



United Way  
of Central Ohio



# EMPLOYEE CAMPAIGN COORDINATOR DIGITAL CAMPAIGN GUIDE





# THANK YOU in advance for your efforts!

By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting change in central Ohio.

You are a champion who raises awareness about the vital role United Way of Central Ohio plays in the community. Together we can provide opportunities and resources that help families meet critical basic needs and achieve student success!

We hope this guide will provide you the necessary resources to run your campaign, whether you run it in person or virtually. Please reach out to your United Way Relationship Manager for additional support and guidance throughout your campaign.



# STEPS TO A SUCCESSFUL CAMPAIGN

## PREPARE

- Set campaign dates. Allow plenty of time to review United Way resources, create strategic messaging and to get your online donation portal set up.
- You don't have to do it alone! Assemble a campaign team to help distribute campaign messaging across each department or team. Having representatives from each department can be effective. A good ratio is one campaign team member per every 25 employees.
- Set campaign dollar and participation goals that your campaign team, leadership and employees can rally behind.
- Set key points for distributing messaging: announcement of the campaign, launch day, mid-campaign, final push and thank you. You'll find sample emails in the ECC toolkit at [liveunitedcentralohio.org/for-companies](https://liveunitedcentralohio.org/for-companies).

## EXECUTE

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating.
- Create a buzz! Send messaging across the company throughout the campaign.
- Educate employees about United Way's work by using resources such as campaign materials, videos, presentations or volunteer projects. Talk to your Relationship Manager or visit the ECC Toolkit at [liveunitedcentralohio.org/for-companies](https://liveunitedcentralohio.org/for-companies).
- Use incentives and run team challenges to encourage participation. Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

## WRAP UP

- Finalize campaign results with your online giving platform. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.
- Announce and celebrate your campaign results with the company!



# MAKE IT S.O.C.I.A.L.



## SHORT & SWEET

Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

## OVERALL GOALS

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

## COMMUNICATE

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

## IMPACT

Provide impact equations – what does my donation do at various giving levels?

**\$2 a week** provides a month of meals for a child in a high-quality early learning centers.

**\$5 a week** provides an elementary student with a week's worth of evening meals and out-of-school tutoring.

**\$10 a week** provides nine weeks of summer day camp for one child.

**\$20 a week** provides a child with after-school learning activities for 3 months.

## ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams that reach their goals. [You'll find some great virtual campaign ideas and tips for engagement here.](#)

## LIVE UPDATES ON GOAL PROGRESSION

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



# BEST PRACTICES

## KICKOFF

Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are also available to talk about the need in our community and the impact of gifts made to United Way's Community Response Fund.

## USE AVAILABLE RESOURCES

- The ECC Workplace Campaign toolkit is available online at [liveunitedcentralohio.org/for-companies](https://liveunitedcentralohio.org/for-companies). This toolkit includes sample email messaging, video links, pdfs of collateral materials and more.
- Your Relationship Manager can guide you through all steps of running a digital or in-person campaign as well as help you goal set, train your team and more. In addition, [a list of campaign ideas and tips can be found here](#).
- Need something that is not available in the online tool kit? Ask your Relationship Manager!

## COMMUNICATIONS

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- 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. Consider phone calls instead of emails as well. People give to people.

## INCENTIVES

- Popular prizes include a day off with pay or donated items.
- Structure incentives so they are based on giving levels.
- Host online raffles for unique experiences. Consider using completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

## CAMPAIGN EVENTS

Encourage employees to participate in virtual or in-person volunteer opportunities on their own, as a department or as a company. Opportunities may include writing encouraging notes to students and teachers, stocking food pantries and delivering meals to seniors.

- Talk to your Relationship Manager about volunteer opportunities to support specific nonprofit partners as a corporation. United Way now partners with Besa to set up curated experiences for your employees. Please be sure to reach out at least six weeks in advance for planning purposes.
- Find opportunities to create virtual or in-person events: host a Zoom kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO or have a virtual day of impact. Your Relationship Manager can provide you with messaging and talking points for these events.



# LEADERSHIP GIVING GROUPS

When asking for donations, remember that United Way has recognition levels and Leaders United for those who lead by example through their giving and want to connect with others who are inspired by the impact they can make together. Based on their giving level, employees will either be automatically recognized at a certain giving level or can choose to be a member of Leaders United and take part in meaningful year-round events, volunteer opportunities and engagement.

- **Tocqueville Society** (\$10,000+)
- **Cinquefoil Fellowship** (\$5,000-9,999)
- **Community Builders** (\$1,000+)
- **Leaders Circle** (1-2% of their base income)
- **Leaders United**
  - Individual or household giving any amount to United Way's Community Response Fund or designating to Success by Third Grade.

## LEADERSHIP GIVING GROUPS 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 leadership givers of a certain level on a team call or in monthly e-newsletter.
- If possible, host an event for leadership giving donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.



# 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: HOW CAN WE COLLECT DONATIONS ONLINE?**

**A:** United Way offers ePledge, a free online giving platform to collect your employee donations. This platform offers various levels of customization depending on your company's size and needs and can collect payroll deduction, credit card and e-checks gifts. For more information or a demonstration of the site, contact your United Way Relationship Manager.

## **Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?**

**A:** Yes. United Way of Central Ohio is a 501(c)(3) organization.

## **Q: WHEN SHOULD OUR UNITED WAY CAMPAIGN RUN?**

**A:** Most campaigns take place between August and November, but they can happen at a time that is best suited for your organization. Consider running your campaign during September and October when United Way will offer even more volunteer opportunities, informational sessions, community conversations and poverty simulations. Visit [liveunitedcentralohio.org/events](https://liveunitedcentralohio.org/events) for information on all coming events, as well as recordings of past events you can use.

## **Q: WHEN DOES PAYROLL DEDUCTION START?**

**A:** Payroll deduction usually runs from January 1 – December 31.

## **Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?**

**A:** As a service to donors, we make it possible to specify any nonprofit to receive your donation. However, the direct investment of your dollars to United Way of Central Ohio's Community Response Fund goes further to solve systemic issues by providing access to opportunities and resources in the areas of basic needs and student success across our community.



