

CAMPAIGN PLAYBOOK



WE PLAY TO
WIN
.....
WE PLAY TO
GIVE



THE POWER OF LIVING UNITED

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A Message from the President & CEO



DEBBY HAMPTON
PRESIDENT & CEO
UNITED WAY OF
CENTRAL OKLAHOMA

Dear Employee Campaign Coordinator,

I can't start without sincerely thanking you for championing United Way at your organization in this role. More than 600 companies in central Oklahoma run employee campaigns, and we are beyond grateful that yours is one of them. Without the hard work of ECCs like you, successful employee campaigns do not exist.

We support more than 70 of the best nonprofit agencies across the United Ways of Central Oklahoma, Logan County and Canadian County because we believe they know how to address the most pressing needs in our community – they just need the resources to do so. Through employee campaigns, we can rally together with passionate individuals all over the city to provide these resources.

United Way is committed to keeping our communities in the forefront of our partnership and helping you infuse the value of community throughout your company. Our Campaign Playbook provides new ideas to engage team members and best practices for structuring a workplace campaign.

Please review the content in this guide and connect with your United Way Account Executive to map out your organization's campaign. No matter the size, scope or tone of your campaign, the United Way team is here to help.

Thank you so much for your commitment as an Employee Campaign Coordinator. We're looking forward to a great campaign season ahead!

STEPS FOR A SUCCESSFUL CAMPAIGN

Thank you so much for taking the role as the Employee Campaign Coordinator (ECC)! Not only are you providing a tremendous service to your company or organization, your efforts make a difference by improving lives and building a stronger community in central Oklahoma.

We created this guide to help you achieve a successful campaign, whether that be 100% in-person, 100% virtual or a hybrid of the two. The United Way campaign team is also available to help you access tools and discuss the ideas in this guide. Contact us at resdev@unitedwayokc.org for additional information.

STEP 1 Connect with Us

We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy to support our community through employee campaigns like yours!

- Contact your United Way representative to get started. If you don't know who your contact is, reach out to us at resdev@unitedwayokc.org.

STEP 2 Make a Plan

The keys to campaign success are preparation and teamwork.

- Determine which dates work best for your campaign.
- Assemble a team to help distribute campaign messaging across departments. A good ratio is one team member per every 25 employees.
- Organize the donor experience that works best for your team, whether it is paper pledging, virtual or both.
- Set fundraising and participation goals.
- Get creative with messaging, incentives and special events to make your campaign fun and engaging.

STEP 3 Inspire Co-Workers

Tell people how their dollars are making a difference.

- Plan a rally for a United Way staff member to share about the programs your fundraising will support. Include a Partner Agency speaker to get more in-depth on a topic your organization is passionate about.
- Promote a culture of giving back. A successful campaign requires frequent communications and reminders.
- Share your own story about why you support United Way.

STEP 4 Make the Ask

The number one reason people don't give is that they were never asked.

- Kick off your campaign with a fun event featuring an energetic and inspiring ask to give! We can help you do that virtually or in-person.
- Create fun activities to drum up support and provide incentives for your colleagues to participate. Get competitive while giving back!
- Have your company CEO write a letter or make a speech. CEO commitment and leadership helps drive participation.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails.

STEP 5 Wrap Up & Thank

Thank the generous donors and celebrate your results!

- Finalize campaign results. Submit payroll deduction information to your HR or payroll processing department and work with your United Way staff to ensure they receive totals and donor detail.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channel or a message from the CEO.
- Send individualized thank-you notes to each donor.



MAKE IT SOCIAL

S

SHORT AND SWEET

Campaigns are best when kept to two weeks or less. The longer the time, the less momentum.

O

OVERALL GOALS

Clearly state your goals – dollars raised, number of participants, average donation.

C

COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I

IMPACT

Provide impact statements – what does my donation do at various levels? See the Action PDFs at the end of this packet for options.

A

ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having prizes for those teams who reach their goals.

L

LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating wins and keeping the progress of the campaign at the top of all communications.



TIMELINE FOR ONE-WEEK CAMPAIGN

MONDAY

Host a kickoff event with United Way staff, show campaign video and host an agency speaker. Open up pledging and discuss plans for the next event. **Incentive Idea:** If you make your pledge by 2 p.m. today, you will be entered into a special gift card drawing.

TUESDAY

Thank event attendees and share new information (video, materials). If kickoff was virtual and recorded, invite those unable to attend to watch recording.

WEDNESDAY

Email touchpoint (video, materials). Don't forget to make your pledge by Friday, we will be having a drawing for all pledges turned in.

THURSDAY

Final push! Share where the company is on reaching the campaign goal.

FRIDAY

Wrap-up Event (Pictionary, trivia, etc.). Recap week and share what was raised by the company, have leadership thank the team for their contributions.



TIMELINE FOR TWO-WEEK CAMPAIGN

MONDAY

Host a kickoff event with United Way staff, show campaign video and host an agency speaker. Open up pledging and discuss plans for the next event. **Incentive Idea:** If you make your pledge by 2 p.m. today, you will be entered into a special gift card drawing.

TUESDAY

Thank event attendees and share new information (video, materials). If kickoff was virtual and recorded, invite those unable to attend to watch recording.

WEDNESDAY

Email touchpoint (video, materials).

THURSDAY

We encourage you to take a break from messaging to prevent donor fatigue.

FRIDAY

Recap week and what activities are ahead.

MONDAY

Show video, email campaign updates (possibly coming from leadership) and encourage everyone to pledge before Friday.

TUESDAY

We encourage you to take a break from messaging to prevent donor fatigue.

