

2019 CHAMPIONS GUIDE

LIVE UNITED

NEX TRANSPORT
2018 LARGE BUSINESS TRAVELING TROPHY CHAMPIONS

THANK YOU for serving as the United Way Champion in your workplace and joining our fight for the health, education, and financial stability of every person in Logan County. As a “champion” of our cause, you’ll be your organization’s main liaison to United Way for the annual campaign in your workplace.

Your role is critical and far-reaching, with the potential to impact thousands of lives in our community. As a United Way Champion, you’ll have an opportunity to showcase your leadership and project management skills at work, build camaraderie within 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.

Whether you volunteered on your own, or were “voluntold” by someone else, know how much we appreciate your gifts of time and talent! We’ve prepared this guide to help you maximize your time and effort. Trust us. These tips are proven to work. If you follow them, your workplace campaign will be successful, and you’ll have fun!

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**United Way
of Logan County**

THIS IS THE SECRET SAUCE!

IN 2018, LOGAN COUNTY WORKPLACES THAT DID ALL FOUR BEST PRACTICES BELOW HAD A 77% INCREASE IN GIVING. THOSE THAT SKIPPED ONE OR MORE ONLY HAD A 10% INCREASE IN GIVING.

77% INCREASE?!



THE FOUR BEST PRACTICES TO A WORKPLACE CAMPAIGN

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#1

ASK YOUR CEO / TOP EXECUTIVES TO PUBLICLY ENDORSE YOUR UNITED WAY CAMPAIGN AT THE LAUNCH MEETING AND/OR IN EMPLOYEE PUBLICATIONS.

- Logan County workplaces in which the CEO publicly endorsed the UW campaign and encouraged giving had a **45% increase** in giving. Workplaces that did not had a 3% decrease.
- IS UW a priority for CEO/management? • Have CEO/department heads speak at meeting
- Corporate gift/support for campaign? • Letter/E-mail to all staff about importance

#2

WORK WITH US TO CUSTOMIZE THE PLEDGE FORM FOR YOUR WORKPLACE

CO-BRAND IT WITH YOUR LOGO, PAY PERIODS, GIVING LEVELS, AND INCENTIVE TIERS.

- Workplaces that worked with us to customize their pledge form had a **53% increase** in giving last year. Workplaces that did not had only a 10% increase.

#3

SCHEDULE A FORMAL UNITED WAY PRESENTATION TO LAUNCH YOUR CAMPAIGN

AND DISTRIBUTE PLEDGE FORMS AT THE MEETING FOR PEOPLE TO TURN IN THERE.

Seriously. Do this.

- Logan County workplaces that had a formal UW presentation to launch their campaign last fall had a **34% increase** in giving. Workplaces that did not had only a 15% increase.
- *Consider how inspired someone will be to give within 10 seconds of receiving a pledge form. That's why a 10-15 minute presentation during an already scheduled employee meeting is ideal.* Set your internal campaign dates. Then notify all department supervisors. Ask them for THEIR support in having a UW presentation as a part of their staff meetings. Encourage employees to turn in their pledge forms right then and there, whether giving or not.

#4

ATTEND A CHAMPIONS ROUNDTABLE OR MEET WITH UNITED WAY STAFF IN ADVANCE

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 **28% increase** in giving last year. Workplaces that did not had a 22% increase.



BELLEFONTAINE MAYOR AND UNITED WAY BOARD MEMBER BEN STAHLER GIVES A PRESENTATION ABOUT UNITED WAY.

UNITED WAY CAMPAIGN 101

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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



TAKING IT TO THE NEXT LEVEL

Go for the Gold!

WORKPLACES ACHIEVING THE GIVING LEVELS BELOW WILL BE RECOGNIZED AT OUR ANNUAL LIVE UNITED AWARDS BANQUET IN JANUARY.

