Employee Campaign Coordinator

VOLUNTEER TOOLKIT

United Way of Cass-Clay
Friends,

We are so excited to partner with you to share the story of United Way and how, by coming together, we can have a positive impact on so many of our neighbors.

This year’s focus on preparing kids to succeed is so important to us. Growing up for many kids isn’t easy. And in situations where kids also deal with hunger, homelessness, mental health challenges, etc., it becomes a nearly impossible battle to find success in school and in life. The pandemic has also exacerbated these issues for many local kids – making preparing kids to succeed an especially timely and important Bold Goal.

We believe that our community’s kids deserve to have the support they need to reach their full potential. We believe a community thrives when all families and kids, regardless of circumstance, have what they need to learn, grow, feel valued, and be confident.

Your volunteer leadership matters not only to United Way and your company, it matters to the thousands of families whose lives will be better because of the work you do to inspire others to give.

It is an honor and a privilege to share their stories and to partner with you to rally our community to make an investment in their futures and the future of our community.

Thank you! Let’s all work together to have the best campaign yet!

Sincerely,
Dan & Rachel Conrad
2022 United Way Volunteer Campaign Chairs
Some of you might know us really well. Some of you might just be getting to know us. Either way, we are so grateful for your partnership and we look forward to getting to know you even better over the coming months. Below is a snapshot of some of the important things we’d like to share with you.

**WHAT UNITED WAY DOES IN 15 SECONDS**

United Way of Cass-Clay works to understand and solve our biggest challenges.

By uniting partners, volunteers, and donors we create a better tomorrow for everyone.

**LOCAL AND MEANINGFUL**

When people support United Way, their dollars stay right here in our community and go to tackling our community’s biggest challenges. We call them our Bold Goals. They are the three areas of biggest opportunity in our community that will help make healthy and strong families and communities.

**Bold Goal 1**
Reduce Hunger and Homelessness

**Bold Goal 2**
Prepare Children To Succeed

**Bold Goal 3**
Help People Be Independent
YOUR INVESTMENTS MAKE ALL THE DIFFERENCE

As a donor and a volunteer, your impact is felt by our neighbors right here in Cass and Clay counties.

**TIP:** Share stories, videos, and articles about how our work is impacting the future of our local community with your employees. Find these resources at unitedwaycassclay.org/tools

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### Examples of Your Impact

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 A WEEK</td>
<td>$52 Annually</td>
</tr>
<tr>
<td><strong>Be a Community Builder</strong></td>
<td>$6 A WEEK</td>
</tr>
<tr>
<td><strong>Be a Leader in Giving</strong></td>
<td>$14 A WEEK</td>
</tr>
<tr>
<td><strong>Be a Leader in Giving</strong></td>
<td>$29+ A WEEK</td>
</tr>
</tbody>
</table>

- **$1 A WEEK**
  - 1 family gets 2 nights of stable housing
  - 2 children receive a year of school supplies

- **Be a Community Builder**
  - 1 adult receives 6 months of transportation to work
  - 2 children receive food every weekend for a year
  - 2 seniors get access to services to remain independent

- **Be a Leader in Giving**
  - 1 child receives mental health services for a year
  - 1 adult receives job training and tailored career coaching
  - 4 students supported to read by 3rd grade

- **Be a Leader in Giving**
  - 3 families prevented from becoming homeless
  - 2 adults receive job training to become Certified Nurse Assistants
  - 1 family gets child care for 5 months

### Our Commitment to You

- Real, local stories of your dollars at work
- Event and volunteer communication

- Access to Lead UNITED programming
- Real, local stories of your dollars at work
- Event and volunteer communication

- Special events and volunteer opportunities
- Real, local stories about lives you’ve changed
- Access to Lead UNITED programming
- Updates on issues your dollars are supporting

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YOUR IMPORTANT ROLE

WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

Employee Campaign Coordinators (ECCs) are enthusiastic, knowledgeable volunteers who utilize their talents and energy to inspire and rally those around them to give and help their neighbors through United Way.

ECC BEST PRACTICES

• Share with your company how United Way is helping our community
• Plan and execute the United Way campaign for your company
• Partner with leadership to encourage giving
• Encourage your coworkers to get involved and attend United Way events
• Have fun while making a significant impact in the community where you work, live, and call home

WHAT IS A CAMPAIGN CABINET VOLUNTEER?

