

How to Conduct a 20-Minute Campaign Meeting

| ACTIVITY | RESPONSIBILITY | TIME |
|---|---|-----------|
| Distribute pledge cards and other information as employees enter the room | Employee Campaign Coordinator (ECC) or other committee member | 4 minutes |
| Welcome employees & give the United Way endorsement | CEO | 3 minutes |
| Introduce & show UWCNY video | ECC | 5 minutes |
| Have a guest speaker Q&A | UWCNY staff, agency rep, ECC or other company rep | 6 minutes |
| Ask employees to complete pledge cards & turn them in | ECC or other committee member | 2 minutes |

Why United Way?

- United Way identifies the most critical needs in our community.
- United Way recruits community volunteers to review fiscal & management reports from each local agency applying for funding.
- United Way monitors funded programs to ensure outcomes are being achieved.
- We invest in programs that address a wide array of human needs, supporting the vital network of services that people in our community need.
- An annual audit of our finances is conducted by an independent accounting firm, in accordance with generally accepted auditing standards. We are proud of the positive reviews of our fiscal and management practices that we achieve every year.
- Unlike non-profits that focus their efforts on one problem, United Way works to strengthen the whole community. The United Way network of agencies work together for whoever walks through their door to give them help, hope and a pathway to success.
- United Way's most recent financial statements are available online at www.unitedway-cny.org

When you choose to invest in United Way, you join other caring members of our community who want to focus their resources on solutions - so everyone can thrive.

Ways to LIVE UNITED



Young Leaders United are emerging professionals who demonstrate leadership in making lasting changes in our community.



Women United is a network focused on providing opportunities for women to learn, discuss important issues, understand challenges facing women and explore ways to have collective impact.

volunteercny.org

VolunteerCNY is your online resource to find the right volunteer opportunity for you and your group. Whether you are retired or looking for family or company volunteering, we have ideas for you!

Important Campaign Event Dates

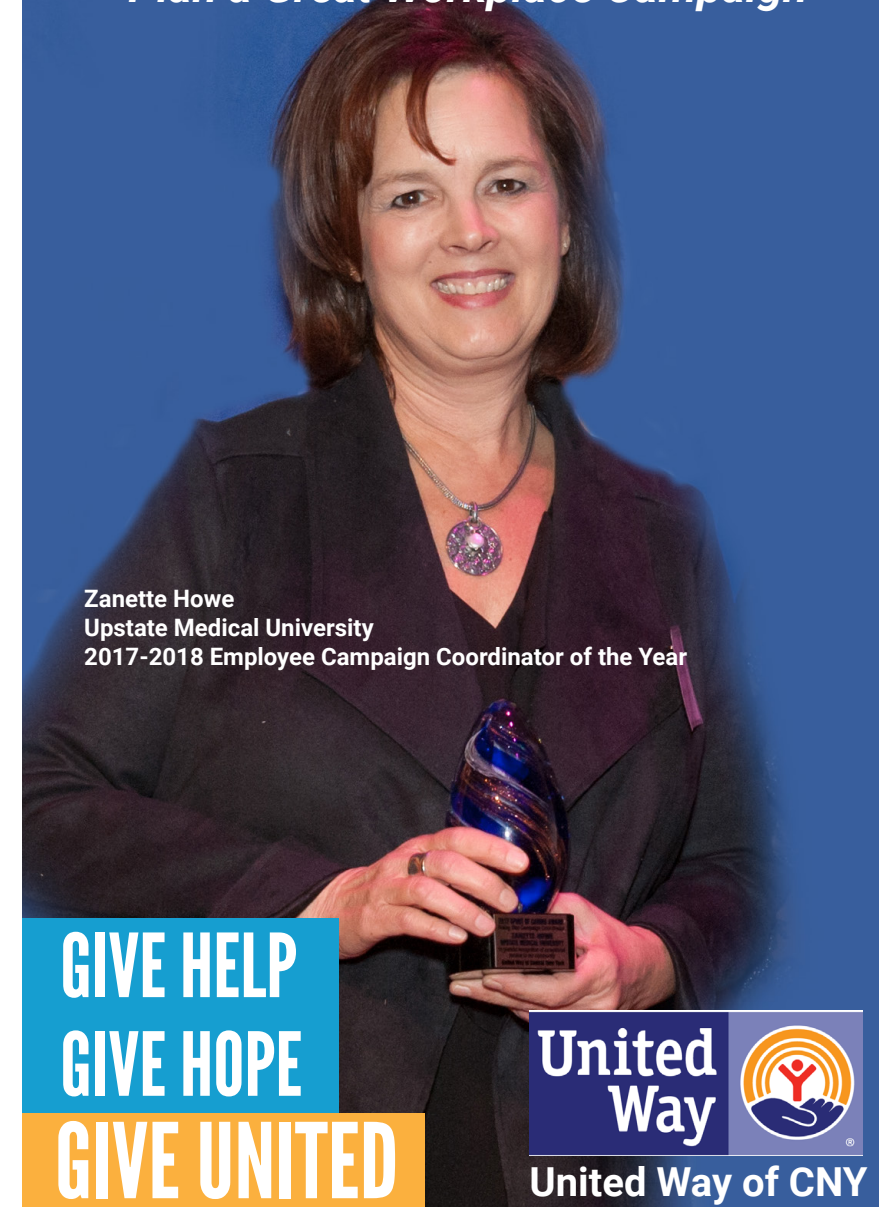
| | |
|------------------------|--|
| Friday, August 17th | Young Leaders United Pump it Forward Friday |
| Friday, September 14th | Kickoff Cookoff - 12pm - 2pm NBT Bank Stadium |
| Spring 2019 | Achievements in Caring Celebration |