WEDNESDAY

Virtual or in-person event such as panel discussion with agencies or trivia game at the end with a prize.

THURSDAY

Final push to encourage pledging. Email touchpoint (video, materials).

FRIDAY

Reminder email in the morning to pledge. End pledging in the afternoon and announce total!

BEST PRACTICES

KICKOFF

Invite employees to a virtual or in-person kickoff, or record a video from a senior executive to distribute electronically to all employees. United Way and Partner Agency speakers are also available to join virtual or in-person kickoffs to share the impact of gifts made to the United Way.

UTILIZE AVAILABLE RESOURCES

This ECC guide and more are available online in our [Campaign Toolkit](#). These documents include sample email messaging, video links, PDFs of collateral materials and more.

Your United Way Account Executive can guide you through all steps of running a virtual or in-person campaign as well as help you set goals, train your team and more. Find who supports your campaign by emailing resdev@unitedwayokc.org.

COMMUNICATIONS

Coordinate outgoing communications to avoid overwhelming employees. Be sure to promote any corporate match, corporate gifts or other incentives to increase contributions.

Have your Campaign Committee make individuals asks of their team. If possible, this is always done best face-to face or video-to-video. Consider phone calls instead of emails to facilitate interpersonal communication.

INCENTIVES

Popular incentives and prizes include a day off with pay, rewards or raffles for unique experiences.

Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS

Consider having in-person events once the campaign has launched to promote donation options and have a little fun.

Host a virtual or in-person kickoff for employees to hear from company and campaign leadership, have a silent auction with prizes like gift cards or host a virtual bingo game. For more event ideas, check out page 18.

Be sure to mark your calendar for United Way events throughout the year, as well!

AFFINITY GROUPS

United Way Affinity Groups are a way for employees to extend their impact and deepen their engagement with United Way. Based on giving level and personal interests, employees can join the following Affinity Groups and take part in meaningful, year-round events, volunteer opportunities and engagement.

- **Emerging Leaders (\$500+)**
- **Women's Leadership Society (\$2,500+)**
- **Tocqueville Society (\$10,000+)**

To learn more about our Affinity Groups, [click here](#).

RECOGNITION AND THANKS

Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator or other team members.

Send personal thank you notes to each of your Campaign Committee members.

Highlight givers of a certain level on a team call or monthly e-newsletter.

If possible, host an event or have a special thank you for donors who give at a certain level.

Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

KICKOFF PLANNING SCHEDULE

FIRST

Confirm CEO Attendance

Before picking an event date, work with your CEO's team to book their time and ensure they are available to host the kickoff event(s). Great leadership inspires others!

3-5 WEEKS BEFORE

Prepare Event Invitation and Attendee List

Draft up your invitation. If you need approval from others, consider starting a week earlier. Include a calendar invite that will remind everyone the day of.

Pull and sort your invitation list. Work with your HR department to ensure you have captured all staff. Divide up the list (e.g., by department) if you are hosting multiple events.

Request Agency Speaker(s)

Work with United Way staff to request a Partner Agency speaker as a direct example of how your fundraising will impact the community.

Prep How You Will Give

If you haven't started already, take steps to decide the best way for your organization to donate, whether that be paper or virtual pledging.

2 WEEKS BEFORE

Send Invitation

Include information such as an agenda, presentation or list of speakers. United Way staff has examples. Don't forget to provide in-person and virtual information if necessary.

Collect RSVPs

Track RSVPs to have an idea of how colleagues are responding to your invitation.

1 WEEK BEFORE

Send a Reminder

Consider sending a reminder invitation email that includes the calendar invite if many colleagues haven't responded to your initial invitation.

Confirm Key Speakers

Ensure that anyone speaking from your organization (e.g., CEO, department head, yourself) feels prepared. Work with United Way staff to confirm they and/or the Partner Agency speaker feel prepared as well.

3 DAYS BEFORE

All Systems Go

Complete an 'all systems go' run-through to test your conferencing system and presentation documents. This will put your mind at ease and may help you to identify issues that you can rectify before event day.

EVENT DAY

Last Minute Test

Test your conference system and any other technology. If needed, print out necessary documents (agenda, events calendar, etc.) and set up your space.

Share Incentives at Events and via Email

We hope your event is attended by many and goes off without a hitch! Thanks to you, your organization is inspired to support their community and participate in this year's campaign.

POST EVENT

Send Donation Link Immediately Following

Now that you've inspired everyone, give them the means to support their community by sending out the donation link. If you've hosted multiple events, send the link out after the last kick-off event has concluded.

Continue Communication

To keep inspiration going strong after your event, use provided sample emails to remind your team of events, incentives, and the resources their donations are going to.

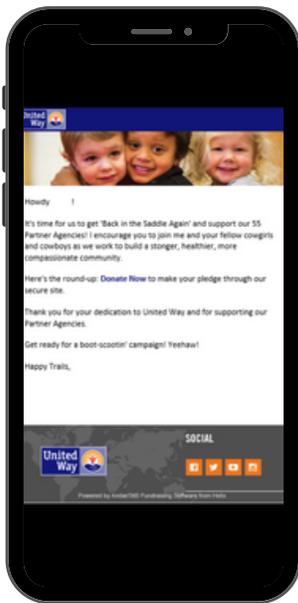


PLEDGING TOOLS



PAPER PLEDGE FORMS

- Best if your company is running the campaign in-person
- Requires no set up – just let your United Way contact know how much you need
- Can be personalized
- A great tangible reminder for donors



VIRTUAL (EZ-Pledge or ePledge)

- Ability to send follow up emails to non-respondents
- Company-branded
- United Way staff handles spreadsheet of results and payroll information

	Paper	EZ-Pledge	ePledge
Option to give via payroll, credit card or cash	X	X	X
Can be personalized and/or company branded	X	X	X
Ready in 24 hours	X	X	
Ability to check status/get results any time		X	X
Link to brochure, video and website on site			X
Real-time results thermometer			X

FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please visit unitedwayokc.org/about/accountability/.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place sometime between July and November, but they can happen at a time best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from January 1 – December 31. However, United Way does not set your payroll schedule; it is a company's decision. Also, just a reminder that these are pledges only, employees are not liable to pay them if they leave their job for any reason.

