



# 2020 CHAMPIONS GUIDE

## CAMPAIGNING DURING COVID

**WHAT A YEAR TO SERVE AS THE UNITED WAY CHAMPION IN YOUR WORKPLACE!** That's because this promises to be a campaign like we've never experienced.

The need is greater than ever. In a way, that makes our job easier, as the United Way story sells itself.

But the logistics of telling that story and asking for pledges in your workplace this year may present you with a unique challenge. Communication will be critical and likely different from the past. And economic uncertainty makes everyone hesitant to make financial commitments.

Fortunately, we've evolved to provide mobile and paperless giving options for your employees. We've curated the best practices from around town and around the country. And we know that when we add YOUR gifts of time and talent to this mix, we've got a recipe for success! Together, let's show the world just how Logan County LIVES UNITED!

**UNITED WAY OF LOGAN COUNTY**

130 S. Main St. Suite 109

Bellefontaine, OH 43311

(937) 592-2886

[WWW.UWLOGAN.ORG](http://WWW.UWLOGAN.ORG)

CONTACT: DAVE BEZUSKO

[dave@uwlogan.org](mailto:dave@uwlogan.org)



**United Way  
of Logan County**



Workplaces that did ALL FOUR steps had an 18% INCREASE!

18%

7%

vs.

6%

6%

vs.

24%

23%

vs.

5%

8%

vs.

6%



## THE "ESSENTIAL" ACTIVITIES

### CAMPAIGNING DURING COVID

#### #1 MAKE YOUR PLANS! MEET WITH UNITED WAY STAFF EARLY TO PLAN, BRAINSTORM, AND CUSTOMIZE YOUR INTERNAL CAMPAIGN FOR MAXIMUM RESULTS.

- Logan County Champions that met with us 2-4 weeks before their campaign to strategize had a **7% increase** in giving last year. Workplaces that did not had a 6% decrease.
- Meet with us one-on-one. OR plan to join your colleagues from other local workplaces at one of our Champions Roundtables (on Zoom: Thursday Aug. 13 at 2pm, Thursday August 20 at 10am, or Thursday September 3 at 10 am) to share ideas and best practices.

#### #2 ASK UPPER MANAGEMENT TO PUBLICLY ENDORSE YOUR UNITED WAY CAMPAIGN IN EMPLOYEE PUBLICATIONS AND / OR AT STAFF MEETINGS

- Logan County workplaces in which the CEO publicly endorsed the UW campaign and encouraged giving had a 6% increase in giving last year. But in Logan County workplaces where the CEO / upper management DID NOT publicly endorse the campaign in a high profile manner, there was a **24% decrease in giving!**
- IS UW a priority for CEO/management?
- **Is there an authorized corporate gift / match?**
- Are there authorized incentives for giving?
- Will they speak/endorse at employee kickoff?
- Have you met with them to discuss your plan?
- Send letter/E-mail to staff about importance of United Way and how it meets your company's philanthropic mission.

#### #3 HOW WILL YOU MAKE THE ASK? HOW OFTEN WILL YOU MAKE THE ASK? CONSIDER VERY CAREFULLY YOUR COMMUNICATIONS, PLEDGE FORM DISTRIBUTIONS, AND PLEDGE FORM COLLECTIONS

- Logan County workplaces that had us in to do a formal presentation last year had a 23% increase in giving. Those that did not had a 5% decrease in giving. BUT, with potential COVID restrictions, employee kickoff meetings may not be possible. Please consider:
  - How will you promote and launch your campaign?
  - Will you use paper pledge forms? Prefer online giving? If you have employees that don't use computers, consider our new mobile text-to-give opportunity!
  - The need for multiple asks / touch points during your campaign window.

#### #4 EXTEND THE DANGLING CARROT CONSIDER WHAT INCENTIVES / PERKS / FUN BENEFITS MIGHT BE OFFERED FOR DONORS WHO MAKE PLEDGES

- If only everyone were 100 percent altruistic. Still, Logan County workplaces that incentivized giving last year (even with low-cost / no-cost items) saw an 8% increase in giving. Those that did not offer anything experienced a 6% decrease in giving.
- Offering a chance of additional PTO is popular and if possible in your setting, would work well. But there are MANY creative ideas. See page 7 for examples.

