



United Way of Idaho Falls &  
Bonneville County

# WORKPLACE CAMPAIGN TOOL-KIT

2022-23



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# YOUR WORKPLACE CAMPAIGN MAKES A DIFFERENCE

Whether you're at a small business or a major corporation you can join the many local organizations that support United Way of Idaho Falls & Bonneville County with workplace campaigns each year.

## UNITED WAY OF IDAHO FALLS & BONNEVILLE COUNTY'S WORKPLACE CAMPAIGNS ARE:

### GOOD FOR YOUR EMPLOYEES

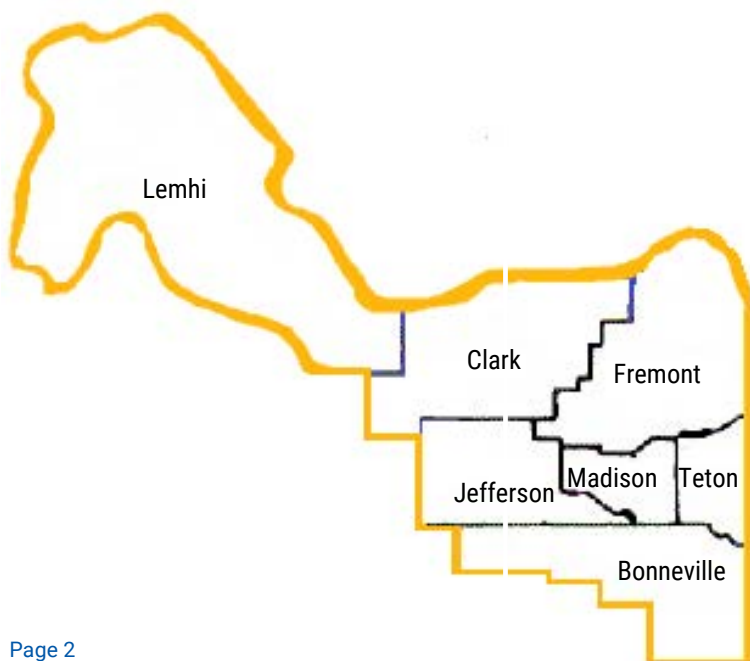
Workplace campaigns are a fun and convenient way for employees to have a significant impact on their community.

### GOOD FOR YOUR COMPANY

Partnering with us is a clear statement that your organization is committed to improving lives in your community and reinforces your reputation as a good corporate citizen.

