



EMPLOYEE CAMPAIGN MANAGER'S GUIDE

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Welcome to the United Way Team!

Thank you for running your organization's United Way Campaign. As an Employee Campaign Manager, you will harness the generosity, talent and energy of your workplace. You'll be supporting programs that deliver real results and transform lives. In this guide, you will learn how to educate your colleagues about United Way and inspire them to give, advocate and volunteer in support of our initiatives.

**Are you ready to help create real change
in our community?**

**United Way of the Battle Creek
and Kalamazoo Region**

changethestory.org

LIVE UNITED



UNITED WAY'S COMMUNITY IMPACT

Giving to United Way's Community Impact Fund is the most efficient and powerful way for you to invest in our community.

Community needs are assessed and the most critical issues are identified	✓
Funding stays local and is based on program performance and overall impact in our community	✓
Rigorous program oversight is provided by United Way staff and volunteers year-round	✓
Agencies are visited by United Way staff and volunteers to ensure program compliance and progress	✓
Yearly reviews of agencies' financials are conducted	✓
Opportunity exists to double donations through company matches	✓
Donate conveniently through workplace campaign and payroll deduction	✓

WHY SUPPORT UNITED WAY

- United Way empowers you to be an agent of change.
- United Way leverages resources for maximum impact.
- Together we make our community better.
- It's the right thing to do.

VOLUNTEER TOGETHER

United Way creates customized volunteer opportunities for groups of any size, on or off-site, with community organizations that are making a difference. To learn more or to start planning your project contact: Ben Nyhoff at bnyhoff@uwbckr.org or 269.441.1131 (Battle Creek Office).

UNITE FOR EDUCATION



Improve high school graduation rates to 83% by 2030 and reduce racial and economic disparities in graduation rates.



THE CHALLENGE

4 out of 10 area youth (K—8) are categorized as needing social/emotional learning supports—more than double the national average.

Your support for United Way and our community partnerships provided 8,500 children with social/emotional support.

UNITE FOR INCOME



Transition 8,500 households in the region to become economically stable by 2025.



THE CHALLENGE

56,200 households in our region (41%) have annual income at or below the ALICE (Asset Limited, Income Constrained, Employed) threshold—people who are working but struggling to make ends meet.

Your support for United Way and our community partnerships provided free tax preparation for 4,730 federal tax and credit returns, bringing in 5.1 million dollars.

UNITE FOR HEALTH



Improve infant mortality rates in families of color and low-income families to 6.0 by 2025.



THE CHALLENGE

Babies of color in our region are up to 4.5 times more likely to die before their first birthday.

Your support for United Way and our community partnerships provided 150 families with pre- and post-natal health home visits that improved pregnancy and birth outcomes.

UNITE FOR BASIC NEEDS



Ensure that our regional community has a safety net in place to help individuals and families access basic necessities during times of need.



THE CHALLENGE

Our regional 2-1-1 helpline received more than 10,000 calls in 2015 for utility assistance alone.

Your support for United Way and our community partnerships provided 2,551 households in our region with utility assistance.

Effective strategies to help grow your campaign

Pre-printed Pledge Forms	United Way can pre-print your pledge cards with your employees' names, departments and previous donations.
Impact Presentations	We can inspire your co-workers with powerful storytellers, videos and presentations about how their donations change the story.
Special Events	Unite your staff with celebrations like chili cook-offs, office Olympics, scavenger hunts or bake sales.
Incentives	Raffles, door-prizes and intangibles like parking spots, time off, casual days or lunch with the boss make giving fun.
Day of Caring	Contact Ben Nyhoff at (269) 441-1131 or bnyhoff@uwbckr.org to learn about how your organization could volunteer together.
Leadership Giving	Consider giving some additional attention to those who are capable of donating more with a Leadership Giving campaign.
Retiree Campaign	You can keep retirees a part of your company's culture through volunteering opportunities or by giving them a chance to donate by mail.

Your United Way representative can provide materials. Many are also available online at www.changethestory.org under "Resources."