# 2020 CAMPAIGN PLANNING WORKSHEET

United Way  
of Logan County



UNITED WAY OF LOGAN COUNTY, 130 S. MAIN STREET, SUITE 109, BELLEFONTAINE, OHIO, 43311

[WWW.UWLOGAN.ORG](http://WWW.UWLOGAN.ORG)

*Complete, scan, and e-mail to [dave@uwlogan.org](mailto:dave@uwlogan.org).  
OR Fill out this form online instead at [www.uwlogan.org/2020campaign](http://www.uwlogan.org/2020campaign)*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of the person coordinating your United Way campaign (if not you) \_\_\_\_\_

Their E-mail: \_\_\_\_\_ Their phone: \_\_\_\_\_

Number of Employees at your workplace (TOTAL PACKETS OF MATERIALS NEEDED): \_\_\_\_\_

Approximate dates you anticipate conducting your campaign (completed by Thanksgiving): \_\_\_\_\_

## CHAMPIONS ROUNDTABLE RSVP - CHOOSE ONE DATE/TIME BELOW FOR YOU AND YOUR CAMPAIGN TEAM TO JOIN US ON ZOOM

- Strategize with your peers in other workplaces about fun and effective ideas that engage your co-workers and motivate them to give. Meetings will occur virtually on Zoom.

\_\_\_\_ Thursday August 13 - 2PM

\_\_\_\_ Thursday September 3 - 10 AM

\_\_\_\_ Thursday August 20 - 10 AM

\_\_\_\_ Can't make it. Call me to schedule time to meet 1-on-1

New  
Idea!

## "DRIVE-IN" CAMPAIGN KICKOFF - FRIDAY AUGUST 28 AT THE BELLEFONTAINE AIRPORT

- Join us to launch our 2020 Campaign with our unique, safe, socially-distanced DRIVE-IN Campaign Kickoff!

\_\_\_\_ YES! We will be attending the United Way Campaign Kickoff

Number Attending: \_\_\_\_\_

## HOW WILL YOU PLAN TO MAKE THE ASK?

- Visit [www.uwlogan.org/2020campaign](http://www.uwlogan.org/2020campaign) for more information about these options. Or call us at (937) 592-2886.

\_\_\_\_ TRADITIONAL. Like we always do, with paper pledge forms.

\_\_\_\_ I'd also like to schedule in-person United Way speakers for employee meetings.

\_\_\_\_ VIRTUAL. Utilizing digital assets with a customized plan to engage employees.

Includes customized online pledge form OR our NEW text-to-give option. Try it! Text UWLOGAN to 44321.

\_\_\_\_ HYBRID. A mix of the above methods.

\_\_\_\_ ROLLOVER. I'm interested in learning more about setting up continuous employee giving from last year.

\_\_\_\_ STILL UNSURE.

*Complete, scan, and e-mail to [dave@uwlogan.org](mailto:dave@uwlogan.org). OR Fill out this form online at [www.uwlogan.org/2020campaign](http://www.uwlogan.org/2020campaign)*



**BELLEVILLE MAYOR BEN STAHLER GIVES A PRESENTATION ABOUT UNITED WAY.**

## UNITED WAY CAMPAIGN 101

LIVE UNITED

**New to United Way campaigns?** This page is for you. Since 1955, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns. Why?

**Because United Way works.** United Way fights for the health, education, and financial stability of every person in Logan County.

**Because giving to United Way is easy.** Most people give via payroll deduction, pledging in the fall to have a certain 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!

**Because there's something for everyone.** Donors can choose to designate their gift to United Way programs of their choice in Logan County or to United Ways in their home communities. With more than 30 community partners, there's a cause that fits everyone's personal mission.

**Because United Way is effective.** Money raised here stays here and 91 cents of every dollar given goes directly to someone who needs it. United Way meets all 20 Standards of Charitable Accountability established by the Better Business Bureau.



