

YOU ARE A CHAMPION

**Green Mountain United Way's
Workplace Campaign Champion Toolkit**

**Green Mountain
United Way**

**United
Way**



Proudly serving Caledonia, Essex, Orange, Orleans and Washington Counties

WORKPLACE CAMPAIGN CHAMPION TOOLKIT

YOUR ROLE AS WORKPLACE CAMPAIGN CHAMPION

As the Workplace Campaign Champion, you are the employee ambassador for Green Mountain United Way for your company's staff. You are in the unique position to educate, inspire, unite and lead your team, staff or coworkers to Live United! How do you do that? It's as easy as 1-2-3!



EDUCATE

Ensure that **ALL** employees understand how Green Mountain United Way works to improve lives in our community. Our Impact Report is specifically created to help you understand the many ways we accomplish our work across our region.



UNITE

Bring your colleagues together and make sure everyone has the opportunity to give.



LEAD

Provide information, planning, energy and motivation for your campaign.

YOUR UNITED WAY WORKPLACE CAMPAIGN

Why hold a United Way Workplace Campaign? This is your opportunity to harness the collective power of people in your workplace to make a difference in your community. Your workplace campaign is a way to experience the excitement of being part of the change, to belong to something bigger than any one individual. We want to create a community where everyone can thrive. That is no small vision, and we need each person's help to create a place where communities are healthy, families are stable, and kids are ready to achieve their greatest potential!

GREEN MOUNTAIN UNITED WAY'S AREAS

We fight for the health, education and financial stability of every person in every community in Caledonia, Essex, Orange, Orleans and Washington Counties.

EDUCATION We work to improve access to early education through our partnerships with the Building Bright Futures Councils and Promise Communities in Barre and St. Johnsbury, and to improve access to books through the creation and distribution of Literacy Kits.

FINANCIAL STABILITY We support the financial health and well-being of working families through our Working Bridges™ program, and are improving Financial Literacy by providing workshops throughout the region as well as through our new Financial Coaching program, K.E.E.P., and through affiliated trainings.

HEALTH We work to improve the health and overall well-being of those we serve by being leading partners in regional Hunger Councils, Governor's Forum on Opiate Addiction and integrated regional Community Health Teams.

COMMUNITY CARING We coordinate the local resources for Tatum's Totes in conjunction with the Barre, Newport and St. Johnsbury Department for Children and Families districts; work with the Barre/Berlin Community Response Team; coordinate volunteers through our Volunteer Opportunity Web and Day of Caring; and support basic needs through designations and distribution of goods.

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HOW YOUR UNITED WAY WORKPLACE CAMPAIGN WORKS

Here is a step-by-step checklist to help you get started with your United Way Campaign.

1. REVIEW YOUR ORGANIZATION'S PAST CAMPAIGNS

- We have included a copy of your organizations giving history for the past 2-5 years in your packet.
- Set up a meeting to talk about past campaigns, to consider how this year's campaign can be positively influenced by the work you do and to set a goal.
- Email mkenedy@gmunityway.org or call 802-613-3989 for assistance or information.

2. ENCOURAGE SUPPORT FROM MANAGEMENT OR YOUR CEO

- Talk with your company's leadership about approving a campaign committee, budget and allowing time for meetings and activities.
- Ask your management team and CEO to publically support the campaign, endorse and participate in events. Management participation helps to set a positive tone for the campaign and thank-you emails are appreciated by employees.
- Discuss implementing a program that matches a percentage of employee gifts.
- Leverage corporate social responsibility – your organization is helping to create strong communities throughout your region!

3. BUILD YOUR CAMPAIGN COMMITTEE TEAM

- Recruit a team from all departments in your organization. The best candidates are people who are organized, enthusiastic, creative and interested in improving our community.
- Get management approval for meetings, events and gatherings to support your campaign

4. PLAN AND PREPARE

- Meet with your committee to plan fun activities and events, create incentives and choose strategies that are best for your organization's culture.
- Set your campaign Goal or Goals. You might want to increase fundraising or make an impact by focusing on increasing participation. Talk with your United Way contact, Carrie, for information about past campaign targets and ideas.
- Work with us to ensure you have pledge forms and other materials you need for your campaign.

