and 53 programs and collaborating with community partners, we truly advance the common good and make a visible difference in the lives of our residents.

### OUR COMMUNITY PARTNERS PROVIDE PROGRAMS that...

- Help those in crisis meet their most basic needs - food, shelter, clothing, safety.
- Prepare individuals and families to be self-sufficient and financially stable.
- Connect residents with available, affordable health and mental health services.

### WE MAKE DONORS' DOLLARS MORE IMPACTFUL

by assessing our greatest community needs, creating collaborations, and promoting crucial conversations to create innovative solutions.

## HARD TO BELIEVE, BUT TRUE!

### BROOKINGS COUNTY FACTS

**233% INCREASE  
IN FOOD  
ASSISTANCE**

**93.5% INCREASE  
IN RENT &  
MORTGAGE  
RELIEF**

**36% INCREASE  
IN MENTAL  
HEALTH AID**

*According to the Helpline Center  
1/19 - 8/19 vs 1/20 - 8/20*

**NEED MORE INFORMATION?  
WE'RE HERE TO HELP! Call us at  
605.692.4979**



As a United Way Employee Campaign Coordinator (ECC), you play a key role in advancing the common good. With each pledge your coworkers make to United Way, you help to ensure academic success for children, financial stability for families and access to health care for all. As the ECC, for your organization's United Way campaign, you join a large force of dedicated volunteers committed to raising money and helping our community.

**THANK YOU!**

## WE'RE HERE TO HELP YOU RUN A SUCCESSFUL CAMPAIGN!

Please visit [BrookingsUnitedWay.org](http://BrookingsUnitedWay.org) for resources and more information. You can order materials, download templates and logos, watch the video, arrange for a speaker, and more!

## BEST PRACTICES: THE 20-MINUTE GROUP MEETING

ITEM	PRESENTER	MIN.
Opening remarks.....	Campaign coordinator .....	2
CEO endorsement.....	CEO/manager.....	2
Campaign overview .....	United Way staff .....	3
Campaign video .....		5
Speaker .....	Program representative .....	4
Make the ask .....	United Way representative .....	2
Closing comments .....	Campaign coordinator .....	2

**GET CONNECTED.**

[BrookingsUnitedWay.org](http://BrookingsUnitedWay.org)

