



United Way of Central Oklahoma

A Century of Compassion





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# A Message from the President & CEO



**DEBBY HAMPTON**  
**PRESIDENT & CEO**  
**UNITED WAY OF**  
**CENTRAL OKLAHOMA**

Dear Employee Campaign Coordinator,

It is my pleasure to personally welcome you to our 100th Year. Our team never tires of saying, "It's our 100th Anniversary!"

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 compassionate individuals all over the city to provide these resources.

United Way has been committed to keeping our communities in the forefront of our partnership and helping you infuse the value of community throughout your company for the last 100 years. Our 100th Anniversary edition 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 and for celebrating our Centennial Year with us.**



# 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 [100years@unitedwayokc.org](mailto:100years@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, **especially this year as United Way celebrates its Centennial Year!**

- Contact your United Way representative to get started. If you don't know who your contact is, reach out to us at [100years@unitedwayokc.org](mailto:100years@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. **Remind donors of their impact and thank them for celebrating United Way's 100th Anniversary and building a stronger community for the next century.**
- 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 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 [100years@unitedwayokc.org](mailto:100years@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 individual 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 the event.

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 impacting.

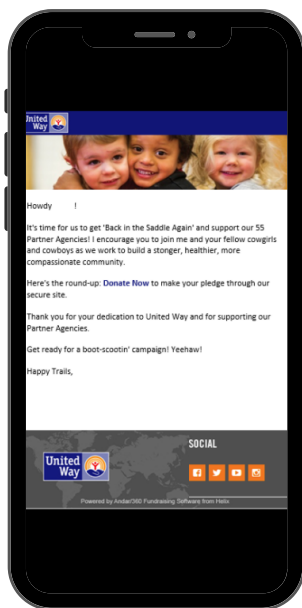


# PLEDGING TOOLS



## 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/](https://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 Jan. 1 – Dec. 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! This Campaign Playbook is filled with tools 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 [100years@unitedwayokc.org](mailto:100years@unitedwayokc.org).

# SAMPLE EMAILS



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 Centennial Campaign

Hi team,

We invite you to join us in helping our community become stronger, healthier, and more compassionate by making your pledge to support the United Way of Central Oklahoma in its 100 year anniversary!

Your pledge is vital to support over 100 programs administered by 70-plus United Way Partner Agencies addressing needs such as homelessness, grief counseling, domestic violence, female incarceration, and other critical challenges in our community.

We will kick off our United Way Campaign on [Kickoff Date] Don't miss out on all the fun activities we have planned in support our local United Way's Centennial Campaign!

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 hear the life-changing stories from local clients who will share what United Way's "Century of Compassion" means to them. (Get link from United Way staff).

Join us [time, place, date] to hear more about United Way of Central Oklahoma and how you are a vital part of building a stronger community today and for the next 100 years.

See you then!

[ECC]



# SAMPLE EMAILS



## 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 health care, provide housing for those experiencing homelessness and so much more. [\[donate link if EZ-Pledge\]](#)

In this centennial year for United Way, please consider making an extra special contribution. We want to reach or even exceed our goal! 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 your local 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 2023 United Way Centennial Campaign Video

Because of you, United Way of Central Oklahoma can keep the social safety net strong for thousands of individuals and families just as they have for the past 100 years. With that in mind, I hope you'll watch the 2023 campaign video at [\(Get link from United Way staff\)](#).

United Way of Central Oklahoma supports over 100 life-changing programs at more than 70 local Partner Agencies, and last year, 1 in 3 Oklahomans received help through the resources provided by these programs.

Christy is an example of an Oklahoman who found hope through one of the founding United Way Partner Agencies. She entered the Partner Agency after fleeing a domestic violence situation. Christy arrived with only the hope for a better future. As soon as she drove through the gates of the United Way Partner Agency, Christy remembered being overcome with the feeling of being safe for the first time.

Christy was quickly connected with wraparound services to ensure her safety. Today, Christy continues to create a wonderful life for herself and her family.

I hope you'll watch the this year's campaign video to learn how your donation helps to build a stronger community today and for the next 100 years.

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

# SAMPLE EMAILS



## 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.

In recognition of their 100th year anniversary, please consider donating to United Way of Central Oklahoma today at [\[your pledging tool\]](#).

Our collective giving empowers us to build a stronger community today and for the next 100 years

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

## 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, and more compassionate central Oklahoma community.

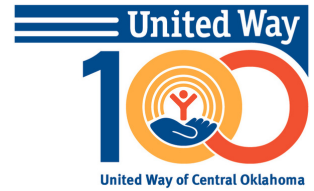
Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us make this year's campaign exceptional with your pledge supporting United Way's 100th anniversary year of serving central Oklahomans!