### GOOD FOR YOUR COMMUNITY

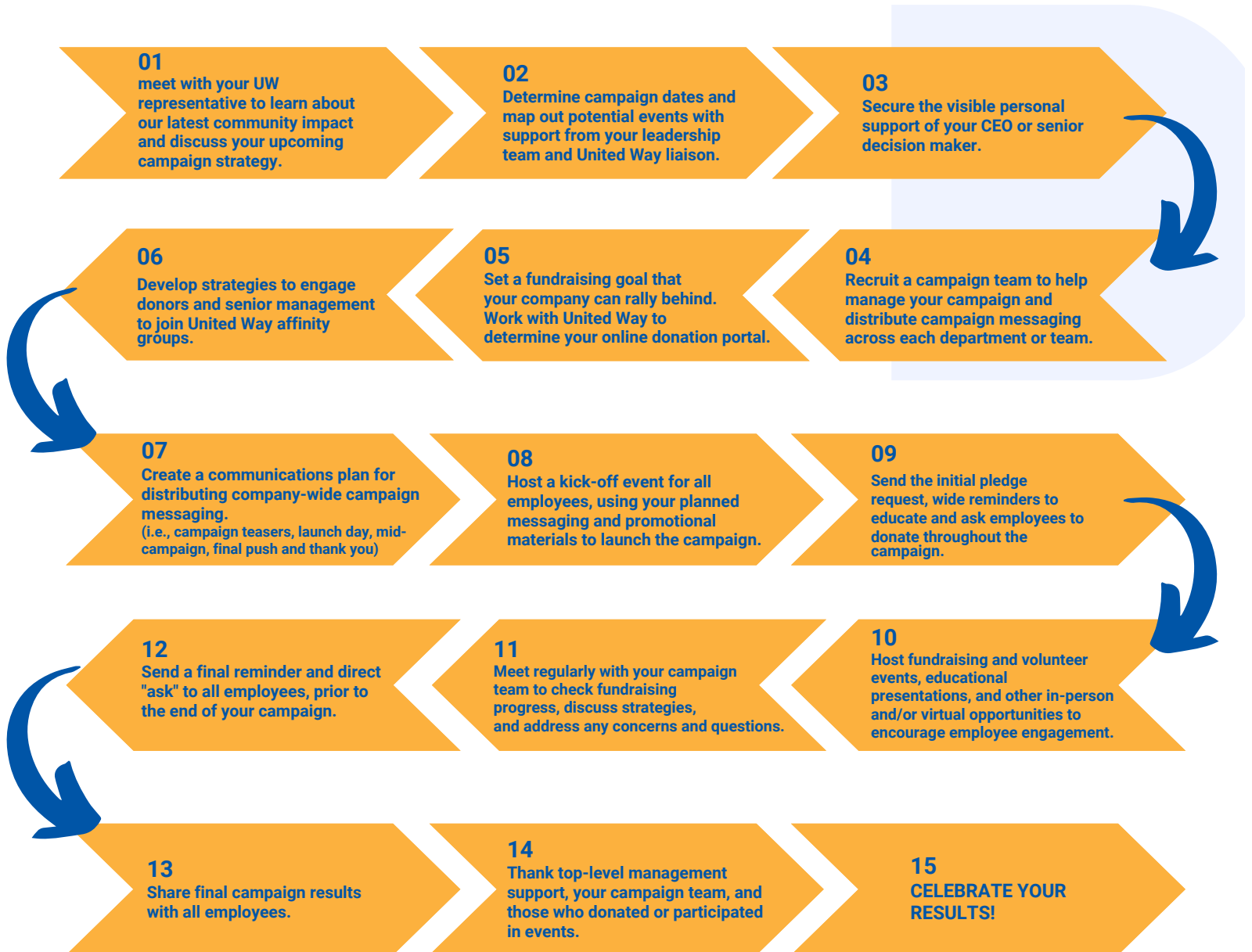
100% of the the money raised stays here in eastern Idaho, so you're addressing the critical social challenges through one strategic partnership.



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# ROAD MAP FOR A SUCCESSFUL CAMPAIGN

Below is a snapshot of what your campaign planning process may look like. Please reach out to your United Way representative for additional support and guidance throughout your campaign.





## IMPORTANT NOTE

We are here to help make your campaign a success. Please contact your United Way representative for assistance in planning and executing any of the ideas in this guide.



# HOW TO RUN A WORKPLACE CAMPAIGN

Each campaign should be different and tailored to your organization's unique culture. Setting up and running a campaign is simple, and we can help you every step of the way.

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# 1

## PREPARE

The more you prepare, the more success you will have in your campaign. It's important to know what you need to do before you begin and identify areas in which you can lean on United Way staff for support.

### HOW TO GET STARTED



#### **Talk with United Way. We are here to help!**

The most effective **campaign leaders** work closely with United Way staff and are readily able to share information about United Way's local work with their colleagues. We would love to get you up-to-speed on our newest initiatives and help you come up with fun and engaging ideas for your campaign.



#### **Secure support from top-level management.**

The most successful campaigns have strong support from the highest levels of leadership. Meet with your senior leadership and confirm their support of the campaign. Map out any places where you'll need their specific involvement, such as having them send out an email to staff to encouragement supporting the campaign. Make sure they know about campaign dates and goals and be sure to ask about any corporate gifts or company matching programs for employee gifts.



#### **Recruit your team.**

Create a team large enough to help you manage your campaign. Ideally, campaign teams should include employees from a variety of levels and departments. This will help lighten your workload and increase participation across the organization!



#### **Set a campaign goal.**

Your colleagues will likely want something to strive for, so set a goal for them to reach! If you ran a campaign in previous years, look at the numbers and think about what you can achieve. Ask senior leaders if you can offer incentives to employees for hitting the goal, such as a paid day off or catered celebration lunch.



