our community needs YOU!
Thank you for serving as a Campaign Champion for your company for the 2020 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 4 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 workplace United Way Campaign, which will lay the foundation for a successful 2020 Campaign overall!

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This book is chock full of information, AND there’s a special place where you can jot down all the tips and tricks for running the BEST CAMPAIGN EVER!
On behalf of the United Way of York County team, thank you to everyone who makes our annual Campaign a success.

The needs in York County continue to grow, and this year, more than ever, our community needs you. The Asset Limited Income Constrained Employed (ALICE) report issued in 2019 revealed the reality of many working families: Approximately one in three families in York County has no safety net in times of crisis. As the COVID-19 pandemic has taught us, for our most vulnerable neighbors living paycheck to paycheck, an unexpected disruption can make all the difference in the struggle to make ends meet.

For nearly 100 years, United Way of York County has provided much-needed support to families in need. Although the pandemic brings many new challenges, we know if we come together, we’ll get through this and be stronger on the other side. And, our success will be because of people like you – the hand-raisers and do-ers who help to build a stronger, caring community through your advocacy, your support, and your volunteerism. From the $5 donor and the Day of Action volunteer to the CEO making decisions for a company’s workplace campaign, our community needs YOU to make this year a success.

We need everyone, working together, to make a positive impact on our community. With your support, I am confident that we can raise the resources our neighbors, friends, co-workers, and families depend on.

I am excited and honored to join the United Way team in the role of Campaign Chair for this coming year, and I look forward to seeing what we can accomplish together.

Hunter Mink
RKL LLP
2020 Campaign Chair
Meet Your United Way Campaign Team

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Please contact us with any questions you may have on the 2020 United Way Campaign!
Important Information to Remember

Participate in Day of Action!

Day of Action 2020 is set for September 4, and YOU can take part in York County’s largest one-day volunteer event. In 2019, 1,000+ volunteers from 107 companies participated in 87 projects, impacting nonprofit organizations across York County while team building with their co-workers. Can’t send employees out to volunteer? Consider holding a donation drive to collect books or food or basic needs items!

Promote your campaign!

We offer items to help you promote your campaign in person or virtually, including digital assets, posters, pledge forms, impact stories and more. Be sure to send frequent messages to employees throughout your campaign to increase donor participation.

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

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 forms or donor forms online.

Submit cash & checks often!

As you collect cash and checks, please contact your Corporate Engagement Manager to submit these RIGHT AWAY.
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 2020 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, including Day of Action and other volunteer opportunities. Sign up at www.unitedway-york.org, then select “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 virtually or in person 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.
# Timeline for a Successful Campaign!

## 6-8 Weeks Before Kickoff
- Meet with CEO and obtain 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 Corporate Engagement Manager and discuss ideas for your Campaign, including incorporating e-Pledge and online giving.
- Request campaign materials.
- Schedule company meetings.

## 3-4 Weeks Before Kickoff
- Send a message from your CEO 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.

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Engage your team, and don’t be afraid to ask for help in planning for your campaign!
1-2 WEEKS BEFORE KICKOFF (CONTINUED)

☐ Promote the campaign by using flyers, posters, emails, company newsletters, intranet, etc.

☐ Reach out to your strongest donors and ask them to share a brief message of why they give to United Way.

☐ Purchase/order refreshments in preparation for your kick-off.

DURING YOUR CAMPAIGN

☐ Kick off with a bang (virtually or in-person) to build enthusiasm!

☐ Distribute pledge forms or your e-Pledge link.

☐ Consider asking customers, board members or contractors to participate in the workplace campaign.

☐ Post campaign tracking charts and update them daily.

☐ Schedule company activities to promote awareness and excitement about the campaign.

☐ Display your support of and excitement about the campaign by the committee wearing United Way or LIVE UNITED T-shirts.

☐ Take photos of your campaign activities and virtual or in-person events and send them to your Corporate Engagement Manager for us to share on social media!

☐ Follow up with past contributors who have not yet responded.

1-2 WEEKS POST CAMPAIGN

☐ Tally final campaign results.

☐ Ensure that all pledge forms and prize entry forms have employee signatures.

☐ Meet with your CEO and report results.

☐ Announce final report to employees and thank them for their support.

