2018 | 19
EMPLOYEE CAMPAIGN LEADERS
Guide to Your Workplace Campaign

WITH YOUR HELP WE ARE
CHANGING THE ODDS
Norfolk Southern donates 1,200 books and school supply kits
A NOTE FROM OUR PRESIDENT AND CEO

Dear Employee Campaign Leader,

There’s something about the power of people coming together to restore hope and dignity to those in need. In collaboration with companies like yours and more than 200 community partners, United Way is doing just that for children, families and veterans throughout South Hampton Roads.

As an Employee Campaign Leader (ECL), you play a critical role in bringing people together – in tapping into their generosity and volunteer spirit. With your help, we can go beyond helping a few people beat the odds to helping change the odds for individuals, families and entire neighborhoods. Together, we can lift generations out of poverty.

By running a workplace campaign, not only are you helping meet immediate needs, you are becoming part of a journey – helping people achieve self-sufficiency and inspiring them to pay it forward. You are putting a stake in the ground that lets your employees and customers know that you value this community and the diverse people that make it such a great place to live, work and raise a family. You believe in the importance of giving back, and you are offering your colleagues an opportunity to be a part of something bigger than themselves.

We are professionals with a purpose – and neighbors with a passion to help everyone succeed. Together, we have the opportunity to make a bigger impact on our community than any of us could make on our own.

Behind every gift is a person with a story. And through every gift is a chance to give someone a new chapter in their story.

We are honored to stand with you and roll up our sleeves to support your workplace efforts. Because of you, we have the power to change the odds in South Hampton Roads.

Sincerely,

Carol McCormack
President & Chief Executive Officer
JOAN BROCK
Community Volunteer
at the 2018 Women United
Stone Soup event
WELCOME TO THE UNITED WAY TEAM!

Contents

What United Way Does .......................................................... 6
Mission United ........................................................................ 8
United for Children ............................................................... 10
More Than a Campaign ......................................................... 12
Leadership Giving ............................................................... 14
The Basics Being an ECL ..................................................... 15
Q&A ................................................................................. 16
Best Practices ................................................................. 19
ECL Checklist ........................................................................ 21
Support Materials and Fun Campaign Ideas ......................... 22
WHAT DOES UNITED WAY DO?

United Way brings together individuals, nonprofits, businesses and government partners to create big and lasting impact through three main initiatives:

1. **Community Impact Fund**
   At United Way, we practice Collective Impact — working together to solve problems too big for any of us to solve on our own. When someone gives money to the Community Impact Fund, or General Fund, it allows United Way to invest the money where it’s needed most. Sometimes that’s for children or veterans, and other times it’s for families in need. With a 4-star rating from Charity Navigator, you can have confidence that your dollars are invested wisely.

2. **United for Children**
   This collective impact initiative is our answer to the question: “What if we aligned around the success of our children?” United for Children brings together more than 100 community partners to identify and bridge gaps in resources and coordinate services designed to disrupt the cycle of poverty, helping children and families thrive.

3. **Mission United**
   Our area is home to 230,000 veterans, 11,500 of whom live below the poverty level, and that’s only a fraction of the need. Mission United is a coordinated network of more than 50 community partners meeting the immediate needs of veterans and their families, supporting them along their journey to self-sufficiency.

For more information on our poverty-fighting initiatives, visit unitedwayshr.org.
NOTES:

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

REMINDERS:

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
MISSION UNITED

Together, we are changing the odds for veterans.
At United Way of South Hampton Roads, one of our greatest honors is assisting those in need who have served our country. Virginia has the nation’s largest veteran population as a percent of total state population. Of all the veterans in Virginia, one third of them call Hampton Roads home.

Of the 230,000 veterans in our region, five percent live below the federal poverty level.
These 11,500 veterans in crisis represent only a fraction of the need. There are thousands more veterans and their families who make “too much” to qualify for many government and nonprofit services, yet do not make enough to cover the basic costs of living.

Mission United is a collaboration of more than 50 community partners.
Our community partners provide support for a variety of needs, including housing, utilities, food, job training employment assistance, transportation, financial management and family support.