The Campaign Cabinet is made up of dedicated, zealous volunteers who provide guidance and assistance to ECCs to ensure confident, consistent campaigns. Your Campaign Cabinet volunteer will be reaching out to you by August 19. Connecting with them is a great way to ensure you have the support you may need and can provide your workplace the best possible campaign experience.

My Campaign Cabinet volunteer is: _______________________________ 

If you are a Top 50 Most Generous Workplace, you work directly with a member of the United Way team.

STAY CONNECTED

• Join us on the United Way Water Cooler Chat Facebook group.
• Be on the lookout for emails from our team called ECC Splash.
• Check out our website at unitedwaycassclay.org.
CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN
- Attend ECC Training
- Get your campaign packet
- Set a goal for giving and participation with your leadership team
- Determine your pledge tool - Paper or ePledge
- Create a campaign plan (use this workbook as your guide!)
- Create a campaign timeline with action items, dates, and details
- Invite your leadership team to play a key role in your campaign
- Plan your company’s campaign kickoff meeting and invite United Way to attend
- Plan special events
- Secure items, experiences, or incentives for giving or reaching your goal
- Invite your team to your kickoff at least 2 weeks prior

TIP: Ask for help! Invite your coworkers to help you with the campaign! Being involved in the campaign is a fun way to get to know others and will help you reach your campaign goal.

DURING THE CAMPAIGN
- Lead by example and make your United Way investment
- Lead your campaign kickoff and campaign events
- Distribute paper pledge forms or email your ePledge link; make sure everyone receives the invitation to give
- Reach out to team members who have given in the past to personally invite them to give again
- Send reminders to your team about the campaign
- Communicate with leadership to encourage a corporate gift

DID YOU KNOW: The #1 reason why people give is because they are asked – so don’t forget to make the ask and invite people to join you in making a difference in the community!

TIP: You can turn in checks and cash during your campaign to United Way. Investors appreciate checks being cashed in a timely manner.

AFTER THE CAMPAIGN
- Collect paper pledge forms or end online giving
- Report final campaign results to your team
- Complete your campaign envelope and turn into United Way by Nov. 23
- Thank employees that gave and coworkers that helped you with the campaign
- Jot down ideas for next year
- Don’t forget to engage with United Way year-round!

Resources and tools available at unitedwaycassclay.org/tools.
1 **Work With Others**

To have the most successful campaign possible, include others.

**Involve leadership.** Leadership support is crucial to a successful campaign. Invite them to play a role at your campaign kickoff, share a video message, ask for their advice, brainstorm incentives together, encourage them to personally thank donors.

**Campaign Cabinet Volunteer.** Each campaign is assigned a volunteer to assist you with your campaign. Reach out to them with questions or if you need to brainstorm! If you are a Top 50 Most Generous Workplace, you work directly with a member of the United Way team.

**Engage with others.** Join the United Way Water Cooler Chat Facebook Group so you can connect and share with your fellow volunteers.

**Campaign Committee.** Many of our companies have committees to help plan and implement the campaign. Even just adding a partner to your planning can take your campaign to the next level.

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3 **Spread the Word**

Share how an investment in United Way can provide hope for a better tomorrow.

**What’s your why?** Share why you invest and volunteer with United Way.

**Explain the purpose of United Way.** Use the United Way elevator pitch on page 2 to talk about United Way.

**Ask coworkers to join you.** Ask your team to consider serving as a Leader in Giving (which starts at just $14/week or $720/year) or a Community Builder (which starts at just $6/week or $300/year). By invested at this level, they have access to Lead UNITED - programming focused on volunteer and leadership development experiences that activate and elevate connections, skills, and our community.

**Ask your leadership to join you.** Ask your business to provide a corporate contribution to United Way or an employee matching gift to help incentivize giving!

**Be thoughtful in your communication.** Creating a timeline can ensure you are consolidating and being clear.

**It’s about your neighbors.** The work you are doing results in helping children and families in need. Remembering them when you are asking for donations is a great way to find inspiration and purpose.

**Have your Campaign Committee make individual asks of their team.** If possible, this is always done best face-to-face. Consider phone calls instead of emails as well.
2 Generate Excitement
You get to support our local community and have fun while doing it!

