

United Way of Henderson County

CAMPAIGN GUIDE

2021



United Way of Henderson County

WE'RE ON A MISSION

We believe in the power of unity to create lasting change. Together, we put opportunity in the hands of more than one million East Texans each year. United Way of Henderson County is leading the charge to improve education, income and health—the building blocks of opportunity.

HOW WE DO IT

We use our resources and networks to bring the best people, ideas and projects together to create opportunities for all East Texans. We foster social innovation, mobilize volunteers, drive business participation and spur the public and lawmakers to act for the common good.



Education

Increase childhood literacy and give students strong pathways to college and career.



Income

Enable everyone to find and maintain work that provides financial stability and economic mobility.



Health

Ensure everyone has affordable access to physical and mental health care.

Lead **UNITED**
LIVE UNITED

All East Texans, regardless of race or zip code, have the opportunity and access to achieve their full potential.

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Welcome **TO THE TEAM**

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 East Texas.

You are a frontline volunteer who raises awareness about the vital role United Way of Henderson County plays in the community. Together with passionate supporters like you, we’re leading the charge to improve education, income and health – the building blocks of opportunity for all East Texans!

We hope this guide will provide you with the necessary resources to run your employee giving campaign. Please reach out to your United Way Relationship Manager who can provide additional support and guidance throughout your campaign.

STEPS TO A SUCCESSFUL CAMPAIGN

PLAN:

- Meet with your United Way relationship manager to review past campaigns and opportunities to boost campaign success.
- Set campaign dates. Allow plenty of time to create strategic messaging and plan a communication timeline.
- Assemble a campaign team to help distribute campaign messaging across each department or business unit. A good ratio is one campaign team member per every 25 employees. Meet with your team regularly to share campaign messaging and plans, and to recruit volunteers to help with campaign events.
- Set a campaign goal that your campaign team and employees can rally behind. This could be a monetary or participation goal, depending on what works for your organization.
- Identify opportunities for campaign events where the United Way message can be shared with a large audience.

EXECUTE:

- Use your planned messaging to launch the campaign. Consider hosting a campaign kickoff event where your organization's leadership can share the importance of philanthropy to the company.
- Hold events to share information on the issues facing our community and how United Way is positively impacting East Texans. Schedule a company volunteer event for employees to feel the impact of their giving.

- Build and maintain excitement with campaign materials and videos.
- Utilize the campaign team members to keep the campaign top of mind during team meetings, conference calls, or when making personal asks. Continue to meet with the team regularly to discuss strategies and needs.

WRAP UP:

- Finalize campaign results and share with your United Way relationship manager. Payroll deduction information should be submitted to HR or your payroll processing department.
- Consider sending a thank you note to the entire company, or individual donors.
- Thank your campaign team.
- Plan for next year. Gather feedback about the campaign from your committee and colleagues and leave notes and resources for next year's campaign team.
- Celebrate your results!



CAMPAIGN BEST PRACTICES

KICKOFF:

- Plan a pep rally over breakfast or lunch.
- Have a senior executive and United Way representative speak at the event.
- Show a United Way speaker video to demonstrate impact of donations.

BRIGHT IDEA

Host an annual kickoff luncheon for Partners and Associates that features presentations from United Way Leadership and their Partner in Charge. The message is focused on the impact United Way is making in the community and the importance of getting involved to advance our work.



UTILIZE AVAILABLE RESOURCES:

- The Workplace Campaign toolkit is available online at UnitedWayHC.org. This toolkit includes sample email messaging, video links, PDFs of collateral materials and more.
- Your United Way Relationship Manager can guide you through all steps of running a campaign as well as help you goal set, train your team and more.
- Need something that is not available in the online tool kit? Ask your Relationship Manager!



CAMPAIGN BEST PRACTICES



COMMUNICATIONS:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Face-to-face encouragement is always better than e-mail. People give to people. Campaign team members should ask their peers in team meetings or one-on-one conversations to consider making a gift to the campaign.

BRIGHT IDEA

Texas Instruments created a strategic communications timeline that educated and inspired employees to give through a variety of platforms throughout their 12-day campaign. This included company wide emails from the Senior Vice President, a campaign focused page on their intranet, three videos sent to various groups from United Way's President and CEO and more.



INCENTIVES:

- Popular 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:

- Host events after the campaign is launched and donation options have been clearly communicated.
- Popular events include dress down days, potluck lunches, silent auctions and bake sales. Your United Way Relationship Manager can provide you with messaging and talking points for these events.
- Consider a campaign theme and have events.
- Encourage employees to participate in volunteer opportunities with United Way on their own, or as a company.

