

Workplace Coordinator Guide

2024

Your guide to running a successful campaign.

BE THE BRIDGE



Coordinator Name: _____

Company or Organization: _____

President & CEO Thank You Note

Dear Workplace Coordinator,

We are excited to have you onboard as a volunteer and workplace coordinator as we work towards bettering the futures of our local kids in Benton & Franklin Counties. At United Way, we understand the importance of community support in improving the lives of those who need it the most and look forward to working together to build stronger bridges.

Through our various programs and initiatives, we have been able to provide critical funding to support systems that help better the futures of our community's youth. From free books to local babies and toddlers, mentoring local middle school students, to gap-filling community grants, donors like YOU contribute to the initiatives that make a real difference in the lives of vulnerable youth.

We appreciate your commitment as a workplace coordinator representing your company and our community and look forward to working together in partnership this campaign season. Thank you for your dedication to making a positive impact on the lives of local children.

Sincerely,



Dr. LoAnn Ayers

President & CEO



WELCOME

Leading a workplace campaign is not just about fundraising; it's about building a stronger, more connected community. You have the power to make a real difference in the lives of children in need in Benton & Franklin Counties. Whether you're new to coordinating campaigns or a seasoned pro, the resources we provide can help you plan and execute a successful campaign that leaves a lasting impact.

We are here to assist you every step of the way, so don't hesitate to reach out for help or advice.

Together, we can make a positive difference in our community. Please utilize the materials we've provided, tap into our expertise, and let's work hand in hand to create a brighter future for our local kids. Your leadership is invaluable, and we are grateful for your commitment to making a difference through your workplace campaign.

Meet your staff liaisons.



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OUR MISSION

United Way of Benton and Franklin Counties collaborates to support a foundation for the well-being, safety, and academic success of children, from birth to middle school.

OUR VISION

We envision a community where all children have an opportunity to learn and thrive – where barriers such as hunger, homelessness, abuse, and social status have been removed.



WHAT WE DO

Our #1 goal is to better the futures of our local kids.

We Advance Early Learning

We partner with the Imagination Library to mail a free, age-appropriate book to children, ages birth - 5, each month. Books are mailed directly to each child's home at no cost or obligation to the family. Supporting the Imagination Library is a powerful way to make a lasting impact on the lives of the children in our community. Children who read early in life are better prepared for kindergarten, and more likely to graduate high school.



Learn more: uwbfc.org/dpil

We Support Student Success

Attendance Matters® educates the community about regular school attendance to help kids graduate high school. Our mission is to enhance student success and encourage a positive path towards graduation. We make strategic investments in local agencies that address the root causes of absenteeism.

Middle School Mentoring Program:

United Way's Middle School Mentoring Program decreases chronic absenteeism and increases engagement at school. The program serves students of all backgrounds and socioeconomic statuses, with a focus on students who have historically been under-served. In the 2022-23 school year, 250+ students, in 9 local middle schools, participated in the program.



Learn more: uwbfc.org/attendance-matters

We Expand Access to Services

We fund programs that serve children from birth through middle school. We currently distribute over \$350,000 to 16 local nonprofits serving more than 23,000 local children and their families.

This funding reflects our commitment to partnering with organizations that share our mission of helping families meet basic needs and ensuring children are prepared to excel in school.



Scan here to
view our community
grant recipients.

Roles and Responsibilities of a Workplace Coordinator

What Is A Workplace Coordinator?

A Workplace Campaign Coordinator is a volunteer (or volunteers) in an organization that leads a company campaign. They help their colleagues get involved in improving our community by planning and executing a meaningful campaign experience.

Key responsibilities and guidelines:

- Work closely with your CEO & UWBFC staff to raise funds and awareness for United Way and our local community.
- Submit needed surveys and company information to UWBFC to set up ePledge, pledge form, and other campaign supplies.
- Develop a campaign action plan including virtual or in-person presentations, goals, incentives, special events, etc.
- Oversee internal communications with campaign team and employees.
- Promote the campaign throughout your company. You'll have a unique URL provided to you and other resources available in our online toolkit.
- Coordinate the distribution and collection of campaign materials and reporting.
- Coordinate with your payroll office to make sure payroll deductions are processed as needed.
- Submit a campaign envelope, with special event funds or pledge forms, to UWBFC staff. Make sure all fields are completed, including a signature.
- Make your company's campaign a fun and enjoyable experience!
- Celebrate your success and accomplishments!

Workplace Campaign Coordinator Of The Year

The Workplace Coordinator of the Year is awarded to an individual demonstrating exceptional commitment and leadership, including implementing creative fundraising activities to increase results, mentoring others, and sharing best practices.