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# RECRUITING YOUR CAMPAIGN TEAM

A team of campaign volunteers will not only make your job easier, but it will also increase the success of your campaign. The size of your team depends on the size of your organization. Below are our suggested roles and responsibilities but remember – you can adjust based on what will work best for your campaign.

## Communications Coordinator

- Develops a campaign communications timeline
- Works with United Way representatives to develop talking points and plan for any speakers to attend any campaign events

## Senior Executive Campaign Chair

- Provides executive-level support for the campaign
- Works to increase corporate gift or matching gifts
- Encourages employees to give through the campaign

## Volunteer Coordinator

- Works with United Way representative to identify and promote United Way volunteer opportunities that fit within the planning time frame, budget and other company-specific parameters
- Coordinates logistics with United Way representative and serves as an on-site contact at volunteer events



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# CAMPAIGN KICK-OFF

A campaign kick-off is a company-wide event or meeting to educate and inspire your colleagues about giving back to their community through United Way, with an element of fun. Every campaign kick-off is different. Your kick-off should be tailored to your organization and what best suits your needs.

## Some things to consider when planning a campaign kick-off:

### What is your budget?

You do not want to start planning an event only to realize it is not financially feasible. Talk with your senior executive leadership about plans and a budget first.

### Are your colleagues interested?

A key factor in planning an event is to plan something fun and interesting for your coworkers. Garnering as much support and participation as possible is what will make your kick-off a success. Know their interests, think about what would work best for your organization's culture and work from there to plan something people will look forward to!

### What can you do?

If you are at a large organization, think about how you can engage smaller sets of employees to keep them interested. If you are at a small workplace, maybe there is another organization you can team up with for a kick-off event. If you are running your campaign at your busiest time of year, a kick-off event outside of your busy workday or during a break might be the most practical. There are plenty of ways to have great kick-offs, large and small, but be aware of what is realistic.

 **Look at the back of this tool kit for campaign kick-off and other campaign event ideas!**



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## INSPIRE

A key part of your campaign is inspiring your colleagues to support United Way's work in our community. Below you will find ideas for how and when to share information about United Way with your team.

### SHARE THE ENTHUSIASM

#### ✓ Volunteer Opportunities

Engaging employees in volunteer opportunities will allow them the opportunity to directly connect with United Way's work. If you are interested in setting up a volunteer opportunity for your organization, please contact your United Way representative.

#### ✓ Promotional Opportunities

We're here to help! United Way has materials available for you to promote your campaign, including:

- Posters and flyers
- Informational materials about our work in specific area
- Pop-up banners for decoration at events and more!

#### ✓ Custom Promotional Materials

Many organizations like to develop their own materials to promote their campaign. We think that's great! Talk to your United Way representative to brainstorm ideas and see where we can be helpful.

### THREE PHASES OF PROMOTION

#### BEFORE the campaign

Share information about United Way's latest work. This can be done via email, during planning meetings, in the break room – anywhere!

Thank last year's donors. It is important to acknowledge employees that have given in previous years. Be sure to appreciate them leading up to the campaign kick-off.

Share prior year results. By sharing last year's results and your campaign goal for this year, you are giving your colleagues something to work toward.

Send a campaign kick-off email from your organization's leadership and display United Way materials throughout the office.

#### DURING the campaign

Share instructions for making a pledge and send donation reminders.

Invite speakers from United Way to campaign events. This will help employees have a better understanding of the work United Way does in the community.

Inform employees about incentives or corporate matching gifts.

Offer volunteer opportunities to your employees. Volunteer opportunities will help employees feel connected to United Way's mission.

#### AFTER the campaign

Share our total raised and be sure to thank everyone who participated. Send a thank you email to donors.

Send a "thank you" email to your campaign team.

Thank donors for their contribution. Hosting a "thank you" event or giving out tokens of appreciation are two great ways to make people feel like their contribution was important.



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# SHARING UNITED WAY'S MISSION

United Way of Idaho Falls and Bonneville County has a wide portfolio of work across our service area. It can be tough to succinctly explain why it is so important for your colleagues to support the campaign while helping them understand the impact their support has on our community. Here are some quick ways to share why donating to United Way matters.

## Make it personal.

Everyone has experienced adversity somewhere along the *Steps to Success*. Whether you or someone you know struggled in school, has dealt with financial hardships or had difficulties meeting their basic needs – these are all circumstances that arise as we move through life, particularly depending on the support systems we have in place.

