UNITED WAY OF YORK COUNTY

2018 Campaign Champion Guide

Natalie Snyder, Keystruct

Michael Doweara, City of York

Katie Mahoney, York County Economic Alliance
Together we are building bridges between people in need and the programs that can help.
Thank you for serving as a Campaign Champion for your company for the 2018 United Way of York County Campaign. Your service is critical in helping United Way raise the necessary resources to positively impact the lives of 1 in 3 people throughout our community.

The contents of this guide will give you the necessary resources for working with United Way staff to prepare for and conduct your individual company United Way Campaign, which will lay the foundation for a successful 2018 Campaign overall!

<table>
<thead>
<tr>
<th>Table of Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Message from the 2018 Campaign Chair</td>
<td>4</td>
</tr>
<tr>
<td>United Way Staff Contacts</td>
<td>5</td>
</tr>
<tr>
<td>Important Information to Remember</td>
<td>6</td>
</tr>
<tr>
<td>LIVE UNITED All Year Long</td>
<td>7</td>
</tr>
<tr>
<td>Sample Campaign Timeline</td>
<td>8</td>
</tr>
<tr>
<td>Running an Employee Meeting</td>
<td>10</td>
</tr>
<tr>
<td>7 Tips For A Successful Campaign</td>
<td>12</td>
</tr>
<tr>
<td>120 Campaign Ideas</td>
<td>15</td>
</tr>
<tr>
<td>Notes Page</td>
<td>19</td>
</tr>
</tbody>
</table>

This book is chock full of information, AND there’s special place where you can jot down all the tips and tricks for running the BEST CAMPAIGN EVER!
It’s that time again – time to “LIVE UNITED” in York County, as expressed through our 2018 annual campaign. This campaign will raise vital resources that will ultimately help 1 in 3 people in York County through United Way of York County’s Community Fund.

At a time when there seems to be so much division in our communities and country, United Way’s focus on building a stronger, caring community is the perfect chance for us to work hand in hand with our neighbors and show each other how much we care. Whether that care is expressed through financial gifts or volunteer hours, it all goes towards building that strong foundation that our community needs to support us through both challenging and good times.

United Way of York County has three focus areas: Education, Health, and Financial Stability. Together these areas pretty much describe the kind of place I want to live and run a business. If my neighbors and customers are well-educated, financially secure, and healthy, it’s not just their lives that are enriched, but mine as well. That’s the “UNITED” in United Way. None of this happens by itself.

As a company Campaign Champion, your job is to ask and encourage all of your co-workers to give back through United Way by developing and executing an employee campaign. You also serve as your company’s United Way “community connection,” by reporting United Way news and results to your co-workers throughout the year.

I have had the pleasure of helping as a campaign volunteer for the past several years, and this year it’s my turn to put action to the words above by leading the campaign. I am happy to do so, because I have seen time and time again the work of United Way’s partner agencies improving the quality of life here in York. Your opportunity – and my request – is to help us turn our good intentions into action – action that will build a stronger York County.

We appreciate your time, energy, and support, and we are here to support you with everything you may need to help make your company’s campaign a success.

Eric Menzer
York Revolution
2018 Campaign Chair
Meet Your United Way Campaign Team

Anne Druck, Executive Director  
(717) 771-3800  |  drucka@unitedway-york.org

Nicole Shaffer, Director of Marketing & Communications  
(717) 771-3811  |  shaffern@unitedway-york.org

Sarah Chain, Marketing & Events Manager  
(717) 771-3820  |  chains@unitedway-york.org

Alicia Bowman  
Campaign Manager  
(717) 771-3810  
bowmana@unitedway-york.org

Kim Lentz  
Campaign Manager  
(717) 771-3801  
lentzk@unitedway-york.org

Karen Overly Smith  
Labor Liaison / Campaign Manager  
(717) 771-3805  
smithk@unitedway-york.org

Corey Wolfe  
Campaign Manager  
(717) 771-3806  
wolfec@unitedway-york.org

Please contact us with any questions you may have on the 2018 United Way Campaign!
Important Information to Remember

Participate in Day of Action!

Day of Action 2019 will happen in mid-June. Be a part of York County’s largest one-day volunteer event and spend the day impacting nonprofit organizations across York County while team building with your co-workers. Can’t send employees out to volunteer? Consider holding a company drive for books, school supplies, etc.