Matt Searcy, 2023 Coordinator of the Year

10 Steps to a Successful Campaign

1) Plan

Choose a time of year for your campaign. Most campaigns run for up to one month during the fall (with payroll deduct starting the following January) or the company's open enrollment period. You know your company best, choose a date and time frame that works best for you.

2) Approve

Get approval from senior leadership on an attainable fundraising and participation goal, staff communications, and schedule for all campaign events.

3) Assemble

You don't have to do this alone, assemble a team! This is a great team-building project. Meet early and often to brainstorm, plan, and assign roles. Aim to get coverage at all your business locations.

4) Brainstorm

You don't have to do this alone, assemble a team! This is a great team-building project. Meet frequently to brainstorm, plan, and assign roles. Aim to get coverage at all your business locations.

5) Assign

Plan and assign roles for announcing your campaign start and end dates, distributing pledge forms or links, any staff events or meetings, and email communications.

6) Ask

Ask to leverage an existing staff meeting to talk about UWBFC's local impact and kick-off your campaign. United Way staff can support this effort by speaking virtually or in-person at staff meetings.

7) Execute

Provide staff with your donation method: paper pledge forms, a fillable PDF, or an email link to give online. Start with your potential leadership donors (\$1,000+) who can lead by example!

8) Inform

Inform employees about the issues facing our communities and the impact we can make together. Communicate frequently during your campaign. We offer customizable email templates and a full toolkit to help with your fundraising needs.

9) Engage

Have fun and plan special events to get staff excited! Whether it's in-person or virtual, encourage participation and enjoy some charitable team building.

10) Wrap-Up

Announce the impact made by your colleagues' collective generosity! Thank donors, award any prizes, and remit funds to United Way of Benton and Franklin Counties. You can arrange for pick up or drop off funds/forms with your staff liaison.

TIPS & TRICKS

Top 5 Ways To Engage Your Colleagues During The Campaign

- Host a campaign kick-off to showcase the impact a donor's investment has in our community. Invite a United Way team member to join!
- Create teams to encourage friendly competition and boost morale. For instance, offer rewards for reaching goals based on office geography, department, individual, etc.
- Encourage your internal committees and groups to help spread the campaign message to all staff members.
- Host a group volunteer activity for employees to gain perspective on how their gift will make an impact.
- Host food-themed events and contests. Gatherings are always an effective way to bring people together and get them engaged.



Why Donate to United Way?

There's Strength in Numbers

Your donation multiplies community impact by combining your gift with thousands of other donors, hundreds of local companies and organizations, and is often matched by corporate gifts. Together, we can accomplish far more than any single donor can alone.

Money Stays Local

Giving to United Way of Benton & Franklin Counties is the most powerful way to give back to your LOCAL community. Dollars raised in our community, stay in our community to help build better futures for our local kids and their families.

It's Easy

We conveniently offer numerous ways to give including: a one-time gift, recurring pledge, online, or via payroll deduction. Our Resource Development team is here to customize any level of donation you feel comfortable with and to make it as easy as possible to make a gift.

Your Money is Safe

We are responsible stewards of donor dollars. United Way of Benton & Franklin Counties adheres to all local, state and federal guidelines, as well as strict membership requirements of United Way Worldwide. Not to mention our own By-Laws, Code of Ethics, Core Values, and highest ratings possible from Charity Navigator and GuideStar.

Special Event Ideas!

Start Brainstorming!

Sweet Surprise: Sell cookies, coffee, muffins, flowers, or another surprise (think valograms) that employees can pay to have delivered to another coworker.

Carnival: Kick-off the event with a carnival-themed party. Employees can participate in traditional carnival games such as ring toss and ducky races. Provide cotton candy and popcorn to the winners. Have an executive dunking booth. Pay to pie your boss in the face.

Breakroom Market: Have area businesses or staff members donate items to a mobile market for your breakroom. Snacks, drinks, baked goods, etc. Put the items on display and have employees donate to grab an afternoon pick me up!

Show Your Spirit: One day during the campaign, encourage employees to show their spirit by wearing apparel from their favorite sports team. On the same day, host your United Way meetings, a potluck or some sort of special event allowing the employees to interact and share.

Coin Wars: Split the staff into teams and determine a prize for the winning team. Extra day of PTO, Casual Friday for a month, catered lunch, etc. Have a jar for each team. The goal is to fill your team's jar with as much change (coins) as possible. Coins are positive (increase the jar's total), cash is negative (decrease the jar's total). Tally the jars at the end to see which team wins!

Balloon Pop: Employees donate prizes. Write the name of the prize on a paper slip and insert it into balloons.

Employees donate or submit a pledge for the chance to pop a balloon and win a prize. It might be a \$10 gift card, a candy bar, or something larger! Can also be done as a raffle drawing.