☐ Conduct final meeting with campaign committee and choose a chairperson for next year.
Think again! Check out our guide below for a 10-minute meeting, which can be held virtually or in person!

**Introduction — 2 Minutes**
Have your CEO give a brief overview of the company’s efforts for the 2020 Campaign.

**United Way Presentation — 3 Minutes**
Your UW representative (employee/donor or UW staff member) gives a brief overview of the campaign and why it is important to give.

**Impact Stories / Videos / Speakers — 4 Minutes**
Present impact stories to your audience by using Partner Agency presenters, videos and/or the United Way campaign video. Hearing how individuals and families have benefited from services provided by the United Way Community Fund is a great way for your audience to hear how their donations will make a difference in peoples’ lives.

**Closing — 1 Minute**
Campaign Champion reviews pledge form, United Way and company incentives, and deadlines with the group.

Please think about which Focus Area might resonate best with your company donor base. We will try our best to connect you with a video or Storyteller in your chosen Focus Area of Education, Health, or Financial Stability!
LIVE UPDATES ON GOAL PROGRESSION
Celebrate your wins! Keep momentum going by celebrating weekly updates on the status of your campaign or share a screenshot of your Campaign thermometer to show progress.

MAKE IT S.O.C.I.A.L.

S
SHORT & SWEET
Digital campaigns are best when kept to two weeks or less. The longer the time, the less momentum.

O
OVERALL GOALS
Clearly state your goals – overall dollars raised and/or number of participants.

C
COMMUNICATE
A picture is worth a thousand words! Use photos or videos in your internal communication or on social media, and don’t forget to include Partner Agency impact stories.

I
IMPACT
Provide impact equations — what does my donation do at various levels?
• $1 a week enables one person to purchase professional attire for interviews and employment
• $5 a week provides food for a family of four for two months
• $10 a week equals emergency shelter for 10 people who have been displaced from their home by a fire or other disaster
• $20 a week covers community-based mental health services for two uninsured or under-insured children and their families, who would otherwise fall through the cracks.

A
ACCELERATE SUCCESS WITH GAMES
Daily prizes, trivia, and virtual games like Email Bingo, Guess the Baby Photo Contest, Pie in the Face via video, etc. keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

L
LIVE UPDATES ON GOAL PROGRESSION
Celebrate your wins! Keep momentum going by celebrating weekly updates on the status of your campaign or share a screenshot of your Campaign thermometer to show progress.
1. GET CEO SUPPORT
   » Seek your CEO’s endorsement or other Executive Leadership support 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. Don’t forget to take a photo or video to share online!

2. SET GOALS & TRACK RESULTS
   » Set a goal based on total dollars raised and/or percent of participation and/or Leadership Giving.
   » Advertise the goal(s), then track and report progress!
   » Track your Campaign progress and send out weekly or regular updates.

3. MAKE IT EDUCATIONAL
   » Determine when the employee meeting(s) will take place and schedule your employee meetings in-person or virtually.
   » Invite your United Way Corporate Engagement Manager and a Partner Agency speaker to your meeting(s).

Help your employees connect their United Way gift with the impact felt in the community!
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.

Build momentum for your campaign 1-2 weeks in advance (See the Campaign Timeline suggestions on pages 8-9), and follow the S.O.C.I.A.L. guidelines on page 11. Communicate reasons to give, company pride and support, special events, etc.

Distribute campaign pledge forms to all employees.

Do you have an employee who is a Leadership Giver, or is an active member of Women United or Emerging Leaders Society? Invite the individual to speak at your employee meeting.

4. HOLD A LEADERSHIP CAMPAIGN

Plan your Leadership Program.

Review last year’s efforts and results.

Have the CEO or Executive-level 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).

Hold a breakfast, lunch, or virtual after-work event.

Involve the CEO, United Way Corporate Engagement 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 Leadership Givers for distribution.
5. **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 for your Corporate Engagement Manager to collect the report envelope.

» Ask the CEO to announce the campaign results or share the results via a video distributed to all employees, 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 Corporate Engagement Manager for some clever ideas.

6. **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 to invite a Leadership Giver or Women United or Emerging Leaders Society member to share why the employee gives to United Way.

