

ECC GUIDE

Thank you for serving as your company's Employee Campaign Coordinator (ECC)! Not only are you helping your company be a more socially responsible workplace, but you are making a difference in our community. Your efforts, combined with others all across Racine County, are helping fight for the health, education and financial stability of every member of our community.

As the ECC, you are responsible for running a United Way employee campaign at your workplace. This includes three main responsibilities:

1. Educate – Inform your employees of the impact United Way of Racine County (UWRC) makes in our community. Lay the foundation for WHY they would want to give. Resources are provided, and your Investor Relations Manager (IR Manager) is happy to come do a presentation for your employees.

2. Ask – Once employees know about UWRC, ask them to donate and facilitate that process. Your IR Manager will work with you to implement the best strategy for your company. You can use paper forms or online forms for employee pledges. Getting endorsements from the top of your organization (through a letter/email/speech) can be a powerful motivating tool. Additionally, incentives and fun activities are good ways to strengthen your campaign.

3. Collect and report – You are the connection point between your company and UWRC. When donations are turned in, you are responsible for processing everything. This includes turning in your campaign envelope to your IR Manager and turning over pledge information to your payroll department. In addition to reporting results to UWRC, it's good to celebrate your company's efforts together. Report to leadership and employees how your campaign went.

As you are working on your campaign, recruit enthusiastic volunteers to help. You are the ECC, but that doesn't mean you have to do everything alone! Inject fun wherever possible, and thank donors and volunteers throughout the process. Your United Way of Racine County IR Manager is happy to assist you however possible throughout your campaign.

CAMPAIGN PLANNING CHECKLIST

DATES: _____ **GOAL:** _____ **PREV. YR:** _____

BEFORE THE CAMPAIGN

- Set the dates for your campaign.
- Meet with your United Way IR Manager to discuss dates, goals, plans and resources.
- Build a committee. Include different departments. Work together for planning and promotion. (Assign a campaign photographer so that you don't forget to take pics.)
- Set a goal. Consider last year's campaign and changes in staffing/company climate.
- Determine events, activities, themes and incentives.

- Create a timeline or campaign calendar.
- Meet with your CEO or HR.
 - Get approval for your campaign budget.
 - Get approval for any campaign incentives.
 - Get approval for any company matches or incentives.
 - Get an endorsement from leadership. Determine how to share either by speaking at kickoff/closing, letter, video, etc.
- Get info to your IR Manager for the website if you're doing donations online.
- Schedule and invite employees to kickoff.
- Decide if you are including retirees in your campaign.
 - If so, send out retiree letters ahead of the company campaign launch so that there is time for the mail to return.

DURING THE CAMPAIGN

- Hold a kickoff event with your IR Manager as a speaker.
- Share donation forms (hardcopies or online).
- Take pictures and videos of campaign activities.
- Post pictures on social media and share with your IR Manager.
- Send reminder emails about events, incentives and deadlines. Include the giving link if employees are donating online.
- Send a targeted reminder to employees who have not yet donated.
- Hold a special event.
- Encourage employees to follow UWRC on social media and sign up for the monthly newsletter (The Handraiser) to stay up-to-date on impact and opportunities.
- Thank employees for giving.

AFTER THE CAMPAIGN

- Collect all pledge forms. If your campaign was online, get the report from your IR Manager.
- Give paper pledge forms or online reports to payroll for processing.
- Complete the Campaign Report Envelope.
 - Total employee donations by type, special events and corporate contributions.
 - Complete the rest of the report with contact info, employee data and signatures.
- Contact your IR Manager when your campaign is complete to coordinate pickup.
- Announce results and incentive winners.
- Thank everyone who participated and donated.
- Debrief with your team about the campaign.

THROUGHOUT THE YEAR

- Work with your IR Manager to plan a volunteer event or supply drive.
- Participate in United Way events and share opportunities with your employees.
- Share an impact update mid-year.
- Schedule a Lunch and Learn (ask about potential topics).

IR MANAGER CONTACT INFO

Stephanie Buchanan: sbuchanan@unitedwayracine.org or (262) 664-4721

Chelsie Deaton: cdeaton@unitedwayracine.org or (262) 456-6474

STAY UP TO DATE WITH UNITED WAY

Follow us on social media!

- Facebook: @UWRacine
- Instagram: @unitedwayracinecounty
- Twitter: @UnitedWayRacine
- LinkedIn: @United Way of Racine County

Sign up for our monthly newsletter, The Handraiser!



RUNNING A SUCCESSFUL CAMPAIGN

HOST A KICKOFF

Here's an example format:

Topic

- Welcome/opening
- Campaign endorsement
- UWRC overview and ask
- Explanation of incentives and how to give
- Say thank you!

Presenter

ECC
CEO
IR Manager
ECC
ECC

To take your kickoff to the next level:

- Add food! You could provide a snack, like donuts, cookies, popcorn or a full meal, anything from a budget-friendly potluck to a catered lunch.
- Add a current employee to the presenter lineup to briefly share why they're a supporter of United Way.
- Add a fun activity or theme!

