

WORKPLACE CAMPAIGN LEADERSHIP GUIDE



Workplace Campaign Coordinators encourage coworkers to create a stronger, healthier community by planning, coordinating and implementing an effective United Way workplace campaign.

Here are some guidelines to help:

WHAT SHOULD I DO PRIOR TO CAMPAIGN?

- Attend United Way Campaign Virtual Training, or call the office to schedule a time
- Review prior years' giving and develop a campaign strategy
- Meet with your CEO/Leadership to confirm commitment
- Establish a campaign goal and timeline
- Publicize campaign to employees
- Opt-in to a virtual campaign webpage through the United Way
- Set a date to kick off the workplace campaign

WHAT TAKES PLACE DURING THE CAMPAIGN?

- Launch your campaign with a kick-off meeting or party
- Present campaign materials at an employee meeting
- Schedule special events or games for employees
- Follow up with employees unable to attend

THE CAMPAIGN IS OVER. NOW WHAT?

- Make sure all employees had the opportunity to give
- Calculate results and turn in Summary Sheet and Pledge Forms to United Way
- Thank your committee and employees who participated
- Draft a letter (from CEO/Top Executive) to thank employees (see our website for examples)
- Pat yourself on the back for a job well done!

THE 20-MINUTE GROUP MEETING

- Opening Remarks – Workplace Coordinator
- Endorsement – CEO/Top Executive
- United Way Video
- United Way Overview – United Way Representative
- Agency Speaker – United Way Partner Agency
- Ask for Donation – Workplace Coordinator
- Closing Comments – Workplace Coordinator
- Say Thank You!

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EDUCATING & SHOWING IMPACT



SHOW THE CAMPAIGN VIDEO: United Way will provide you with a video to show employees the impact made in the Bemidji community.



INCLUDE IMPACT: Send emails or newsletters that include information about United Way and their partner agencies (see website for examples).



ADD A TESTIMONIAL: Request a partner agency speaker through United Way



SHOW THE IMPACT OF A GIFT: Give employees the opportunity to attend an Impact Express Bus Tour, listen to Living United Podcast, or watch Mission Monday videos on YouTube to see firsthand where their gift is going.



YEAR-ROUND EDUCATION: Show employees how a gift to United Way is helping throughout the year including United Way information in newsletters or emails.

CAMPAIGN THEME

Using a campaign theme is a great way to tie your theme together, generate excitement, and team-build!

2021 Campaign Theme: LIVE UNITED It's More Than A Slogan...

KEY DATES: *Events may change as state regulations are updated

July 23-24, 2021

United Way Fishing Tournament

September 16, 2021

Business Blitz

September 30, 2021

Trap Tournament

October 23-24, 2021

Movie Days

October 30, 2021

Campaign Ends - pledges due



United Way
of Bemidji Area

FUNDRAISING IDEAS

Unlock the Box: Fill a clear locked box with fun gifts/gift cards and have employees buy a key. Only one key unlocks the box (United Way does have a clear lock box & keys, first come first serve). But this year only draw for numbers rather than for keys. You'll know which key number unlocks the box to find the winner.

Online Silent Auction: Use www.32auctions.com or www.betterunite.com online auction platforms Both are FREE based on the number of items you have to auction off. Also, to keep your auction under the free series, host separate auctions on separate days/weeks.

Office Fear Factor: Fear Factor with Food! Create 3 levels in the competition where each level gets harder! Get creative like chocolate-covered grasshoppers, mix foods like ice cream/ketchup/pickles/sardines, cupcakes with sardines on top. Use your imagination and have fun!

Trivia: Choose a fun theme that gets your employees excited (TV Shows: The Office, Friends, etc.). Trivia could be hosted via Zoom or in person. Emcee reads the trivia questions, contestants try to answer the quickest. Points are awarded for correct answers.

Online Bingo: We have this set up for you as well! Use www.myfreebingocards.com or the page found at www.UnitedWayBemidji.org/Fundraising-Ideas.

Dress Up Contest: Choose a fun theme (80's, Holiday, Cartoon Characters, etc.) contestants pay to enter. Have a parade of all the contestants, offering the last chance to vote at the end of the day. Voting can take place by the highest # of votes or most dollars raised through voting employees.

Ticket or Gift Card Giveaway: Give free tickets to movies, theater productions, amusement centers, and other local attractions for pledge incentives. Give movie passes to every employee who meets the challenge of pledging a certain dollar amount. Enter the names of all employees who turn in a signed pledge form during the first hour following the kick-off into a special drawing.