Q: IF EMPLOYEES WORK REMOTELY, CAN WE STILL RUN A CAMPAIGN?

A: Absolutely! Since 2020, companies have pivoted how they run their United Way campaigns. This Campaign Playbook is filled with what we've learned along the way to equip any company to run a successful campaign no matter what the work environment is.

Q: IF I NEED SOCIAL SERVICES ASSISTANCE, WHERE CAN I GET HELP?

A: United Way of Central Oklahoma supports an information and referral service called HeartLine 2-1-1. Simply dial 2-1-1 and a trained professional will gladly refer you to resources in your area.

THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers creating lasting change in the central Oklahoma area. Together with passionate supporters like you, we're uniting people and resources to improve lives and strengthen communities in central Oklahoma! We hope this provides the necessary resources to run your campaign. Please reach out to your United Way Account Executive for additional support and guidance throughout your campaign at resdev@unitedwayokc.org.

SAMPLE E-MAILS

These sample emails are available to use as-is or tailored to your needs to help generate excitement, provide updates and share information during your United Way campaign. Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

PRE-KICKOFF EMAIL

Purpose: Generate excitement about the campaign by notifying employees of the kickoff

Recommended send time: 2 weeks prior to campaign kickoff

From: [company ECC]

To: [employees]

Subject: Get Ready for This Year's United Way Campaign

Hi team,

We know that times have been different and even difficult these past couple years, but you all know that we are a company that likes to give back to our community, especially in tough times. One of the ways we do that is through our United Way campaign. While the method may look different, **(if you're used to in-person and doing it differently)**, the purpose doesn't change: working together to help by giving to the United Way.

With 99 years of uniting people and resources, United Way of Central Oklahoma focuses your giving on the five areas: Successful Kids, Independent Living, Community Preparedness, Strong Families and Healthy Citizens. To help strengthen our community, United Way calls on companies like us to step up and help make a change. We hope you join us, to make central Oklahoma a better place to work, live and thrive!

Thank you,

[ECC]

KICKOFF PRESENTATION EMAIL

Purpose: Invite employees to the campaign kickoff and provide a sneak peek into the event

Recommended send time: 3 days before campaign kickoff

From: [company ECC]

To: [employees]

Subject: Three, Two, One... Kickoff! Join us on **[kickoff date]**

Hello everyone,

We are officially kicking off our United Way campaign on [date, time] with [event]. Watch this year's campaign video to learn how United Way of Central Oklahoma helps local people, like us, every day: **(Get link from United Way staff)**.

Join us to hear more about the United Way of Central Oklahoma and how you can improve lives and strengthen our community. **[meeting details]**

See you then!

[ECC]

SAMPLE E-MAILS

PLEDGE EMAIL

Purpose: Follow-up after kickoff meeting and notify employees of the campaign goal

Recommended send time: Immediately after kickoff meeting

From: [company leadership team member]

To: [employees]

Subject: Make YOUR Impact

This year, we are aiming to do everything we can for the community. Our goal is [\[insert \\$ campaign goal\]](#). Your support of United Way of Central Oklahoma helps local individuals and families find healing and recovery through therapy, overcome challenges to employment, receive low-income healthcare, be provided for when experiencing homelessness, and so much more. [\[donate link if EZ-Pledge\]](#)

We encourage you to help as much as possible. Everything helps, so make a gift to United Way of Central Oklahoma today. Stay tuned for upcoming events and volunteer opportunities.

Unable to attend the kickoff? Watch the recording here [\[link recording if recorded\]](#). Thank you for supporting United Way of Central Oklahoma!

[\[ECC or Leadership team member\]](#)

MAKE A DIFFERENCE EMAIL

Purpose: Demonstrate to employees how their donations are making a difference

Recommended send time: 3 days after kick-off meeting

From: [company ECC or leadership team member]

To: [employees]

Subject: Watch the 2022 United Way Campaign Video

Because of you, United Way of Central Oklahoma can keep the social safety net strong for thousands of individuals and families. With that in mind, I hope you'll watch the 2022 campaign video at [\(Get link from United Way staff\)](#). United Way of Central Oklahoma supports over 100 programs at more than 50 local Partner Agencies, and last year, 1 in 3 Oklahomans received help through the resources provided by these programs.

Trisha is an example of an Oklahoman who found hope through a United Way Partner Agency. She lost her sister in July 2020 due to a tragic motorcycle accident. Her sister left behind a 4-year-old son who Trisha immediately took home and began raising alongside her two children.

Because of her involvement in her company's United Way employee giving program, Trisha remembered a United Way Partner Agency that provides a safe and nonjudgmental space to process grief, while also learning healthy coping skills for the future. She began attending the grief support groups with her sister's son and eventually took advantage of the grief counseling services as well. Today, they are coping with their loss and living their lives empowered by the tools they gained.

I hope you'll watch the this year's campaign video to learn how your donations are making a difference.