INCENTIVES

Use these incentive ideas to enhance employee participation and encourage gift increases. These can be used for all donors at a certain giving level, for new donors, for departments that achieve a certain percentage of participation, for gifts that increase a certain percentage from the previous gift, turning forms in quickly or as a raffle for eligible donors.

- Sleep in passes (come in late)
- Flee by 3 passes (leave early)
- Extended lunch passes
- Paid time off
- Work from home passes
- Prime parking spaces (especially in winter)
- Company swag
- Company or department lunch
- C-Suite/ECC incentive (wear a funny costume, dye hair a bright color or pie in the face)
- Offer a company match and promote it to employees

CAMPAIGN EVENTS AND ACTIVITIES

- **Baby picture contest** – Employees provide a baby photo of themselves and staff guess who is who. Those who want to guess must pay per guess. The person with the most correct guesses wins a prize. This could also be played matching pets with employees.
- **Basket raffle** – Ask each department to sponsor, create and fill a theme basket (spa, chocolate, lottery, gourmet cooking, home improvement, entertainment, sports, night on the town, dog/cat-oriented, kids/game-oriented, etc.). Sell raffle tickets for \$1 each or six for \$5. Employees can select which basket or baskets they'd like to win. You can auction the baskets if you prefer.
- **Brown bag lunch day** – Encourage employees to bring their lunch to work one day and to donate the money they would have spent had they gone out to lunch. Hold the brown bag lunch as a group event and socialize while eating, invite a speaker or watch a hit TV show.
- **Silly hat (shoes or shirt) day** – Pay a small fee to wear the silliest or most unique hat you can find. Optional: hold a quick fashion show with a panel of judges selecting a winner. Include a couple award categories such as Most Original, Most Over the Top and Most Creative.
- **Dress up day** – Instead of doing a Casual Day or Jeans Day, have everyone in the office dress up fancy (tuxes, suits, dresses, etc.). Similar options could be Pajama Day, Jersey Day or Work-from-Home Apparel Day (nice business shirt with sweatpants or pajama bottoms).
- **eBingo** – Sell virtual Bingo cards for a small fee. Email squares through the week. Talk to your IR Manager about getting a United Way facts and trivia Bingo card instead of standard numbers. Give a prize to the winner.
- **Holiday-themed event** – Plan an event around the seasonal festivities such as pumpkin carving, costume contest, haunted hallway, flannel fest, chili cookoff or hot chocolate bar.
- **Officemate** – Order a life-size cardboard standee of your CEO, ECC or another fun employee at your company. Charge employees to send it to someone's office for a day so they have an officemate there supervising or encouraging them as they work. Set a flat rate and schedule based on order received but allow extra donations to jump up the list. Have fun choosing your pose. Talk to your IR Manager if you would like UWRC apparel to wear while taking the photo for the standee. (Approximate cost: 6' custom standees available for \$70 or less.)
- **Office Olympics** – Teams or individuals compete in events such as trashcan paper ball free throws, fold/stuff the most envelopes in a minute, trivia (about UWRC and/or your company), longest paper airplane toss, rubber band archery, etc. Have employees pay to participate, and offer lunch or a prize for the winning team or individual. Consider hosting an award ceremony with a fun trophy, medal or certificate for the winner to keep and display.

- **Speed mentoring** – Have eight top-level employees give two to three minutes of advice. Choose a focused topic or let them do general advice. Use a suggested donation to attend. Optional: do it over a lunch and have people bring food to eat while listening.
- **Ugly office décor** – Get an ugly sculpture/statue/lamp and have employees pay to send it to someone else's office or get it removed.
- **Y.C.J.C.Y.1.D. fundraising** – Place signs around your building that are printed with "Y.C.J.C.Y.1.D." People will ask what the sign means. Tell them that for \$1 they can find out. After they pay the dollar give them a card, and tell them they cannot tell anyone else. The card reads, "Your curiosity just cost you one dollar."
- **Additional ideas** – Pinewood derby races, Wii Sports tournament, art project, cornhole tournament, board games, trivia, name that tune, scavenger hunt, chili or food contest, bake sale, etc.

Tip: If your office has a competitive spirit, plan events that have teams or departments compete against each other. Consider reaching out to another company (a close neighbor or business partner) to compete or collaborate.

GOING VIRTUAL

If your company has remote or hybrid employees, campaign kickoff meetings, presentations and activities can be hosted virtually or adjusted to accommodate your specific needs. You can still run a fun, robust campaign even if you aren't all together in person.

SAMPLE CAMPAIGN SCHEDULE

Unless you are a very large company, most campaigns only need to run for one or two weeks. Here's a sample schedule. Feel free to shuffle days to fit your schedule or stretch the activities over two weeks if you are concerned about employees being out for vacations.