Our Unite Us system works much like an electronic medical record.
Unite Us is a web-based platform developed by veterans, for veterans. It enables multi-site, real-time, secure care coordination across a variety of partner organizations serving the needs of veterans and their families.
Our impact so far
Since our launch, we’ve assisted over 2,000 military-connected individuals with support through the Mission United network. We’d like to introduce you to two of them (names are pseudonyms to protect privacy).

Vivian, a 34-year old veteran and mother,
unemployed and living in an unsafe environment with her infant daughter

How we helped
Together with our community partners, Mission United was able to provide immediate lodging in a safe environment.

Mission United also arranged transportation to a temporary shelter where Vivian received job training and life coaching. She was also provided several monthly bus passes to support her transportation needs.

How it made an impact
In less than two weeks, this veteran received two job offers. Her daughter is enrolled in high quality daycare, and Vivian has meaningful full-time employment.

Jack, a 45-year old navy veteran and single father,
transitioning from homelessness yet struggling to stabilize the home he secured

How we helped
Mission United was able to provide Jack with a utility deposit so that he could get utilities established in his name and have his young son enrolled in school. Mission United also provided Jack with a donated bicycle so he would have transportation to and from work.

How it made an impact
Jack and his son now have working utilities. Using the bicycle allowed Jack to save money to repair his car, providing reliable transportation for him and his child.

DID YOU KNOW
18% of veterans in Hampton Roads are women
38% are 55 and older
35% served in the post-9/11 era
United for Children

We asked ourselves one simple question. What if we aligned around the success of our children? This question was the spark for the collaborative initiative we call United for Children. With more than 100 community partners, hundreds of corporate and individual volunteers, and generous donors, we are making a difference in the lives of thousands of children. And, by extension, their families.

Since we launched this initiative in 2012, we have:

- Helped more than 20,000 children beat summer learning loss, improving math and reading scores by upwards of 10 percent, and providing enrichment opportunities like swimming lessons and experiences such as museum visits they otherwise wouldn’t have.
- Connected over 1,800 children to critical preventive health services, including dental care, vision exams and well checks.
- Worked with local business partners to gift personal care items for hundreds of backpacks so children have some of the basic items they need for hygiene and grooming.
- Organized 1,500 volunteer hours of tutoring, reading and mentoring students.
- Partnered with local businesses to gift thousands of books for kids to take home to strengthen their vocabulary and overall literacy.
- Created a Student Needs Fund to address the small but frequent barriers to success for our kids, such as a warm coat, a pair of glasses or shoes without holes in them.
- Worked with our partners and volunteers to install computer labs and playgrounds.
BUT THERE’S MORE WORK TO DO.
Data shows that one in four children are at risk for a developmental delay.

That’s nearly 100,000 kids in South Hampton Roads who are at-risk of delay or may have a disability. Sadly, 70 percent of them are not being screened and, therefore, are not receiving timely interventions that could help change their odds.

To date, the bulk of our work has focused on supporting school-age children. With support from donors and community partners, we are expanding our reach to provide more intervention services to ensure more kids are kindergarten ready.

Our goal is to ensure all children in the United for Children network, 25 percent of kids in South Hampton Roads, are screened for developmental delays and disabilities so that they can receive more timely intervention.

Success will include:

• Instilling a love of learning at a young age.

• Addressing the whole child, including emotional wellbeing, and creating smooth transitions between grade levels and schools.

• Increasing graduation rates and ensuring students graduate ready for college or an alternate career path.

• Breaking the cycle of poverty for as many families as possible.

United for Children exists to give every child in South Hampton Roads the support needed to achieve their dreams.

Six years ago, this initiative began because a group of passionate Women United philanthropists wanted to create a sustainable solution to the challenges facing children in poverty and those who may be marginalized because of a disability or other circumstance.
UNITED WAY IS MORE THAN A CAMPAIGN

United is the way we will change the odds for children, veterans and families in our community.

GIVE.
With your gift, we can serve more children, veterans and families in need.

ADVOCATE.
Become a member of one of our leadership giving groups to take a deeper dive into the issues affecting our community and help drive new solutions.