Pick a theme. Themes help create excitement and energy for the campaign and are used to help drive results. Virtual campaigns should have themes too!

Leadership announcement. Have a member of your leadership team send a letter or video message to the team announcing the campaign and asking for their support.

Announce incentives. Many companies provide incentives tied to their campaign goals. A large budget is not necessary for incentives. Many are free and still appealing to employees.

Kick off with a United Way speaker. Bringing in a United Way team member to speak at your kickoff has been proven to make campaigns more successful. We offer a virtual option as well. Schedule your kickoff presentation with us today!

Show the campaign video. The campaign video is a great tool to raise awareness of our work.

Promote any corporate match, corporate gifts, or other incentives to increase contributions.

4 Gratitude is the Best Attitude
We could not do this without everyone's support. Help us spread the message of gratitude.

Invite United Way at any point in the year to share success stories and say thank you to your team.

Send a thank you letter, video message, or e-card from leadership to your team.

Highlight investors on your company's intranet or through an email to your team.

Plan a United Way celebration event to unveil your campaign results and thank your team.

Give back year-round through our many volunteer opportunities.

Say thank you. Regardless of what the donor decides, thank them for their time. Remind that any gift is appreciated and makes a difference.
ENGAGEMENT IN A VIRTUAL WORLD

Whether you have a mostly remote workforce or a combination of in-person and remote employees, here are 4 tips on how to engage your team virtually.

1. Host a Virtual Kickoff

Just as you hold an in-person kickoff at the office, hold a kickoff meeting over Zoom, Microsoft teams, or your company's platform of choice. Follow the agenda listed in the Campaign Planning Workbook and use the kickoff PowerPoint template.

Ways to increase engagement:

- **Incentives** Consider giving prizes! For example, everyone who attends gets a $5 coffee gift card emailed to them.
- **Trivia** Ask questions throughout the kickoff meeting. Whoever answers correctly in the chat gets a prize! Check out our trivia questions.
- **Interaction** Encourage people to share reactions via the chat. If you are hosting the meeting, greet those joining by name and thank them for coming.

2. Use our Online Giving Platform

Giving electronically is the easiest way for remote employees to contribute to your campaign. We can set up a special giving site just for your company! Fill out this short Application Form and we will get your site set-up.

**Tip:** As an ECC, you have access to track how much has been raised and to see how many employees have given. This helps you know how close you are to your goal and thank employees who donate!
Whether you have a mostly remote workforce, or a combination of in person and remote employees, here are 4 tips on how to engage your team virtually.

3. Incorporate Incentives and Special Events

Giving Incentives
• Award those who give at a Leader in Giving level ($720+) with a company branded item (mug, jacket, notepad)
• Give the first 5 people to complete their pledge a special prize (coffee with the CEO, gift cards, entries into a raffle, etc.)

Hold an online silent auction
• Check out these online auction platforms: Bidding Owl, Rallyup, OneCause, ClickBid, Auctria

Email Bingo
• Send out numbers via email once a day, twice a week, or another frequency

For other special event ideas, check out our Be A Magnetic Marvel, Campaign Idea Guide

Tip: For a virtual team, less is more. Consider incorporating just one or two special events to avoid overwhelming your employees.

Tip: Another benefit to using ePledge is that you can host your special event on our online site! Contact the United Way team to learn more.

4. Communication is Key

Communicating effectively is important in building participation. Being concise, yet meaningful is the goal. In your communication, emphasize the answers to these questions: What is United Way? When is the campaign happening? How can I give? What will my donations do?

Consider keeping communication to twice per week, but don't be afraid to add personal outreach to engage specific employees!

We've written some email templates to get you started!

Tip: Record a video from your leadership team sharing why they support United Way to send via email or intranet to all employees.
PLANNING YOUR CAMPAIGN

CONSIDER THESE QUESTIONS AS YOU PLAN YOUR CAMPAIGN:

• What were highlights of your past campaigns?
• What elements of past campaigns have your employees enjoyed?
• When was your workplace campaign last year? Did these dates work well?
• What type (in-person, virtual, combination) of campaign is best for your company?
• What ideas do you have this year? Themes? Events?
• What are some areas of opportunity for your campaign?
• Do you need others to help with the campaign? (ECC Committee or Co-ECC?)
• What are some possible challenges you might face this year?