Think about someone you know who may have struggled in one of these areas. Maybe your parents are getting older and thinking about their health? Or maybe you have a neighbor who recently lost their job and is struggling to stay afloat financially? These are examples that starts when each donor decides to give to this important work.



## Share the impact.
















Without a unifying force in our community looking at the data behind these issues, developing solutions and ensuring donor dollars are spent effectively, many people in our region would not receive the help they need. United Way is here to support and uplift those who need help the most and it starts when each donor decides to give to this important work.



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# MAKING LIFE BETTER FOR EVERYONE

United Way of Idaho Falls and Bonneville County works to impact in four key focus areas. Your investment in United Way supports this community in a variety of ways.

HEALTH		 <p>After-school programs focusing on mental health, sports, tutoring, and literacy.</p>	 <p>Healing horse encounters for children and veterans with physical, cognitive, social, emotional, or behavioral disabilities.</p>	 <p>24-hour hotline, safe shelter, and counseling for victims of domestic violence and sexual assault.</p>
EDUCATION		 <p>Professional development for educators and para-professionals around trauma informed practices.</p>	 <p>Supporting equity and basic needs for all elementary students.</p>	 <p>Educating youth about the dangers of drugs, violence, and risky behaviors.</p>
FINANCIAL STABILITY		 <p>Providing transportation for volunteers supporting early education.</p>	 <p>GED education courses for adults and teens.</p>	 <p>Transitional home for homeless women with children.</p>
BASIC NEEDS		 <p>Delivering hot, nutritious lunches to homebound seniors.</p>	 <p>Providing food, clothing, and shelter for children and youth facing life challenges.</p>	



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# ASK

People do not give if they are not asked. It is important to directly ask your colleagues to donate to United Way throughout your campaign. Your ask may come in multiple forms – in person, during events or through email. Below is information about Giving Communities and tips you can use to make “the ask.”

## MAKING THE ASK

### ✓ **Talk to your United Way representative.**

We are available to help you come up with the best strategy for making your ask.

### ✓ **Get their undivided attention.**

Schedule a time to your colleagues at a meeting or kick-off event and ask them to participate in your campaign with a donation.

### ✓ **Tell the United Way story.**

Come prepared with reasons why people should give to United Way. Use tips on page 10 to help prepare. If you would like to invite a United Way representative to tell the United Way story, please let us know and we can send a speaker.

### ✓ **Explain how to give.**

As the **campaign leader**, you can **contact HR to set up a payroll deduction**. Keep in mind, if you work for a larger parent organization, your company may have already determined the giving platform to use. Check with your contacts at your parent organization to find out.

### ✓ **Address questions.**

It's essential that everyone has all the information needed before making a donation. Keep an open line of communication between you and your fellow employees so that they can ask questions and express concerns.

If you don't have the answers to their questions, you should feel free to reach out to your United Way representative for help! They can assist with answering any questions and will be able to direct you to helpful resources for sharing with your team.

### ✓ **Be direct!**

It is easy to do all the things listed above and still forget to make a direct ask. Make sure you are clear and direct when asking your colleagues to give.

United Way representatives are available to help during the planning or execution of your campaign. We know it can be especially difficult to ask for donations and we are here to make that process as easy as possible. If you would like suggestions, tips or for a speaker to make “the ask,” please let us know.



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## THANK

Thanking those who participated in your campaign is a critical part of your campaign. Not only will your colleagues feel appreciated for their contributions, but they will be more likely to support the campaign in the years ahead because they know their contributions truly made a difference.



### **Thank top-level management support.**

The most successful campaigns have strong buy-in from senior leadership. Thank your executive leaders for their support of the campaign. Be sure to highlight any effort on their part to secure corporate gifts or company matching programs.



### **Thank your campaign team.**

Your team will have helped your organization's campaign from start to finish. They were able to lighten your workload and increase the impact of your campaign. Be sure to thank them for their dedication and hard work.



### **Thank those who donated or participated in events.**

At United Way, we are extremely grateful for every gift, large or small. Be sure to acknowledge each employee that donated, advocated or volunteered during your company's campaign.