Promote your campaign!

We offer items to help you promote your campaign, including brochures, posters, pledge cards, envelope stuffers, and more. Contact your Campaign Manager for help!

Discover more information online!

Visit www.UnitedWay-York.org/Campaign-Toolkit to find these items and more:
- Downloadable United Way videos, posters, brochures, etc.
- Lists of ideas for events and activities that lend excitement to your campaign
- A collection of success stories you can use in your campaign publicity
- Photos to use in your own publications
- Sample letters from your CEO for workplace, Leadership campaigns, thanks, etc.
- Logos, web banners and other graphics for your website or internal publications
- Giving Society flyers

Take photos!

Take photos of your campaign activities and events for us to share on social media! Or, take photos of your staff in LIVE UNITED T-shirts for one of our billboards throughout York County! Simply send your photos to your Campaign Manager.

Encourage your donors to share!

We want to share some great information with your donors — so please encourage your donors to provide their full contact information, including email, when they complete their pledge cards or donor forms online.

Submit cash & checks often!

As you collect cash and checks with your pledge forms, please contact your Campaign Manager to submit these RIGHT AWAY. This helps our team process contributions efficiently and in a timely manner.
As your company’s Campaign Champion, you are a United Way Advocate! Your role is critical. Without you, we could not reach the individuals you work with and unite those who want to impact our community.

Right now, we’re focused on the 2018 campaign. But you and your company can actually LIVE UNITED all year long!

SIGN UP

Sign up for our e-newsletter to receive updates on our annual events, from the Great Inflatable Bubble Race to Global Youth Service Day and other volunteer opportunities. Find the link to sign up by navigating to www.unitedway-york.org, then selecting “Get Involved” and “Keep in Touch” from the drop-down menu at the top.

SPREAD THE WORD

As a Campaign Champion, you get the inside scoop. As you receive updates related to the Campaign and other United Way activities, be sure to forward these emails and share information with your colleagues, co-workers, family and friends!

LIKE US ON SOCIAL MEDIA

Hear stories of impact, help us recognize companies and contributors, and get a glimpse behind the scenes as you stay up to date with us on social media. Find United Way of York County on Facebook, Twitter, Instagram, LinkedIn, YouTube and Flickr.

SHOW UP

Campaign season is busy with events, but we’d love to see you in the “off” season at a Women United breakfast or Emerging Leaders Society event! Check out the website at www.unitedway-york.org to learn more about our Giving Societies.
**Sample Campaign Timeline**

### 6-8 WEEKS BEFORE KICKOFF

- Meet with and obtain CEO commitment for your upcoming campaign.
- Schedule campaign dates on your CEO’s calendar. (Limit your actual campaign to two weeks or one payroll period.)
- Solicit incentive items.

### 4-6 WEEKS BEFORE KICKOFF

- Establish a campaign committee representative for each department within your company.
- Contact your United Way Campaign Manager and discuss ways that he/she can help
- Request campaign materials.
- Schedule company meetings.

### 3-4 WEEKS BEFORE KICKOFF

- Ask your CEO to issue a letter to employees announcing campaign dates and details.
- Notify all department supervisors of campaign dates and ask for their support in having employees attend campaign meetings.
- Review previous year’s campaign and decide what ideas to repeat and which to re-evaluate.
- Establish a campaign timeline so everyone is on the same page.

### 1-2 WEEKS BEFORE KICKOFF

- Hold company Leadership Giving and supervisor meetings prior to employee meeting.
- Work with United Way to arrange United Way speakers.