HELPFUL TOOLS

The resources below are available to help make your campaigns efficient, effective, and engaging. If you have questions or suggestions, please reach out.

Find all our these tools and more at unitedwaycassclay.org/tools

STORY LIBRARY
Remember to share stories about the lives changed when asking your team to invest in United Way. Use these stories to inspire your team to invest and better understand their impact.

CAMPAIGN PLANNING WORKBOOK
Your guide to plan, organize, and host an amazing United Way campaign

HOW TO PLAN A GREAT KICKOFF EVENT
A campaign kickoff is a way to get your employee giving campaign started by bringing your team together to discuss your company’s values, learn about the most pressing issues in our community, inspire giving, and, of course, have fun!

ENGAGEMENT IN VIRTUAL WORLD
Whether you have a mostly remote workforce, or a combination of in person and remote employees, use these tips on how to engage your team virtually.

UNITED WAY ONBOARDING FOR NEW TEAM MEMBERS
One way to show an example of your corporate values to your new hires is to tell them about your company’s commitment to investing back in our community through the United Way and inviting them to get involved.

CAMPAIGN EMAILS
Thoughtful, consistent communication is a great way to inspire your employees to give to United Way. This document acts as a guide and provides you with some best practices to enhance your campaign communication.

BE A MAGNETIC MARVEL! CAMPAIGN IDEAS GUIDE
The best way to get people excited to participate in your United Way campaign is to make it fun! Use these great ideas to get your creativity going.
Starting in 2023, Lead UNITED will provide volunteer and leadership development experiences that will activate and elevate your connections, skills, and our community.

How Lead UNITED makes each of us, and our community, stronger:
- Grow professionally and personally with leadership-based programming led by local leaders.
- Help our neighbors most in need and see your generosity at work through hands-on volunteer opportunities.
- Maximize your time and impact by investing in solutions to our community’s biggest challenges while growing your network and connections.
- Gain a deeper understanding of critical issues in our local community and how each of us can make a difference.

Lead UNITED is available to those investing $300 or more annually in United Way.

**INTRODUCING LEAD UNITED**

**Why should I request a United Way speaker for my kickoff?**
A United Way speaker, either virtual or in-person, will help to illustrate the needs of the community and how the work of United Way of Cass-Clay is impacting our community. Please email Valerie at vmeis@unitedwaycassclay.org to request a speaker. We will come out any time, night or day.

**What is a United Way packet and where can I get mine?**
Your campaign packet will contain everything you need to plan and implement a successful campaign. Didn’t receive yours by August 20? Reach out to us right away.

**Is there a way for me to collaborate with other ECCs and share ideas?**
Yes! Please join us on our United Way Water Cooler Chat Facebook Group to communicate with other volunteers, get exclusive access to information, and to hear tips and tricks.

**Who is my Campaign Cabinet volunteer?**
Cabinet Volunteers are a great resource for you! If your Cabinet Volunteer hasn’t reached out by August 13, please contact us. We’d be happy to connect the two of you!

**Can I turn in checks and cash throughout our campaign to United Way?**
Yes! In fact, we highly encourage you to turn in checks and cash throughout your campaign. Please contact your Campaign Cabinet volunteer or reach out to us if you’d like someone to pick it up. Otherwise, you can drop it off at our office located at 3451 23rd Ave. S. in Fargo.

**When should I turn my packet in?**
Please turn your packet in within a week of the completion of your campaign. The deadline to turn in your packet is November 23. Please contact your Campaign Cabinet volunteer or reach out to us if you’d like someone to pick it up. You can also drop it off at our office.

**Do you recommend special events?**
We love the creative ideas ECCs come up with. Check out our *Be a Magnetic Marvel - Campaign Ideas Guide* for virtual ideas and tips.

**How can I get my team involved with volunteer and engagement opportunities?**
If you are interested in engagement opportunities or would like more information, please contact Erica Johnson at ejohnson@unitedwaycassclay.org or call 701-237-5050.
YOUR RESOURCE DEVELOPMENT TEAM

We are here to help anytime with any questions, concerns or feedback.

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Thank You, ECCs!

Real change happens when we come together with a share vision.
Let’s have a great campaign year!