[\[ECC or Leadership team member\]](#)

SAMPLE E-MAILS

YOUR DONATIONS AT WORK EMAIL

Purpose: Show what outcomes were made possible through employee giving

Recommended send time: Halfway through the campaign

From: [company ECC or leadership team member]

To: [employees]

Attach: What a Dollar Buys Graphic

Subject: Why We Give to United Way

When you give to United Way of Central Oklahoma, you are helping people in our community by making life-changing accomplishments like these possible:

- 495,000 individuals were connected to health and human service resources.
- Nearly 10,400 Oklahoma public school students received mental health education.
- More than \$1.2 million in clinical value of care was provided free of charge to individuals who had no insurance and were unable to afford low-barrier access to dental care.

Please consider donating to United Way of Central Oklahoma today at [\[your pledging tool\]](#).

Our collective giving empowers us to help thousands of our friends and neighbors when they need it the most.

[\[ECC or Leadership team member\]](#)

PRIOR TO CAMPAIGN CONCLUSION

Purpose: Check in with employees, provide updates on progress and notify about campaign conclusion

Recommended send time: A couple days before campaign concludes.

From: [company leadership team member]

To: [employees]

Subject: Let's Strengthen Our Community Together

We are making great progress toward our United Way campaign goal! In fact, we are [\[insert x%\]](#) of the way to our goal – but we need your help.

There is still time for you to help make an impact on our community. Your generosity provides child abuse response, free tutoring for adults and children, basic needs to seniors, and much more. Make your pledge today to build a stronger, healthier central Oklahoma community.

Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us cross it!

[\[ECC or Leadership team member\]](#)

SAMPLE E-MAILS

THANK YOU EMAIL

Purpose: Thank donors for their time and contributions, share how their impact helps the community and make them feel proud of all they accomplished

Recommended send time: Conclusion of campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: We Couldn't Have Done It Without You

Thanks to all of your support, we raised more than [insert \$ amount raised] for this year's United Way of Central Oklahoma campaign! We rallied together to meet a common goal, and that goal is not just about a number – it's about helping people in our community at a time when so much is uncertain.

This is a testament to your generosity and dedication to tackling the central Oklahoma's most pressing needs. Thank you for taking the time to learn about the United Way of Central Oklahoma and its importance in our community.

Your gifts to United Way will strengthen and improve the lives of thousands. Thank you for Living United.

[ECC or Leadership team member]



SOCIAL MEDIA

Maximize your campaign's impact on the community by sharing your story on social media and encouraging your employees to do the same.

With our social media tips, you can:

- Reach company stakeholders and share your company's community impact
- Engage employees with United Way campaign messaging to increase participation
- Highlight your United Way campaign to drive interest internally and externally

Feel free to use this material as-is or customize to fit your brand. If you have any questions, please reach out to media@unitedwayokc.org.

TELL YOUR STORY

Here are some general social media best practices to keep in mind as you post about your United Way of Central Oklahoma campaign.

- You are supporting your community in an exceptional way. Help your followers recognize this and talk about the good things you are doing for your employees and the community.
- Tie your United Way support with an important part of your business. Focus on why you chose to be a United Way partner and how it makes the community better. More and more consumers prefer to do business with socially responsible companies.
- Use this as an opportunity to talk about a specific project or initiative that you implemented and how it is benefiting your employees and/or the community.
- Include images, photos and videos when possible. Social media platforms prioritize posts containing images, providing more exposure.
- Consider posting at least weekly on your social media platforms. If someone responds to one of your posts, it is a good idea to respond and engage with them.

HASHTAGS

Hashtags help people easily follow topics and increase social media engagement. We encourage you to use the following hashtag at the end of your posts when talking about your 2022 campaign.

#LiveUnited

Facebook and Instagram

- Post about successful events and volunteer opportunities through videos and photos
- Tip: Give a shout out to the local nonprofits and individuals that made it happen
- Highlight your company's leaders and their involvement
- Tip: Consider getting a quote about why they love to support United Way
- Engage your audience with employee highlights or #WhyGive stories

Twitter

- Repurpose pictures across Twitter and share the success in 280 characters or less
- Keep on quoting: get your CEO, other company leaders and engaged employees to share their favorite part of the campaign
- Talk about the impact of volunteer opportunities
- Share a quick clip from an event and tag the employee, agency or volunteer organization featured

LinkedIn

- Repurpose blog posts
- Describe your company's volunteer efforts, leadership highlights and employee accomplishments

SAMPLE POSTS

This week, we support @UnitedWayofCentralOklahoma with our 2022 campaign! It takes all of us giving what we can to solve the challenges our community faces. Together, we #LiveUnited.

We all win when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access for services like food and shelter. That's why (Insert Company) partners with @UnitedWayofCentralOklahoma to build a stronger community. #LiveUnited

Supporting our local community is one of our core values at (Insert Company) and that's why we proudly support @UnitedWayofCentralOklahoma. Learn more about United Way at unitedwayokc.org. #LiveUnited

We have raised [DOLLAR AMOUNT] in our 2022 @UnitedWayofCentralOklahoma campaign! Thank you to all our team members who give back to our community. Together we #LiveUnited

We proudly support @UnitedWayofCentralOklahoma for the health, education, and financial stability of all people living in central Oklahoma. #LiveUnited

DON'T FORGET TO FOLLOW US



[@UnitedWayOKC](https://twitter.com/UnitedWayOKC)



facebook.com/UnitedWayOKC



[@UnitedWayofCentralOklahoma](https://www.instagram.com/UnitedWayofCentralOklahoma)



[United-Way-of-Central-Oklahoma](https://www.linkedin.com/company/United-Way-of-Central-Oklahoma)

IN-PERSON EVENT IDEAS

50-50 RAFFLE FUNDRAISING

50-50 raffle fundraising involves the sale of raffle tickets with the proceeds being split evenly between the winner and United Way. Your only fundraising expense is the raffle tickets, and all you need is one or more ticket sellers. Raffle tickets normally sell for \$1 apiece, with an incentive for multiple purchases such as 3 tickets for \$2 or 5 tickets for \$4. Using a price incentive for multiple tickets can increase your total sales and builds a larger prize. The 'take' is tallied and one-half awarded to the holder of the lucky number.

