



UNITED WAY
Space Coast

EMPLOYEE CAMPAIGN MANAGER

WORKPLACE CAMPAIGN GUIDE

BEFORE THE CAMPAIGN

- ☐ Meet with your United Way Space Coast representative and develop a campaign plan
- ☐ Obtain CEO endorsement and support
- ☐ Recruit a campaign committee to help you with the campaign
- ☐ Review campaign history and set your goals
- ☐ Determine your campaign plan, timeframe and incentives
- ☐ Gather your campaign materials (brochures, pledge cards, video and posters)
- ☐ Schedule your kickoff, any guest speakers and special activities

DURING THE CAMPAIGN

- ☐ Distribute pledge forms (if using paper forms) and campaign materials to everyone
- ☐ Promote the campaign through various channels
- ☐ Send reminders about campaign events and deadlines
- ☐ Follow up with those who haven't turned in their pledge forms or visited your campaign website

AFTER THE CAMPAIGN

- ☐ Collect all pledge forms (if paper) or pull reports from your campaign website
- ☐ Schedule time with your United Way Space Coast rep to complete paperwork and reporting
- ☐ Verify any corporate contributions or matches of employee giving
- ☐ Send a thank you letter to everyone on your committee
- ☐ Publish a short story, photo and results of your campaign

YEAR-ROUND

- ☐ Keep employees updated on United Way Space Coast activities
- ☐ Promote volunteer opportunities to employees

United Way Space Coast provides the assistance and resources you'll need to maximize your company's campaign success. As you begin preparing:

- Contact United Way Space Coast! Our staff is here to help.
- All of our campaign materials can be found on the ECM Toolkit at the bottom of our website, uwspacecoast.org. You'll find logos, success stories, videos and other marketing materials.
- Stay connected through Facebook, Instagram, and LinkedIn to see what we are doing!
- Determine the means of pledging best suited to your company: preprint your pledge forms from United Way, apply labels to blank forms, or use online giving. Work with your United Way Space Coast rep to deliver your campaign materials.
- Determine a campaign timeline including the pledging, presentations and activities.
- Outline campaign activities and determine which team members will be responsible for implementing, including organizing the campaign kickoff, distributing and collecting pledge forms, planning special events, securing incentives, etc.
- Evaluate past results and identify areas where potential for increases may exist - dollars raised, participation, etc. - and set a campaign goal that focuses on these areas.

1. CONFIRM TOP MANAGEMENT SUPPORT

- Get approval for recruiting your committee and holding meetings and activities on company time.
- Ask for visible support from company leadership.
- Discuss options for engaging senior staff through a focused leadership campaign.
- Discuss incentives to encourage participation and increase giving.

2. RECRUIT A CAMPAIGN COMMITTEE

- Recruit a diverse team that includes people from different departments and levels.
- Set a schedule of committee meetings and distribute to members.

3. DEVELOP A CAMPAIGN PLAN

- Invite your United Way Space Coast rep to your campaign planning meetings to answer questions and offer ideas. Discuss campaign strategies that fit within your culture.

4. IMPLEMENT THE CAMPAIGN PLAN

- Promote the Campaign. Place information (available on the ECM Toolkit) in high traffic areas around your office or share via email or your social channels so employees can learn about United Way Space Coast.
- Hold a Campaign Kickoff. Start the campaign with your company's leadership team prior to the general kickoff.
- Make the kickoff event fun and engaging for employees and be sure to communicate campaign goals, timeframe, activities and incentives.
- Invite a member of the leadership team to the general kickoff meeting(s) to communicate management support of the campaign.
- Invite your United Way Space Coast representative to speak at the meeting(s).

★ Make the Ask ★

- Make sure that everyone has the opportunity to make a contribution to the campaign. Use the campaign kickoff, department meetings and one-on-one conversations to encourage participation. One of the biggest reasons people say they didn't give is because they weren't asked!
- Personally distribute and collect pledge forms. Ask everyone to return their pledge form, even if they choose not to give. Your coworkers are most likely to give/make a decision immediately after being asked, so try to collect the forms right away.
- Collect all forms even from those not giving so you know everyone's had the opportunity.
- Monitor and report progress
- Send out reminders to encourage people to turn in their pledges.
- Keep a running total of dollars raised.
- Provide regular updates to employees - send out email blasts and success stories. (See ECM Toolkit for examples)
- Make personal follow-ups with individuals who have not turned in their pledge as the campaign nears the end.

