



**HELP SOMEONE WHO'S
STRUGGLING TODAY.
GIVE NOW.**

**CAMPAIGN GUIDE
2021 - 2022**

*Building a stronger Miami,
together*





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.

Today, our community is still struggling. We are seeing a 150% increase in crisis hotline calls requesting help with finances, food, health, and suicide and crisis intervention. Four in 10 people feel anxiety or depressive disorder impacting their mental health due to COVID-19. Thankfully, together, we can help our community's most vulnerable residents.

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 SECURITY:** 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 successful even if your employees are working remotely. And remember, your United Way representative stands ready to help you with solutions designed to make your campaign a success.

Thank you for joining our team as we fight for the five in 10 households in our community who are struggling every day to get by and the countless more that continue to be significantly impacted. We look forward to working with you on this year's campaign.

CAMPAIGN GUIDE 2021 - 2022

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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 Miami's 2021 Campaign Toolkit at unitedwaymiami.org/CampaignToolkit.

Should you need campaign assistance, please contact your United Way representative or call 305.646.7026.

To learn more about how we’re building a stronger Miami by fighting to improve the access to quality education, financial security and health of everyone in our community, visit unitedwaymiami.org.



WHAT WE DO

For over 97 years, through hurricanes, economic depressions and now a global pandemic, United Way Miami has been an enduring force in changing lives and creating a positive impact in our community. Our community of volunteers and advocates are more committed than ever to working with us to build a stronger Miami. It is through our work in education, financial security and health that we effect change—transforming vulnerability into empowerment, poverty into opportunity and despair into hope.

We fight for equitable access to quality education, financial security and health for everyone 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 and initiatives that create lasting, sustainable and measurable change
-  • **Advocate** for policies that improve lives
-  • **Engage** the community in building a stronger Miami

RUNNING YOUR CAMPAIGN

As an Employee Campaign Manager (ECM), 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



1. ENERGIZE

Recruit a strong team of Ambassadors to lead your United Way campaign.
(see job description at the end)



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

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 family of four with two small children is fed for a month

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

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

Don't hesitate to ask your executives to get involved. They can provide the financial and human resources for you to plan to make this 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

- Get familiar with some of the programs United Way funds and direct services we provide—many of which are offered virtually
- Host a volunteer activity or food distribution event for employees to gain perspective on how their gift will be put to work



SHARE UNITED WAY'S STORY

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
- Demonstrating key issues that impact our community by scheduling activities such as:
 - interactive projects/drives
 - volunteer projects



ENCOURAGE COLLEAGUES TO GET INVOLVED

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 for innovative workplace campaigns (also provided on page 9 of this guide)
- 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

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 on your Intranet so individuals can delve deeper into our work
- Create a calendar of events that starts with a campaign kickoff 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
- Advertise events and campaign dates early, often and everywhere. Whether it's a background on a Zoom meeting or dedicated speeches or videos 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

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

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

FUNdraising IDEAS



ENGAGING AND EASY IDEAS THAT PUT A LITTLE FUN IN YOUR VIRTUAL OR SOCIALLY DISTANCED FUNDRAISING

So many of us are still working remotely now. Therefore, this year's campaign will challenge your creativity. Here are some new ways of engaging all your team members while continuing the fight for a stronger Miami.



Carnival-themed party

- Whether it is a dunk tank, ring toss or a pie in the face, employees love participating in carnival themed activities for a small donation, especially when top executives are involved



Walk or run

- You can use the great outdoors as an excuse to continue the fight for a stronger Miami. Create a warm up for everyone that signed up, and little competitions throughout—best themed outfit, most social media participation, as examples—to keep everyone energized and engaged



Halloween fun

- Try a pumpkin carving or a costume contest by department to build team spirit and celebrate the holiday



Online gaming tournament

- Ask co-workers to donate \$5 to join the festivities
- They can create teams to play a variety of games vs. different departments
- Some ideas include:
 - Trivia
 - Poker
 - Chess
 - Pictionary
 - Family Feud



Parking spot prize

- Dedicate a few select parking spaces and sell tickets for a chance for winners to park like a VIP



Days off drawings

- Host a “days off drawing” in which employees purchase tickets for a chance to win days off from work



Cooking competitions

- Discover who the best chef is at your workplace by organizing a competition based on popular television shows such as “Iron Chef” or “Chopped”



Lip sync or karaoke competitions

- Ask executives or departments to go head to head in some singing fun for a cause
- Employees can donate to ensure their executive is the “lucky” winner to perform
- Executives can buy their way out of the competition, for a cost



PROMOTE UNITED WAY GIVING COMMUNITIES

Highlight United Way [Giving Communities](#) such as our Tocqueville Society, Women United, Young Leaders, LINC and Men United 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

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

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

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

Keeping your team connected throughout the year is key. We offer volunteer activities for individuals and teams throughout the year as well as virtual and socially distanced networking events for everyone during this new normal.

