



# WE FIGHT FOR A STRONGER MIAMI

WE FIGHT FOR YOU

CAMPAIGN GUIDE  
2018 - 2019



Dear Employee Campaign Manager,

Thank you for joining hundreds of other volunteers who educate, inspire, and mobilize their workplace in giving back and making a difference.

As your organization's United Way Employee Campaign Manager, you are the critical link between United Way and your colleagues. Your leadership will help strengthen our community by supporting United Way and its efforts to build a stronger community through:

- **EDUCATION:** helping children and youth reach their full potential
- **FINANCIAL STABILITY:** helping all families pave a path to financial independence
- **HEALTH:** helping everyone lead full and productive lives

This is your guide to proven best practices, tools and online resources that will make your campaign be even more successful. And remember, your United Way representative stands ready to help you in any way.

Thank you for being a hand raiser, a problem solver. Thank you for joining our team as we fight for the 6 in 10 households in our community who are struggling every day to get by. We look forward to working with you on this year's campaign.

Sincerely,

**Steve Brodie**  
2018 Campaign Co-Chair



**José Mas**  
2018 Campaign Co-Chair



**Matt Gorson**  
2018 Campaign Co-Chair



# CAMPAIGN GUIDE

## 2018 - 2019

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This guide contains information that will help you carry out a successful campaign. For additional campaign resources and samples referred to in this guide, visit United Way of Miami-Dade’s 2018 Campaign Toolkit at [unitedwaymiami.org/CampaignToolkit](http://unitedwaymiami.org/CampaignToolkit).

Should you need campaign assistance, please contact your United Way representative or call 305.646.7005.

To learn more about how we’re building a stronger Miami by fighting to improve the education, financial stability and health of our community, visit [unitedwaymiami.org](http://unitedwaymiami.org).



## WHAT WE DO

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Founded in 1924, United Way of Miami-Dade strengthens the community by improving the education, financial stability and health of our residents. We are on a mission to build a stronger Miami – a Miami where all children have the opportunity to learn and thrive, where families are financially secure and where people can live their lives to the fullest because they have the good health to do so – today and for generations to come.

**We fight for the education, financial stability and health of every person in our community.**

Here are just a few examples of how we do what we do:

-  • **Research** the needs of our community
-  • **Partner** with organizations and individuals
-  • **Invest** in quality programs that create lasting, sustainable and measurable change
-  • **Advocate** for policies that improve lives
-  • **Engage** the community in building a stronger Miami

# RUNNING YOUR CAMPAIGN

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As an Employee Campaign Manager, you have the unique opportunity to harness the generosity, talent and energy of your workplace to give back to our community in so many ways.

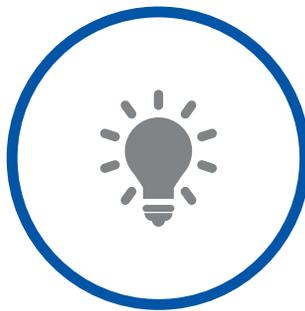
## 5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN

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### 1. ENERGIZE

Recruit a strong team to lead your United Way campaign.



### 2. INSPIRE

Share the United Way story.



### 3. ENGAGE

Connect employees to our work and show them how they can ensure a better future for their community.



### 4. ASK

Ask everyone to give.



### 5. THANK

Thank everyone for giving.



## IDENTIFY CLEAR AND MEASURABLE GOALS

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Goals inspire! Start with the most important goal: the positive impact your successful campaign will have on our community

- Set an organization-wide fundraising goal
- Connect your campaign to real results
  - For example, for every \$1,000 dollars raised, a full year of tutoring is provided for a student in need

There are lots of examples like this. They can be found here: [“What we fight for”](#) or [What your money buys](#)



## SELECT A STRONG CAMPAIGN TEAM

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Your best team will have broad representation from all departments and levels. Find employees who are motivated, vocal, and natural leaders who can mobilize others to get involved. Other tips on creating a strong team include:

- Get an executive to join the team to help secure resources
- Urge team members to set goals for their departments and assist in deciding how best to engage peers
- One size doesn't fit all - teams can be comprised of any number of people
- Establish clear roles and responsibilities for each team member



## INVOLVE LEADERS

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Don't hesitate to ask your executives to get involved. They can provide the financial and human resources for you to plan the very best campaign. They also set a great example for others to follow.