Wrap Up the Campaign

- Ensure all pledges are turned in. Collect payment for those who opted to make a one-time gift with a check or cash.
- Schedule a meeting with your United Way Space Coast representative to finalize the campaign - pick up the campaign envelope, unused campaign supplies, etc.
- Report your final campaign results to employees and leadership. Celebrate your success!
- Thank everyone! Send thank you emails, ask the CEO for a thank you message to communicate to employees, hang thank you posters. And don't forget to thank the committee for all their help!
- Hold a final campaign committee meeting to evaluate your efforts and make recommendations for next year.

5. YEAR-ROUND ENGAGEMENT

- Follow us on Facebook and Instagram to see fun photos, be invited to events and find other opportunities to get involved.
- Share United Way Space Coast updates and news with employees regularly throughout the year so they can see the impact of their contributions.

MAKING THE MOST OF YOUR MEETING!

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SAMPLE 12-MINUTE AGENDA FOR YOUR UNITED WAY EMPLOYEE MEETING

Item	Presenter	Time
Welcome, corporate support of campaign	ECM	1 minute
CEO endorsement and personal support	CEO/Senior Manager	2 minutes
United Way overview	United Way rep	3 minutes
Campaign video and/or success story	ECM or UW rep	3 minutes
Ask for the gift	ECM or UW rep	2 minutes
Thank, collect pledge forms, or encourage gifts online	ECM	1 minutes

MAKE YOUR CAMPAIGN FUN!

Create a Fun Atmosphere With Decor

- United Way posters/backgrounds
- Large screen or TV to show video
- Share flyers showing how donations are used

Jeans For a Cause

The universally popular dress down day can be a fundraiser too! Employees pay to wear jeans. We have stickers available to show everyone they are wearing jeans for United Way Space Coast.

Candy Grams

We have some creative candy gram ideas you can make to give to employees as a thank you for participating.

Use Prizes and Incentives!

It doesn't take a lot of money to offer great prizes and reward employees for participating in campaign events. Not every prize has to be big or expensive!

- Paid time off
- Sleep in late or "Flee at 3" coupons
- Prime parking spaces
- Gift certificates
- Coffee served each morning for a week
- Pizza party
- Corporate logo clothing

List something you would like to try in your workplace or cool ideas you saw another ECM try:

EDUCATION

Take an Agency Tour

Visiting our agency partners is an eye-opening experience, providing the opportunity to see firsthand the incredible impact nonprofit organizations have in our community. Getting out of the office and learning about the needs in our community is a powerful way to show your employees how their gifts are making an impact.

Incentives, Food and Fun

Consider a budget for your campaign team. Collect prizes from local restaurants and businesses to use as incentives. Encourage your team to make it fun.

One example of a creative kickoff is from Lotane & Associates, who had a delicious breakfast as part of their campaign thanks to Meg O'Malleys and Chef Eric who donated the food. The Lotane kickoff included guest speakers from United Way Space Coast and Serene Harbor, which inspired the team to donate. On the very first day, 55.1% of the team had made their pledge!

INSPIRATION

Telling the Story in Group Meetings

Group meetings result in better participation. Simply sending an email or putting a pledge card in someone's mailbox doesn't work as well. Give your team an opportunity to see how our United Way Space Coast is changing lives and strengthening our community.

If you can, bring a guest speaker into your kickoff meeting or an employee gathering. Hearing firsthand from someone who has been helped inspires giving. We can help you find just the right guest speaker for your group.

Make Sure You Say Thank You!

It's important to stop and take a moment to celebrate your accomplishment and thank your employees for their generosity. Publix Super Markets hosts a day of thanks and celebration for its associates, including cookouts and cake.

NEW HIRES PROGRAM

For various reasons, often employment changes, job losses and moving, pledges are not always honored. A New Hires Program will help replace those losses. Please consider the New Hires program, where new employees are asked to support United Way at the time of hire. It's easy to introduce as part of your normal onboarding procedures, and lets them know they are working for a company that gives back. It is a simple way to increase your employee participation.

RETIREE PROGRAM: DON'T RETIRE FROM GIVING

Many campaigns struggle to make up for the loss of long-time donors who retire. Ask your United Way rep to help you get a retiree program started, so you can allow these generous donors to stay involved.