VOLUNTEER.
Call or visit us online to find out about upcoming volunteer opportunities.
SEE YOUR DONATION DIFFERENTLY

Ever wonder how your donation is invested in the lives of those in our community? Here are a few important things you should know:

United Way maintains low administrative costs

to ensure that we maximize the amount of every dollar invested in direct service. We work hard to limit our overhead expenses to under 15 percent, which is less than half the industry standard of 35 percent. And, we have a 4-star (highest) rating from Charity Navigator.

When you donate to United Way, you have choices.

You can donate to the Community Fund which is invested where it’s needed most. If you have a heart for children or veterans, you can give to United for Children or Mission United. You can also choose to designate your gift to one of our 50+ certified agencies or any other local 501(c)(3) you wish to support.

Your gift is more than a payroll deduction,

and your opportunity to make a difference is about more than dollars. Beyond making a donation, United Way offers volunteer opportunities throughout the year. You can also choose to join one of our membership groups: African American Leadership Society, Tocqueville Society, Women United or Young Philanthropists. For information, please visit our website, unitedwayshr.org.

When you give to United Way, your money stays here in our community.

It helps many people you see on a daily basis: the veteran by the coffee shop drive-thru holding a HELP sign; the person with a disability who bagged your groceries yesterday; or, your son’s favorite preschool teacher who works two jobs to make ends meet. Some may even be your neighbors and colleagues.
WHAT IS LEADERSHIP GIVING

Leadership Giving Levels

Tocqueville Society
$10,000

Beacon Society
$2,500 - $9,999

Navigator Society
$1,000 - $2,499

Keel Club
$500 - $999

Leadership Societies

AFRICAN AMERICAN LEADERSHIP SOCIETY
We are a group of leaders who commit our time, energy and financial resources to building a stronger community. AALS members give a minimum gift of $1,000 annually. (Step-up program starts at $600) unitedwayshr.org/aals

TOCQUEVILLE SOCIETY
We are over 200 local leaders who believe when we work together, we can build a stronger community. Tocqueville members give a minimum gift of $10,000 annually with at least 50 percent of the gift directed to the Community Impact Fund. unitedwayshr.org/ts

WOMEN UNITED
We are a local network of philanthropic women who contribute both financial resources and physical energy to improve the lives of women and their families. Women United members give a minimum gift of $1,000 annually. unitedwayshr.org/womenunited

YOUNG PHILANTHROPISTS
We are a growing group of over 1,300 members in their 20s, 30s and 40s who promote a spirit of philanthropy and volunteerism in our community. YP members have a sliding scale of minimum gifts — $250 in your 20s | $500 in your 30s | $1,000 in your 40s. unitedwayshr.org/yp
THE BASICS OF YOUR ROLE
Here are the basic 1-2-3s of being an Employee Campaign Leader (ECL)

1. What is an Employee Campaign Leader (ECL)?
An ECL is a company employee who volunteers to oversee a portion of their company's annual United Way campaign. It is the ECL's responsibility to help plan and implement the campaign to ensure its success. Whether you have an official corporate social responsibility policy or not, your company will shine in giving back to the community.

2. How do you make the ask?
Make personal contact!
- People support organizations whose work aligns with their personal interests. Identify issues that are important to your co-workers.
- Hearing a personal story from an individual who has been helped by the United Way compels more people to support the cause. Coordinate a speaker presentation through United Way to educate your employees about the impact of their donation.
- Remember, people listen to those who are passionate about the cause. Discuss your own observations and firsthand knowledge about your local United Way one-on-one with coworkers or through a United Way representative during a presentation.
- Promote payroll deduction contributions throughout the campaign, as it is the easiest way to give and make a significant impact.
- Giving is a personal decision. Always respect the employee's decision and thank all employees regardless of whether or not they give.

3. What do you do when you don’t know the answer?
Check the next couple of pages, but if you’re still not sure; simply contact your United Way representative. They are always available to answer questions and support you! Every question or comment is an opportunity to communicate and share the positive aspects of the United Way.