BABY PICTURE CONTEST

Employees provide a baby photo of themselves, and staff guesses who is who. Those who want to guess must pay per guess.

BAKE SALE/BAKE CONTEST

Encourage employees to bake for a bake sale. All proceeds from items sold benefit your campaign. Have a "Top Chef" competition between floors or departments, or have a contest to see who makes the best dessert.

BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with air, put a note inside with the name of the prize. Employees pay \$1 to buy a balloon and pop it to find out what prize they've won. Include a United Way fact in each balloon.

BASKET RAFFLE

Ask each department to sponsor, create and fill a theme basket (spa, chocolate, lottery, gourmet cooking, home improvement, entertainment, sports, night on the town, dog/cat oriented, kids/game oriented, etc.). Sell raffle tickets for \$1 each or 6 for \$5. Employees can select which basket or baskets they'd like to win.

CHILI COOK-OFF CONTEST

Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay \$10 for lunch (a sample of each chili dish). Each participant casts one vote for their favorite and the chili with the most votes wins a prize.

COMPANY CARNIVAL

Invite employees to an old-fashioned carnival, complete with a bake sale, bubble blowing and 50 cent hot dogs. Have a hula hoop contest and hoop-shoot. Charge participants a fee to enter contests. Have a dunk tank with your favorite executives. Have a pie-throwing booth.

COMPANY OLYMPICS/MINUTE TO WIN IT

Teams participate in Olympic or Minute to Win-It type events, such as wastebasket paper ball free throws, breakroom obstacle courses, paper airplane contests, or make the longest paper clip chain in one minute. Teams pay to participate and the company buys prizes or lunch for the winning team.

EMPLOYEE COOKBOOK

Collect recipes from employees, and compile them into sections and into a cookbook. Sell the cookbook for a reasonable fee. Consider having an employee's child provide the cover artwork. Books can be printed and bound by a local business. This would also be a great way to highlight the "Top Chefs" at your organization.

MINIATURE GOLF

Create a mini-golf course that takes players through your building – even up and down in elevators! The lowest score will take home a prize. Interested employees return an entry form, pay a fee and bring a putter the day of the event.

SILENT AUCTION

Ask vendors and employees to donate items, or solicit gift cards from local restaurants. Put the items on display online or in a prominent location. At a designated time, close the bidding. Then let employees know of the highest bid and continue the auction with one hour left to outbid it to win it.

TAILGATE PARTY

Create a sports theme for your campaign since the United Way campaign coincides with football season. Sell football fare from a truck in the parking lot "tailgate" style. Offer hot dogs, popcorn, peanuts, soft drinks and other goodies. Organize a tag football game, with participants donating an entry fee and observers wagering on the outcome.

VIRTUAL EVENT IDEAS

STAFF SUPERLATIVES - AN ONLINE VOTING CONTEST

Host a virtual contest where every dollar donated is a “vote” to select a winner. It’s great if you can tie to your theme/campaign. For instance, the cutest kitten or best nature photography. Or feature your employees, staff, and supporters with ideas like best dressed, best joke, funniest dance move or best piece of art.

A VIRTUAL CHARITY RUN / SUBSTITUTE ANOTHER ACTIVITY (YOGA, CRAFTS, MEDITATION, JUMP ROPE, OR CYCLING)

Can’t run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of miles or a number of consecutive days, whether by themselves outdoors, with their family or their dog or on a treadmill at home.

VIRTUAL SCAVENGER HUNT

Identify a number of United Way trivia points that can be located on shared United Way material, the United Way website, or on the United Way brochure.

ONLINE LEARNING ACTIVITIES

Cook like a chef, flower decorating, and learn a new skill (led by celebrity contacts, professional volunteers or colleagues and a list of supplies for participants to buy can be sent or purchased in advance).

ONLINE POP-UP SHOP

Shop could sell custom shirts, jackets, sweatshirts, and masks with a portion of the proceeds benefiting United Way of Central Oklahoma.

HOST A DRIVE-IN MOVIE

BINGO IN DAILY COMMUNICATIONS

Sell online bingo cards, clue in daily communications.

VIRTUAL DRIP BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1-\$5 to buy a balloon and pop it to find out what they’ve won.

VIRTUAL LEADERSHIP GIVING OLYMPICS

Employees form teams and are charged an entry fee to participate. Teams compete in different events: office chair relays, company trivia, archery (with rubber bands), finger skating (typing), coffee cup relay, etc., spaced over several days or all at once. The winning team takes home the gold medal and office bragging rights.

VIRTUAL JEOPARDY, TRIVIA, BINGO SOCIAL MEDIA OR “NEXT UP” TYPE CAMPAIGNS

Employees can get all dressed up at home (versus casual days at the office) and post pictures of themselves to create awareness about the campaign, do something good challenge where someone tags their next colleague to do something.

