



Be A United Way
HERO!
Wear Your Invisible Cape.



Champion

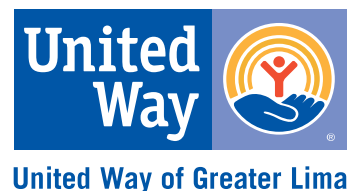
NOUN: A person who fights for or argues for a cause or on behalf of someone else. "A champion of the United Way"

NOUN: A person who enthusiastically supports, defends, or fights for a person, belief, right, or principle

VERB: To support the cause of, defend

SYNONYMS: Advocate, protect, defend

2023 CAMPAIGN CHAMPIONS GUIDE





UNITED WAY CAMPAIGN 101

LIVE UNITED

New to United Way campaigns? This page is for you.

For over 100 years, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns.

WHY?

Because United Way works.

United Way fights for the health, education, and financial stability of every person in Allen County.

Because giving to United Way is easy.

Most people give via payroll deduction, pledging in the fall to have a certain amount taken out of each paycheck the following year. United Way's materials are easy to distribute and collect. After some

planning and a brief 1-2 week solicitation period (your internal workplace campaign), you're done!

Because there's something for everyone.

Donors can choose to designate their gift to United Way programs of their choice in Allen County or to United Ways in their home communities. With over 40 community partners and programs, there's a cause that fits everyone's personal mission.

Because United Way is effective.

Money raised here stays here and 100% of every dollar stays local. United Way meets all 20 Standards of Charitable Accountability established by the Better Business Bureau.

THE TYPICAL WORKPLACE CAMPAIGN...

- Runs actively for 1-2 weeks.
- Runs sometime between September 1 and Thanksgiving. (But you can run anytime. Pick the dates that best serve you.)
- Uses United Way brochures and pledge forms that we provide.
- Most donors give via payroll deduction, pledging to give \$___ per pay period during the following year (Jan. 1 to December 31).

YOUR ROLE A WORKPLACE CHAMPION...

- Serve as main contact between United Way and your workplace.
- Lead the planning and coordination for a successful internal campaign.
- Recruit others to help with your internal effort.
- Collect and submit all pledge forms and monetary donations to United Way in a timely manner. Includes completion of the Workplace Giving Form completed at the end of your internal campaign.

OUR ROLE AS UW STAFF & VOLUNTEERS...

- **TO HELP YOU IN ANY WAY POSSIBLE! Never hesitate to call with questions or to help with campaign strategies.**
- **PLEASE reach out for ALL of your campaign needs.**
- **United Way Office
419-227-6341
uw@unitedwaylima.org**



UNITED WAY CAMPAIGN 101

LIVE UNITED

Companies that followed these 3 simple steps saw a 4% increase, companies who didn't saw a 15% decrease.

#1 Ask upper management to support the campaign and endorse it publically in employee meetings/publications.

Things to consider:

- Is UW a priority for CEO/management?
- Have you met with them to discuss your plan?
- Is there an authorized corporate gift / match?
- Are there authorized incentives for giving?
- Will they speak/endorse at employee kickoff?
- Send letter/Email to staff about importance of United Way and how it meets your company's philanthropic mission?

#2 How Will You Make The Ask? How Often Will You Follow Up?

- How will you promote and launch your campaign?
Use your All-Staff Meeting for Kick-Off!
- Remember that the easiest way to your employees heart is their stomach – breakfast or snacks are always a great idea.
- Use the personal ask and follow up for best results.
- Have an agency come to give a testimonial or a UW representative speak on what your donation means to our community.
- Are you using the triplicate form? Still have remote employees and need a virtual pledge form? Are you a small staff and using the tear-off form on the brochure would work well? Make sure to have plan for following up regardless of form.

#3 Everyone loves free stuff!

- Offers don't have to be extravagant.
- Great ideas for Incentives on page 4 but here are a few:
 - PTO is a popular offer
 - Offer company swag
 - Offer the possibility of the best parking spot for a year.
 - Run a contest that offers pride, not prizes.

***If you have any questions or need help, please contact:**

**United Way of Greater Lima
419-227-6341 or
uw@unitedwaylima.org**



TAKING IT TO THE NEXT LEVEL

LIVE UNITED

Implement these strategies to increase your participation rates and average giving levels, and the dollars will follow!