### THE TYPICAL WORKPLACE CAMPAIGN...

- Runs actively for 1-2 weeks.
- Runs sometime between September 1 and Thanksgiving. (But you can run anytime. Pick the dates that best serve you.)
- Uses United Way brochures and pledge forms that we provide.
- Most donors give via payroll deduction, pledging to give \$\_\_\_ per pay period during the following year (Jan. 1 to December 31).

### YOUR ROLE AS WORKPLACE CHAMPION...

- Serve as main contact between United Way and your workplace.
- Lead the planning and coordination for a successful internal campaign.
- Recruit others to help with your internal effort.
- Collect and submit all pledge forms and monetary donations to United Way in a timely manner. Includes completion of the Workplace Giving Form completed at the end of your internal campaign.

### OUR ROLE AS UW STAFF & VOLUNTEERS...

- **TO HELP YOU IN ANY WAY POSSIBLE! Never hesitate to call with questions or to help with campaign strategies.**
- **PLEASE reach out for ALL of your campaign needs.**
- **DAVE BEZUSKO**  
(937) 592-2886  
[dave@uwlogan.org](mailto:dave@uwlogan.org)



**MARKER CONSTRUCTION - 2019 TRAVELING TROPHY WINNER, LARGE DIVISION**



**VECTREN - 2019 TRAVELING TROPHY WINNER, SMALL DIVISION**

## TAKING IT TO THE NEXT LEVEL

### SETTING AND ACHIEVING GOALS

Go for the Gold!

WORKPLACES ACHIEVING THE GIVING LEVELS BELOW WILL BE RECOGNIZED AT OUR ANNUAL LIVE UNITED AWARDS BANQUET IN JANUARY. IN ADDITION TO THE GOLD, SILVER, AND BRONZE, AWARDS, THE COVETED TRAVELING TROPHIES ARE PRESENTED TO THE WORKPLACES WITH THE HIGHEST GIVING PER CAPITA, LARGE (100 EMPLOYEES OR MORE) AND SMALL (FEWER THAN 100).

**Do you know the giving capacity of your workplace?** What's a realistic and achievable goal for your internal United Way campaign? The worksheet below can help you determine how high you should aim. We can provide you with a giving history so that you have last year's data.

There are benchmarks (listed to the right) to consider targeting for LIVE UNITED Awards at the end of the campaign. What did your workplace achieve last year? Can you consider taking it to the next level?

**GOLD CAMPAIGN AWARDS** 60% EMPLOYEE PARTICIPATION OR \$200 AVERAGE GIFT OR 100% CORPORATE GIFT

**SILVER CAMPAIGN AWARDS** 50% EMPLOYEE PARTICIPATION OR \$150 AVERAGE GIFT OR \$100 / ASSOCIATE ON STAFF

**BRONZE CAMPAIGN AWARDS** 40% EMPLOYEE PARTICIPATION OR \$100 AVERAGE GIFT OR \$50 / ASSOCIATE ON STAFF

MINIMUM 20% EMPLOYEE PARTICIPATION NEEDED TO ACHIEVE A CAMPAIGN AWARD

| STATISTIC  | BENCHMARK                          | LAST YEAR (Get data from UW) | THIS YEAR'S GOAL |
|--|------------------------------------|------------------------------|------------------|
| <b>Total Employees</b>   |                                    |                              |                  |
| <b>Set a Participation Goal</b><br>(We NEVER recommend 100%. Not everyone can/will give.)    | 60% or higher                      |                              |                  |
| <b>Total GIVING Employees</b><br>(Multiply your total employees by your participation goal.) |                                    |                              |                  |
| <b>Set an "Average Gift" Goal</b>  | \$200 or higher                    |                              |                  |
| <b>Total Employee Goal</b><br>(Multiply your total GIVING employees by your average gift.)   |                                    |                              |                  |
| <b>Corporate Giving</b><br>(Discuss with your team how the company will participate.)        | (IF a corporate gift is possible.) |                              |                  |
| <b>Other "Fun-Raisers"</b>   |                                    |                              |                  |
| <b>TOTAL WORKPLACE GOAL</b>  |                                    |                              |                  |



THE TEAM AT POWERBUILT CELEBRATED THEIR CAMPAIGN SUCCESS WITH CONFETTI AT A TEAM LUNCHEON LAST FALL.

