

Employee Campaign Coordinator Tools



Employee Campaign Meeting Agenda

Topic	Speaker	Time
Welcome/Introduction	ECC, CEO or Committee Members welcomes and explains the purpose of and how the company supports the Campaign.	2 min
Company Support	CEO and/or ECC provide a statement of support. Establishing corporate commitment to UW and encourages company-wide participation.	3 min
United Way Presentation	UW representative provides an overview of UW and the impact of its services. Great opportunity for employees of its services. Great opportunity for employees to ask questions and learn about United Way.	15 min
Campaign Logistics	ECC explains to employees how they can participate in the campaign by filling out their pledge form, gives a time frame and describes incentives. (If Applicable) <i>* Paper pledge forms are recommended to be picked up at the end of the meeting.</i>	5 min
Questions & Answers	ECC and UW representative will answer questions.	5 min
		Total 30 min

Things to keep in mind:

- Times are adjustable
- Does your room need a microphone? Make sure TV/VCR works if there is a video
- Place pens, pledge forms and campaign brochures before the meeting starts
- If possible, provide refreshments

Sample CEO / Endorsement Letter

Dear *(Company Name)* Employee,

At *(Company Name)* we know that people really want to make a difference, but it takes all of us, working together, to make real change happen. Inland Empire United Way can be our partner in improving lives.

As we begin our United Way campaign, I would like to take a moment to encourage your support. My motivations are both personal and professional. I take comfort in knowing that Inland Empire United Way engages a caring community to respond to human need by helping disadvantaged kids succeed in school, providing easy access to community services, developing volunteer opportunities to create positive change, and strengthening financial stability opportunities for low-income families and individuals.

Our campaign kick off will be *(Date)*. Our employee campaign committee has put together a series of great events for us; let's make this the most successful campaign ever. Please join me in giving to Inland Empire United Way. Together we can build a better, stronger and more caring community.

Sincerely,

(CEO Name)

Sample Email Reminder Send Out Mid-Campaign

Suggested Subject Line:

Friendly Reminder: Inland Empire United Way Needs Your Help!

Dear Friends,

We kicked off the (*Company Name*)/Inland Empire United Way Campaign on (*Date*) and I would like to thank all of you who have already joined us in support of those in need in our community.

I hope that you have had a chance to review the materials and visit the Inland Empire United Way website, www.ieuw.org, to learn more about how United Way works and how your gift helps create change.

Our campaign ends on (*Date*). I encourage you to make a gift today. If you have any questions about our campaign, please contact me. Thank you for your time and your generosity.

Sincerely,

(*Name*)

(*Title*)

Sample Continuous Payroll Deduction (CPRD) Letter / Email

Date:

To All Employees

Dear *(Company Name)* Employee:

One of *(Company Name)*'s strengths is the commitment of our employees to help others in need.

As we conduct our Inland Empire United Way campaign, we would like to encourage those who have not yet responded to continue your current pledge through next year. If you are currently participating through payroll deduction and would like to continue your current contributions, there is nothing further you need to do. Unless you indicate otherwise, your pledge will roll over to the United Way Community Care Fund. If you wish to increase your contribution or make any changes to your payroll deductions please contact *(Contact Name, Contact Info)*. Please remember to include both your name and your *(other specified I.D. such as employee number, etc.)*, so that we can follow up as appropriate.

Your donation helps Inland Empire United Way engage a caring community to respond to human need by helping disadvantaged kids succeed in school, providing easy access to community services, developing volunteer opportunities to create positive change, and strengthening financial stability opportunities for low-income families and individuals.

On behalf of *(Company Name)*, thank you for investing in Inland Empire United Way. I am proud to work with dedicated employees like you who give back so generously and help ensure that vital services remain available throughout the community.

Thank you for your participation.

Sincerely,

Name

Title

Sample Vendor Thank You Letter

Date

Dear *(Business Owner)*:

Thank you for your generous gift of *(description of goods or service donated)*, which *(will be/was auctioned or raffled)* at our *(event name)* community fundraising event on *(date)*.