ONLINE AUCTION

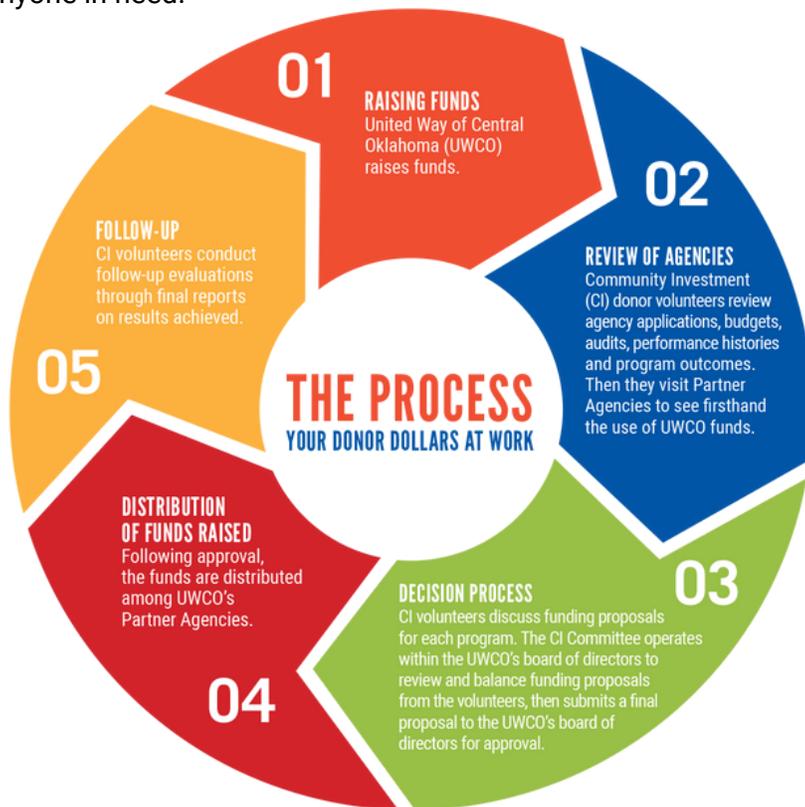
VIRTUAL COOKING CLASS

Cooking class with a ‘celebrity chef’. Companies can provide an ingredient list ahead of time so items can be purchased. Partner with local farmers and curate special ingredient boxes that can be distributed beforehand.

HOW CAN WE BE INVOLVED BEYOND OUR CAMPAIGN?

HOW ARE UNITED WAY DONATIONS INVESTED?

Each year, through our Community Investment process, more than 200 donors volunteer their time to review agency funding requests, financials and programs to ensure contributions are allocated to proven, high-quality programs that create long-term impact for anyone in need.



HOW TO GET INVOLVED

When you give at any of our leadership giving levels, you can access to exclusive social and business events, networking and educational opportunities, and much more. Members of our Leadership Giving Association are United Way's most generous philanthropic leaders.

Emerging Leaders

Young professionals who donate \$500 or more annually.

Women's Leadership Society

Women philanthropists who donate \$2,500 or more annually (combined with spouse).

Tocqueville Society

Donors who invest \$10,000 or more in the United Way annually.

To get involved, email leadership@unitedwayokc.org.

THE YEAR-ROUND CYCLE:

November - December: Campaign Season; Community Investment (CI) Volunteers are recruited

January: Volunteer Training & Orientation

February: Subcommittees are formed and they learn the history and background of their agencies

March: Committees receive Proposed Allocation Request Packages and send questions to agencies

April: Agencies respond; Subcommittees visit each agency

May: Subcommittees make final funding recommendations

June: Co-chairs present recommendations to the CI Committee; Committee prepares final recommendations for board approval; Agencies are notified following the June board meeting

July: Funding begins **July 1**

August: Agencies provide reports to the United Way on progress towards updated goals and objectives

Then, the process starts over again...

BECOMING A COMMUNITY INVESTMENT VOLUNTEER

WHO ARE THE VOLUNTEERS?

- Must be a United Way donor (vested interest)
- Diverse members of the community (bankers, government employees, health care workers, educators, accountants, etc.)
- 179 volunteers in 2021 representing 80 companies and government offices
- 20-25 hours of volunteer time across 5 months per volunteer



WHAT DO THEY DO?

- Gain a thorough understanding of the Partner Agencies and their United Way-funded programs
- Examine the quality & success of Partner Agency programs
 - Is the program addressing a community need?
 - What do the results look like?
 - Are the intended results occurring?
- Offer advice to Partner Agencies to improve administrative & financial management
- Make allocation recommendations to the United Way Board-level Committee and advocate on behalf of the agencies

BECOMING A UNITED WAY VOLUNTEER



VOLUNTEER CENTER

Volunteers are a crucial part of the United Way mission to connect people and resources to improve the well-being of those in our community. Dedicated volunteers provide thousands of hours of service to our Partner Agencies through the Volunteer Center to create lasting change in the community.

POPULAR VOLUNTEERING OPPORTUNITIES

- **Day of Caring** is our community wide effort to bring volunteers together to provide short term, project-focused volunteer service with nonprofit organizations.
- During your **Employee Workplace Campaign**, we offer opportunities to volunteer with a Partner Agency or sponsor an **on-site service project** at your company.

Reach out to your **Account Executive** for more information, or connect with our **Volunteer Center** by emailing volunteer@unitedwayokc.org or by calling 405-236-8441.