- Publicize United Way's year-round [events calendar](#) and [volunteer opportunities](#)
- Strategize for creative ways your employees can participate, even from their remote workplaces
- Volunteer! Give an hour. Give a day. Every minute counts in our fight for a stronger Miami. For more information, visit volunteermiami.org

EMPLOYEE CAMPAIGN MANAGER'S CHECKLIST

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
- Secure CEO or senior management support
- Establish campaign goal dollar amount and participation percentage
- Recruit and train your campaign team
- Be sure to involve your United Way representative

GEAR UP

- Establish a timeline for campaign activities
- Begin campaign promotion with mentions in meetings leading up to the official kickoff email to staff
- Have employees change their [email signature](#) to proudly support the United Way campaign
- Send email from management (and the union, if applicable) to employees
- Utilize the campaign toolkit to gather all of the materials you will need for a campaign
- If applicable, update your online giving site and/or Intranet. See our [guide](#)

RUN

- Give employees the opportunity to learn more about United Way by coordinating webinars with speakers or volunteer activities
- Conduct a campaign for leadership givers
- Host fun activities and competitions to generate excitement and participation
- Distribute 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., 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 gift forms and final reports/data to your payroll department
- Announce campaign results to your employees
- Thank employees with a celebration 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) and on Instagram at [@UnitedWayMiami](https://www.instagram.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
- Participate in community-wide volunteering—both virtually and socially distanced options are available by visiting volunteermiami.org

AMBASSADOR'S JOB DESCRIPTION

TITLE: UNITED WAY CAMPAIGN AMBASSADOR

REPORTS TO: UNITED WAY EMPLOYEE CAMPAIGN MANAGER (ECM)

OBJECTIVE

Assist your organization's ECM in encouraging others in your organization to be a part of creating a more educated, prosperous and healthy Miami-Dade.

YOUR RESPONSIBILITIES INCLUDE

- Generate ideas and motivate co-workers, even while still part of a remote workforce
- Motivate participation and generate awareness within your department or the group of employees to which you are assigned
- Address and answer your co-workers' questions about United Way
- Invite employees to make a contribution and support the campaign
- Collect gifts through whatever digital system or process has been implemented
- If campaign is via ePledge, get access to the reporting tools to monitor participation

SPREAD THE WORD

- Use a video chat platform to communicate while staying safe if you are in a hybrid work environment. A message of this importance is best made face-to-face.
- Start with your friends or those you know will be most inclined to give—that way you can gain confidence before asking those who might be more reluctant
- If a question is raised that you cannot answer, ask your ECM for help and follow up quickly
- Craft emails with United Way statistics and information to share with your assigned employees
- If your campaign is via ePledge, take some time to reach out and confirm everyone received their personal email
- Inform them about United Way's giving communities and the benefits of being a member

FOCUS ON THEM

- Mention United Way's relevance during the recent crisis and why supporting the organization is especially relevant now
- Talk to potential contributors about their interests, their priorities, and the causes and issues that are important to them
- Let them know how a direct investment in United Way's Community Plan is the most effective way to help build a stronger Miami

ASK FOR THE GIFT

- The number one reason people don't give is because no one ever asks them
- Talk to potential contributors about giving options
- Always say thank you, whether someone gives or not

CELEBRATE

- Ensure contributors feel positive about their giving and making such a difference for so many in our community
- Send them a thank you card
- Coordinate a department event (e.g., coffee, breakfast, lunch, happy hour)
- Ensure contributors are signed up to receive United Way emails

Please remember when asking for gifts that giving is a personal matter. Whether an individual wishes to give and how much they choose to contribute is entirely up to them. No form of coercion is acceptable.