1. INFORM 2. INSPIRE 3. INCENTIVIZE

WAYS TO INCREASE PARTICIPATION

- **Implement ALL of the Best Practices on Page 2. Most especially #2 and #3.**
 - **How is the UW campaign communicated internally?**
 - **Is it publicly supported by CEO and upper management and a priority within the workplace?**
 - **HOW are people being asked to give?**
- **Set a goal of 100% ASK.** This is different than 100% participation. Collect a completed, signed pledge form from EVERY employee, even if the pledge is \$0 so that you can make sure every person heard the message and had an opportunity to give.
- **Promote it!** In a virtual giving environment, multiple touch points throughout your campaign will be critical to its success. Send daily

reminders to turn in pledge forms, especially on the last day of your campaign. Hang posters. Borrow our UW banners and flags. Send internal e-mail and all-call messages. Share on social media.

- **Daily contests.** We can help you set up fun ways to engage and inform employees each day of your campaign. If your workplace allows in-person presentations, trivia contests and Bingo, or a United Way scavenger hunt can inform and inspire people.
- **On the last day, review your list of past donors and cross reference it with those who've already given.** Follow-up one-on-one with those past donors and remind them it's the last day to give.
- **Extend the giving opportunity to new hires throughout the year.** Give pledge forms at new employee orientation.

WAYS TO INCREASE AVERAGE GIFT

- **Implement ALL of the Best Practices on Page 2.** Most especially #3 (customizing the pledge forms that will be used at your workplace). This will allow us to make the default suggested giving options specific to your workplace and slightly higher than your company's average employee gift of a year ago.
- **Stress giving via payroll deduction.** People tend to give more when spreading their gift out week-to-week rather than making a one-time gift via cash or check.
- **Include attractive incentives to help motivate giving.** They don't have to cost you a lot (or anything). Then use those incentives for tiered levels of giving. For example, \$5/pay, gets you one benefit or maybe you are entered into a raffle with five ticket. If you give \$10/week,

you get two benefits or get 10 raffle tickets.

- **Leverage "fun-raisers."** Ask for a completed pledge form, rather than a small cash donation. For example, instead of "selling" Jeans Day passes for \$5, ask that they pledge a certain amount via payroll deduction. Conduct your United Way campaign apart from other internal fundraisers.
- **Ask an associate who's benefitted from a UW program to share their story.** Nothing like a personal testimonial to get the tears, and dollars, flowing.
- **Promote membership in United Way's Giving Society.** Membership begins with a \$500 annual gift.



Incentive Program

USING INCENTIVES TO MOTIVATE

LIVE UNITED

If only everyone were 100% altruistic. What inspires giving? Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace. You don't have to go over the top on these either. There are many low-cost / no-cost ways to obtain items as incentives.

HERE COMES THE CRITICAL PART...

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, then decide how to set your incentives. Examples below:

By individual participation: Anyone who gives via payroll deduction is eligible for a prize / drawing.

IDEA: For each dollar someone gives/week, that's how many chances they have.

By time frame: Anyone who contributes by X day is eligible for a prize/drawing.

IDEA: If you turn in your pledge form at the UW presentation meeting.

By increase: Anyone who increases their gift over the previous year by ___ % or to next giving level is eligible.

IDEA: Promote "Fair Share" giving, which would be equivalent to 1% of your annual salary.

By gift level: Anyone who gives \$XX dollars or more is entered into a special drawing.

IDEA: Set tiers of incentives. Those who give \$10/week are eligible for more than those who give \$1/week.

By company goal: If the company achieves its participation goal, all employees can wear jeans on Friday.

IDEA: Do NOT set goal for 100% participation.

IF YOU CAN SWING IT, THE BEST INCENTIVE YOU CAN OFFER IS EXTRA PAID TIME OFF!

Vacation Days, "Sleep-in" passes, or leave work early passes all work well for this.

WHERE DO I GET THESE INCENTIVES?

Talk with your management team to procure corporate items. Ask your vendors. Contact United Way Champions at other businesses and trade YOUR "corporate swag" with them. Spend unused corporate Credit Card rewards.