- Scorecard
- Pledge form
- Video
- Posters
- Sweepstakes flyer
- Table tents

STEPS TO RUNNING A SUCCESSFUL CAMPAIGN



ENERGIZE

- Meet with your CEO to confirm his or her commitment.
 - Discuss your campaign budget.
 - Determine dollar goal and participation goal.
 - Ask your CEO about a personal letter or email endorsement.
 - Decide whether your organization will volunteer together.
 - Consider whether the CEO will give Leadership Givers special recognition.
- Consult with your United Way Campaign Liaison.
 - Review previous campaign performance to identify opportunities and challenges.
 - Request a United Way Storyteller to visit your organization.
 - Choose your campaign materials such as posters and brochures.
- Recruit campaign volunteers who will lend energy to your campaign.



INSPIRE

- Hold a Kick Off Event with your United Way Campaign Liaison and a Storyteller.
- Show United Way's short video at the kick off, online, or in your break room.
- Publicize interim campaign results and community facts to inspire giving.
- Create a section on your company's social media platforms and website to share information about United Way and your company's campaign.



ENGAGE

- Launch special events and activities.
- Organize a Day of Caring volunteer project to connect employees with the work.
- Show your co-workers how they can Advocate for United Way on social media.
- Consider year-round activities and volunteer projects.



ASK

- Make sure every employee receives materials and has the opportunity to give.
- Share how to pledge, when to pledge, and what their pledges support.
- Include everyone, both active employees and retirees.
- Inform employees about ways that they can volunteer and advocate.
- United Way offers Welcome Packets that HR can give to new employees year round.
- Collect pledges, calculate results, and submit final report envelope to United Way.



THANK

- Announce your final results to all employees.
- Thank all contributors with a celebration event, letter or email from your CEO, or a visit from a United Way representative.
- Recognize individuals, groups, volunteers, or departments that went "above and beyond" during the campaign.
- Give yourself a pat on the back for helping us Change the Story!

FUNdraising IDEAS

PRIZES & INCENTIVES TO ENCOURAGE INVOLVEMENT

Golf or lunch with the boss

Around-the-world dining pack
(gift certificates for different cuisines)

Call in “well” day or “sleep in late”
or “Flee @ 3” coupons

Car washed by manager or co-worker

Casual Day/Jeans Day

Reserved parking space

Coffee delivered to your desk each
morning for a week

Open soda and candy machines

Sporting event or movie tickets

SPREAD THE GOOD VIBES

Compliment Grams: Design notes of congratulations or thanks for co-workers to buy and send to each other. Or sell smiley-face helium balloons with kind notes. The person that sends the most smiles receives a special prize.

Happy Holidays to Your Clients: Make corporate donations on behalf of your clients to United Way. Send clients a holiday postcard communicating the generous gift to the community.

Dress Down Day: Let your co-workers relax by paying a certain amount to wear casual attire to work. Get as casual as possible: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact your United Way campaign liaison for stickers that say “I Dress This Way for United Way” to distribute to participants.

Smell the Roses: Have a local florist donate flowers. Employees buy arrangements or single stems to send to co-workers or to keep for themselves.

HELPFUL HINT

The best fundraisers are tied to a specific issue rather than to United Way in general.

Considering raising funds for one of our region’s specific needs:

*Focus a Murder Mystery Night on education:

“Dying to Learn” or “Kill Ignorance”

*For a duck race down the river:

“Help Those in Need Stay Afloat”

*For a fun run:

“Outpace Hunger”

*For a diaper/wipes drive:

“Don’t Poo-Poo the Need for Diapers!”

More FUNdraising IDEAS

GET CREATIVE

Indoor Office Golf Course: Build a goofy golf course with holes in hallways, cubicles, and unusual spaces. Departments could compete for the most creative mini-golf hole. Golfers pay to participate and prizes are awarded to both the high and low scores.

Pie Toss: For a fee, employees nominate one another to receive a pie in the face. The top four with the most votes receive a pie in their face at a company event.

Bring Your Dog to Work Day: Allow your co-workers to bring their pets to work and organize a tricks competition or costume party. If allergies are a concern, try Pet Match Day: employees bring a photo of their pet to the office, and co-workers try to match the animal to their owner.