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



# SAMPLE EMAILS



## THANK YOU EMAIL

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**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 Centennial Campaign! We rallied together to meet a common goal, and that goal is not just about a number – it's about all the children, adults, and families who will be helped in our community through the support of United Way's Partner Agencies.

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

Your gifts to United Way will help build a stronger community today and for the next 100 years. 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. This year, United Way of Central Oklahoma celebrates its 100th anniversary, which you can highlight during your United Way campaign to help reach your campaign goal.

With our social media tips, you can:

- Reach company stakeholders and share your company's community impact
- Engage employees with United Way's centennial 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](mailto: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 Centennial 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 hashtags at the end of your posts when talking about your 2023 campaign.

**#LiveUnited**

**#CenturyofCompassion**



## Facebook

- 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's centennial campaign
- 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 in their centennial year with our 2023 campaign! It takes all of us giving what we can to solve the challenges our community faces. Together, we #LiveUnited and celebrate UWCO's #CenturyofCompassion.

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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 during their centennial year to build a stronger community today and for the next 100 years. #LiveUnited #CenturyofCompassion

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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 and its 100th Anniversary at [unitedwayokc.org](http://unitedwayokc.org). #LiveUnited #CenturyofCompassion

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We have raised [DOLLAR AMOUNT] in our 2023 @UnitedWayofCentralOklahoma campaign! Thank you to all our team members who give back to our community and for sharing compassion with our neighbors who need it most. #LiveUnited #CenturyofCompassion

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We proudly support @UnitedWayofCentralOklahoma for the health, education and financial stability of all people living in central Oklahoma. Happy 100th, United Way OKC! #LiveUnited #CenturyofCompassion

## DON'T FORGET TO FOLLOW US



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



[facebook.com/UnitedWayOKC](https://facebook.com/UnitedWayOKC)



[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.

## 100 YARD DASH

For outdoor fun, coordinate an employee 100-yard dash tricycle race to win prizes or 100 minutes time off work. Employees pay entry fee, supporting the campaign.

## 100 CUPCAKES BAKE SALE

Encourage employees to collectively bake a 100 cupcakes to sell during your campaign. All proceeds from the sale benefit your campaign. Have a "Top Chef" competition between floors/departments, or have a contest to see who makes the best cupcakes.

## 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 - \$5 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 - \$5 each. Employees can select which basket(s) 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.

## 100 RECIPES COOKBOOK

Collect 100 recipes from employees, and compile them into sections and into a cookbook. Sell the cookbook for a reasonable fee. 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.

## BIRTHDAY PARTY

In honor of United Way's 100th anniversary, host a "Happy 100th Birthday Party!" Offer birthday punch, treats, cake, or other goodies. Play "Pin the Tail on the Donkey." Pass out party favors, goody "grab bags," and decorate with balloons and party hats.

# VIRTUAL EVENT IDEAS



## STAFF SUPERLATIVES - AN ONLINE VOTING CONTEST

Host a virtual United Way Centennial Photo 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 CENTENNIAL 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.

## 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 across company locations 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 DRESS UP THROUGH THE DECADES

In honor of United Way's centennial year, 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 and compete for best dressed award. Award a prize for each decade...such as "Best dressed for the Roaring '20s."

## 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.

## BINGO IN DAILY COMMUNICATIONS

Sell online bingo cards, clue in daily communications.