SETTING AND ACHIEVING GOALS

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
Total Employees			
Set a Participation Goal (We NEVER recommend 100%. Not everyone can/will give.)	60% or higher		
Total GIVING Employees (Multiply your total employees by your participation goal.)			
Set an "Average Gift" Goal	\$200 or higher		
Total Employee Goal (Multiply your total GIVING employees by your average gift.)			
Corporate Giving (Discuss with your team how the company will participate.)	(IF a corporate gift is possible.)		
Other "Fun-Raisers"			
TOTAL WORKPLACE GOAL			



TIPS TO INCREASE GIVING LEVELS

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REALLY THINK ABOUT THIS!

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

1. INFORM
2. INSPIRE
3. INCENTIVIZE

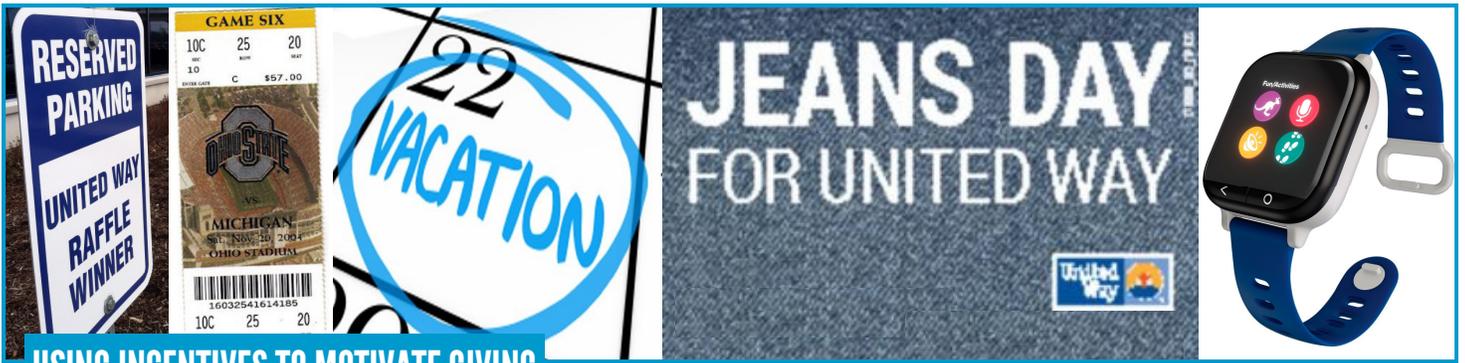
So you've set your goals. Now to achieve them! Implement these strategies to increase your *participation rates* and *average giving levels*, and the dollars will follow.

WAYS TO INCREASE DONOR PARTICIPATION...

- **Implement ALL of the Best Practices on Page 2.** Most especially #3 (giving out pledge forms at an already scheduled all-staff or department meeting), encouraging everyone to complete and turn in before leaving—*even if they don't plan to give.*
- **Get help and don't do this by yourself!** Recruit a United Way committee with representation from each department in your company to join you.
- **FREE FOOD!** Have lunch, pizza, snacks, or donuts at the United Way meeting to help draw more attendance. The way to a person's heart is often through the stomach!
- **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!** Send daily reminders to turn in pledge forms, especially on the last day of your campaign. Post United Way news on message boards, and internal e-mail. Take pictures and share them.
- **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 out pledge forms at orientation, inviting them to start giving right away.

WAYS TO INCREASE YOUR AVERAGE GIFT...

- **Implement ALL of the Best Practices on Page 2.** Most especially #2 (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

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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.

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

OTHER ATTRACTIVE INCENTIVES

- Tickets to movies / sports / concerts / amusement
Do you have access to passes from a company account that could be used for your campaign? Or do employees have tickets they can't use so they'd donate instead?
- Airline tickets (**Does your company have any unused frequent flier miles?**)
- Trendy electronics
- Restaurant gift certificates
- Hotel / Resort weekend getaway
- Gift baskets (**Assemble from donations made by area businesses**)

New Idea!

SPEND MONEY TO RAISE MONEY

If your workplace plans to make a corporate gift to United Way, consider earmarking a portion of that toward incentives for your employee campaign. For example, a workplace once raised \$6,000 in employee giving and made a \$2,000 corporate gift. The next year, they took \$1,000 of that corporate gift and bought incentives to promote employee participation and raised \$26,000 instead. That worked out!

#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.

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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.

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).