YOUR COMMUNITY NEEDS

PEOPLE LIKE YOU.

WELCOME

One of the best ways to support the community through United Way of the Cape Fear Area is to create a workplace campaign. Together, you and your colleagues can volunteer, raise funds, and have a lot of fun in support of the United Way and the people of the Cape Fear Area.
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WHO WE ARE

LEARN MORE ABOUT THE UNITED WAY

Our vision is to see a united community where all people are healthy, safe and prosperous. We work with our community to leverage resources and improve the lives of local people. We believe that we are uniquely positioned to neutrally assess the assets and needs of the people of the Cape Fear region, develop thoughtful solutions, and serve as a trusted steward of the resources and financial investments of the community. Check out some of the issues we tackle right here on a local level:

PREPARING CHILDREN FOR SUCCESS:

Early Childhood and Parenting Education
Food Security
Childhood Trauma Treatment and Counseling
In and After School Enrichment and Care

STRENGTHENING FAMILIES & INDIVIDUALS:

Vocational Skill and Back to Work Support
Shelter and Services for Victims of Abuse
Support for Mothers and Their Babies
Medical, Therapeutic, and Prescription Assistance
Keeping Neighborhoods Safe and Secure
Housing Safety, Security, and Rehousing
Emergency Food and Shelter Services
YOUR WORKPLACE CAMPAIGN

As the campaign coordinator, we’re excited to work with you to raise awareness amongst your colleagues of the unmet needs in our community, and build excitement for the ways that they can contribute.

Using a step-by-step guide, you will become the United Way champion within your organization, serving as the liaison between your organization and the United Way. We will work with you to prepare your campaign, kick it off, and wrap it up! Oh, and we’ll help to make sure you and your colleagues are having fun doing it too.

Most campaigns run for about 2 weeks. Of course, each organization is different and can run their campaign for as short or as long as they see fit to create the most meaningful engagement! Our guide is set up using a two week schedule that can be condensed or expanded for maximum impact.
GETTING STARTED

WHAT IS A CAMPAIGN?

The United Way workplace campaign unites employees in all offices or branches of a company, and gives them an opportunity to donate, volunteer and speak out for causes that matter to them. You can see the results in your own backyard, even as you’re part of a larger mission to affect change worldwide. Our goal is to help people move from challenges to success and build a stable life. A campaign is a sound investment for your company. United Way’s knowledge of the community ensures contributions are channeled to where the needs are greatest. United Way identifies and builds on community strengths and assets, helps individuals and groups with specific community interests find ways to contribute their time, treasure and talents, supports direct-service programs and community-change efforts, and advocates public-policy changes. United Way of the Cape Fear Area is a non-profit organization dedicated to improving the lives of people in New Hanover, Brunswick, Columbus and Pender counties by addressing critical human needs. The organization is unique in that we collaborate with over 40 non-profit partner agencies to affect positive changes in our community as efficiently as possible. When non-profit organizations work together, not only can more good be accomplished, but also the cost of fundraising is dramatically reduced, leaving more money for what is important—helping people.

PREPARE - ESTABLISH YOUR SUPPORT SYSTEM

Your support system should consist of three teams: the Campaign Team, Leadership Team, and HR Team. For your Campaign Team, recruit a diverse team that includes people from different departments and levels. Then, invite both new and previously involved committee members to participate. Finally, set a schedule of committee meetings and distribute to members. With your Leadership Team, review the Leadership Giving guide, solicit feedback on management involvement in engagement activities, and discuss the company’s position regarding a corporate gift/match. Your HR Team should review e-pledge capabilities and connect with the United Way staff. Discussions about possible giving incentives should take place. Also, you will need to introduce new hire & retiree forms, and review the campaign schedule for possible conflicts.

PLAN - SET YOUR GOALS

Spend time with your United Way development director to review your historical reports on previous years’ campaigns. Discuss the metrics that need to be measured (participation, growth, etc.) and the decide on an easy-to-understand campaign goal for your organization.

PROMOTE - INFORM ABOUT THE CAMPAIGN

Create a messaging plan using intranet, email, posters, etc. that will set the tone for the upcoming campaign. Examples of these messages can be found at the back of this book. If your campaign will include games, contests, or engagement activities, send out sign-ups prior to the campaign.
BEFORE THE CAMPAIGN

CHECKLISTS & EMAIL TEMPLATES

EMAIL TEMPLATE #1

Mark your calendars! Our United Way campaign begins [date]. Your campaign planning team consists of [names]. We have planned many fun and interesting activities for this year’s campaign.