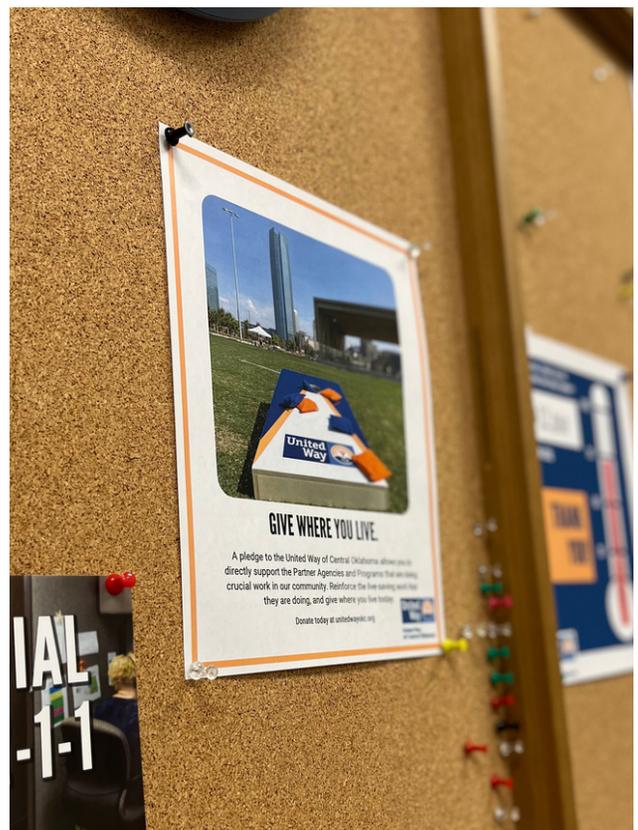
FY22 UNITED WAY ENGAGEMENT CALENDAR

MONTH	EDUCATIONAL	LEADERSHIP	CAMPAIGN
June	Better Together Discussion Series	Emerging Leader Agency Tour WLS - Cocktails and Conversations	Pacesetter Luncheon Pacesetter Games
July	Better Together Discussion Series		ECC Luncheons UWLC Pacesetter Coffee
August	Better Together Discussion Series	Emerging Leaders - Raising the Stakes	Bus Tour
September	Better Together Discussion Series	WLS - Annual Luncheon	The Hole Shebang!
			Day of Caring Volunteer Event Heart of the City, State Charitable Campaign, UWLC, UWCC Kickoffs
			UWLC Campaign Coffee
October	Better Together Discussion Series	Emerging Leaders - Evening with Execs	Express Bus Tour
November	Better Together Discussion Series		
December	Better Together Discussion Series	Emerging Leaders - Senior Prom WLS - Jingle Mingle Tocqueville Society Reception	
January			Snowflake Gala
			UWLC & UWCC Celebrations
February		Emerging Leader Agency Tour	Calendar Key: - WLS: Women's Leadership Society - UWLC/UWCC: United Way Logan County, United Way Canadian County - ECC: Employee Campaign Coordinator Open to the Public Requires participation in Leadership Societies to Attend Check with your Account Executive on how you or your employee campaign can be involved Sponsorships available, check with your Account Executive for prices and availability
March	Better Together Discussion Series	WLS - Cocktails & Conversations	
April	Better Together Discussion Series	Emerging Leaders - Lunches with Leaders	
May	Better Together Discussion Series	Leadership Giving Reception	

ADDITIONAL RESOURCES

NO MATTER HOW YOU DECIDE TO RUN A CAMPAIGN, WE HAVE THE MATERIALS FOR YOU!

- Use the following resources as a guide to build your campaign.
- You can mix and match to customize your campaign to your employees' needs or print/copy them all to show the scope of opportunities!
- The resources offer insight into making a pledging decision, a fillable thermometer, and a "Campaign Guide" to fill out and bring to your meeting with your Account Executive.



WHAT A DOLLAR BUYS

United we fight. United we win. United Way fights for the health, education, and financial stability of every person in every community. Your weekly contribution will add up to big wins for your local community. Live United.

WHAT MATTERS MORE?



A \$2 BAR

of chocolate per week

OR



A FAMILY FACING EVICTION

is helped with their rent and utilities, giving them the support they need to get back on their feet



A \$5 CUP

of coffee per week

OR



A SENIOR LIVING ALONE

can spend the day at a community center, enjoying nutritious meals, engaging activities and good friends



A \$10 LUNCH

per week

OR



A MOTHER EXPERIENCING HOMELESSNESS

can go to a safe day center to take a shower, do laundry and access the internet while her children nap

JUST \$25 A PAYCHECK...

15 CHILDREN receive immunizations, health screenings and have a safer return to school.

2 EXPECTANT MOTHERS can see a caring OB-GYN provider for comprehensive services.

19 SURVIVORS OF DOMESTIC VIOLENCE are protected by services that provide immediate shelter and safety.

12 FAMILIES FACING EVICTION are assisted with rent and utilities in order to keep their homes.

JUST \$50 A PAYCHECK...

430 PEOPLE experiencing mental distress can be referred to the services they desperately need.

42 SCHOOL-AGE YOUTH can develop entrepreneurship skills and a passion for service.

1 YEAR OF LITERACY tutoring for 9 adults, helping them secure better employment.

79 CURRENT AND FORMER ARMED SERVICE MEMBERS are supported in their unique challenges.

Based on a 52-week pay period.



United Way
of Central Oklahoma

WHEN WE PLEDGE **UNITED**, OUR DOLLARS STRETCH A LONG **WAY**

Consider donating by a lump sum donation during your United Way Campaign this year.

\$25

Support adults with disabilities by allowing for a full-day of engaging services that relieve stress from their caregivers.

\$50

Allow children in foster care to start the school year prepared with a full set of school supplies.