### **GIVE UNITED WAY A CHANCE TO SAY THANK YOU**

United Way sends regular communication to donors. We would love to stay connected to our donors at your organization! Share donor details so that we can thank your colleagues in our mailings and give them updated information about what we do throughout the year.



**IMPORTANT NOTE:** A corporation's pledge systems commonly do not release donor details (if approved by the donor) to a non-profit organization until 4 - 6 months after the donation has been made. Allowing us to obtain internal donor information earlier is crucial to timely and appreciative donor acknowledgment!



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# WRAP-UP

After thanking your employees, there are a few things left to do.

## REPORT results

Collect all gift information. Look over paper pledge forms to ensure everything looks correct.

Schedule a time for your United Way representative to pick up results and any materials you used during the campaign.

## PLAN ahead

Use our Planning Resource to gather feedback about the campaign from senior leadership, your campaign team and your United Way representative. Talk about what worked and what didn't and start a conversation about what next year's campaign will look like.

Save all relevant notes and resources in an easy-to-remember place for volunteers to use next year.

Identify next year's campaign leader and make a formal introduction between the new campaign leader and your United Way representative.

## STAY involved

Schedule quarterly meetings with your United Way representative to stay in the loop on all of our activities, so you are ready to hit the ground running when next year's campaign begins.

Work with your human resources department to implement a new-hire program to give new employees the opportunity to contribute when they are onboarded. Ask your United Way representative for help and ideas on this front.

Implement a year-round communications program that shares the impact of United Way's work. We send out regular communications about our work. If you aren't already receiving our emails and would like to, talk to your United Way representative.

## QUESTIONS?

Contact Chris or Alyssa at United Way!  
208-522-2674  
Chris: [cwiersema@unitedwayif.org](mailto:cwiersema@unitedwayif.org)  
Alyssa: [asherwood@unitedwayif.org](mailto:asherwood@unitedwayif.org)



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# CAMPAIGN TACTICS & TOOLS

## Plan a Fun and Successful KICK-OFF EVENT

You know what makes the United Way of Whitewater Valley's Annual Campaign more fun? Having a theme! Whether your campaign is 24 hours, a week long or a month long, carving out time for employees to have fun is part of a great experience. We've brainstormed the BEST theme ideas to help make it easy for your Campaign Team. No matter your budget or time frame, you'll find fun campaign ideas on this list that everyone will love.

### KICKOFF & SPECIAL EVENTS

**SUPERHERO:** Employees dress as their favorite heroes: Batman, Spiderman, Storm or Wonder Woman. Employees can donate money to "save the day." Prizes will be awarded to heroes who "save the day." Employees can bring in comic books, old movies and books with superheroes and win prizes for the oldest movie, DVD and comic book.

**CARNIVAL:** Kick off the event with a carnival-themed party. Employees can participate in traditional carnival games such as the egg/ spoon race, ring toss and ducky race. Provide cotton candy and popcorn to the winners. Have an executive dunking booth. Have a balloon making contest; each employee can make a balloon animal and other employees will vote for their favorite.

**SOCK HOP:** Invite employees to a "50s Style" kickoff. Give prizes for most authentic dress. Hang posters that show what 50 cents more per week can do for our community.

**BON VOYAGE:** With a traveling theme, you can host a bon voyage party as a victory celebration. Everyone who gives through the campaign gets a "passport" into the party. You can pick a destination and have the party set up like the beach, the mountains, camping grounds or any other place you would go on vacation! You can serve wonderful food that you would eat on that vacation.

**"SHOW YOUR SPIRIT" DAY:** One day during the campaign, encourage employees to show their school spirit by digging into their closets and pulling out their letter jackets, team jerseys and old uniforms. They may also wear their children's jackets and jerseys. On that same day, host your United Way meetings, a potluck or some sort of special event allowing the employees to interact and share.

**TEAM FITNESS CHALLENGE:** Break into teams or have participants compete individually based on numbers. Each participant determines how much weight s/he wants to lose during a determined amount of time. For each pound, s/he puts \$5 into a pot. Each person weighs in. Each day, there could be special lunches planned and motivational quotes posted around the office space in support of everyone's efforts. On the last day, everyone weighs in again. For every pound lost, they receive \$5. All left over money goes to United Way.