5. PROMOTE AND KICKOFF YOUR CAMPAIGN

- Invite all staff to a kickoff event to highlight campaign goals, campaign activities, management support and how to give.
- Ask Green Mountain United Way staff or community speaker to speak to your staff – by sharing personal stories about how our work has touched the community, we are able to demonstrate how contributions are used to make a difference.
- Communicate and Celebrate – use your company's newsletter, intranet, internal emails or website to share stories, sample emails and promote campaign activities and accomplishments.
- Continue to communicate throughout the campaign by sharing Green Mountain United Way's weekly impact emails.

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6. MAKE THE ASK

- Contributing is a personal matter and should be confidential. Make your pledge to the United Way before you encourage your team to give. It's easier to ask if you've already given.
- For suggestions about how to ask without pressure, ask your United Way contact or email us at campaign@gmunityway.org.
- Take time to help employees understand how giving to Green Mountain United Way impacts their community (see our Impact Report for details).
- Make sure your staff knows where to find pledge forms, access e-pledge forms, and where and when to return forms after they've been filled out.
- Make sure to ask everyone to contribute a gift through group events, meetings or personal conversation. The #1 reason people state for not giving is that they were never asked.

7. MONITOR YOUR PROGRESS

- Keep a running total as pledges are collected (ask GMUW about our e-pledge to make this part easy!)
- Check in mid-campaign to track your progress against your goal.
- Follow-up with those who did not return pledge forms.

8. SHOW YOUR GRATITUDE

- Report final totals to your employees and thank everyone! Use the poster included in your packet on bulletin boards, or lunchrooms, say thanks in your newsletter, send personal letters or email from you or the CEO
- Hold a Thank You event
- Meet with your committee to evaluate the campaign, say thank you and wrap up!
- AND, congratulate yourself on a job well done!

9. WRAP UP YOUR CAMPAIGN

- Report your totals to us.
- Return your pledge cards or e-pledge exports to Green Mountain United Way.
- Get additional materials to make sure new hires have the opportunity to give.

10. STAY INVOLVED YEAR ROUND

- Share United Way updates and stories so colleagues know the impact of their gift.
- Organize group volunteer activities - visit the Volunteer section on our website or contact Carrie to be involved in the Day of Caring.
- Attend or participate in United Way events held throughout the year.

FOR SUPPORT, ASK GREEN MOUNTAIN UNITED WAY:

Phone: 802-613-3989

Email: mkenedy@gmunityway.org

Mail: 652 Granger Road, Barre, VT 05641 (physical address is Berlin, VT)

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WAYS TO HAVE A MORE SUCCESSFUL CAMPAIGN

Use incentives to increase participation, meet your goal, or encourage increased gift amounts from employees – the possibilities are endless:

→ INCENTIVES TO INCREASE PARTICIPATION

- **Paid time off** (extra paid vacation day for pledging a full day's pay, create your own 3-day weekend, sleep in and come to work late, etc.)
- **Casual Friday** or Jeans Friday privileges for those who return their pledge cards.
- **Special parking privileges** for a week or a month or a year!
- **Hold a raffle** for all participants who return pledge cards on the first day, or by the end of the campaign. Use what you have or seek goods donated from vendors, clients, employees, friends or family.
- **Hold a drawing** at the end of each week for all who returned their pledge cards.
- **Reward all participants** with a party if you reach your goal!

→ STRATEGIES TO INCREASE THE AVERAGE GIFT

- **Ask all employees** to give \$1 more per week.
- **Offer employees extra time off** if they increase their gift more than 10% over last year.
- **Stress how easy** it is to give with a payroll deduction.
- **Hold a leadership campaign** and establish a company leadership level. The United Way recognizes Leadership Givers as those who give at or above the \$500 level. These givers are recognized in a variety of ways by each United Way.

→ “FUN” RAISING IDEAS

- **Create a Theme or Motto**, for example “Measure your impact!” then hand out mini tape measures on desks the day you kick off the campaign.
- **Raffle** or 50/50 money raffle during the campaign.
- **Penny War** In a penny war the value of any pennies collected by a group count positively toward that group's point total, while the value of other coins or dollar bills are subtracted. At the end of the week, a winner among groups is declared, and all the proceeds count towards your company's overall gift.
- **Silent Auction**
- **Bake Sale/Book Sale/Yard Sale** – proceeds go toward your campaign.
- **Cooking Contest** – whether it's a chili cookoff or a pie contest, a little friendly competition goes a long way!
- **Trivia Contest**
- **CEO/Executive Car Wash** – people pay to have executives wash their car.
- **Golf tournament or office putt-putt contest** – set up a mini golf course in your office, award prizes for lowest score.
- **Use your own creative ideas!** Almost anything goes, have fun, be creative, find things that fit your company culture.