Leadership giving is another strategy to grow your campaign. Throughout the year, leadership donors are invited to participate in a variety of social and recognition activities, which build loyalty and can increase giving in future campaigns.

LEADERSHIP GIVING LEVELS AND OPPORTUNITIES

Chairman's Club

\$500-\$999

Torch Society

\$1,000 - \$9,999

(Crystal, Bronze, Silver, Gold and Platinum)

Tocqueville Society

\$10,000 and up

WHY BE A LEADERSHIP GIVER?

- Recognition in the leadership book.
- Increased connection - special communication and invitations to events.
- Inspiration: your generosity just might inspire someone else to give.

QUESTIONS TO CONSIDER:

- Does 50% of your employee giving come from leadership giving? If not, leadership giving is an area of opportunity.
- How does your company rank among peers in your industry?
- Are you making a special appeal to attract contributors at different levels?

HOST A SPECIAL LEADERSHIP "ASK"

- Lead by example! Secure leadership gifts early to provide inspiration.
- Ask current leadership donors to consider increasing their gift.
- The CEO should be present at the leadership kickoff and ask others for their personal contribution.
- Have United Way or a partner agency speak at the event; first-person accounts are powerful.
- Make one-on-one requests of employees who didn't attend the meeting.

**THE #1 WAY TO
GROW YOUR OVERALL
CAMPAIGN TOTAL
IS TO IMPLEMENT A
LEADERSHIP GIVING
CAMPAIGN.**

ePLEDGE

Move Online to Increase Employee Giving!

ePledge is an efficient, secure, green and simple online internet based giving tool. Employees can make pledges online, eliminating the need to distribute, collect or process paper pledge forms. Campaign leaders can monitor your campaign in real-time.

On average, organizations that have switched to ePledge experienced a 5% increase in employee participation and nearly a \$2,500 increase in overall employee giving!

Features and Benefits

- Secure, online interface with United Way and your organization's systems (SSO available)
- User-friendly screens and flow
- Supports multiple giving methods (e.g. payroll deduction, credit card, cash, check, PTO, etc.)
- Branded messaging and organizational customization opportunities
- Donor designation options for qualified 501(c)(3) health and human services organizations
- Allows employees a secure and private way to make their personal charitable giving decisions
- Real-time reporting and monitoring
- Export file available to download and upload directly into your organization's payroll system eliminating time spent entering deduction information
- Reduces or eliminates the need for paper forms, saving time, paper, resources and the environment

**READY TO MAKE THE SWITCH TO
AN EPLEDGE CAMPAIGN?
WE'RE HERE TO HELP!**

**Please contact your United Way
Space Coast representative at
321.631.2740.**

WHY GIVE TO UNITED WAY?

Our annual campaign powers everything we do. That's why your support is more than just helpful. It is crucial to our local community.

Across the Space Coast, families, children, and seniors are facing challenges that threaten their financial stability, health, and education.

Every year, volunteers review needs across Brevard to ensure we support critical, safety net services. They identify where donations can make the biggest impact to help build a better future for everyone who calls the Space Coast home.

With payroll deduction, it is convenient to give back. Spreading your donation throughout the year makes it easier to increase your giving while staying within your budget.

HOW IS UNITED WAY DIFFERENT FROM OTHER NONPROFIT ORGANIZATIONS?

United Way Space Coast is Brevard's trusted community connector, mobilizing people to care, take action, and create lasting change. We don't just focus on one issue; we focus on what it takes for everyone to thrive. We take on our community's most pressing challenges with a broad, connected approach, because lives don't happen in silos, and neither should solutions.

No other single organization meets the broad range of needs that United Way addresses:

- We go beyond fundraising by researching the needs of the community and bringing the right resources and people together to solve tough local issues.
- We work with businesses, governments, and partner agencies to develop health and human service strategies.
- We fund programs that are meeting people's needs today, and we are helping to build a better future for our community.

WHERE DOES THE MONEY GO?

Your contributions fund large scale collaborations, individual agencies, and specific programs focused on the most significant community needs. See the Community Impact Sheet for detailed funding information.

WHY THE COMMUNITY CARE FUND?

United Way's Community Care Fund (CCF) is one of the most powerful ways we help. Donors who choose to give to our CCF (as opposed to restricting their gifts to a specific agency), are assured that their gifts are being used effectively and efficiently.