If you need campaign materials or assistance getting your campaign off the ground, call us at 757.853.8500.
QUESTIONS AND ANSWERS

A United Way representative is always happy to come out to speak to your employees, but if a fellow employee has questions for you, here are some helpful talking points.

United Way works with over 200 nonprofit agencies across our community, 61 of which have gone through the process to become Certified Agencies. For a full list of Certified Agencies, visit: unitedwayshr.org/partner.

**What is United Way?**
United Way is a nonprofit that partners with businesses, donors, local nonprofits and social service agencies to address our community’s most pressing needs.

**Why should I give to the United Way?**
Many of us have a favorite charity where we volunteer or support financially and most have a singular mission. The mission of United Way is not about a single issue but about whole families and communities. Complex problems require solutions that frequently involve multiple partners providing program support to create lasting change. When you give through United Way, you are supporting comprehensive solutions.

**Why is there a United Way?**
For more than 90 years, United Way has served as the community collaborator and “funds raiser” to meet the needs of those in crisis and create solutions to the most complex issues we face.

**Why let United Way invest my donation?**
By allowing United Way to invest your donation, you are ensuring that your gifts, combined with those of others, are going to address the most critical needs in the community.

**Why should I give through United Way?**
Many of us have a favorite charity where we volunteer or support financially and most have a singular mission. The mission of United Way is not about a single issue but about whole families and communities. Complex problems require solutions that frequently involve multiple partners providing program support to create lasting change. When you give through United Way, you are supporting comprehensive solutions.

**Why should I give to the United Way?**
Many of us have a favorite charity where we volunteer or support financially and most have a singular mission. The mission of United Way is not about a single issue but about whole families and communities. Complex problems require solutions that frequently involve multiple partners providing program support to create lasting change. When you give through United Way, you are supporting comprehensive solutions.

**How much should I give?**
Only you can decide how much to give. United Way offers several giving and recognition opportunities. Many people elect to give one to two percent of their annual salary. Payroll deduction makes giving easier.

**If I stop working, what happens to my pledge?**
Your payroll deduction pledge stops, too. Your pledge through United Way is made in good faith based upon your employment. When you start a new job, ask to sign up for payroll deduction again or call United Way for further details. If you are retiring, please contact United Way to continue your contributions and/or volunteer your time.

**Can I determine how my gift is used?**
You can donate to the Community Fund which is invested where it’s needed most. If you have a heart for children or veterans, you can give to United for Children or Mission United. You can also choose to designate your gift to one of our 61 certified agencies or any other local 501(c)(3) you wish to support.

**How do agencies receive their designations?**
Designations to agencies are provided separately from any Community Impact funds distributed for agency programs. Designations are sent throughout the year after the campaign is closed and designation reports are completed.

For more information on our poverty-fighting initiatives, visit unitedwayshr.org.
What cities and counties are served by the United Way of South Hampton Roads?
We serve Norfolk, Virginia Beach, Chesapeake, Portsmouth, Suffolk and Isle of Wight.

How can I get involved?
Please visit our ‘Get Involved’ tab at unitedwayshr.org/getinvolved, give our office a call at 757.853.8500 or email us at volunteer@unitedwayshr.org. We have lots of opportunities to plug you in!

How can I be sure that United Way is fiscally responsible?
United Way is committed to being a transparent non-profit organization. We work hard to limit our overhead expenses to under 15 percent, which is less than half the industry standard of 35 percent. Expense ratios are reported on IRS Form 990 each year. United Way publishes our most recent 990 on our website at unitedwayshr.org. Additionally in 2018, we earned a 4-star rating from Charity Navigator, the highest rating given by the leading charity evaluator in the nation.
**Additional Support**
We are so thankful for your efforts and want to do everything we can to help you run a great campaign. Here are a few additional resources we provide:

- We have a bank of impact stories that may help your colleagues understand how their donations are changing the community.

- Your United Way Account Manager would be happy to help with your campaign kickoff by acting as a speaker on behalf of United Way or identifying someone who can speak to your organization’s interests.

