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............................................................. 4
Volunteer Center/Research.................................................. 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 their 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 yet 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!
SAMPLE UNITED WAY RALLY AGENDA

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:

3 min.  Welcome & United Way campaign endorsement  
CEO and/or ECC

5 min.  United Way presentation  
United Way representative

5 min.  United Way video  
United Way representative

6 min.  United Way Partner Agency speaker  
Partner Agency representative

3 min.  Wrap up  
CEO and/or ECC

3 min.  Collect pledge cards  
ECC  
(or remind them to pledge online)

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 central Oklahoma!

EMERGING LEADERS

Young professionals who pledge $500 or more annually have the opportunity to join United Way's Emerging Leaders. Their mission is to cultivate adults under 40 to become the next generation of United Way leaders by engaging them with peers, encouraging leadership growth and providing volunteer opportunities. As an Emerging Leader, you will have access to social events and private tours of United Way of Central Oklahoma’s Partner Agencies.

WOMEN’S LEADERSHIP SOCIETY

The United Way of Central Oklahoma Women’s Leadership Society unites women – their time, talent and resources – into a powerful network of individuals devoted to enhancing and strengthening intergenerational opportunities within our community. Membership requires an annual donation, combined with a spouse or individually, of $2,500. This membership includes exclusive events throughout the year for networking, education and volunteering. Ask about our Women’s Leadership Society Step Up program.

TOCQUEVILLE SOCIETY

United Way’s Tocqueville Society is the giving level reserved for our most generous and community-minded contributors. Tocqueville members represent those who are committed to investing in the welfare of our community with a contribution of $10,000 or more annually to United Way. As a member, you are invited to special events, included in the national Tocqueville Society Registry and pictured in United Way of Central Oklahoma’s Leadership Giving Registry. Ask us about our Tocqueville Step Up program.

For more information, contact the Director of Major Gifts at 405-236-8441.
VOLUNTEER CENTER

The United Way of Central Oklahoma Volunteer Center serves to strengthen the community by connecting people with opportunities to serve local nonprofits in the Oklahoma City metro area. Individuals, families, groups, schools and corporations can find rewarding volunteer opportunities that meet important needs in our community.

The Volunteer Center hosts a referral-based website, where anyone seeking volunteer opportunities in central Oklahoma can search and view ongoing or one-time volunteer opportunities. Opportunities include activities such as landscaping, reading to children, painting, distributing food to seniors and providing other assistance to agencies as needed.

For more information on how to get connected, contact the Volunteer Center Manager at volunteer@unitedwayokc.org

RESEARCH

United Way of Central Oklahoma is unique in that it is one of only a few United Ways worldwide that has an in-house research department. We continuously monitor more than 200 indicators to gain a better understanding of the current landscape of health and human services needs in central Oklahoma. United Way staff are available to present on these findings and/or any of our research publications.

RESEARCH PUBLICATIONS AVAILABLE ON OUR WEBSITE AND BY REQUEST INCLUDE:

VITAL SIGNS

Published twice per year, this publication takes an in-depth look at an identified priority need for central Oklahoma. The last two issues focused on disaster preparedness and a decade’s review of indicators in central Oklahoma.

THE PULSE

Published online quarterly, this publication provides a brief snapshot about a current issue impacting our community. Recent topics covered include food insecurity, high school diplomas and the opioid epidemic in youth.