Hold a "Bee": Spelling, art, history, or a STEM challenge! Easily done in person or virtually, there can only be one office champion! Pay to play or offer a prize for the winner.

Company Cook-Off: See who will be the next great baker/cook by hosting a cooking contest. Salsa showdown, cookie competition, chili champion, etc. Who will win?

Guess the Number: Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy.

Pet Pageant: Host a cute pet contest for all staff! Have employees pay to submit photos of their furry friends. Then hold an anonymous judging with UW staff or your CEO to choose the winner.

Give Them a Pass: Create passes that employees can donate to purchase assorted items. Jeans day passes, special parking passes, fan day/jersey passes, bring your pet to work day passes, etc.

Choose the Challenge: Each \$1 donation buys one vote on what the boss does if employees hit their participation or fundraising goal. Forced to wear their least favorite sports team jersey? Sport a funny background or filter in the next staff meeting? Jump in the river? Reenact a TikTok dance? Buy the staff lunch?

SPECIAL EVENTS

Special Events offer an opportunity to have fun and build staff morale while raising funds for our local community. After you host a special event, please coordinate with United Way staff for drop off or pick-up of funds.

Streamline Events with GiveSmart

GiveSmart is United Way's virtual fundraising software that gives you the flexibility to customize your special event. GiveSmart allows donors to participate in virtual or in-person events, bid on auction items, and make donations. GiveSmart allows you to customize event pages to fit the needs of your fundraising efforts. It can be set up to accept online donations from bake sales or pet contests, sell tickets for 5k's, or set up your company's silent auction. United Way will create an event page for your event and give you admin access to adjust as needed. Please ask United Way staff for more information on this software.

A Message from United Way

United Way staff can give a welcome at your special event, a presentation, or even be a judge for a salsa or door decorating contest with notice. Presentations from UWBFC are a way to thank your employees for their support and raise awareness of programs and services in our community. Having the support from UWBFC can also help raise your levels of donation with employees connecting deeper to our mission. Please reach out to United Way staff to ask how we can engage in your campaign.



Frequently Asked Questions

Is uwbfc a local organization?

Our United Way has been a State of WA nonprofit organization, managed by a local Board of Directors, with a mission to support our two counties for more than 60 years. We are part of a global network of 1,100+ United Ways that ensures collaboration and standards among local United Ways to maximize local impact from each donation. Your donation stays here to build better futures for local kids through our Imagination Library, Attendance Matters® Mentoring Program, and gap-filling grants to local nonprofits.

Why does uwbfc focus on children & youth?

There are 66,000 kids under the age of 13 in our community. Too many struggle with challenges such as mental health, hunger, domestic violence, and learning loss. We focus early support, for kids from birth through middle school, to ensure a solid foundation for their safety, academic success, and well-being and keep them on a pathway to become the workforce our community needs to thrive.

Why does uwbfc choose which gap-filling grants to fund?

We review local data on the health, safety, and academic success of local kids and talk with local agencies to identify the most critical challenges. We promote an open grant application process for nonprofits to identify how they might partner with us to address those challenges. Panels of community members review the applications to identify the strategic placement of 2-year grants with nonprofits who have a track record of effective delivery with defined outcomes. Grant amounts are based on the results of our fundraising campaign. Agencies report progress toward their goals to us every six months supporting accountability both toward achieving community goals and to our donors who fuel this work.

How can I get more involved?

You can make a significant impact on kids' futures. There are many ways to make a difference. You can share our work with friends and family by connecting with us on social media, volunteer, make a gift, sponsor a program, participate in our Festival of Trees Auction, or take an even bigger role in your organization's United Way fundraising campaign. Every effort, big or small, plays a vital role in transforming the lives of children in our community.

Campaign Materials

Join in promoting team spirit and community engagement with United Way's branded campaign materials!



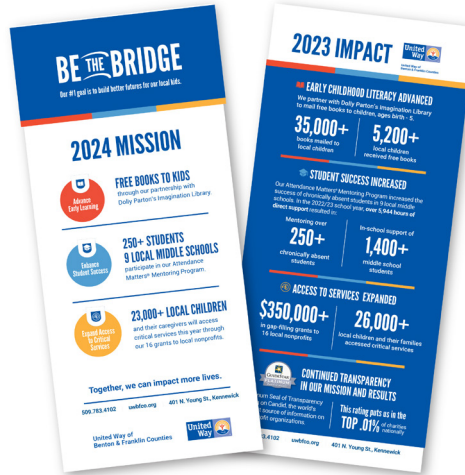
Pledge Form



New Hire Pledge Form



Program Rack Card



Impact Rack Card



Poster Series



**United Way of
Benton & Franklin Counties**



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