\$75

Ensure that homeless youth can find a shelter tailored to their needs, while empowering them to move towards greater stability.

\$150

Secure the rent and utility payments for a family on the brink of eviction from their home.

\$250

Provide youth with a pathway to develop into confident leaders who give back through service projects.

\$500

Illuminate a pathway back to work and independence for adults with vision loss, by providing comprehensive rehabilitation and occupational therapy.

PARTNER AGENCY SUCCESS STORIES

Urban League of Greater Oklahoma City

Urban League of Greater Oklahoma City enables African Americans and other underserved urban residents to secure economic self-reliance, parity, power and civil rights, but their impactful work increased tenfold in 2020. The Black Lives Matter movement increased their advocacy and communication roles, with many community organizations seeking their cultural expertise through diversity and inclusion training. Urban League shared best practices for implementing diversity, equity and inclusion strategies, taught unpacking implicit bias and the role it plays, and spoke about how individuals intentionally create the space for uncomfortable conversations. They continue to lead our community toward true equity and inclusivity with a diversity committee that conducts surveys and hosts workshops – encouraging perspective-taking along the way.

HOPE THROUGH THE HOPE CENTER

Two twin pre-K students attend school in central Oklahoma and their mom is an essential worker who works the night shift. Because of their school going virtual, the twins had no one at home to supervise them during the day while their mom slept.

Before enrolling the twins in the Urban League Hope Center, they tried staying at their elderly grandmother's house during the day, but she has no computer or internet access. Since the twins have been enrolled in the Urban League Hope Center, they look forward to attending every day.

They participate in online learning with their teacher; they interact with other students, and they are in a safe, supervised environment.



The Urban League helped a single-family household that consists of six children (two siblings and four cousins), who ranged from 1st to 6th grade. All six children attend the Urban League Community Hope Center, where each day, they receive two meals and a snack. Although the family participates in the Urban League weekend food program, the children would frequently ask for extra food to take home during the week.

After speaking with the mom, staff learned that although they receive some DHS food assistance, it was still a struggle to have enough food at home to feed all six children. Through the Urban League, the family was referred to local food banks.



THEIR FUTURE IS OUR FUTURE.

A pledge to the United Way of Central Oklahoma is a pledge to uphold a social safety net that will hold up our community – making us a stronger, healthier and more compassionate community.

[Donate today at UnitedWayOKC.org](https://UnitedWayOKC.org)

**United Way of
Central Oklahoma**





1 in 3 central Oklahomans use the services of a United Way Partner Agency.

A pledge to the United Way is a pledge to your community, your neighbors, your coworkers, your friends, your family, and perhaps even you. When you need help, we will be there – thanks to our community's support.

[Donate today at UnitedWayOKC.org](https://UnitedWayOKC.org)

**United Way of
Central Oklahoma**





GIVE WHERE YOU LIVE.

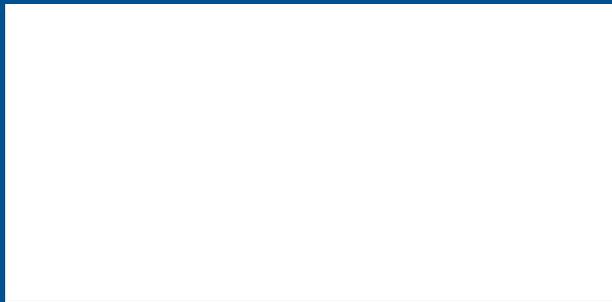
A pledge to the United Way of Central Oklahoma allows you to directly support the Partner Agencies and programs that are doing crucial work in our community. Reinforce the life-saving work that they are doing, and give where you live today.

[Donate today at UnitedWayOKC.org](https://UnitedWayOKC.org)

**United Way of
Central Oklahoma**



CREATING A STRONGER, HEALTHIER AND
MORE COMPASSIONATE COMMUNITY



OUR GOAL

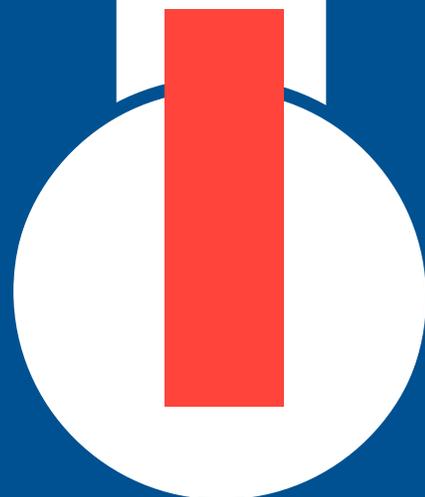
**THANK
YOU!**

100%

75%

50%

25%



UNITED WAY OF CENTRAL OKLAHOMA CAMPAIGN GUIDE

Recruit Campaign Team - Find members full of passion, energy and creative ideas.

1

Our team will be:

Set Your Goal - Work with your team and leadership to set a realistic goal that will inspire participation in this year's campaign.

2

Past Participation

%:

Past Total:

Goal Participation

%: _____ / ____ # of employees

Goal Total: _____

Nail Down Logistics - Get started early and set your dates and pledge tools!

3

Campaign Start Date:

Pick Your Pledge Tool:

Payroll

Paper Pledge Forms

Deduction:

ePledge

Yes

Campaign End Date:

EZ-Pledge

No

Other

Plan Your Activities - Engage, educate and encourage your audience through fun special events, engagements and incentives.

4

Incentives for Giving:

Special Events/Activities:

Complete this page and bring to your meeting with your United Way Account Executive!