## TIPS TO INCREASE GIVING LEVELS

LIVE UNITED

REALLY THINK ABOUT THIS!

HOW WILL YOU USE THE 3 "I'S" TO INCREASE GIVING?

1. INFORM
2. INSPIRE
3. INCENTIVIZE

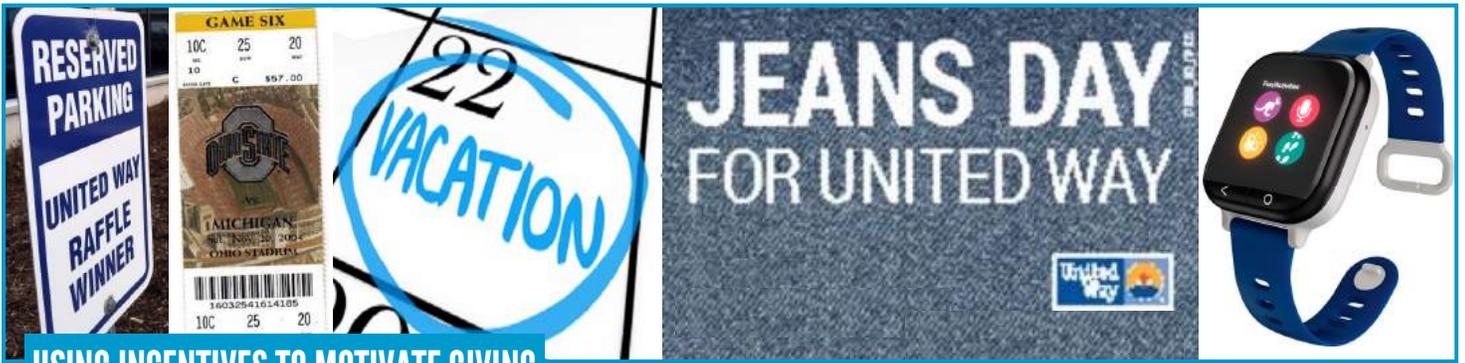
So you've set your goals. Now to achieve them! Implement these strategies to increase your *participation rates* and *average giving levels*, and the dollars will follow.

### WAYS TO INCREASE DONOR PARTICIPATION...

- **Implement ALL of the Best Practices on Page 2.** Most especially #2 AND #3.
  - How is the UW campaign communicated internally?
  - Is it publicly supported by CEO and upper management and a priority within the workplace?
  - HOW are people being asked to give?
- **Set a goal of 100% ASK.** This is different than 100% participation. Collect a completed, signed pledge form from EVERY employee, even if the pledge is \$0 so that you can make sure every person heard the message and had an opportunity to give.
- **Promote it!** In a virtual giving environment, multiple touch-points throughout your campaign will be critical to its success. Send daily reminders to turn in pledge forms, especially on the last day of your campaign. Hang posters. Borrow our UW banners and flags. Send internal e-mail and all-call messages. Share on social media.
- **Daily contests.** We can help you set up fun ways to engage and inform employees each day of your campaign. In lieu of in-person presentations, virtual trivia contests, virtual Bingo, or a United Way scavenger hunt can inform and inspire people to give.
- **On the last day, review your list of past donors and cross-reference it with those who've already given.** Follow-up one-on-one with those past donors and remind them it's the last day to give.
- **Extend the giving opportunity to new hires throughout the year.** Give pledge forms at orientation.