White Elephant Sale: Employees donate odd/funny items for sale. Co-workers are given the opportunity to buy these items and stipulate where in the office the object should be displayed. Set a time frame for how long the items must stay in the bought location.

Warm Beverages: To help offset the chilly fall weather, host a specialty warm beverage day with flavored hot chocolates and coffees in addition to fun toppings. Each toasty mug is \$1 which is donated to United Way.

Massage Therapist: A massage therapist, preferably one that is willing to donate time, visits the workplace and employees pay for time slots to be massaged. Or, bring in a psychic/card reader who will read fortunes for a small fee that is donated to United Way.

Up on the Roof: Solicit supervisors, managers, directors and CEOs to participate. Employees raise a set amount of money for the boss to spend a lunch period or night on the roof in a tent. Plan a cookout so everyone can watch the boss on the roof.

Grab Bag: Fill paper bags with small treats like candy or chips. Solicit vendors or clients for donations to include as additional prizes for half of the bags. Or, include in the bags messages—some could say “Congratulations! You won four hours of extra time off,” while others read “Sorry, you did not win extra time off. Please play again.”

State Fair Pie Tasting: Invite several employees to bake a prize-winning pie and let co-workers pay a fee to taste the pies and vote for their favorite.

SPORTS AND COMPETITION

Scavenger Hunt: Employees search for unusual items around the neighborhood or office building and take photos of them. Teams pay an entrance fee and have a set time to find the items. Work with local businesses for gift certificates for prizes.

Look-a-Like Contest: Employees dress as celebrities; host a personality parade and have co-workers pay to vote for the best costume.

Office Olympics: Fire up the Olympic Torch (or grill) and let the games begin. Have a tricycle or office chair race. Use items around work for golfing, shooting baskets. Have spelling contests, typing contests, competitions to develop the most persuasive memo, etc. Design award medals that can be displayed in offices and cubicles.

Sports Day: Charge employees a fee to wear their favorite sports team’s jersey or t-shirt.

Dollar-an-Inch Contest: Executives participate in an all-day competition to end the day with the shortest tie. (Both men and women can wear ties!) Employees cut an inch off their favorite executive’s tie each time they donate. Give out prizes for the shortest tie, the ugliest tie, etc.

Kickball Tournament: Teams donate a small sum to participate. Spice up the game by adding obstacles that can be “purchased” by teams or individuals. Example: the opposing team has to kick with their non-dominant foot.

LEADERSHIP GIVING SOCIETY

Leadership giving is a proven strategy to enhance your workplace campaign results. Leadership Giving Society members (those giving \$1,000 or more) come from all walks of life, all ages and all across our region. Contributions from Society members lay the foundation for United Way to improve lives and build stronger communities. In 2015, contributions from this group exceeded \$4.5 million.

LEADERSHIP SOCIETY STEP-UP PROGRAM

Donors have the option of stepping up to a Leadership gift through the Fast Track Program. As a fast track donor, you make a three year commitment to step up to the Leadership Level and are recognized as a Leadership donor for all three years.

Fast Track Sample Timeline:

Year 1: \$500 contribution

Year 2: \$750 contribution

Year 3: \$1,000 contribution

BENEFITS OF MEMBERS IN LEADERSHIP GIVING PROGRAM

- Camaraderie among members and opportunity to expand their networking circle.
- Exclusive invitations to learn with engaging thought leaders on topics connected to UWBCR's strategic goals and partnerships.
- Volunteer engagement opportunities matching donor's interests.



TOCQUEVILLE SOCIETY

Tocqueville Society members join a community of like-minded individuals dedicated to helping create sustainable change in our region. Society membership is open to individuals or couples who contribute \$10,000 or more annually. In 2015, contributions from this group exceeded \$1.3 million from 83 members.

TOCQUEVILLE SOCIETY STEP UP PROGRAM

This program allows donors the opportunity to commit to becoming members of the Tocqueville Society over a period of five years or less.