CAMPAIGN BEST PRACTICES

BRIGHT IDEA

Federal Reserve Bank has a patio party to celebrate their campaign success. Activities included a pie in the face booth for their Senior Leadership, food, smores, music and a cornhole tournament championship.



CAMPAIGN THEME:

- Create a campaign theme to help make messaging and events fun.

Examples: All Aboard the United Way Cruise, The United Way Olympics, United Way Camp Out, etc.

GIVING SOCIETIES:

- When asking for donations, remember that United Way Giving Societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can join the following Giving Societies and take part in meaningful, year-round events, volunteer opportunities and engagement.
 - » **Tocqueville Society** (\$10,000+)
 - » **Builders Society** (\$2,500+)
 - » **Leadership Society** (\$1,000+)
 - » **Emerging Leaders** (35 and under, \$250+)

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.
- Use mediums that are effective in your workplace (i.e. parties, gifts, letters, email presentations, newsletter articles, etc) to highlight givers of a certain level.
- Publicize results and reiterate the impact of gifts to all employees.



BRIGHT IDEA

In 2019, Vistra Energy's Kickoff event had company leadership participating in "Vistra's Got Talent."





VOLUNTEER OPPORTUNITIES

DAYS OF IMPACT

A United Way Day of Impact is a volunteer project that provides the opportunity to strengthen your team and the community through impactful experiences. Thanks to corporations and individuals dedicated to these projects, we work to achieve long-term results that help our community thrive.

HOW DOES A DAY OF IMPACT WORK?

- Submit a request for a Day of Impact at UnitedWayHC.org.
- An engagement team member will reach out to you within 1-2 business days following your submission.
- United Way uses your interests and requirements to identify the right project for your group.
- You receive a calendar hold containing project details, contacts, and a custom registration link.
- A United Way team member will join you on the day of your project to ensure your experience is successful.

DAY OF IMPACT FEATURES:

- Use the registration link to capture data and track hours and economic impact.
- We communicate between service provider and company to arrange logistics.
- Event signage, check-in, and refreshments as needed are provided.
- Volunteer opportunities for groups of 10 to 1,500 people in one place.

VIRTUAL OPTIONS AVAILABLE

Contact your United way Relationship Manager to find out more about virtual volunteer options available to those who cannot leave their home or office.





SPONSORSHIP

When you become a sponsor of United Way events, campaigns or other initiatives, you provide critical support to improve education, income and health in our community. You'll receive public recognition for your commitment to putting opportunity in the hands of all East Texans and may experience an increase in positive media coverage as a result.

We offer a wide range of sponsorship opportunities to choose from including:

- **Programs:** Support and invest in the most impactful strategies and partnerships to strengthen education, income and health in our community.
- **The United Way Volunteer Series:** These large-scale volunteer engagements leverage the collective power of our corporate partners and the community to help students perform better, allow families to earn and save more, and keep our community healthy. Sponsorships range from \$5,000 - \$25,000 and include reserved volunteer spots, recognition at the event and more!
- **Giving Society Events/Special Events:** United Way hosts various special events throughout the year including the United Way Awards and Social Innovation Accelerator's The Pitch. along with numerous giving society events from happy hours to speaker series.

If you are interested, consult your Relationship Manager to help find the sponsorship package that is right for you.

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 EMPLOYEES GIVE?

A: United Way offers a number of options, including payroll deduction, cash, check, credit card and stock. Your United Way Relationship Manager can help you navigate which options are right to offer to your group.

Q: CAN WE COLLECT DONATIONS ONLINE?

A: United Way of Henderson County offers 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. For additional information, please visit UnitedWayHC.org.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place from July to December, but they can happen at a time that is 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 decision.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: As a service to donors, we make it possible to specify a non-profit program to receive your donation. However, the direct investment of your dollars designated to United Way of Henderson County goes further to strengthen education, income and health – the building blocks of opportunity – in East Texas.



CAMPAIGN CHECKLIST

- Determine the dates for your campaign and set fundraising and/or participation goals.

- Meet with your United Way Relationship Manager to create new strategies for your campaign.

- Utilize a campaign team to help with communication, special events and fundraising.

- Coordinate campaign messaging and develop a timeline for company-wide distribution.

- Implement a Day of Impact, either onsite, offsite or virtually to demonstrate the impact of United Way.

- Host a general employee kickoff event with company leadership in attendance or as speakers.

- Host employee education meetings and events throughout the campaign.

- Share progress toward your goals throughout the campaign.

- Announce and celebrate your results.

- Thank your donors and campaign team members for their support.

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LIVE UNITED

Put opportunity in the hands of all East Texans.



UnitedWayHC.org