- Ask your executives/department heads to set aside 5-10 minutes for a United Way speaker at management and staff meetings
- Invite them to make their personal gift and corporate commitments prior to your campaign launch
- Ask them to visibly support the campaign via email and by speaking at kickoffs and events
- If your workplace includes union members, invite union leaders to participate and provide their support as well



## LEARN ABOUT THE WORK UNITED WAY DOES

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- Get familiar with some of the programs United Way helps fund
- Tour United Way's program sites that showcase the impact we are making
- Host a group volunteer activity for employees to gain perspective on how their gift will be put to work



## SHARE UNITED WAY'S STORY

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One of the most powerful parts of the campaign is immersing your employees in the important issues that face our community. United Way representatives can lead your employees through interactive simulations that really bring to life the needs and challenges of our community and how United Way is addressing those needs. Other ways to share the work of United Way with employees include:

- Sharing some of United Way's videos – [Silvio](#), [Mary](#), [Damien](#), [Jorge](#)
- Demonstrating key issues that impact our community by scheduling activities such as:
  - Tours
  - Interactive projects/drives



## ENCOURAGE COLLEAGUES TO GET INVOLVED

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It's a simple equation. The more people that sign up, the bigger the difference you will make and the more you will have to celebrate. Aim high and find fun and creative ways to engage your colleagues.

- Check out our [FUNdraising](#) ideas from other innovative workplace campaigns
- Create teams to encourage friendly competition and boost morale
- Measure participation and giving regularly and promote progress
- Make your gift first - your leadership and commitment will inspire others to join you



## ESTABLISH A COMMUNICATIONS AND EVENT CALENDAR

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Keeping team members abreast of all the ways you and United Way are fighting for a stronger Miami is essential to a successful campaign. Here are a few ways to drive that message home:

- Make use of United Way’s archive of informative videos
- Share our “[What we fight for](#)” facts with employees throughout the campaign as well as information from our “[What your money buys](#)” document to highlight the impact of donor contributions
- Feature contributors and volunteers from your organization who are involved with United Way
- Provide a link to [unitedwaymiami.org](http://unitedwaymiami.org) on your Intranet so individuals can delve deeper into our work
- Create a calendar of events that starts with a campaign kick-off where goals and activities are announced and ends with a campaign celebration. There are many ways to involve your employees in the campaign. Work with your United Way representative to determine what fits best in your workplace
- Advertising events and campaign dates early, often and everywhere will make a difference. Whether it’s a poster in the breakroom, speeches at staff meetings, inspiring emails or messaging on your office Intranet, United Way can provide you with all the tools you need



## INVOLVE ORGANIZED LABOR

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Don’t hesitate to involve organized labor in your campaign. They can bring organization and human resources to help you plan the very best campaign. Union labor can also set a great example for others to follow.

- Ask union leaders to set aside 5-10 minutes for a United Way speaker at union meetings
- Ask union heads to visibly support the campaign via email and by speaking at kickoffs and events



## INVOLVE YOUR UNITED WAY REPRESENTATIVE IN ALL ASPECTS OF YOUR CAMPAIGN

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- Tap into a vast wealth of talent, expertise and resources by calling on United Way representatives to inspire your team and assist



## PROMOTE UNITED WAY GIVING COMMUNITIES

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Highlight United Way [Giving Communities](#) such as our Tocqueville Society, Women United, Young Leaders, LINC and Continue Untied as well as our year-round volunteer opportunities.

Encourage your organization's leadership team to host a special thank you gathering for your leadership-level donors throughout the company.