Monday – Campaign kickoff

Have a kickoff meeting for all your employees. See the sample kickoff schedule. This kickoff will build excitement for your campaign and awareness of the work United Way is doing in the community. If you opt not to meet, start by sending your kickoff email.

- **Large company tip** – Consider having smaller meetings by department.
- **Small company tip** – Even if you are small, gathering for a kickoff meeting can help build excitement for your campaign and awareness of the work United Way is doing in the community. Your IR Manager is happy to come in and present to your staff, or consider reaching out to another small company that's nearby or that you partner with frequently and have a combined kickoff.

Tuesday – Email

Share a fact and/or story from the Talking Points section of the guide. Resend the donation link if you are running an online campaign. Remind employees of any details regarding special events you have coming up and the campaign deadline.

Wednesday – Campaign event

Plan a FUNdraising event. See the Event and Activity section for ideas.

Thursday – Email

Share another fact and/or story from the Talking Points section of the guide. Resend the donation link if you are running an online campaign. Remind employees of any details regarding your closing celebration and of any incentives offered and the upcoming deadline.

Friday – Closing celebration

Have a meal or snacks to celebrate the end of campaign. Do a final reminder for donations. Do drawings for incentive prizes and announce raffle or auction winners. Thank everyone who participated and donated.

- **Large company tip** – Wait to announce incentive winners until the following week if donations are still coming in up to the last minute and you need more time.

All week

- Choose one of the options from the Events and Activities section that runs all week.
- Put out flyers, posters and table tents in break rooms, cafeterias, bulletin boards and your Intranet.
- Consider tying everything together with a theme.
- Remind and thank donors regularly.

Did you know... You can set a week or two to run your pledge campaign and turn everything in to your IR Manager. Then you can still hold special events throughout the rest of the campaign season or the year. Just communicate with your IR Manager so they know what to expect.

TALKING POINTS

- By funding local programs, special projects and its own initiatives, United Way of Racine County has been creating impactful change in the Racine County community for over 100 years.
- United Way of Racine County funds more than 35 high-performing partner programs run by local nonprofits.
- \$1,302,258 in state and federal tax refunds was returned to the Racine County community through VITA in 2022.
- United Way of Racine County served 6,474 individuals through its three community schools in 2022.
- United Way of Racine County delivered 67,934 books to children through Imagination Library in 2022.
- 52 meals provided to domestic abuse survivors for \$1 weekly (\$52 annually)

UNITED WAY SUCCESS STORY

“I started tutoring Dean back in October. He didn’t want to read. He put it off as much as he could ... The book we were reading was ... about knights in armor. The children were crawling through a crawl space in the castle and they came to an opening that ended with a moat beneath them. That was the end of the chapter and we were at the end of our 30-minute time. He looked up at me with this question in his eyes, like can I keep reading? I said yes, yes, keep reading! Let’s find out what happens. To me, that felt great. That’s success!”

- **Barbara, Schools of Hope tutor**

PROCESSING DONATIONS

HARD COPY DONATION FORMS

- Tell your IR Manager how many forms you need, and they will be dropped off to you along with a campaign envelope.
- When forms are returned, make sure they are completed and signed. Employee should keep the pink copy. Submit the yellow copies to your payroll department for processing payroll deductions. The white forms will be returned to UWRC.

- When your campaign is closed and all the forms are collected, complete your campaign envelope. On the outside, record the totals for each kind of donation (cash, check, credit card, payroll deduction and direct bill) and the number of donors for each category. Add up your totals and add any special event and corporate contributions you have.
- Place all the forms, cash and checks in the envelope when you are done with the totals on the face of the envelope. Seal it and sign it.
- Notify your IR Manager that you are ready for them to come pick up the envelope.
- Your IR Manager will reach out to you for clarification if there are any discrepancies with totals or questions on donor forms.

ONLINE DONATION FORMS

- Your IR Manager will create a donor webpage for you. They will be in contact regarding content you would like included. In addition to the donor form, details on special events, incentives and notes from leadership can be incorporated into your page.
- Let your IR Manager know when your campaign is over and they will close the donation website.
- Your IR Manager will send you (and/or your payroll department) a spreadsheet of your donation totals.
- If your company is also making a corporate contribution or ran special events and has additional money to report besides employee pledges, please email your IR Manager with that information.
- If you have cash or checks from donations or special events, your IR Manager will stop in to pick them up, or if you just have a check(s), they can be mailed directly to the office if you have communicated with your IR Manager.
- If you used hard copy forms in addition to online forms, please follow the procedures outlined in that section and include the online donations spreadsheet and hard copy forms in your envelope reporting totals.

RESOURCES

- **Print materials:** forms, brochures, flyers, posters, table tents and thermometers
- **Online:** videos, digital copies of forms, brochures and flyers
- **Other:** pens and buttons

Talk to your IR Manager to request the resources listed or discuss other resource needs.

Scan this QR code to go to our Campaign Toolkit page.



Scan this QR code to go to our website.