### WAYS TO INCREASE YOUR AVERAGE GIFT...

- **Implement ALL of the Best Practices on Page 2.** Most especially #3 (customizing the pledge forms that will be used at your workplace). This will allow us to make the default suggested giving options specific to your workplace and slightly higher than your company's average employee gift of a year ago.
- **Stress giving via 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 attractive incentives (see p. 6) to help motivate giving.** They don't have to cost you a lot (or anything). Then use those incentives for tiered levels of giving. For example, \$5/pay, gets you one benefit or maybe you are entered into a raffle with five ticket. If you give \$10/week, you get two benefits or get 10 raffle 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 that they pledge a certain amount via payroll deduction. Conduct your United Way campaign apart from other internal fundraisers.
- **Ask an associate who's benefitted from a UW program to share their story.** Nothing like a personal testimonial to get the tears, and dollars, flowing.
- **Promote membership in United Way's Peak Givers Society.** Membership begins with a \$1,000 annual gift. It includes recognition in our Membership Directory and invitations to social networking events.



## USING INCENTIVES TO MOTIVATE GIVING

LIVE UNITED

If **only everyone were 100% altruistic**. What inspires giving? Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace. You don't have to go over the top on these either. There are many low-cost / no-cost ways to obtain items as incentives.

#1

### IF YOU CAN SWING IT, THE BEST INCENTIVE YOU CAN OFFER IS EXTRA PAID TIME OFF!

Vacation Days, "Sleep-in" passes, or leave work early passes all work well for this.

??

### WHERE DO I GET THESE INCENTIVES?

Talk with your management team to procure corporate items. **Ask your vendors.** Contact United Way Champions at other businesses and trade YOUR "corporate swag" with them. Spend unused corporate Credit Card rewards.

### NO-COST / LOW-COST INCENTIVES

- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Free meals in company cafeteria
- Pizza party / Free lunch
- Boss does your job for half day
- Use of company car

Log onto [www.uwlogan.org/2020campaign](http://www.uwlogan.org/2020campaign) for samples from other local workplaces.

### COVID-ERA IDEAS

With many staff working remotely, typical incentives may not be as appreciated as they usually are. How about prizes or incentives related to things people may enjoy at home?



- Restaurant/Carryout gift certificates
- Streaming video subscriptions
- Cooking / baking prizes
- Home improvement / Gardening
- "Outdoor" activities / prizes
- Trendy electronics / Big screen TV's
- Gaming packages (xBox/Playstation)
- Gift cards (Walmart / Kroger shopping spree)

### HERE COMES THE CRITICAL PART...

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, then decide how to set your incentives. Examples below:

**By individual participation:** Anyone who gives via payroll deduction is eligible for a prize / drawing.

IDEA: For each dollar someone gives/week, that's how many chances they have.

**By timeframe:** Anyone who contributes by X day is eligible for a prize/drawing.

IDEA: If you turn in your pledge form at the UW presentation meeting.

**By increase:** Anyone who increases their gift over the previous year by \_\_\_ % or to next giving level is eligible.

IDEA: Promote "Fair Share" giving, which would be equivalent to 1% of your annual salary.

**By gift level:** Anyone who gives \$XX dollars or more is entered into a special drawing.

IDEA: Set tiers of incentives. Those who give \$10/week are eligible for more than those who give \$1/week.

**By company goal:** If the company achieves its participation goal, all employees can wear jeans on Friday.

IDEA: Do NOT set goal for 100% participation.

**TIP:** To get more mileage out of your incentives, spread them out so more people win. For example, if you are raffling off a "United Way parking space" near the front door, get 12 winners (one for each month).

# 2020 CORPORATE PLEDGE FORM

United Way  
of Logan County



UNITED WAY OF LOGAN COUNTY, 130 S. MAIN STREET, SUITE 109, BELLEFONTAINE, OHIO, 43311 [WWW.UWLOGAN.ORG](http://WWW.UWLOGAN.ORG) (937) 592-2886.

**YES! WE WILL JOIN THE FIGHT FOR THE HEALTH, EDUCATION  
AND FINANCIAL STABILITY OF ALL IN LOGAN COUNTY!**

## CONTACT INFORMATION

Company: \_\_\_\_\_ Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## CORPORATE GIVING OPTIONS NO GIFT IS TOO LARGE OR TOO SMALL. PLEDGE MAY BE PAID IN EITHER 2020 OR 2021.

Please consider extending the giving opportunity to all of your employees this year via payroll deduction. See the enclosed flier about the Benefits of Running a United Way campaign.

