

FREQUENTLY ASKED QUESTIONS

When should our campaign take place?

Most campaigns take place between July and September, but they can happen any time of the year when a company's employee base is largest.

How long should our campaign last?

Most campaigns can be wrapped up in two weeks or less. The goal is to distribute and collect pledge cards while United Way's message is still fresh in employees' minds.

When does payroll deduction start?

Payroll deductions usually run from January 1 through December 31, but United Way does not set your payroll schedule; it is a company decision.

How do I get an agency speaker and United Way speaker at my rally?

You can request speakers by emailing Rande Baker at RandeB@mankatounitedway.org or by calling our office at 507-345-4551.

How can I reach employees with multiple shifts and/or at multiple locations?

United Way representatives are able to attend multiple meetings at our organization. If that does not work with your company, bring the campaign to them. Try using emails, voicemails and letters from the CEO to get the word out. Consider having a competition between locations. Designate one room as the "United Way room" and have participants play games on their breaks and turn in pledge forms for prizes. Use your company's intranet site to provide information and results.

How can I make the campaign fun with little to no budget?

There are many fun games and activities to make the campaign interactive and educational. Ask employees to bring food for a potluck; use "flee at three" or "sleep in late" coupons; parking spots; or even lunch with the CEO as incentives.

Who decides where the donors' dollars go?

Every year, United Way recruits and trains more than 90 community volunteers who make funding recommendations to strategically allocate donated funds to our partner agencies. These volunteers spend hours learning about our partner agencies and the impact they are making to make sure United Way dollars are invested wisely. United Way dollars stay local to impact those in need in our region.



EMPLOYEE CAMPAIGN LEADER GUIDE

Greater Mankato Area
United Way



JOB DESCRIPTION & KEY INFORMATION

Employee Campaign Leaders 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 Employee Campaign Leader training
- Review prior years' giving and develop a campaign strategy
- Meet with your CEO/Leadership to confirm commitment
- Establish a campaign goal and timeline
- Establish a committee (if needed)
- Publicize campaign to your employees
- Set rally date, schedule an agency speaker by contacting United Way

What takes place during the campaign?

- Launch your campaign with a kick-off rally
- Present campaign materials at employee meetings
- Schedule special events and 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
- Tabulate results: submit campaign report envelope to United Way staff
- Thank your committee and employees who participated
- Draft a letter (from CEO/Top Executive) to thank employees
- Pat yourself on the back for a job well done!

KEY DATES

Campaign Kick-Off in Mankato: Wednesday, August 16 from 12:00-1:00pm on Veterans Memorial Bridge

Goal to have employee campaign complete: October 31

Thank You Event: February 2018

For online campaign tools, please visit:

www.mankatounitedway.org/employee-campaign-leader-resources

For more information, please contact:

Rande Baker, Resource Development Director at
345-4554 or randeb@mankatounitedway.org

THE 20-MINUTE GROUP MEETING

ITEM

Opening Remarks
CEO/Top Executive Endorsement
United Way Video
United Way Overview
Agency/Program Speaker
Ask for the Donation
Closing Comments

PRESENTER

Employee Campaign Leader
CEO/Top Executive

United Way Representative
United Way Agency Representative
Employee Campaign Leader
Employee Campaign Leader

Say Thank You!

EDUCATING & SHOWING THE IMPACT

Show the campaign video: United Way will provide you with a video to show employees the impact in our region.

Include impact facts: Send an email, newsletter, etc that includes a few impact facts based on amount given and how a gift to United Way is helping someone in the community. These impact facts are available on MankatoUnitedWay.org's Impact Calculator. Simply type in a dollar amount to see the real impact.

Add a testimonial: Request an agency speaker for your rally or have an employee speak about how they have been impacted by United Way.

Show the impact of a gift: Give employees the opportunity to tour a United Way agency or participate in a volunteer project so they can see firsthand where their gift is going.

Year-round education: Show employees how a gift to United Way is helping throughout the year by posting United Way breakroom posters or including United Way information in your newsletter, intranet site or by email.

CAMPAIGN THEMES *For more theme ideas, visit the Campaign Resources page on our website.* Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team-building in your organization.

Mardi Gras

Everyone loves a party! So, why not model your campaign after Mardi Gras, the world's biggest party? Invite people to decorate masks. Hold a parade float contest, and ask departments to decorate shoeboxes as floats.

Be a Superhero

Make employees feel special by recognizing them as "superheroes". When you give your time or donate to United Way, you're truly making a "super" difference in the community. *Have management dress up in superhero costumes—give action figures or superhero movies as a thank you or incentive*