Sample Timeline:

Year 1: \$2,000 contribution

Year 2: \$4,000 contribution

Year 3: \$6,000 contribution

Year 4: \$8,000 contribution

Year 5: \$10,000 contribution



BENEFITS OF MEMBERSHIP IN THE TOCQUEVILLE SOCIETY

- Camaraderie among members and opportunity to expand their networking circle.
- Exclusive invitations to learn with engaging thought leaders on topics connected to UWBCKR's strategic goals and partnerships.
- Volunteer engagement opportunities matching donors interest.
- Opportunity for personal philanthropic investment meetings.

ASPIRING LEADERS UNITED

A group of young professionals united to create powerful change in our region

Aspiring Leaders United provides equal opportunities to all individuals for membership without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetics, income or employment status.

Financial contributions and contributions of time are equally valued.

Membership Criteria

ALU hopes to engage passionate individuals under the age of 45. The following are the criteria needed to initiate and maintain membership:

- A minimum contribution of \$250.00 or 10 hours of volunteer service or a combination of the two annually. One hour of volunteer service is equivalent to \$25.
- Attendance at a minimum of two ALU sponsored activities annually.
- Must live or work in the Battle Creek-Kalamazoo region.

Member Benefits

ALU Members have access to the following exclusive benefits:

Access to ALU sponsored and organized volunteer opportunities.

Access to a network of like-minded young professionals working in various industries.

Opportunities to connect with the region's top business and community leaders.

Professional/leadership development trainings.



GIVE & WIN SWEEPSTAKES

In recognition of your support:

- *any new undesignated gift of at least \$50
- *an undesignated gift that has increased from the previous year by at least \$25,

automatically enters you in a drawing for a new vehicle of your choice up to a value of \$30,000 from one of the sponsoring dealerships.



DEADLINE TO ENTER: NOVEMBER 18, 2016



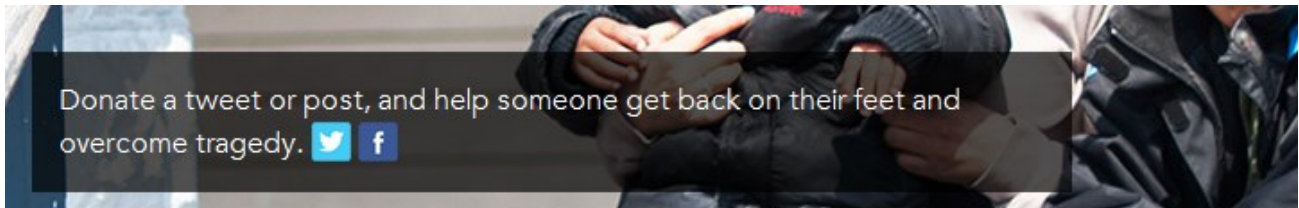
In order to be included in this special thank you drawing, your pledge or completed entry form must be received at the United Way of the Battle Creek and Kalamazoo Region offices by 5:00 p.m. EST, November 18, 2016. The winner will be announced on December 14, 2016. For official sweepstakes rules visit <http://www.changethestory.org/files/Rules%20with%20sponsors%20updated%207-09-15.pdf>

No donation necessary. Void where prohibited. Donation will not improve odds of winning. No donations used to acquire prize.