---

Engage your team, and don’t be afraid to ask for help in planning for your campaign!
### 1-2 Weeks Before Kickoff

<table>
<thead>
<tr>
<th>Task</th>
<th>Assigned To</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote the campaign by hanging posters on bulletin boards, issuing e-mails and distributing flyers. Include a campaign stuffer with one or two paychecks or employee mailings leading up to the campaign.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publish information about the upcoming campaign and incentives in company newsletter.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post a friendly e-mail message to everyone alerting them to the upcoming campaign.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase/order refreshments in preparation for your kickoff.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Week of Campaign Kickoff

<table>
<thead>
<tr>
<th>Task</th>
<th>Assigned To</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold an organization-wide event to build enthusiasm.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribute pledge forms.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post campaign tracking charts and update them daily.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow up with past contributors who have not yet responded.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schedule company activities to promote awareness and excitement of campaign.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display your support and excitement of the campaign by the committee wearing United Way or LIVE UNITED T-shirts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take pictures of your activities and send them to your Campaign Manager.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 1-2 Weeks Post Campaign

<table>
<thead>
<tr>
<th>Task</th>
<th>Assigned To</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tally final campaign results.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ensure that all pledge forms have employee signatures.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet with your CEO and report results.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announce final report to employees and thank them for their support.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conduct final meeting with campaign committee and choose a chairperson for next year.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Think again! Check out our guide to a 10-minute meeting below!

**Introduction — 2 Minutes**
Have your CEO give a brief overview of the company’s efforts for the 2018 Campaign.

**United Way Representative Presentation — 3 Minutes**
The United Way representative will give a brief overview of the 2018 Campaign and speak about campaign materials.

**Partner Agency Speaker Presentation — 4 Minutes**
The Partner Agency speaker will present a story about a person or family that has benefited from services provided by United Way Community Fund donations. This is a great way for your donors to see how their funds can be used to make a difference in York County.

**Closing — 1 Minute**
Campaign Champion thanks everyone for their time and sets campaign deadlines with the group.

Please think about which Partner Agency Speaker might resonate best with your company donor base. We will try our best to make specific agencies available to speak at your meeting(s), but please choose two or three options to ensure availability.
Welcome & Endorsement (5 minutes)...............CEO/Campaign Champion
Purpose of Meeting
  Stress Importance of United Way to the Community
  Why the Company Supports United Way

United Way Overview (5 minutes)...............United Way Representative
  United Way Mission, How It Works, Community Fund, Focus Areas
  Introduction of Agency Speaker

Partner Agency Story (5 minutes)...............Agency Storyteller
  Share a United Way Funded Program Impact Story

Campaign Video (4 minutes).......................Video

The Solicitation (2-3 minutes).....................United Way Representative
  Review Pledge Form
  2018 Campaign Prizes
  Questions

Closing (2-3 minutes)...............................Campaign Champion
  Company Goals and Incentives

Additional Employee Meeting Agenda Items:
  Testimonial by Employee.........................Employee Volunteer
  Labor Endorsement..............................Labor Representative

The more time for your United Way Employee Meeting(s), the better! We are happy to work with you to make sure the message about the 2018 United Way Campaign gets across to all of your employees. Please feel free to discuss your individual meeting needs with your Campaign Manager.
7 tips for A SUCCESSFUL UNITED WAY CAMPAIGN

1. GET CEO SUPPORT

» Seek your CEO’s endorsement for the Campaign.

» Secure a budget and make sure that time is allocated for campaign-related activities.

» Have the CEO send an endorsement letter or email to kick off the campaign. Sample messages from the CEO are online in the Campaign Toolkit.

» Ask the CEO to consider having some fun if the campaign goal is met or exceeded, i.e. pie in the face, shave the moustache, CEO wash cars, etc.

2. GET GOING!

» Set up a meeting with your United Way Campaign Manager (Meet the United Way Campaign team on page 5 in this packet) to assist in planning your campaign.

» Make sure United Way has accurate information about your company (CEO, address, phone numbers, number of employees, email, etc.).

» Recruit a campaign committee that will work together on the campaign; try to include representatives from all departments.

» Implement a communications plan that includes sending United Way facts, the impact of contributions and stories from funded programs to your employees.

» Decide on activities, special events, incentives, and a thank-you event you can create around the “UNITED for a Strong Community” theme.

» Have fun! Wear LIVE UNITED T-shirts, host a special event dress down day with sports jerseys, ugly ties/earrings, etc.

Sometimes, the sillier the better to engage your employees and get them excited!
3. SET GOALS & TRACK RESULTS

» Set a challenging goal based on total dollars raised and/or percent of participation and/or Leadership Giving.

» Advertise the goal(s), then track and report progress!

» Utilize a UW thermometer to track your success for all employees to see.

4. CONDUCT AN EDUCATIONAL CAMPAIGN

» Determine when the employee meeting(s) will take place.