Don’t forget that videos, training materials and sample communications are right at your fingertips: unitedwayshr.org/2018-campaign-toolkit

**Keep Your Staff Engaged**
We hope you and your colleagues will continue your commitment to the community throughout the year. Contact your United Way representative about volunteer and social opportunities as well as our leadership giving initiatives.

- Engage your staff in United Way’s Day of Caring in September. Each year, hundreds of employees from our corporate partners volunteer in the community during this event.

- Publicize United Way’s year-round events calendar and volunteer opportunities, and encourage your peers to join us. For more information, go to unitedwayshr.org/volunteer.

- Encourage your organization’s leadership team to host a special thank you gathering for your leadership-level donors throughout the company.

**IT’S A WIN**
As an ECL, you are a champion in United Way’s movement to change the odds. You’ll be helping others, but you’ll also gain valuable benefits in the process.

- Develop and showcase your leadership and project management skills.

- Network with colleagues at various levels of your organization and in other industries.

- Help your company shine as a good corporate citizen.

- Become a leader in the community.

People give when they are asked!
BEST PRACTICES

Communication
• Communication is critical. Share stories of how United Way helps the community — use reminder emails, links to United Way videos, posters, raffles and incentives.
• Identify an employee who has been helped by a United Way agency and ask them to share their story. This is a very powerful tool and can be done by video or in person for an employee meeting.
• Sharing campaign updates frequently creates friendly competition, and increases giving and participation.
• Schedule presentations by United Way or agency speakers at staff or department meetings.

Structure
• Endorsement and support from management is essential — ask them to share about their commitment to United Way.
• Face-to-face presentations to leadership team, possibly a personal invitation from the CEO to become a Leadership Giver. Ask your management team to pledge first to start off the campaign and demonstrate support.
• Leverage the Leadership Societies during your campaign. Solicit company champions for each Society to better connect with Women United, Young Philanthropists and African American Leadership Society.
• Focus an emphasis on younger employees to begin the pattern of giving.
• For multiple office locations consider having a coordinator responsible for each or multiple sites.
• Provide last year’s gift information for each donor, and encourage them to grow their gift.
• Provide volunteer opportunities such as Day of Caring.
• Link the United Way mission to your corporate mission. United Way is your partner in achieving your corporate responsibility goals.

Incentives and morale boosters
• Use incentives, raffles, casual day, vacation days and jeans day. Sell company clothing or auction off PTO.
• Start a "New Hire Program" to ask new employees to immediately become part of your culture of giving.
• Group gatherings are morale boosters, make it fun!
• Hold a leadership breakfast for kick-off and/or a thank you luncheon afterwards to celebrate accomplishments.
• Fun competition between departments or offices for prizes and recognition.
• Donate 1 hour of pay per pay period, your internal campaign slogan would be “Power of an Hour.”

GOALS:

100% Education
Ensure that everyone knows how United Way works to make this a better community for all of us.

100% Ask
Ensure that everyone has been given an opportunity to give, and has considered a gift to United Way.

Leadership Giving
Establish a goal for Leadership Giving, and then incorporate it into your overall goal. Leadership Giving begins at $1,000 a year, or just $19.24 a week.
FIRST DAY
of Summer LEAP
at PB Young Elementary
ECL CHECKLIST

Use this list to stay organized and on track for running an exceptional campaign.

PLAN (6 Weeks Out)
☐ Schedule an appointment with your UW Account Manager to understand your role and plan your campaign.
☐ Attend United Way’s ECL Training.
☐ Go to unitedwayshr.org/2018-campaign-toolkit/ for ideas and sample materials.
☐ Secure CEO or senior management support. Ask if there is a company match.
☐ Establish campaign goals, like dollar amount and participation percentage, strategies and a timeline.
☐ Recruit and train your campaign team.

GEAR UP (4 Weeks Out)
☐ Establish a timeline for campaign activities.
☐ Begin campaign promotion with posters and advance kickoff emails to staff. (Resources for download can be found at unitedwayshr.org/2018-campaign-toolkit/)
☐ Send letter from management to employees (templates at unitedwayshr.org/2018-campaign-toolkit/)
☐ Order campaign supplies and prepare your campaign materials.
☐ If applicable, update your online pledge site and/or intranet – consider adding United Way program information.

