



**UNITED WAY**  
Washington County

United Way of Washington County  
321 N. Main Street, Suite 305  
West Bend, WI 53095

United Way Resource Center  
Hartford, WI 53027

[UnitedWayOfWashingtonCounty.org](http://UnitedWayOfWashingtonCounty.org)



# COMPANIES UNITED

## Employee Campaign Handbook



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# Thank you

As an Employee Campaign Coordinator (ECC), you are a vital part of our team. Your efforts will directly impact both your company's total contribution, as well as United Way of Washington County's overall campaign success.

By participating in United Way of Washington County's annual fundraising campaign, you and your organization have demonstrated a commitment to positively impacting the people of our community. Thank you for your generous gift of time. Your hard work will create lasting change in thousands of lives!

Please use this Employee Campaign Handbook as a tool to help you plan and implement your workplace campaign. Follow the Six Steps to a Successful Workplace Campaign and remember: HAVE FUN!

## WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

An ECC is a United Way champion who empowers their co-workers to make a difference by organizing and executing a workplace fundraising campaign and volunteer activities.

## FUNDRAISING IDEAS

**BALLOON POP** - Employees and/or vendors donate prizes for this event. Before filling a balloon with helium, put a note inside with the name of the prize. Employees buy a balloon and pop it to find out what prize they won.

**BINGO** - Create BINGO cards with United Way of Washington County partner agency names and/or information/facts from the agency.

**CASUAL DAY FOR UNITED WAY** - Donate \$5 to wear whatever you're comfortable in such as jeans, tennis shoes, flip flops, sweats, etc. Contact United Way for Casual Day stickers.

**CHILI COOK-OFF** - Employees cook their favorite chili recipe and enter it into a cook-off contest. Charge employees a fee to try the chili. A panel of "Chili Experts" select the Official Chili Champion.

**COMPLIMENT OR CANDY GRAMS** - Provide notes of thanks/ congrats or candy for co-workers to buy and send to each other.

**EXPERIENCES WITH EXECUTIVES** - Executives will wash an employee's car, bring a department lunch, or offer an experience with an employee such as a fishing trip.

**ICE CREAM SUNDAE BAR** - Items can be donated and employees can pay \$5 to make their own sundae.

**MARSHMALLOW DRIVING RANGE** - Set up your own driving range but use marshmallows instead of actual golf balls. Award prizes for the longest and most accurate drives.

## 5. HOW WILL YOU ACHIEVE YOUR GOAL?

- Focus on giving strategies: promote the sweepstakes, discuss leadership giving with executives, and ask for a corporate match.
- Build awareness: host presentations or speak at employee meetings to provide information about United Way.
- Increase engagement:
  - Plan special events
  - Offer giving incentives

## 6. WHERE WILL YOU SHARE YOUR MESSAGE?

- Now that you have all the details in place, it is time to share the plan with your company and implement your workplace campaign.
- Here are some examples of how you can share your message:
  - Videos
  - Emails
  - Intranet
  - Bulletin Boards
  - Social Media
  - Newsletters
  - Personalized Pledge Forms & Letters

## FIND RESOURCES ONLINE

[UnitedWayOfWashingtonCounty.org/tools-materials](http://UnitedWayOfWashingtonCounty.org/tools-materials)

## ABOUT UNITED WAY OF WASHINGTON COUNTY

### OUR MISSION

To improve lives and community conditions in measurable and lasting ways.

### WHO WE ARE

United Way of Washington County is a volunteer-driven organization in Wisconsin that serves all communities in Washington County. We are governed by a board of community volunteers, dedicated to providing funding and community resources for health and human service needs.

### WHAT WE DO

United Way addresses the root cause of community needs. We invest in programs that empower local individuals and families to improve their lives through Education, Financial Stability, and Health.

### WHO WE HELP

United Way of Washington County serves all communities in Washington County. Clients served range from infants to elderly, and we do not discriminate based on race or religion. United Way touches 1 in 3 people in Washington County, so it's likely you know someone who has benefited from our programs.

## NEED HELP?

Don't forget that we are all in this together! We want your campaign to be a successful, enjoyable experience. If you need help at any time, please contact us at the United Way office:

**United Way of Washington County**

**Phone: (262) 338-3821**

**[UnitedWayofWashingtonCounty.org](http://UnitedWayofWashingtonCounty.org)**

# THE 6 STEPS TO A WORKPLACE CAMPAIGN

## 1. WHY UNITED WAY?

- Learn about United Way
- Be able to answer these questions:

### WHERE DOES THE MONEY GO?

Funds raised in Washington County are invested here in our community. Local volunteers determine which programs receive funding based on alignment with community goals, proof of effectiveness, and demonstrated fiscal responsibility. United Way of Washington County is funding more than 28 local programs that help people in every stage of life.

### WHY IS IT IMPORTANT?

When you give to United Way of Washington County, you are making a smart investment with proven results. United Way provides a hand up, not a handout. We help people who have fallen on hard times and need some assistance, but we also provide root-cause and preventative programs that help children and families avoid life's pitfalls. By ensuring everyone has adequate Education, Financial Stability, and Health, United Way promotes self-sufficiency and independence for all.

### CAN I DESIGNATE MY GIFT TO ONE AGENCY?

Yes, donors may designate their gift to any of United Way of Washington County's current agency partners. The full list is available on the pledge form and on our website.

## 2. WHO IS PART OF YOUR TEAM?

- Everything is better together! Find some co-workers that would be willing to help you plan and implement your company's workplace campaign.
  - If you have a larger company, form a committee that best represents the different areas of your organization and the individuals that work there.

- Most importantly: Involve your CEO and executive team in your efforts and gain their support of your workplace campaign.
  - Ideas for executive involvement:
    - Lunch with the CEO
    - Office Olympics: Set up a relay course for executives to race through in office chairs, fastest person wins a prize with observers donating or wagering \$1 on their favorite contestant.

## 3. WHAT IS YOUR GOAL?

- What do you want to achieve with your workplace campaign? Do you want to increase participation? Funds raised? Awareness?
  - At United Way, we ask every company to have at least one goal: HAVE FUN!
- People want to be a part of a winning team! Let them know you're headed towards a finish line.

## 4. WHEN WILL YOU RUN YOUR CAMPAIGN?

- Consider the following:
  - Company calendar: Leverage already planned events and avoid busy dates.
  - Take the Pacesetter challenge
    - Run your campaign August to October and commit to an increased goal over last year's campaign.
  - County-wide dates are September – December
  - Decide on length of campaign
    - A few weeks, months, year-round?