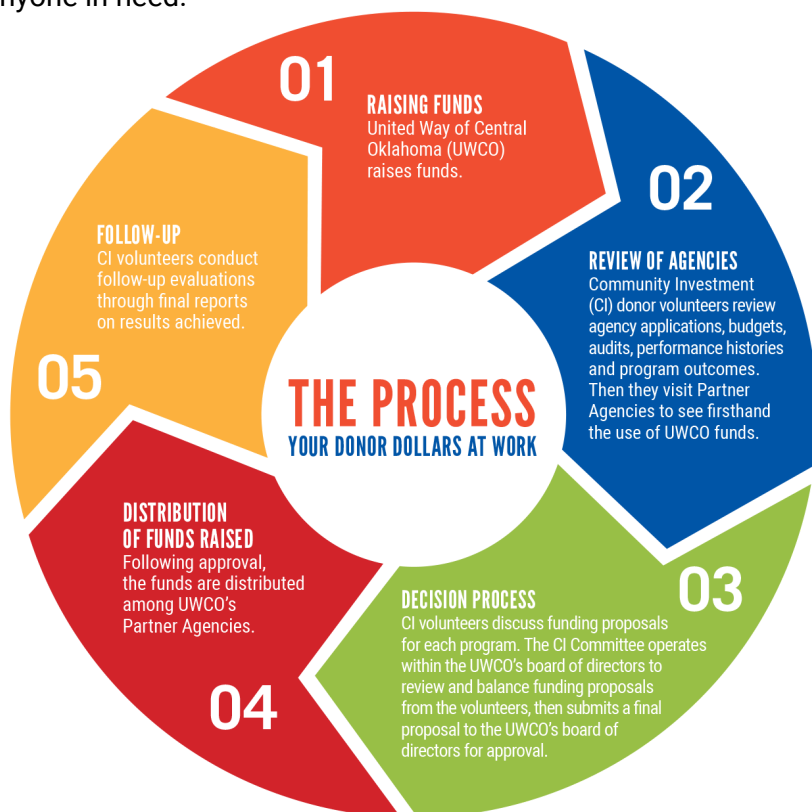
## HOST A DRIVE-IN MOVIE



# 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](mailto: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.)
- 224 volunteers in 2022 representing 80 companies and government offices
- 5,500 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. Join our **100 Days of Caring** today!
- 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](mailto:volunteer@unitedwayokc.org) or by calling 405-236-8441.

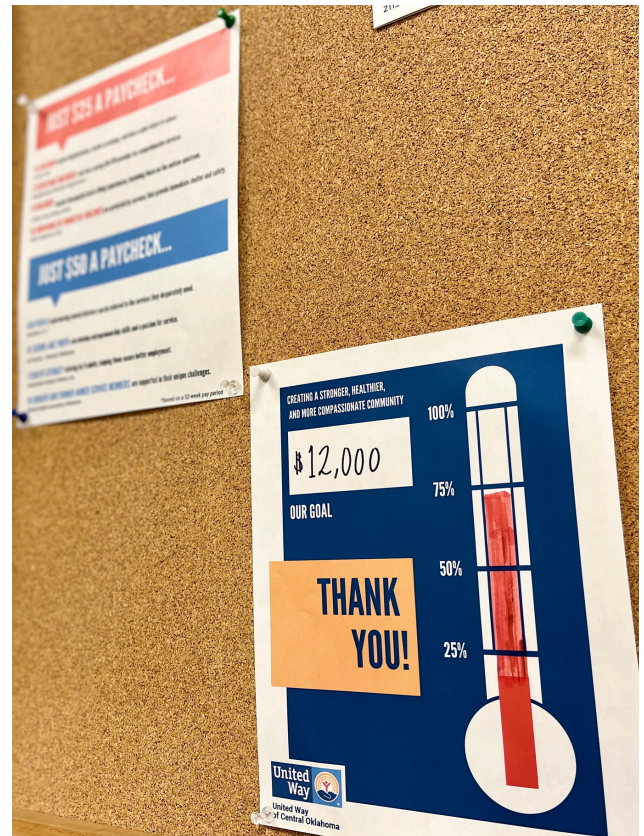


# ADDITIONAL RESOURCES



## 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 win!** United Way advocates for the health, education and financial stability of every person in our community. Your weekly contribution will add up to big wins for our 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.*

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



Consider increasing your donation during  
the Centennial 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 STORY

## YWCA Oklahoma City - A Founding United Way Partner Agency



At its core, YWCA Oklahoma City is emergency crisis-intervention services for victims of domestic violence, sexual assault and stalking. The agency is the triage unit for survivors. YWCA works to lay the foundation for survivors to rebuild lives free from shame, blame and future violence.

As an organization whose mission is dedicated to “eliminating racism and empowering women,” YWCA strives to provide a diverse, equitable and inclusive environment for all its staff and the communities the agency serves. YWCA is one of five founding United Way Partner Agencies, serving the Oklahoma City community for more than 100 years.

### PROVIDING LIGHT IN DARKNESS

Oklahoma ranks second in the nation for women killed by men, according to the Violence Policy Center.

Olivia did everything in her power to stay alive. When she broke away after being held hostage for multiple days, a stranger called the police on her behalf.

Olivia was referred to YWCA, where she received specialized forensic nursing and advocacy services. She was greeted by an expert team to address her medical, emotional and safety needs.

Safety was Olivia’s primary concern, and the agency was there to provide wraparound services — one being secure housing. Her advocate arranged for her to have a room at the shelter, while assisting her in completing an application to obtain a Victim’s Protective Order.



Today, Olivia lives a life free from violence and has been reconnected with her family support system.