## MOTIVATE COLLEAGUES TO INCREASE THEIR GIFTS

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Encourage colleagues to consider increasing their gift by 5-10%. Ask those who gave \$500 or more in the past to consider a Leadership Gift (\$1,000 and up)



## ASK EVERYONE TO GIVE

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The number one reason people do not give is because they are not asked. Please ask everyone. United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to give by supplying information about how United Way changes lives and how each contribution drives our mission forward.



## FIND A SPECIAL WAY TO SAY THANK YOU

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As a United Way ECM, saying thanks is the most important job you have. And a thank you card or any small token of your gratitude goes a long way to achieve that.



## CONTINUE YEAR-ROUND ENGAGEMENT

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Keeping your team connected throughout the year is key. We offer volunteer activities for individuals and teams throughout the year as well as social and networking events for everyone.

- Publicize United Way's year-round [events calendar](#) and [volunteer opportunities](#).

# EMPLOYEE CAMPAIGN MANAGER'S CHECKLIST

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Use this list to stay organized and on track for running an exceptional campaign.

## PLAN

- Meet with your United Way representative and begin planning your campaign
- Visit [Campaign Toolkit](#) for ideas and sample materials
- View United Way webisodes
- Secure CEO or senior management support
- Establish campaign goal dollar amount and participation percentage
- Recruit and train your campaign team
- Be sure to involve United Way representative

## DUE DATE

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## GEAR UP

- Establish a timeline for campaign activities
- Begin campaign promotion with posters and advance kickoff emails to staff
- Send email from management (and the union, if applicable) to employees
- Order campaign supplies and prepare your campaign materials
- If applicable, update your online pledge site and/or Intranet. See our [guide](#).

## RUN

- Give employees the opportunity to learn more about United Way by coordinating speakers or volunteer activities
- Conduct a campaign for leadership givers
- Host fun activities and competitions to generate excitement and participation
- Hand out pledge forms and/or email information about online giving to employees
- Send follow-up emails every few days to keep up enthusiasm. Include updates, facts and success stories
- Hold meetings and fundraising events (e.g., bake sale, raffle, contests)

## CLOSE

- Send a reminder email that your campaign is concluding and gifts need to be submitted
- Make personal follow-up calls to campaign team and employees
- Submit pledge forms and final reports/data to your payroll department
- Announce campaign results to your employees
- Thank employees with a celebration event, letter, email, etc.
- Thank your campaign team, leadership contributors and other special groups
- Gather feedback and notes for next year
- Choose an Employee Campaign Manager, set next year's kickoff date, and provide this information to your United Way representative

## ONGOING

- Stay connected to United Way throughout the year!
- Find us at [Facebook.com/UnitedWayMiami](https://www.facebook.com/UnitedWayMiami) and on [Twitter at @UnitedWayMiami](https://twitter.com/UnitedWayMiami) to stay up-to-date on our community impact, [volunteer opportunities](#) and [networking events](#)
- Sign up for our monthly newsletter and learn more about our work at [unitedwaymiami.org](https://unitedwaymiami.org).

# ONLINE RESOURCES:

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## **BROCHURES / FLYERS**

[Campaign brochure – English](#)

[Campaign brochure – Español](#)

[What we fight for](#)

[What your money buys](#)

[Frequently asked questions](#)

[United Way gift card](#)

[Leadership gift options](#)

[Labor brochure](#)

## **CAMPAIGN PLANNING TOOLS**

[Ambassador job description](#)

[Campaign announcement from your CEO](#)

[Campaign kickoff ideas](#)

[FUNdraising ideas](#)

[E-pledge guide](#)

[How to involve organized labor](#)

[Leadership strategies for success](#)

[Sample United Way presentation](#)

[Engagement opportunities](#)

## **UNITED WAY GIVING COMMUNITIES**

[United Way Giving Communities](#)

[LINC](#)

[Young Leaders](#)

[Women United](#)

[Tocqueville Society](#)

[Continue United](#)

## **ADDITIONAL RESOURCES**

[United Way ALICE Report](#)

[United Way's 2016-2017 Annual Report](#)

[United Way Center for Excellence in Early Education's 2016-2017 Annual Report](#)

[Social Media guide and tips](#)