LOW/NO-COST INCENTIVES:

- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Free meals in company cafeteria
- Pizza party / Free lunch
- Boss does your job for half day
- Use of company car

OTHER INCENTIVE IDEAS INCLUDE:

- Restaurant/Carryout gift certificates
- Streaming video subscriptions
- Cooking / baking prizes
- Home improvement / Gardening
- "Outdoor" activities / prizes
- Trendy electronics
- Big screen TV's
- Gaming packages (xBox/Playstation)
- Gift cards (Walmart / Kroger shopping spree)



Elderly Day Care Center...

If it were possible to double the amount of our United Way grant we would be delighted and so would many, many seniors in Allen County. We would develop our "Greenspace" to include a paved outdoor walking area in conjunction with an enhanced garden and landscaped area. Many of our clients request that we improve our outdoor area. Further, we would open up the outdoor garden area to any Allen County senior to enjoy. That is truly our dream for our program.

- Allen County Council
on Aging, Inc.

Soldiers of Honor...

If we were able to double the United Way grant dollars that we receive we would be able to expand our program hours and days. We would be able to hire a staff enabling us to serve more youth. This would allow us more time with each youth, thus increasing their chances of becoming successful participants within the community. These dollars would also enable us to create alternative atmosphere spaces within our facility, that would serve as recreation, and educational resources. We would also be able to host more outreach events that will inspire, motivate, and encourage our youth and other community youth to participate. More dollars will enable us to purchase boxing gloves, and additional equipment and software to add inviting functional fitness spaces. These spaces are developed to engage people of all athletic abilities and encourage them to move in fun, challenging ways. The software will serve as mentoring, and soft skill training tools to help our youth learn communication skills and other social skills needed to become positive productive citizens within our community.

- Soldiers of Honor

Developmental Preschool Services Program...

If we were able to double our United Way Grant, we would invest in getting our staff additional specialized training. Each year we find the severity of need for our clients expanding. We remain committed to our mission and are blessed to have passionate staff who see the value of the Developmental Preschool Services program. Unfortunately, all the passion in the world doesn't stop us from having moments when we feel we don't have enough tools in our toolbox to best support the scope of needs of our children. Extra funding would allow us to invest in the education of our staff which would in turn be an investment in the quality of services provided to our clients.

- Children's Developmental
Center of Lima

Hope & Resiliency through the Lifespan...

If the funds Cornerstone received from UWGL could be doubled, the impact would be exponential! Cornerstone would be able to bring on an additional staff to meet the counseling needs. I would imagine that would result in us being able to serve 20 more individuals weekly meaning we could be serving 160 clients per week. It would also mean we could hire a part-time liaison to coordinate an increased number of Hope & Resiliency through the Lifespan services with schools, community agencies, churches, nonprofits, and at Cornerstone offices which would increase our total number of individuals we could serve to well over 400/year!

- Cornerstone of Hope Lima

Feeding More Children and Families...

If United Way could double the funding provided to West Ohio Food Bank for the Feeding More Children and Families program, we could provide more food to the children and families who must utilize the school pantry to have nutritious food for themselves and their families. Since SNAP benefits do not cover the costs of hygiene and personal care items, we could also provide these to the children and their families.

- West Ohio Food Bank

Mental Health First Aid in Lima/Allen County...

In addition to our prevention work our "dream" would be able to expand our postvention services including CISM (Crisis Intervention Stress Management) Team, the LOSS Team (Local Outreach to Suicide Survivors) and the DOSS Team (Drug Overdose Survivor Support).

- Prevention Awareness
Support Services

Day Service...

The Robin Rogers Day Service would be able to expand and offer an additional classroom which would enable us to serve 25 more children with special needs. A doubled United Way allocation would allow us to focus our time & energy solely on programming instead of the additional fundraisers needed to operate.

- Arc of Allen County.

YMCA STEM & Youth Development Programs...

If United Way were able to double our United Way Grant, we would be able to give the youth in our program an overall better and more interactive experience. Our FIRST Lego League would be able to get new computers that they can learn programming on. We would also be able to purchase multiple FIRST Lego League kits to use here at the YMCA and the Bible Believers School, where we also offer Lego League. We would be able to provide our robotics participants with newer tools instead of borrowed ones. Lastly, we would be able to offer more educational experiences for our Summer Day Camp like a trip to the Armstrong Museum and potentially to COSI.

- Lima Family YMCA

We Asked Our
Agencies to...

Dream a Little!



United Way of Greater Lima