

# EMPLOYEE CAMPAIGN MANAGER

## ▶ PRIMARY OBJECTIVE

To mobilize your co-workers to create a stronger community by planning, organizing and coordinating a successful United Way Campaign within your company.

On behalf of the people who will be helped this year, thank you for all your hard work. It takes people like you, who go above and beyond, to make this campaign successful.

## ▶ OUR MESSAGE

- **We help people and ...**  
Helping is possible because of people like you.
- **We raise money and ...**  
Money raised here stays here in our local community.
- **We work with others and ...**  
It takes all of us working together to make a difference.

## ▶ JOIN THE ECM LINKEDIN GROUP!

The Employee Campaign Managers' LinkedIn group is for past and current United Way ECM's in the Richmond-Petersburg area. This professional network is intended to link you to people and information that will help you run a successful workplace campaign.

### Instructions:

1. Go to [www.Linkedin.com](http://www.Linkedin.com)
2. In search box type "United Way of Greater Richmond & Petersburg Employee Campaign Managers"
3. Click "Join"
4. Your request will show as pending, but you'll be notified when accepted.
5. Start conversing with other Employee Campaign Managers!



## ▶ OUR PURPOSE:

United Way of Greater Richmond and Petersburg exists to mobilize people, multiply investments and maximize opportunities so people learn more, earn more and lead safe and healthy lives

### Goal: Education

Our goal is for children and youth to succeed in school, work and life. We've set a bold target to increase our region's on-time high school graduation rate to 92.5% by 2020.

### Goal: Income

Our goal is for individuals and families to have the resources, skills and opportunities to obtain and maintain financial stability. We've set a bold target to help 25,000 Richmond-area households achieve greater financial stability by 2020.

### Goal: Health

Our goal is for Individuals to achieve and maintain health and wellness across their lifespan. We've set a bold target to eliminate isolation for 25,000 at-risk older adults and people with disabilities by 2020.

# 10 Steps to a Successful United Way Campaign

## 1 EDUCATE YOURSELF ABOUT UNITED WAY

The more you know about United Way and running a campaign, the more successful you will be promoting your campaign, communicating the mission of United Way, and leading your team.

## 2 SECURE EXECUTIVE OR TOP-LEVEL SUPPORT

The success of your campaign depends on the commitment and involvement of your executive officer.

## 3 RECRUIT AND TRAIN YOUR CAMPAIGN COMMITTEE

With your executive's support, select a team to help plan and run the campaign. The number of volunteers you recruit will vary based on the size of your organization.

## 4 DEVELOP A CAMPAIGN PLAN

With the campaign committee, begin to lay out the campaign plan, and logistics, and share the tasks so everyone is contributing to the campaign event and the workload is evenly distributed.

## 5 PROMOTE AND PUBLICIZE YOUR CAMPAIGN

You and your committee can be creative in generating publicity and creating excitement and interest. You know your environment the best and what will be most effective for your culture.

## 6 LEADERSHIP GIVING

Ask your CEO to appoint an executive who will lead the Leadership Giving Campaign and encourage the management team to participate.

## 7 KICK OFF THE CAMPAIGN

A kickoff event is a very successful way to communicate a consistent message to your employees about the needs in the community and services United Way helps provide.

## 8 VOLUNTEER

Join a Day of Caring and see how your contributions make a difference to partner agencies. Get connected to local volunteer opportunities by signing up on our website at: [www.yourunitedway.org/volunteer](http://www.yourunitedway.org/volunteer)

## 9 MAKE THE ASK

Do you know why most people don't give to United Way? Because they were never asked. Most people are generous and want to give, so ask them to donate and make it an easy process.

## 10 WRAP UP THE CAMPAIGN

Totaling the results and completing the report envelopes (if applicable) is the final stage. Ask your United Way staff any questions you have about finalizing your report. It is important to update your employees all year about how their dollars are helping in the community. Keeping employees engaged through volunteer opportunities gives them a sense of ownership in the community and builds morale.



United Way of Greater Richmond & Petersburg

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



GIVE. ADVOCATE. VOLUNTEER.  
**LIVE UNITED®**

# UNITED WAY OF GREATER RICHMOND & PETERSBURG

2014 – 2015

## EMPLOYEE CAMPAIGN MANAGER

My Campaign Starts:

My Campaign Ends:

**Giving to the United Way Community Fund is the easiest and most powerful way to improve your community.**

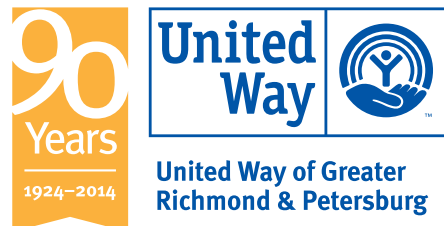
**Leadership Society Members** bring tremendous resources to bear on the issues that matter the most to our community. Individuals and families giving at these levels help lead the way to solutions for a better community:

- Tocqueville Society:** \$10,000 or more
- Virginians Society:** \$5,000-\$9,999
- Capital Society:** \$1,000 - \$4,999

The United Way of Greater Richmond & Petersburg's **Women's Leadership Council** inspires and challenges women to give, advocate and volunteer with a special focus on preparing today's children to be tomorrow's leaders.

My United Way staff contact is:

My Campaign Manager's resource kit is at:  
[www.yourunitedway.org/campaigntoolkit](http://www.yourunitedway.org/campaigntoolkit)



Month of: \_\_\_\_\_ Use this blank calendar to help you map out your campaign timeline.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

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### Campaign Checklist

#### ✓ ACTION ITEMS

#### Before Campaign

- Meet with United Way staff and determine needed supplies and discuss possible awareness activities and solicitation methods.
- Meet with your CEO to obtain commitment to endorse campaign.
- Recruit committee and develop a campaign schedule.
- Establish campaign goal and dates.
- Plan group solicitation meetings.
- Order pledge forms, brochures and other materials for delivery or confirm on-line campaign will be ready and available for solicitation during Kickoff.
- Contact United Way to schedule speaker(s) for group meetings, schedule agency tours and arrange United Way Days of Action.
- Send out CEO endorsement letter supporting United Way and organized labor letter supporting United Way, if applicable.
- Run Leadership Campaign.

#### During Campaign

- Hold group meetings and events.
- Keep progress report to monitor campaign, including number of givers and pledges received and forms outstanding.
- Post progress of the campaign.
- Follow up with employees who missed meetings because of vacations, etc.

#### After Campaign

- Collect any unreturned pledge forms.
- Recognize and thank your donors and campaign committee.
- Document what you did to share with next year's ECM.
- Turn in your pledges and money to United Way staff.
- Celebrate your campaign success.