» Schedule employee meeting(s) or add United Way to the agenda of a standing meeting.

» Invite your United Way Campaign Manager and a Partner Agency speaker to your meeting(s).

» Leadership Giving solicitation and a retiree campaign are two ways to boost participation. If possible, invite a past leadership giver and retiree to help or lead these solicitations.

» If your company has a union(s), utilize UW Labor resources.

» Build momentum for your campaign 1-2 weeks in advance (See the Campaign Timeline suggestions on pages 8-9). Use newsletters, website intranet, common areas. Communicate reasons to give, company pride and support, events, etc.

» Place United Way banners, posters, and goal thermometers where they are visible to employees.

» Distribute campaign pledge forms to all employees.

» Get committed employees who give to or volunteer for the United Way or who are a member of any of the giving societies, Leadership Giving, Women United, Emerging Leaders Society, Loyal Contributors, and/or Labor member, to speak at the meeting.

5. HOLD A LEADERSHIP CAMPAIGN

» Plan your Leadership Program.

» Review last year’s efforts and results.

» Have the CEO or senior staff work with you to identify potential new Leadership Givers.

» Set a realistic and attainable goal for new givers or increases in giving.

» Set a date for the Leadership Giving meeting(s).
5. **HOLD A LEADERSHIP CAMPAIGN (CON’T.)**

» Hold a breakfast, lunch, or after work event.

» Involve the CEO, United Way Campaign Manager and a Partner Agency speaker.

» Ask a current Leadership Giver to share why (s)he supports the United Way at this level.

» United Way will provide you with a personalized packet for current and potential givers for distribution.

6. **WRAP IT UP & SAY THANK YOU!**

» Collect all pledge forms from your employees and complete the campaign reporting form. All forms, cash and checks, corporate pledge or payment should be placed in the report envelope.

» Schedule a time with your Campaign Manager to collect the report envelope.

» Ask the CEO to announce the campaign results and thank the employees for their support.

» Thank every employee by posting internal thank-you messages and/or personalized notes.

» Use United Way’s thank-you templates, provide ice cream for all donors, drop a fun treat on each donor’s desk — ask your Campaign Manager for some clever ideas.

7. **COMMUNICATE YEAR-ROUND**

» Establish a “new hires” program at your company by utilizing the New Hire packet.

» Add a United Way “Spotlight” to your company newsletter or staff meeting using stories of success or employee testimonials.

» Encourage employees to consider joining a giving society to experience networking, professional development, social and volunteer opportunities.

» Take a tour of a partner agency and see donor dollars in action.

» Visit Get Connected, United Way’s volunteer center, to give employees a hands-on experience so they can see first-hand the impact of United Way partner agencies and other community nonprofits. Contact Zachary Reynolds, Volunteer Center Coordinator, at reynoldsz@unitedway-york.org.
CAMPAIGN IDEAS

120

Educational ideas!

1. Agency tours: Have regularly scheduled staff meetings at an agency
2. Share employee testimonials at UW meetings, in mass e-mails, or broadcast voicemail
3. United Way fact-of-the-day e-mails
4. United Way trivia contest online or at meetings
5. United Way Monopoly: Create a large-size monopoly game with United Way facts
6. United Way fact-filled screensavers
7. Bring the agencies to you: Hold an agency fair in a high-traffic area of your building
8. Smarties game: Help employees understand poverty (Ask your Campaign Manager!)

Leadership Giving ideas!

9. Breakfast or lunch at United Way agency with a tour
10. Breakfast and United Way speaker at the office
11. Wine or craft beer tasting (with donated wine/beer and cheese)
12. Golf, tennis, racquet ball with CEO
13. Serenade them with singers
14. Serve an assortment of gourmet desserts at your United Way meetings
15. Executive home tours

Contest & Game ideas!

16. Candy jar guess: Use gum balls, jelly beans, paper clips, straight pins, or rubber bands
17. Door prizes to attend kickoff
18. E-mail contest to name the theme
19. Hamster race
20. Shoe-kicking contest

IT WORKED FOR ME: The key to a successful campaign is to follow best practices: Strong leadership support, have some fun and celebrate your success!

— Suzanne McConkey, Glatfelter Insurance Group
120 Campaign Ideas, continued...