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## FUN FOOD EVENTS

**BREAKFAST OF CHAMPIONS:** Decorate with athletic gear, flags and banners. Company departments become teams. Campaign progress is marked by moving teams across a playing field poster towards goal. Campaign chair or CEO “coach” gives a pep talk at a kickoff “Breakfast of Champions” where Wheaties is served.

**CHILI COOK-OFF CONTEST:** Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay \$5 for lunch. Have a panel of nominated chili experts to select the official chili champion.

**ICE CREAM SOCIAL:** Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop or toppings! Award a prize or announce who ordered the most scoops!

## CAMPAIGN GAMES

**MAKING COMMUNITY HAPPEN:** Ask employees to nominate or recognize those in the community that have had an impact on their lives like a nurse, teacher, firefighter, church family or others. Create a Making It Happen Award Wall and place it in a part of the office everyone can see it. Employees can ‘vote’ by donating a \$1 per vote for the most touching nomination. The winner or winners receive a special prize. Ask those nominated for permission to recognize them on social media. Sharing on social media is a great way to show community support.

**MAKING IT HAPPEN WITH PETS:** If your company has a lot of pet owners that talk about how their lives are made better because of their pet, this may be the campaign game for you! Ever hear that a lot of pets look like their owners and vice-versa? Test this theory by having employees pay for a chance to try their luck at matching a pet picture to its correct owner. Award a prize to the contestant with the most correct answers and maybe provide gift certificates to a pet store for the owners who look the most like their pets!

**MAKING HEALTH HAPPEN:** Sometimes we need to thank our bodies. We are often better because of the decisions we make every day. Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, delicious, elegant or humorous healthy meals.

## VOLUNTEER IDEAS

- Senior Activity Kits
- Educational To-Go Kits
- School Supply Drive
- New and Gently Used Book Drive
- Hygiene Kits
- Equity Project

## REMEMBER THE BASICS

While you and your team are planning the fun, don’t forget to incorporate the basics into your ideas.

**EDUCATE, DON’T PRESSURE** – An educated donor continues to give.

**INVITE US!** – We would love to join you throughout your campaign! Call United Way of Whitewater Valley to coordinate.

**PUBLICIZE YOUR CAMPAIGN** – Use posters, brochures, banners and emails to communicate!



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# FREQUENTLY ASKED QUESTIONS

## HOW LONG SHOULD A WORKPLACE CAMPAIGN RUN?

The average campaign runs for one to two weeks, which is usually enough time to kick off your campaign, effectively promote United Way and make your ask without overwhelming you colleagues. An exception might be if you are at a very large or multi-site organization.

## WHEN SHOULD OUR WORKPLACE CAMPAIGN TAKE PLACE?

Most campaigns run between September and December, but they may happen at any time that is best suited for your organization.

## HOW CAN EMPLOYEES GIVE?

United Way offers several options. Please connect with your United Way representative to discuss what will work best for your organization.

## WHEN DOES PAYROLL DEDUCTION START?

Payroll deduction typically runs from January 1 through December 31. However, United Way does not set your payroll schedule. It is a decision made within your organization. Communicating payroll deduction and donation payment timeline will be helpful to your employees.

## HOW DO I WORK THIS INTO MY SCHEDULE?

The best way to run a campaign without being too overworked is to recruit a committee and delegate. Work with your United Way representative and let them know your limitations. This will allow you to come up with a plan that fits both your organization's needs and your busy calendar.

## CAN MY COLLEAGUES DESIGNATE THEIR DONATION?

As a service to donors, we make it possible to designate your donation to a program or other 501(c)3 agency. However, the direct investment of your gift to United Way will make a profound impact on our community. Instead of addressing just one issue, we are working to address some of the biggest needs in our region. Your dollars given directly to United Way enable us to do research about important issues in our region while also working with organizations that are making a difference in these areas.

## QUESTIONS?

- Contact Chris or Alyssa at United Way! (208)522-2674
- Chris: [cwiersema@unitedwayif.org](mailto:cwiersema@unitedwayif.org)
- Alyssa: [asherwood@unitedwayif.org](mailto:asherwood@unitedwayif.org)



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