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PO Box 2129 Syracuse NY13220

BECAUSE OF YOU

Plan a Great Workplace Campaign



Zanette Howe
Upstate Medical University
2017-2018 Employee Campaign Coordinator of the Year

GIVE HELP
GIVE HOPE

GIVE UNITED





Steps to a Successful United Way Campaign

Congratulations! You have been chosen to lead your company's United Way campaign as the Employee Campaign Coordinator (ECC). Not only are you providing a tremendous service to your company, but your efforts will also make a difference - improving lives and building a stronger community. United Way's staff is ready to assist in any way possible. Please visit the Campaign Toolbox section on our website: www.unitedway-cny.org or call 315-428-2211.

We look forward to working together and the success it will bring.

Plan Your Campaign

MEET with CEO & Recruit your Campaign Committee

Your Campaign Committee should include employees from all divisions and levels as well as Loyal Donors at your organization.

CONFIRM Management Support and Ask your CEO to:

- Help determine campaign objectives & goals.
- Attend employee meetings to make a personal statement of support.
- Provide recognition to Campaign Committee members & write a thank you letter to all employees who participated in the campaign.
- Determine amount of corporate matching and donation.

ESTABLISH a Campaign Timetable

- Notify Campaign Committee and CEO of dates for United Way events.
- Establish employee campaign group meeting dates.
- Schedule speakers from agencies for employee meetings or tours of agencies.
- Set campaign end date and schedule a time to submit your final report.

BECAUSE OF YOU

United Way of Central New York is able to fund programs that serve our community's most critical needs, helping thousands of our neighbors each year.



Run Your Campaign

ENGAGE Employees with Agency Tours and Speaker

A great way to engage employees in the Community Campaign is to offer tours of our partner agencies to see firsthand how their money makes an impact in Central New York. Agency speakers allow employees to hear from those providing services. Setting up a tour or speaker is easy. To schedule a tour call 315-428-2211 or contact your UWCNY Development Associate with the date(s) you prefer and the approximate number of employees participating in the tour. Please give two weeks notice if possible.

Testimonials from employees who have either received assistance or volunteered through United Way are very helpful when educating co-workers about the importance of giving.

PUBLICIZE the Campaign

- Emails & employee publications
- United Way posters, brochures and materials (available online)
- Campaign Goal poster to keep track of your progress
- Promotional items can be ordered at www.unitedwaystore.com
- Offer incentives for giving
- Promote Leadership Giving - an annual gift of \$1000 or more
- Encourage employees to visit unitedway-cny.org and UWCNY social media pages.
- Let employees know about our affinity groups: **Women United and Young Leaders United**

CONDUCT Employee Campaign

- 1 to 2 weeks prior to campaign, send out CEO letter (see sample at unitedway-cny.org).
- Secure incentives for your campaign.
- Schedule and hold employee meetings or an all employee kickoff with UWCNY associate, guest speakers (agency rep and/or employees that have benefited from program services).
- Show campaign video.
- Conduct follow-up with employees to ensure every employee has been given the opportunity to contribute.
- Recognize Loyal Donors giving to UWCNY for 10 or more years.

INFORM Employees about Leadership Giving

Leadership Giving and membership in the Alexis de Tocqueville Society exemplify the spirit that makes our community a great place to live and work.

- Ask your CEO to personally lead an informational briefing or send a letter explaining Leadership Giving to all employees before the regular campaign.
- Identify employees whose current giving is close to leadership level and encourage them to contribute at the next level, using incentives whenever possible.

Wrap Up Your Campaign

REPORT Results to United Way of Central New York

- Complete form on campaign envelope.
- Make all checks out to United Way of CNY.
- Include all cash/checks in the campaign envelope.
- Give all original pledge cards to your payroll department.
- Place copies of pledge cards in the campaign envelope(s).
- Schedule a pick-up with your UWCNY Development Associate.

SAY THANK YOU!

- Report final results and thank employees through department meetings, company newsletter and/or email messages.
- Distribute CEO thank you letter to all employees and donors.
- Provide recognition items to all Leadership Donors and Loyal Donors.
- Recognize and thank your Campaign Committee.
- Evaluate your campaign results and prepare recommendations for next year's campaign.

THANK YOU FOR ALL YOUR HARD WORK!

BECAUSE OF YOU



Kalley received the help she needed to gain employment and now is working at a job she loves!

**GIVE HELP
GIVE HOPE
GIVE UNITED**