

# LIVE UNITED



## Shelby County United Way

You were selected to be a Shelby County Campaign Coordinator because someone in your workplace believes you are both capable and compassionate. You are the type of person who cares about people, who has strong organizational skills and who motivates others. You are precisely the person it takes to run a great United Way campaign in your workplace!

This guide will provide you with the information you need to run a successful campaign. You will learn what Shelby County United Way does in our community, what steps are involved in running a campaign, who to contact for assistance, how to motivate your co-workers, what to do when your campaign is complete and much, much more! And, you'll have access to many people, including the Shelby County United Way staff, who can help you along the way!

If you should have any questions or concerns after reading this information, please do not hesitate to contact me!

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President & CEO  
Shelby County United Way  
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### IMPORTANT DATES

Thursday, September 14, 2023, 11:30 AM-1:00 PM      Community Campaign Kickoff  
The Palazzo, Botkins

Thursday, November 9, 2023, Starting @ 5:00 PM      Campaign Finale  
The Historic Sidney Theatre

It is helpful to organize your plan of action by setting target dates of the tasks that you need to complete. Here are some items that you will want to include in your campaign plan. Feel free to add your own tasks as needed.

# TASK CALENDAR

TARGET DATE	ACTIVITY	COMPLETE
<b>PLANNING YOUR CAMPAIGN</b>		
	Contact Scott Barr at Shelby County United Way to plan and confirm dates/timeline for running your campaign	
	Restock campaign supplies, if desired	
	Secure your CEO/top management buy-in	
	Recruit and form your Employee Campaign Committee	
	Review your campaign history and set goals	
	Prepare for your campaign and plan all activities	
	Have company representation at the Campaign Kickoff event	
<b>CONDUCTING YOUR CAMPAIGN</b>		
	Plan and execute a Campaign Kick-off event at your company	
	Publicize your campaign – spread the LIVE UNITED message!	
	Request a United Way staff member or partner agency speaker to present at an employee meeting	
	Promote Leadership Giving, the Cornerstone Society (Gifts of \$500 or more per person)	
<b>CAMPAIGN WRAP-UP</b>		
	Thank your employees and Campaign Committee	
	Conduct a Finale/Celebration event – announce your results!	
	Finalize reporting and turn in your Campaign Envelope to the Shelby County United Way staff or office. Complete the Campaign envelope completely to ensure proper results.	
	Have company representation at the Campaign Finale	

# TOP 10 LIST FOR...

## #10... Get the Support of Your CEO and Other Top Leaders

- Gain support from your top management. The support of your top leaders is crucial.
- Send out a personal letter of endorsement from your President or CEO. Enlist your company's leaders to speak at kickoff events and to support the campaign with periodic emails or letters to employees.
- Set the campaign goal for your company. Review your company's campaign history from past years, including total amount raised, participation rate, average gift and the strategies used during last year's campaign.

## #9...Recruit a Committee

- Establish your committee by recruiting from all facets and levels throughout your organization. Remember this is your "action team." People who volunteer are involved because they want to be and will lend lots of energy to your campaign.
- Gain assistance from your Shelby County United Way Campaign Coordinator by inviting them to your meetings to help train your committee and plan your campaign.

## #8...Review and Evaluate

- Review last year's campaign and any feedback you received.
- Determine if you have any employees who should be included in this year's campaign that may not have been included in previous years.

## #7...Set Employee Goals

- Establish a timeline for your campaign.
- Plan your presentations, events, kickoff, activities, food and prizes.
- Assign committee tasks and establish target dates for completion.
- Decide strategies that you would like to improve and design activities around those improvements, such as early completion of investment cards, first-time donors, increased giving, etc.

## #6...Publicize your Campaign

- Use posters, videos and/or brochures to promote the campaign within your company.
- Send email communications, or any type of internal communication that your company uses to raise awareness about campaign activities and events.
- Use social media to create or share photos and messages about Shelby County United Way's work.
- Create a section on your company's intranet to share information about Shelby County United Way and your company's campaign, linking it to Shelby County United Way's website ([www.shelbycountyunitedway.org](http://www.shelbycountyunitedway.org)) or our Facebook page, @shelbycountyunitedway.
- Share how to pledge, when to pledge and what your pledges support.

## #5...Conduct an Educational Campaign

- Develop an educational plan on how to educate your employees on the benefits of giving back to the community through Shelby County United Way.
- Conduct group presentations for various departments within your organization. Ask willing employees to share a story about their experience with United Way.
- Request a United Way representative or partner agency to present at an employee meeting.
- Emphasize the impact of Shelby County United Way and the positive changes their gift makes in Shelby County.
- Provide ongoing education to your new hires throughout the year.
- Inform retirees about the many ways they can continue to GIVE, ADVOCATE and VOLUNTEER when they leave the workplace.

## #4...Promote Leadership Giving

- A *Leadership Giving* campaign is an effective strategy to increase contributions raised by your organization.

# ...A SUCCESSFUL CAMPAIGN

- Inform your employees about POWER, United Way's Women's Initiative group.

## #3...Ask Everyone to Give

- Ask for everyone's participation but do not force everyone to give. Many people have not given in the past because they have not been asked. The level of giving should be at the employee's discretion.
- Include everyone, including active employees and retirees, when asking them to give.
- Thank everyone at the time of giving---offer a thank you card from your company.

## #2...Thank You and Report Results

- Recognize individuals, groups and departments that went "above and beyond" during the campaign.
- Announce your final results to all employees through a communication from your CEO, or conduct a finale or celebration activity.
- If using pledge cards, collect all cards by the end of the campaign and schedule a pick-up with a Shelby County United Way staff member or volunteer as soon as possible. The earlier you turn in your organization's pledges, the faster you can complete your campaign.

## #1...HAVE FUN!!!

- Arrange fun and informative activities to engage your employees while they learn how to support our communities by GIVING, ADVOCATING and VOLUNTEERING.
- Post pictures of employees participating in these activities with lots of Thank You messages.

# LIVE UNITED



## Shelby County United Way

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United Way fights for the health, education, and financial stability of every person in every community

