Congratulations on being selected as your company’s 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 staff is ready to assist in any way possible.

YOU WILL FIND:

Campaign Checklist................................................ 1
Rallies and Events................................................... 2
ECC/CEO Speech.................................................... 3
Leadership Giving/Campaign Awards..................... 4
How to Incorporate the Theme............................... 5
CAMPAIGN CHECKLIST

Follow this list and you will be sure to have a winning campaign!

☐ Review your company’s giving history.

☐ Encourage your CEO and/or leadership to be involved.
   Ask them to:
   ☐ Complete his/her pledge card.
   ☐ Pledge a corporate gift on behalf of the organization.
   ☐ Write a letter or send an email to all employees.
   ☐ Participate in/or attend campaign meetings.
   ☐ Schedule a leadership meeting with top leaders.

☐ Recruit a committee of co-workers to help you.

☐ Utilize your United Way representative. They will help you plan your campaign, deliver your materials and schedule presentations and tours.

☐ Set a challenging and realistic goal. Update your co-workers on your progress throughout your campaign.

☐ Schedule specific start/end dates for your campaign and inform your co-workers.

☐ Organize a Leadership Giving program by asking the CEO to personally lead an informational briefing or send a letter explaining Leadership Giving to all employees. (See pg. 4)

☐ Educate your co-workers. Agency speakers, videos and tours are fun and informative! See the sample rally and ECC speech outlines on pages 2 and 3.

☐ Complete your campaign by collecting pledge cards and reporting results to your United Way representative.
   ☐ Turn in your results by Oct. 31 to be an Early Bird!
   ☐ All campaign results are due by Nov. 16.

☐ Thank your co-workers for their generosity. Send an email, hang thank you posters and plan a celebration for a job well done!
Use this agenda to help plan your campaign rally! Ideally, each rally lasts about 15 to 30 minutes. Don’t have that much time? Your United Way representative can work with you to plan a rally customized to your organization’s needs.

**THE PROGRAM:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 min.</td>
<td>Welcome &amp; United Way campaign endorsement</td>
<td>CEO and/or ECC</td>
</tr>
<tr>
<td>5 min.</td>
<td>United Way presentation</td>
<td>United Way representative</td>
</tr>
<tr>
<td>5 min.</td>
<td>United Way video</td>
<td>United Way representative</td>
</tr>
<tr>
<td>6 min.</td>
<td>United Way Partner Agency speaker</td>
<td>Partner Agency representative</td>
</tr>
<tr>
<td>3 min.</td>
<td>Wrap up</td>
<td>CEO and/or ECC</td>
</tr>
<tr>
<td>3 min.</td>
<td>Collect pledge cards (or remind them to pledge online)</td>
<td>ECC</td>
</tr>
</tbody>
</table>

**HELPFUL TIPS FOR A SUCCESSFUL RALLY:**

- Publicize your rally.
- Play some music that ties into the campaign theme.
- Show the United Way video if time allows.
- Schedule an agency tour or attend a United Way bus tour. Ask a co-worker who attended the tour to describe their experience.
- Tell stories about how you or someone you know has been impacted by a United Way Partner Agency.
- Incentivize employee attendance at the rally by offering prizes for those who attend.
- Incorporate Partner Agency client testimonials into your event.
ECC OR CEO COMMENTS OUTLINE

1. Introduce yourself and thank everyone for attending the rally.

2. Give a brief overview of your organization’s United Way campaign. Include:
   a. Your organization’s campaign dates
   b. Your organization’s fundraising goal
   c. United Way facts
   d. Why your organization supports United Way

3. Talk about your personal experience with United Way either as a donor volunteer or a beneficiary of services.

4. Introduce the United Way speaker.

5. Consider offering incentives to employees who donate.

6. Be sure to thank those in attendance!

WAYS TO DONATE

If appropriate, the ECC should explain their company’s options for giving (online, cash, check, credit card, payroll deduction, etc.) at the rally. Additionally, it’s important to tell your employees when the deadline is for them to donate and to whom to turn in their donations, if applicable. To incentivize your employees to donate, offer a prize to those who turn in their pledge by a certain date!

If you have any questions about pledge cards or ways to donate, your United Way representative can assist you.
LEADERSHIP GIVING

Become a member of the Leadership Giving Association and maximize your impact. Membership begins with an annual gift of $500 or more, combined with a spouse or individually, and you will receive all the benefits reserved for our top donors. A leadership gift truly demonstrates commitment to lasting change in Canadian County!

CAMPAIGN AWARDS

United Way wants to recognize your employees’ generosity. The following awards will be presented to you at the campaign celebration based on your company’s per capita giving. Per capita giving is figured by dividing your total employee contributions by your total number of employees.

- **DIAMOND**: $500 & above per capita
- **PLATINUM**: $200 - $499 per capita
- **GOLD**: $100 - $199 per capita
- **SILVER**: $50 - $99 per capita
- **BRONZE**: $25 - $49 per capita
HUDDLE UP FOR UNITED WAY:
Have an employee rally, or “huddle,” that features this winning line-up: a Partner Agency speaker, a United Way speaker and the United Way campaign video. Encourage your fellow teammates to “huddle up” and learn more about United Way.

CONCESSION STAND LUNCH:
Have a group luncheon where sports fans pay $5 to eat lunch at the concession stand. Serve up hot dogs or brats, burgers, nachos or pizza. Proceeds raised through the concession stand will benefit your campaign.

HALFTIME SNACKS
Rally the team with an afternoon snack! Serve Cracker Jacks, popcorn, peanuts, Dip n Dots or Cotton Candy, and don’t forget to quench their thirst with Gatorade!

MY ANSWER IS: SPORTS BALL! TRIVIA CONTEST
Have an office-wide, sports-related trivia contest. Send out a daily email with several trivia questions, and the first to respond correctly each day wins a prize! Or combine trivia with your concession stand lunch!

OFFICE OLYMPICS
Even the non-sports enthusiast will want to participate in these games! Set up an office miniature golf with solo cups and desk supply hazards, table-top ping pong in the breakroom, free throw contest with door basketball hoops (or the real thing if you’ve got it!), football throws through a hoola hoop or soda bottle bowling.
DATES TO REMEMBER

Sept. 21
Campaign Kickoff
8 to 9 a.m.
Canadian Valley Technology Center

Oct. 12 and 13
Day of Caring

Oct. 31
Early Bird Deadline

February 2019
Campaign Celebration
11:30 a.m. to 1 p.m.