The proceeds from this event will benefit our Inland Empire United Way campaign. The Inland Empire United Way engages a caring community to respond to human need by helping disadvantaged kids succeed in school, providing easy access to community services, developing volunteer opportunities to create positive change, and strengthening financial stability opportunities for low-income families and individuals. *(Company)* acknowledges there were no goods or services provided to you in the receipt of this gift.

Please note this is not a tax receipt. You should consult your accountant or tax consultant as to the value and deductibility of your gift for tax purposes.

Again, thank you for supporting *(Company)*, Inland Empire United Way and our community with your generous donation.

Sincerely,

(Campaign Coordinator)

(Title)

(Company)

Sample End of Campaign Thank You Letter

Date

Dear *(Company Name)* Employee,

Our annual *(Company Name)*/Inland Empire United Way Campaign has come to a close, and I would like to take a moment to thank you for your generosity.

I think most of us agree that just feeling good, about our charitable contributions isn't enough anymore – we want to see change and our community needs results. *(Company Name)* believes that Inland Empire United Way is delivering precisely the kind of results that lead to lasting, systemic change.

Although the campaign is over, that shouldn't mean that you forget about United Way until next year. United Way is committed to providing donors with more accountability than ever before. You can sign up for the e-Newsletter at www.ieuw.org to see how your gift helps year-round.

Thank you for giving. I am proud to be a part of a company that gives back so generously to this amazing community.

Sincerely,

(Name)

(Title)

Sample Letter In Lieu of Meeting

Date

Dear Employee,

Our company is proud to offer employees the opportunity to participate in the United Way campaign. Of course, whether or not you choose to participate is entirely up to you. However, before you make your decision I would ask that you consider the impact that your contribution can have on our community.

United Way invests in a variety of programs to help our neighbors in need. *But did you know that they do more than just distribute your donations to agencies?*

Inland Empire United Way understands the connection between children who don't have enough food and how providing nutritious food on the weekend helps them do better in school, and that someone without job skills needs more than just rent money. They understand that it's not enough anymore to just raise money and take care of people in crisis. We've got to prevent problems on the front end, too. That's why our local United Way actively partners with leaders from government, education, health and human services, and business *to create entirely new ways to make a lasting difference.*

Through the generosity of donors like you, Inland Empire United Way is able to do more than change lives through quality programs — they are providing unique solutions today that make tomorrow better for everyone.

Please take time to look over your campaign materials; the pledge card outlines the many ways in which your gift can help make a difference. Thank you for your consideration.

Sincerely,

CEO Name

Title

What Your Dollars Can Do...

\$2 per week encourages and empowers children to read by providing books for volunteers at a local reading club

\$2 per week provides 90 callers with comprehensive, specialized referrals from nationally certified call specialists

\$3 per week feeds a hungry child every weekend for one school year when meals are not available

\$4 per week connects 180 kids to the resources they need, making a difference in their lives

\$5 per week allows volunteers to complete a mural on a local school wall to educate and brighten a child's day

\$5 per week maintains one resource in the 2-1-1 database

\$5 per week enables 10 homeless people to have access to their own voice mailbox for a year

\$10 per week provides training and equipment for one member of the 2-1-1 disaster response team

\$10 per week provides nutritious after-school snacks and activities to a low-income child

\$10 per week provides free tax assistance for 20 low-income families or individuals

\$15 per week equals general outreach to 50 people to inform them about 2-1-1

\$15 per week plants a garden at a school to beautify the grounds and invigorate the science curriculum

\$20 per week a week provides books and materials for a volunteer-led reading program at school on Saturday

Goal Worksheet

A way to look at establishing your campaign goal based on participation and leadership giving strategies...

2007 Average gift: \$ _____

2007 Number of donors: _____

2007 Participation: _____ %

New Donors in 2008

Increase participation from _____% to _____% = # _____ new donors X average gift of \$ _____ representing a campaign dollar increase of \$ _____.

Increasing existing donors' average gift in 2008

Increase the average gift from \$ _____ to \$ _____ = average gift increase of \$ _____ X number of current donors # _____, representing a campaign dollar increase of \$ _____

2007 employee gifts	\$ _____
+ Increase from new donors	\$ _____
+ Increase from existing donors	\$ _____
= Potential Goal for 2008	\$ _____