



**UNITED in
PURPOSE**



ENGAGING EMPLOYEES THROUGH CAMPAIGNS

WELCOME!

United Way of Taylor County has been serving our community for many years. During this time, we've consistently united people to navigate through various economic challenges. Presently, our community faces an exceptional level of need and uncertainty. However, with support from organizations like yours, we can effectively address the complex issues that Taylor County is grappling with. Our goals include ensuring every Taylor County resident has access to safe, affordable housing, quality and reliable childcare, the opportunity to graduate from high school with a plan for the future, and more.

Looking ahead, our focus is on nurturing a thriving community that is characterized by equity, engagement, and empowerment. Our strategic direction, known as UNITED to THRIVE, guides our efforts. With the community's backing, we aim to fulfill the five key elements of a Thriving Community: Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, and Health & Well-Being.

Your United Way campaign presents an excellent opportunity for your team to learn, have fun, and make a positive impact on our community. This workbook will provide you with valuable insights into best practices for preparing, planning, conducting, and concluding your company's campaign. You'll also have the chance to explore how our organizations can collaborate to generate innovative ideas and empower your employees. Most importantly, our board and staff are eager to support you and your employees in understanding their integral role in our mission to enhance lives within our community.

We extend our gratitude for your leadership during this year's annual United Way of Taylor County campaign. You are a true game-changer!

Sincerely,

Monica Halopka

Executive Director, United Way of Taylor County

VITAL MEMBERS OF A SUCCESSFUL CAMPAIGN

UNITED WAY STAFF

United Way staff provide direct support for Employee Campaign Chairs, Champions, and Ambassadors.

EMPLOYEE CAMPAIGN CHAIR (ECC)

The Employee Campaign Chair (ECC) is the centerpiece of the workplace campaign. Supported by United Way staff and their campaign committee, the ECC engages fellow employees in United Way of Taylor County's giving, advocacy, and volunteerism efforts throughout the year, and specifically during the company's campaign.

CAMPAIGN AND ENGAGEMENT COMMITTEES

Campaign and employee engagement committees coordinate and carry out a company's United Way campaign and other opportunities to engage with our organization.

COMPANY EMPLOYEES

Inspired by the engaging work done through the committees, employees become donors, advocates, and volunteers for United Way of Taylor County. Together, their contribution is amplified to make a powerful impact in our community.

CEO CONTACT

Campaign success starts from the top. Involve your CEO in all initial planning to ensure company goals are aligned and met.

RUNNING A SUCCESSFUL WORKPLACE CAMPAIGN

PREPARE

REFLECT. Visit with your CEO to be informed of goals set for your workplace campaign. Analyze the previous year's campaign results. Discuss goals and strategies, secure their endorsement, get approval for incentives, and confirm a corporate match or company gifts.

RECRUIT. Recruit committee members from across the company. Design a creative and fun campaign and identify activities and tasks for each committee member to complete.

SET GOALS. Set goals for total donations, participation levels, and special event dollars raised, create timelines and develop strategies and measures of success.

PARTNER. Meet with your United Way representative to discuss how they can support your company's campaign.

PUBLICIZE. Share how, where, and when to pledge and incentivize giving.

CONDUCT

CONDUCT CAMPAIGN. Educate employees by promoting your campaign through a kick-off event, presentations, and other special events. Use a multimedia approach, including emails, videos, social media, posters, and displays—any place convenient for employees to see. Create fun ways for employees to learn the importance of their gift to United Way of Taylor County.

ASK. Send customized kick-off emails to employees. Ask new hires upon arrival, current staff and leadership, and retirees to be a part of your company's commitment to giving back through United Way by providing them with an opportunity to give.

PROVIDE COLLATERAL. Provide campaign brochures — printed or digital — to every employee.

REPORT AND THANK. Announce your final results to your company. Thank everyone through inspiring messages, activities, and prizes.

READY. SET. GO!

Through the power of donors, volunteers, businesses, advocates, partner nonprofit agencies, and YOU, we are fostering an equitable, engaged, and empowered community. A community where every Taylor County resident has access to the essential resources that give them the chance to meet their basic needs, lead healthier lives, ignite a love of learning through a quality education, and feel confident and safe because of their financial stability.

Thank you for your commitment, dedication, time, and positive energy. Now, go change the game!

CONTACT US

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Taylor County**