RUN (Kickoff)
☐ Conduct a pacesetter campaign for leadership givers. Reach out to your UW Account Manager for more information.
☐ Hand out pledge forms and/or email information about online giving to employees.
☐ Send follow-up emails every few days to keep up enthusiasm.
☐ Hold meetings and fundraising events (examples on unitedwayshr.org/2018-campaign-toolkit/).
☐ Give employees the opportunity to learn more about United Way by coordinating speakers or arranging volunteer activities.

CLOSE (After Your Campaign)
☐ Send a reminder email that your campaign is concluding and encourage participation.
☐ Collect pledge forms.
☐ Contact your UW Account Manager for envelope pick up.
☐ Submit contribution forms and final reports/data to your payroll department.
☐ Announce campaign results to your employees.
☐ Thank employees with a celebration event, letter, email, etc.
☐ Thank your campaign team, leadership contributors and other special groups.
☐ Gather feedback and notes for next year.
☐ Choose a new ECL, set next year’s kickoff date and provide this information to your United Way Account Manager.

ONGOING
Stay connected to United Way throughout the year! Find us at facebook.com/unitedwayshr and on Instagram at @unitedwayofshr to stay up-to-date on our community impact, volunteer opportunities and networking events. You can also learn more about our work at unitedwayshr.org.
SUPPORT MATERIALS

For sample emails, social media posts, posters, videos, campaign ideas, pledge forms, logos, stickers, etc. visit: unitedwayshr.org/2018-campaign-toolkit. It’s as easy as cut and paste or a one click download. Here are some examples.

EMAIL TEMPLATES

Campaign kickoff email from CEO or another senior leader to employees

Subject: You can help change the odds

Dear [Employee],

Once a year, each of us has a chance to make a difference in the lives of people in our community through our company’s United Way campaign.

[Company] believes it takes the whole community working together to reach our shared goals.

Through our commitment to United Way, we help find and support community solutions that improve the lives of people you know – some who even live in your neighborhood or work alongside you. From a business perspective, I respect United Way because they make data-driven, outcomes-focused decisions that are grounded in best practices, so I’m confident my gift will be put to good use.

To make a difference in our community, I encourage you to invest in United Way through payroll deduction. It’s the easiest, most convenient way to make the changes we want to see in our community.

I am proud to say that I have personally given to United Way and that [Company] has committed to give a [Dollar Amount or A Dollar for Dollar Match] corporate gift this year. I invite you to join me in helping to change the odds for children, veterans and families in our community.

Sincerely,

[Name]
[Title], [Company]

For more templates, view ‘Email Templates’ from our website unitedwayshr.org/2018-campaign-toolkit/
SOCIAL MEDIA ENGAGEMENT

Social media is a great way to engage your employees in your workplace campaign and promote your internal philanthropic efforts to your external audience. Your campaign is also a good time to build awareness of your company’s corporate social responsibility efforts as a whole – the benefit to employees, the benefit to customers/stakeholders and the benefit to the community.

Be a Social Media Champion
Please be sure to tag us in your posts and link to www.unitedwayshr.org where you can! We’ll do our best to cross promote your efforts on our channels too, so monitor our pages as well and give us a Like or Share.

Facebook: United Way of South Hampton Roads
Instagram: unitedwayofshr
Twitter: @unitedwayshr

And don’t forget to use relevant hashtags on your posts. Here are a few we suggest:
#ChangingTheOdds #LIVEUNITED #UnitedWaySHR

Sample Posts
A full list of sample posts for Facebook, Twitter and Instagram is available at unitedwayshr.org/2018-campaign-toolkit/.

Get Creative
For those interested in taking your social media efforts a step further, here are some fun new ideas to consider:

• Use Facebook Live during campaign events, particularly if you have multiple offices or locations.

• Have a staff member take over your Instagram account for the day and share impactful photos.

• Participate in our #WednesdayWhy challenge! Every Wednesday of your campaign period, share a photo or a video of one employee sharing their “why” for giving to United Way. We recommend that your first week be the CEO or another senior-level executive.