21. Game shows (Who wants to be a Millionaire?, Price is Right, Jeopardy, etc.)
22. Aluminum foil sculpture contest
23. Hula hoop competition
24. Stick horse or tricycle race
25. Lego block building contest
26. “Big Hair” contest
27. Oldest company T-shirt contest
28. Name that face contest
29. Whose legs are these?
30. Pie-throwing contest
31. Bingo
32. Cupcake wars
33. Games night
34. United Way Monopoly with partner agencies in place of street names
35. Guess the baby contest
36. Battle of the sexes
37. Penny wars
38. Office Olympics
39. Mass voicemail
40. Balloon blast
41. Casual day stickers
42. Dress up days for casual companies, with prizes
43. Dunking booths with managers in tank
44. Executive-for-a-day
45. Ask each executive team to donate a prize for an auction
46. Services donated by employees (pet sitting, car wash, etc.)
47. Breakfast or lunch with CEO
48. CEO to kiss an animal (donkey, pig)
49. Free lunch in company cafeteria
50. An extra day off for a 10% pledge increase
51. Work someone else’s job
52. Free parking or use of executive parking space
53. Drawing for first-time givers
54. Prizes for turning in forms early
55. Opposing team colors: Manager to wear rival’s team colors
56. Drawing for free trip using the company’s frequent flyers miles
57. Lunch or breakfast with the leaders
58. Cook out at an executive’s home
59. American Idol talent show
60. Silent auctions
61. Live auctions  
62. Bake sale with cookbook  
63. Car wash  
64. Employee craft show  
65. Kiss-the-creature contest  
66. Popcorn sale  
67. Raffles (donated prizes)  
68. Shoe shining  
69. Pet show and competition  
70. Garage sale (office clutter, surplus supplies, old computers, etc.)  
71. Hershey Hugs sale  
72. Executive sumo wrestling match  
73. Sand castle building contest  
74. Movie day: Charge admission and serve popcorn  
75. Hat day  
76. Halloween parade  
77. Plant and flower sales  
78. Potluck lunch  
79. Dress up the boss  
80. Ugly hat day, ugly sport coat day, or ugly tie day  
81. Jail-a-thon: Employees are arrested and jailed in a public place  
82. Bowl-a-thon, walk-a-thon, dance-a-thon  
83. Shave the boss’ head or dye the boss’ hair/beard  
84. Lip sync battle  
85. Fashion show  
86. Flamingos  
87. Wacky wager  
88. Kids’ poster contest (for employee children)  
89. Karaoke club: Employees pay to have a fellow employee sing, employees pay or sing  
90. White elephant auction  
91. Sports (Be part of the team that makes great things happen)  
92. Decades (’50s, ’60s, ’70s, ’80s)  
93. Christmas in September  
94. Back to school  
95. Beach party  
96. Carnival games (putt putt, pool, ring toss)  
97. Mardi Gras  
98. Movie themes (Charlie’s Angels, Men in Black, Mission Impossible)  
99. Mystery  
100. Political scandal  
101. Olympics

**Theme ideas!**

Partnership definitely helps. Having the United Way team come out and communicate, with information in hand, helps us emphasize the importance and the local influence this really has on the communities where our employees live.

— Sabrina Ann Spirito, Comcast
102. Scavenger hunt
103. Hawaiian luau
104. Donuts and coffee or pizza party
105. Round of golf
106. Early dismissal for increasing pledge to specified level
107. Work an hour of the shift
108. Early dismissal on a Friday
109. Purchase small thank-you tokens from United Way store or agency
110. Clean off icy windshields during the first snow
111. CEO/President delivers coffee each morning for a week
112. T-shirt giveaways
113. Jeans day
114. Backyard/parking lot BBQ
115. Bakery cart or bake sale
116. Boss cooks for you
117. Brown bag/agency lunch
118. Thank-you mugs
119. Build your own sundae party
120. PTO Day

Have any questions about the above ideas? Just contact your Campaign Manager for more information!

IT WORKED FOR ME:
Identify United Way partner agencies that your colleagues value and invite them to speak to your organization about their program(s).

— Brandy Portonova, P.H. Glatfelter Company
Improving the education, health, and financial stability of every person in York County.