The United Way campaign is our opportunity to extend a hand and help people in our community. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

EMAIL TEMPLATE #2

CEO Announcement of Campaign Coordinator:

Dear [EMPLOYEE NAME]:

Investing in our community is important to [COMPANY NAME] and right now we can demonstrate our support by participating in the United Way of the Cape Fear Area’s annual workplace campaign.

I am pleased to announce that [EMPLOYEE CAMPAIGN COORDINATOR] has agreed to lead and coordinate our campaign this year...

Email Examples are only snippets. Full email examples are on website at uwcfa.org/workplace-campaigns.
GAIN MOMENTUM

CAMPAIGN KICKOFF EVENT

SET THE AGENDA
Work with your United Way Development Director to determine times/dates, speakers, and materials needed.

EMPOWER EMPLOYEES WITH E-PLEDGE
Demonstrate mobile and desktop options for giving.

MAKE CLEAR THE ORGANIZATION’S CAMPAIGN GOAL
Help employees understand how their individual and collective contributions can make a big difference in our community.

GAMIFICATION EVENTS

MAKE GIVING FUN!
Host smaller fundraisers within the campaign. A list of over 100 ideas can be found on our website. Use these as encouragement for employees to engage employees and remind them to complete their pledge, not take it’s place.

WHERE’S ALL THAT HAPPINESS COMING FROM?
Encourage team building and a culture of giving through friendly competition, social events and encouragement.

COMMUNICATION IS IMPORTANT

PROGRESS REPORTS
Keep employees up-to-date on campaign progress toward the company goal. Examples of communications and a complete communication schedule are included at the back of this book and on at uwcfa.org/workplace-campaigns.

POST, POST, POST AWAY!
Let the community know that your organization believes in supporting them through philanthropy and service. Be sure to include the hashtag #hereforcapefear
DURING THE CAMPAIGN

CHECKLISTS & EMAIL TEMPLATES

EMAIL TEMPLATE #1
RE: United Way Campaign Progress
Congratulations (COMPANY NAME) employees! We’ve reached ______% of our goal. Last week’s (SPECIAL EVENT NAME) was a great success thanks to your participation and (put in highlight from the event). Please fill out your e-pledge or turn in your form by (DATE), so that we can achieve our final goal of (AMOUNT). I’m proud to be part of this exciting effort to create opportunities for a better life for all. Please stop by and say hello. I’d be happy to answer any questions you have about giving to United Way.

EMAIL TEMPLATE #2
(COMPANY NAME) United Way campaign will be wrapping up on (DATE) and we are asking that all e-pledge or pledge forms be returned by this date. We hope to announce the total amount of all employee contributions by (DATE). Thank you for supporting our community!

Email Examples are only snippets. Full email examples are on website at uwcfa.org/workplace-campaigns.
FINISH STRONG

YOUR CAMPAIGN COMES TO A CLOSE

You worked so hard to prepare your company for an incredible campaign. You did everything you could during the campaign to gain momentum. Now, it’s time to finish strong!

TABULATE RESULTS

Ensure all pledges are turned in. Collect payment for those who opted to make a one-time gift with a check or cash. Schedule a meeting with your United Way representative to finalize the campaign—pick up the campaign envelope, extra campaign supplies, etc.

SHARE RESULTS

Report your final campaign results to employees and leadership. You can share stories of impact (“because you gave, xyz can happen,”) year over year results (“we were able to give x% more than last year!”) and/or campaign highlights (“our most active volunteer was...”)

SAY THANK YOU

Thank everyone! Send thank you emails, ask the CEO for a thank you message to communicate to employees, and hang thank you posters. And don’t forget to thank the committee for all their help!
AFTER THE CAMPAIGN

CHECKLISTS & EMAIL TEMPLATES

EMAIL TEMPLATE #1

Congratulations
Congratulations (COMPANY) employees! Thanks to all of you, our total employee contributions this year for our United Way campaign was ($ AMOUNT). That’s a record setting year and is (xx%) above our goal. Your contributions to the United Way help improve lives right here in our own community. Together, we can get results and accomplish more than any single group can on its own. Your generosity is greatly appreciated. I am proud to be part of a team that is committed to building a stronger community for everyone.

EMAIL TEMPLATE #2

CEO Thank You - Volunteers
We have just finished our United Way campaign and I’m happy to report it was very successful!

Your generosity is greatly appreciated, every dollar makes a difference in assuring the United Way provides the vital services and programs for the children, families and neighborhoods in our community.

I am extremely proud of the commitment shown by the entire team at (COMPANY NAME). We are #hereforcapefear!

Email Examples are only snippets. Full email examples are on website at uwcfa.org/workplace-campaigns.
LEADING BY EXAMPLE WITH CARING

Be sure to check out our partner leadership piece that details how to lead by example with caring. It details the benefits of leading with philanthropy and details more about the United Way financial accountability and deliverable results!

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