YWCA OKC offers victims of domestic violence, sexual assault and stalking immediate crisis response services through its C.A.R.E. program. The C.A.R.E. program includes crisis hotlines, advocacy, emergency residential shelter and forensic nurse exams. C.A.R.E program services, provided at no cost to YWCA OKC clients, are critical in breaking the cycle of violence and transitioning victims to safe and violence-free futures.

Learn more about YWCA OKC's programs by visiting [ywcaokc.org](http://ywcaokc.org).





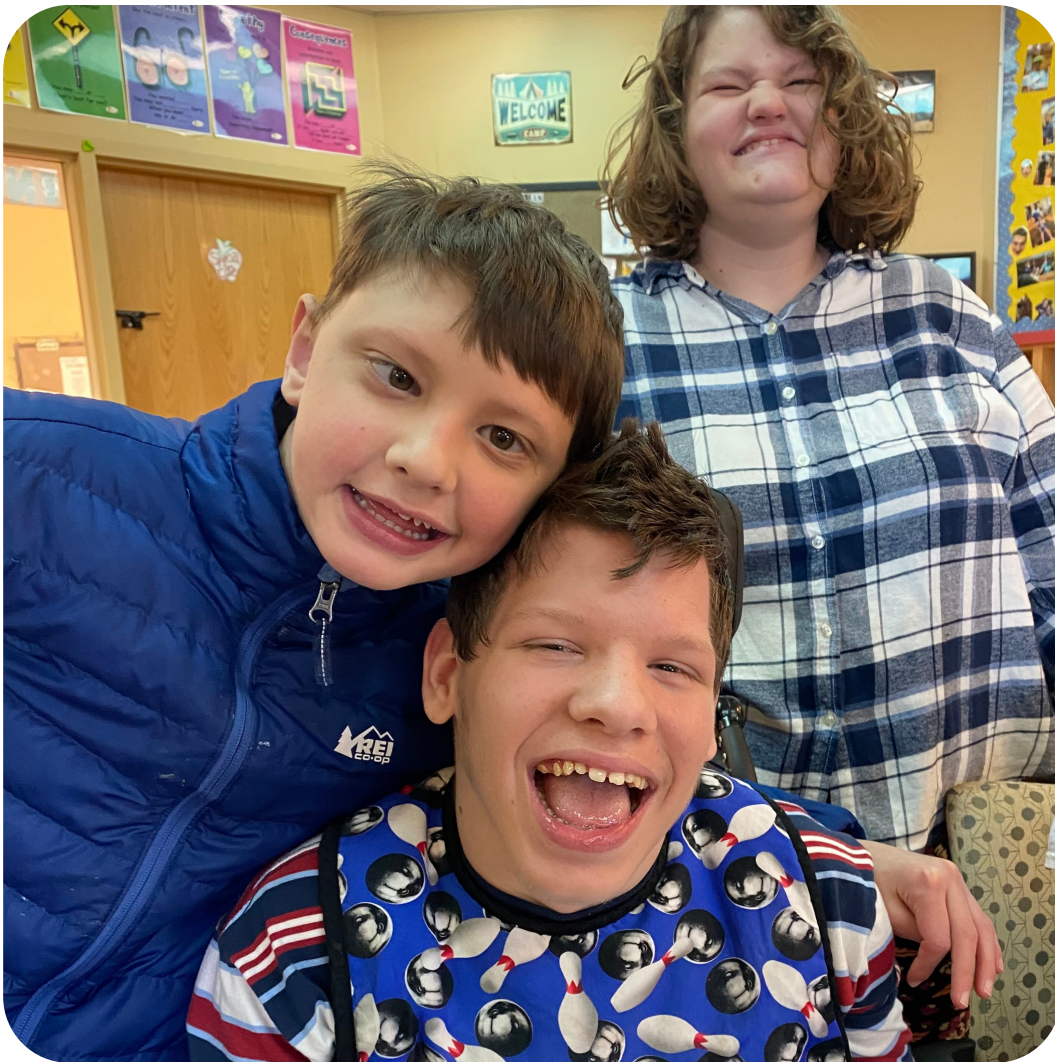
## A Century of Compassion

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

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







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

A pledge to United Way is a pledge to your community, your neighbors, your co-workers, 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)**







# A Century of Compassion

A pledge to 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 they are doing, and give today!

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



CREATING A STRONGER, HEALTHIER AND  
MORE COMPASSIONATE COMMUNITY FOR  
THE NEXT 100 YEARS



OUR GOAL

**THANK  
YOU!**



100%

75%

50%

25%