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

» Is your company looking for ways to give back in our community? Connect with United Way’s volunteer center to give employees a hands-on experience where they can see first-hand the impact of United Way Partner Agencies and other community nonprofits. Contact Bryce Kruger, Volunteer Engagement Coordinator, at krugerb@unitedway-york.org.
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 emails
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 UW contact!)
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. Virtual United Way 101 discussion with United Way Partner Agency
16. Casual day stickers
17. Drawing for first-time givers
18. Prizes for turning in forms early
19. Silent auctions
20. Chopped, virtual edition! Employees send their photo of their best cooked dish; Champions, CEO or HR judge the winner.
21. Drawing for a free pizza
22. Early dismissal on a Friday
23. Jeans day
24. Free parking or use of executive parking space
25. CEO/President delivers coffee each morning for a week

Communicate often. I have employees in 12 locations. I send a daily email using a lot of information found in the online Campaign Toolkit. It’s a great resource; use it to jump start your campaign.

— Jennifer Dettinger, York City School District
26. Backyard/parking lot BBQ
27. PTO Day
28. Candy jar guess: Use gum balls, jelly beans, paper clips, straight pins, or rubber bands
29. Door prizes to attend kickoff
30. Email contest to name the theme
31. Hamster race
32. Shoe-kicking contest
33. Game shows (Who Wants to Be a Millionaire?, Price is Right, Jeopardy, etc.)
34. Aluminum foil sculpture contest
35. Hula hoop competition
36. Stick horse or tricycle race
37. Lego block building contest
38. “Big Hair” contest
39. Oldest company T-shirt contest
40. Name that face contest
41. Virtual 5K run or walk
42. Pie-throwing contest
43. Bingo
44. Cupcake wars
45. Games night
46. United Way Monopoly with Partner Agencies in place of street names
47. Guess the baby contest
48. Battle of the sexes
49. Penny wars
50. Office Olympics

51. Mass voicemail
52. Balloon blast
53. Dress up days for casual companies, with prizes
54. Dunking booths with managers in tank
55. Executive-for-a-day
56. Ask each executive team to donate a prize for an auction
57. Services donated by employees (pet sitting, car wash, etc.)
58. Breakfast or lunch with CEO
59. CEO to kiss an animal (donkey, pig)
60. Free lunch in company cafeteria
61. An extra day off for a 10% pledge increase
62. Work someone else’s job
63. Opposing team colors: Manager to wear rival’s team colors
64. Drawing for free trip using company frequent flyers miles
65. Lunch or breakfast with the leaders
66. American Idol talent show
67. Live auctions
68. Bake sale with cookbook
69. Car wash
70. Employee craft show
71. Kiss-the-creature contest
72. Popcorn sale
73. Raffles (donated prizes)
74. Shoe shining
75. Pet show and competition
76. Garage sale (office clutter, surplus supplies, old computers, etc.)
77. Hershey Hugs sale
78. Sand castle building contest
79. Hat day
80. Halloween parade
81. Plant and flower sales
82. Dress up the boss
83. Ugly hat day, ugly sport coat day, or ugly tie day
84. Shave the boss’ head or dye the boss’ hair/beard
85. Karaoke club: Employees pay to have a fellow employee sing, employees pay or sing
86. Kids’ poster contest (for employee children)
87. Lip sync battle
88. White elephant auction

89. Sports (Be part of the team that makes great things happen)
90. Decades (‘50s, ’60s, ’70s, ’80s)
91. Christmas in September
92. Beach party
93. Carnival games (putt putt, pool, ring toss)
94. Scavenger hunt
95. Early dismissal for increasing pledge to specified level
96. Purchase small thank-you tokens from United Way store or agency
97. T-shirt giveaways
98. Bakery cart or bake sale
99. Thank-you mugs
100. Build your own sundae party

**Theme ideas!**

A successful campaign can happen if you have strong leadership support, a team engaged for the win, and the enthusiasm behind the idea that it’s not about you, but the people whom United Way benefits every day!

— Michael McAdams, Adhesives Research
Food is the way to an employee’s heart at Menasha… so we held a sub fundraiser during our campaign. Easy and effortless for the Campaign Champion — and something other than leftovers for the employees!

— Aislinn King, Menasha Packaging
Improving the Education, Health, and Financial Stability of every person in York County.