YES! I am interested in extending the giving opportunity to our associates. Please send me information about conducting a United Way workplace campaign.

### MATCHING GIFT OPTIONS

WE WILL PROVIDE A 100% MATCH ALL EMPLOYEE PLEDGES  
DURING OUR 2020-21 UNITED WAY CAMPAIGN. \$ \_\_\_\_\_

WE WILL PROVIDE A \_\_\_\_\_% MATCH OF ALL EMPLOYEE PLEDGES  
DURING OUR 2020-21 UNITED WAY CAMPAIGN. \$ \_\_\_\_\_

### STRAIGHT GIFT OPTIONS

ALEXIS DE TOCQUEVILLE SOCIETY: \$10,000       SILVER: \$1,750  
 ELLEN B. BLAIR SOCIETY: \$5,000       BRONZE: \$1,000  
 GOLD: \$2,500       COMMUNITY PARTNER: \$500  
 OTHER AMOUNT : \$ \_\_\_\_\_

## PAYMENT OPTIONS

Payment is Enclosed. Please send check and form to: United Way of Logan County  
130 S. Main St. Suite 109, Bellefontaine, OH 43311

Pay via Credit Card. Visit [www.uwlogan.org](http://www.uwlogan.org) and click the DONATE button.

Please invoice our company. (Select a payment timeline below.)

Invoice upon receipt for entire pledge, to be paid by 12/31/20.  
 Invoice quarterly throughout 2021.

United Way of Logan County  
130 S. Main St. Suite 109  
Bellefontaine, OH 43311

PHONE: (937) 592-2886  
WEB: [www.uwlogan.org](http://www.uwlogan.org)

United Way  
of Logan County



# WORKPLACE CAMPAIGN REPORTING FORM



Please fill out this form completely. It is important for audit purposes and for the efficiency of the campaign. Upon completion of the campaign, attach copies of all completed pledge forms and all gifts of cash and checks. Return this form and any unused campaign materials to the United Way office or call us for pickup. Thank you so much for helping to coordinate this project. Know that your efforts are going a long way toward improving lives here in Logan County!

**www.uwlogan.org**  
 130 S. Main St. Suite 130  
 Bellefontaine, OH 43311  
 (937) 592-2886

Business Name: \_\_\_\_\_ Number of Employees: \_\_\_\_\_  
 Address: \_\_\_\_\_ Donors: \_\_\_\_\_  
 City & Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_  
 Campaign Coordinator: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**\*\* PLEASE MAKE SURE THAT A COPY OF ALL PLEDGE FORMS IS ALSO SUBMITTED TO YOUR PAYROLL DEPARTMENT SO THEY CAN PROCESS THE DEDUCTIONS. \*\***

| Donation Method             | Number of Pledges | Total Amount Pledged | Total Amount Enclosed | Balance to be Paid |
|-----------------------------|-------------------|----------------------|-----------------------|--------------------|
| Payroll Deductions (Paper)  |                   |                      | _____                 |                    |
| Payroll Deductions (Online) |                   |                      | _____                 |                    |
| One-Time Cash donations     |                   |                      |                       |                    |
| One-Time Check donations    |                   |                      |                       |                    |
| Credit Card donations       |                   |                      |                       |                    |
| Campaign Fundraisers        |                   |                      | _____                 |                    |
| Corporate Gift              |                   |                      |                       |                    |
| <b>Grand Total</b>          |                   |                      |                       |                    |

PAYROLL DEDUCTION START DATE FOR THESE PLEDGES: \_\_\_\_/\_\_\_\_/\_\_\_\_

**HOW WILL YOU PAYOUT YOUR BALANCE?:** Does your company allow new hires to enroll in payroll deduction for United Way year-round?  
 \_\_\_\_\_ We automatically pay UW bi-weekly  
 \_\_\_\_\_ We automatically pay UW monthly  
 \_\_\_\_\_ We automatically pay UW quarterly  
 \_\_\_\_\_ UW should bill us quarterly  
 \_\_\_\_\_ Other \_\_\_\_\_

Authorized Signature: \_\_\_\_\_  
 2nd Signature: \_\_\_\_\_