

**UNITED
BEGINS
WITH
YOU**



United Way of Acadiana

UNITEDWAYOFACADIANA.ORG



@UWOFACADIANA



WELCOME

CAMPAIGN MANAGERS

Thank you for representing United Way of Acadiana as an Employee Campaign Manager. We value your time and commitment to the community and want to make this role simple, stress-free and, most importantly, fun!

This handy action guide will walk you through the process of implementing a United Way Workplace Campaign and provide you with all the resources that you need to be successful. Thank you for making Acadiana a better place to live for everyone.

Thank you for **LIVING UNITED!**

GUIDE CONTENTS

About United Way	Page 3
A Campaign Manager's Role.....	Page 4
Action Guide	Pages 5-8
Campaign Toolkit.....	Page 10

MAKE A DIFFERENCE

A campaign manager is an individual chosen by management to conduct a United Way Workplace Campaign.

Campaign manager are the link between United Way of Acadiana and the supporters who make our community greater.

Three primary functions of a campaign manager:

► **Communicate**

Effective communication is key at every step of the campaign – from the planning process with team members to the implementation and messaging to the workplace in general. Promote the mission of United Way and the lives being impacted, and you will inspire others to be a part of greater community impact.

► **Support**

Encourage members of the team and guide them through the process.

► **Lead Special Event Ideas**

Set the tone of your workplace campaign.



Common characteristics of a CAMPAIGN MANAGER:

- Enthusiastic and fun
- Enjoys trying and learning new skills
- Community-minded
- Enjoys giving-back

Do not fear! A United Way Representative will be there to help you every step of the way.

My United Way Rep is:

Stephanie Pool

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Phone: 337.233.8302 ext. 214

MY ACTION GUIDE



1 RECRUIT A TEAM

Why work alone when you can **LIVE UNITED?** Building a team from all levels of your company or organization provides opportunity for greater creativity, minimizes the workload on one individual and adds even more fun into the mix.

Teams allow campaign manager to divide responsibilities into defined roles including: marketing and events, communication, finance, human resources, department liaisons, etc. Seek the wisdom of experienced campaign volunteers and mix in new staff for a fresh perspective.

Quick Tip: Recruiting the support of the CEO is also critical to a campaign's success. Their leadership sets the example for other supporters. Encourage your CEO to publicly support the campaign and involve them at all campaign events.

► **My potential or confirmed team members are:**

1. _____
2. _____
3. _____

2 SET A GOAL

Goals should be both challenging and realistic. Before you set a goal for your United Way Campaign, research the past trends of your workplace—including donation levels, number of staff and overall employee participation. United Way staff can provide all these details for you!

Keep things fun by setting both monetary and participation objectives. Create goals that are motivating and attainable, and you're sure to hit them.

Sample measures of success:

- ☐ Increase percent of unrestricted giving
- ☐ Total dollars raised
- ☐ Increase in total number of donors (including Leadership Givers)
- ☐ 100% contact or return rate of donation forms
- ☐ Percent growth in total participation
- ☐ Increase average gift
- ☐ Increase per capita gift


► **What goals will inspire my team this year?**



When it comes to creating change, we focus on what works.



3 DETERMINE YOUR TIMELINE

One day, one week, two weeks...or a month! United Way Campaigns come in all shapes and sizes. Once your campaign dates are determined, complete your campaign commitment form here 

CAMPAIGN START DATE: _____

CAMPAIGN END DATE: _____

4 PLAN CAMPAIGN ACTIVITIES

Once you determine what timeline works best for your organization, consider the following events to engage your workplace.

Campaign Kickoff — Launching a campaign with an engaging event is a great opportunity to provide employees with information about United Way and how their investments will be used in the community.

Special Events — Get creative! From bake sales to silent auctions and management competitions, this is a great way to engage the workplace while having fun.

Volunteer Activities — Research shows that people who volunteer are almost twice as likely to invest in community programs. United Way can connect your workplace with a variety of volunteer opportunities, from home improvement projects to serving meals.

Campaign Finale — Celebrate and wrap up your workplace campaign with an event to thank employees for their generosity.



► List ideas for fun campaign activities:

1. _____ DATE: _____
2. _____ DATE: _____
3. _____ DATE: _____



5 INFORM & ASK

The #1 reason cited for why individuals do not give is simply because they were never asked. It's important to make sure that everyone has the opportunity to give. There are two strategies to consider when asking employees to contribute:

Group Ask — Bring employees together to learn about United Way. This is a great time to show the 2022 United Way Campaign Video and distribute pledge forms and other materials.

Individual Ask — A more personal approach often results in greater participation rates. Recruit peers who are givers and are passionate about United Way. We recommend a ratio of one employee for every 10 personal asks made.



List ideas for implementing these strategies:

6 THANK EVERYONE

One of the most important parts of a campaign is saying “thank you.” Communicate final results as they become available and be sure that everyone who made your efforts successful receives proper recognition.

► List your ideas for thanking individuals:



7 REPORT RESULTS

Final campaign results should be submitted within two weeks of campaign end date so that we can process donations and thank our donors in a timely manner. This includes summarizing employee gifts on the Campaign Report Envelope.

Interested in publicizing your results? United Way is happy to help promote your company’s dedication to improving Acadiana! Whether it’s announced through traditional media avenues or a shout out on social media channels, we love sharing how organizations are LIVING UNITED and making an impact.

8 STAY IN TOUCH

United Way is here year-round! Stay up-to-date on how your donations are impacting our community by subscribing to our electronic newsletter, following us on social media – Facebook, Twitter, Instagram and LinkedIn – or by volunteering!

Also, don’t forget to keep your employees and colleagues informed by sharing information throughout the year!

follow us



@uwofacadiana

CAMPAIGN TOOLKIT

We know you're busy, and we value your time! To make your role as a campaign director as simple as possible, we've compiled the following resources:

Campaign Checklist

Stay on top of your to-do list with this handy checklist itemized to match this Action Guide.

Campaign Video

Covers current initiatives of United Way and showcases how your donations are making the Midlands a better place to live for everyone. This is a great resource to introduce your workplace to United Way in group settings.

Campaign Brochure

Provides an overview of United Way, the issues facing our community and how United Way is working to create long-term solutions. Distribute a brochure to everyone in the workplace to make sure they know the impact of their donation!

Pledge Forms and Campaign Reporting Envelope

These printed materials are provided at the onset of your campaign and are an essential tool in collecting required information. Electronic pledging is available by request.

Special Event Ideas

Save time brainstorming creative ideas and get the ball rolling with this list of unique and fun special events that we've known to be successful for others.

Sample Letters and Thank You Cards

Save time by using these easy-to-use templates to customize for your needs!

NOTES

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