Videos
The following videos are available for download in the online toolkit.
<table>
<thead>
<tr>
<th></th>
<th>Fun Campaign Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Host a kick off breakfast or luncheon for your employees, and have them pick up their pledge forms during this time. Consider having a United Way representative speak.</td>
</tr>
<tr>
<td>2</td>
<td>Raffle a day off to each employee who donates $X or more. This is a great fundraiser for setting donation limits or increasing their gift by ____% (ex. Must donate $50 or X percent of salary to be entered into drawing)</td>
</tr>
<tr>
<td>3</td>
<td>Have fun milestones throughout the year. This encourages new employees to contribute. ‘In honor of being half way through our goal tomorrow is ____.’ or ‘Once we reach our goal we will celebrate with ____.’ (e.g. Jeans Day, Ice Cream Friday, Happy Hour).</td>
</tr>
<tr>
<td>4</td>
<td>Do a parking space raffle. Reserve the best parking space at your workplace for a United Way donor. Collect donations from employees to be entered into the drawing. Do this on a quarterly basis to keep the spirit of giving alive all year long!</td>
</tr>
<tr>
<td>5</td>
<td>Host a group volunteer activity for employees to gain perspective on how their gift will be put to work.</td>
</tr>
<tr>
<td>6</td>
<td>50/50 Raffle: Sell raffle tickets for a chance to win—50 percent goes to UW, 50 percent to the winner.</td>
</tr>
<tr>
<td>7</td>
<td>Create a theme around your business or in general. Each department forms a team and you announce the winner weekly. Possible teams: sports teams, Nascar drivers, Star Wars (pledge to the light side or the dark side.)</td>
</tr>
<tr>
<td>8</td>
<td>Show the boss who’s boss! Have your CEO do your job for the day. Collect donations from employees to be entered into the drawing, to trade places with the CEO.</td>
</tr>
<tr>
<td>9</td>
<td>Hold a dunk tank for your executives/managers and have every $50 of a pledge or donation earns an employee a ball to throw at the target.</td>
</tr>
<tr>
<td>10</td>
<td>Chili Cook-Off/BBQ/Dessert is a great way to get people together for your kickoff. Contestants pay to enter or colleagues donate to “vote” for their favorite. Winner gets a prize.</td>
</tr>
</tbody>
</table>
CAMPAIGN POSTERS

FOR SOME LOCAL CHILDREN
THIS IS DINNER

14.2% OF CHILDREN IN OUR COMMUNITY
ARE FOOD INSECURE.
HELP US CHANGE THE ODDS.

NEARLY 1,050 VETERANS
IN SOUTH HAMPTON ROADS ARE HOMELESS.
HELP US CHANGE THE ODDS.

BECAUSE OF YOU WE ARE
CHANGING THE ODDS

THANK YOU
FOR GIVING GENEROUSLY AND VOLUNTEERING WISELY.

MORE THAN A CAMPAIGN
2018

WHAT MATTERS MORE?

$5 Cup of coffee OR 5 days of safety for a single mother escaping violence

$10 Car wash OR bus passes for veterans

$15 Movie tickets OR new books for children

$50 Dinner out OR nutritious meals to homebound seniors

$100 Concert tickets OR 182 nights of shelter for the homeless

DONATE TODAY TO HELP US CHANGE THE ODDS

BECAUSE OF YOU WE ARE CHANGING THE ODDS.
THANK YOU FOR HELPING US CHANGE THE ODDS!

We can’t thank you enough for taking on the role of Employee Campaign Leader at your workplace. We could not do this without you and we are here to ensure your campaign is a success. For sample emails, social media posts, videos, campaign ideas, pledge forms, logos, stickers, etc. please visit unitedwayshr.org/2018-campaign-toolkit. If you have any questions or need assistance at any time, contact your United Way Account Manager or call 757.853.8500.
GIVE.

ADVOCATE.

VOLUNTEER.

2515 Walmer Avenue | Norfolk, VA 23513
757.853.8500 | unitedwayshr.org