United Way holds itself highly accountable for how the CCF is invested. The fund is managed by dedicated volunteers who collectively spend more than 1,000 hours each spring reviewing program applications and financial information, and then make funding decisions targeted to maximize our limited resources.

TARGETED CARE

Targeted Care allows a gift to be restricted to a specific area of our impact work with volunteer oversight and input. Targeted Impact Areas include the following:

- **EDUCATION:** Success in life begins with a quality education. Yet millions of children lack the support they need to strengthen their literacy, stay on track in school, graduate high school and find a career. We're shifting the odds so tomorrow's leaders can build a better foundation. With an approach to education that spans from cradle to career, we ensure children get strong starts in life, assist teenagers with the tools to learn and grow, and enable young adults to thrive in the job market.
- **FINANCIAL STABILITY:** Without the ability to pay their mortgage or rent, families may find it impossible to achieve a sense of security, let alone take the steps necessary to create a better life for themselves. That's why our work in income is focused on helping people become empowered with the goal of reaching financial stability through our free Money Management Workshops.
- **HEALTH:** When it comes to accessing health services, a person's zip code should never be a deterrent to success, nor should it be a barrier to improved health. For many, it is a daily reality. United Way is fighting for more resilient communities by promoting healthy eating and physical activity, along with integrating health into early childhood development.

RESTRICTED GIFTS

United Way encourages unrestricted gifts, allowing our Community Impact volunteers to determine how to meet a broad array of needs. However, we will process designations to 501(c)(3) health and human service nonprofits.

Due to processing costs, designations must be \$130 or greater. Gifts not meeting these requirements will be directed to our Community Care Fund. Restricted gifts are not monitored for effectiveness or impact.

FREQUENTLY ASKED QUESTIONS

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What is United Way's overhead ratio?

The average overhead for nonprofits in Florida typically ranges from 20% to 35% of total operating expenses, aligning with national standards. This includes management, general administration, and fundraising costs, as cited by the Florida Nonprofit Alliance. United Way Space Coast's overhead is 17% according to our most recent 990. United Way's 990/audit are available on the website and we're proud of our 4-star Charity Navigator rating.

Are all United Ways the same? Is it one big organization?

No, United Ways across the country are locally-focused. United Way Space Coast is governed by a local, volunteer Board of Directors, community and business leaders that are committed to the highest standards of fiduciary oversight and transparency. These dedicated volunteers lead the strategic direction of our organization to best meet the needs here in our community. We are a member of the United Way Worldwide network meeting annual membership certification standards, and benefit from resources the national network provides.

My friend wasn't helped; I'm not giving!

Our partner agencies serve thousands of people every year. However, there are still people who will not be served due to the limited funds that our programs have available. Trending shows state and federal funding resources receding for many of our partners. That is why it is so important to have as many people as possible participate in the campaign!

Is giving to United Way voluntary?

Yes! We have a written policy against coercion. The opportunity to participate in your company's internal workplace campaign is an invitation to join your colleagues and other local residents to make a gift via payroll deduction in support of our community.

Can I designate my gift?

We allow designations to any health and human service nonprofit, providing they are a 501(c) (3) organization. A minimum contribution of \$130 per agency is required. Designations not meeting these requirements will be directed to the Community Care Fund. Restricted gifts are not monitored by United Way staff or volunteers for effectiveness or impact.

I never use services. Why should I give?

You never know when you, a member of your family or a neighbor may need a United Way service due to job loss, illness or other issues. Your gift helps ensure services are available when they're needed.

YOUR WORKPLACE CAMPAIGN PLAN

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CAMPAIGN DATES:

CAMPAIGN COMMITTEE MEMBERS:

**CAMPAIGN STRATEGY
[% PARTICIPATION/AVERAGE GIFT]:**

INCENTIVES:

KICKOFF/PRESENTATIONS SCHEDULED:

CORPORATE MATCH/GIFT:

CAMPAIGN GOAL:

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CONTACT US

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CHANGING LIVES AND STRENGTHENING COMMUNITIES

THANK YOU FOR BEING THE HEART OF POSITIVE CHANGE ON THE SPACE COAST

Your generosity fuels programs that lift families, support students, and strengthen our community every single day. We couldn't do this work without you. Together, we are building a stronger Brevard.



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uwspacecoast.org