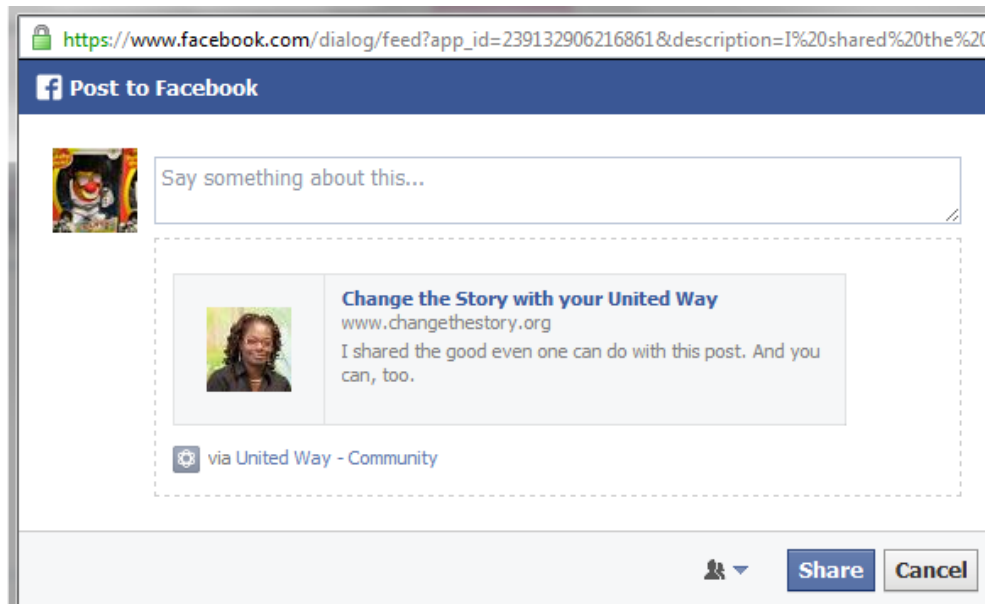
Social Media Engagement: United Way Website

Step 1. Go to changethestory.org

Step 2. You will notice the rotating story has a black box hovering over the image that allows you to donate a tweet or post about the person's story.



Step 3. If you click on the Facebook icon, a box will appear that allows you to type a personal message to share with your Facebook friends, when you click Share, your message and a link to the story will appear on your Facebook timeline.



If you have questions or concerns surrounding social media engagement, please contact Chris Riker at criker@uwbckr.org



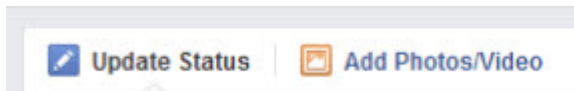
Social Media Engagement: Facebook

Step 1. Go to facebook.com/UWBCKR

Step 2. Click the “Like” button on the right hand side



Step 3. Now that you’re connected with us on Facebook, tag us in posts or photos to show how your workplace is changing the story. Use the @ symbol in front of United Way of the Battle Creek and Kalamazoo region and our page will pop up for you to tag.



I had a blast participating in @United Way

If you have questions or concerns surrounding social media engagement, please contact Chris Riker at criker@uwbckr.org



Social Media Engagement: Twitter

Step 1. Go to twitter.com/UnitedWayBCKR

Step 2. Click the “follow” button on the right hand side



Step 3. Now that you’re connected with us on Twitter, mention us in your tweets about United Way activities. Our Twitter handle is @UnitedWayBCKR, once you start typing it in, you can tweet at us to let us know how you’re changing the story.



Social Media Engagement: YouTube

Step 1. Go to youtube.com/uwbckr

Step 2. Click the “subscribe” button on the right hand side.



Step 3. Now that you’ve subscribed, you’ll be able to see whenever we upload a new video!

If you have questions or concerns surrounding social media engagement, please contact Chris Riker at criker@uwbckr.org

UNITED WAY INVESTOR RELATIONS STAFF

Mark Crail (K)
Associate Director of Major Gifts
250-9806
mcrail@uwbckr.org

Gerry Gagnon (BC)
Campaign Associate
441-1724
ggagnon@uwbckr.org

Cathi Mohan (K)
Investor Relations Director
250-9807
cmohan@uwbckr.org

David Pawloski (K)
Labor Liaison
250-9804
dpawloski@uwbckr.org

Alisha Siebers (K)
Associate for Corporate Relations
250-9820
asiebers@uwbckr.org

Marilyn Storch (K)
Investor Relations Information Manager
250-9810
mstorch@uwbckr.org

Rob Wagley (BC)
Associate Director of Investor Relations
441-1721
rwagley@uwbckr.org

Hayley Wasser
Director of Major Gifts
250-9802
hwasser@uwbckr.org

LIVE UNITED



United Way of the Battle Creek and Kalamazoo Region

changethestory.org

709 South Westnedge Ave
Kalamazoo, MI 49007
269-343-2524

34 W Jackson St., Ste 4B
Battle Creek, MI 49017
269-962-3539