

United Way of Hancock County

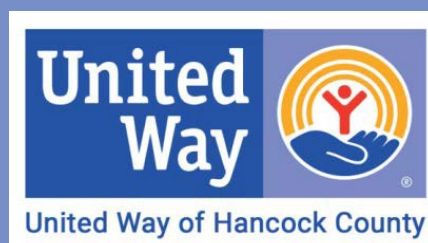
# WORKPLACE GUIDE

## PLANNING YOUR CAMPAIGN



# DIFFERENCE MAKERS

## UNITED WAY COORDINATORS



Mailing address: P.O. Box 274, Findlay, OH 45839 | Visit us: 318 W. Main Cross St., 2nd floor, Findlay

# Thank you for being a UNITED WAY COORDINATOR

Dear Coordinator,

This guide has been designed to give an overview of what running a successful workplace campaign can look like. The guide leaves room for you to adapt your campaign to suit your organization's needs and culture.

The best campaigns personalize kickoff activities and share stories and statistics that are meaningful and relevant to a particular workforce. We've seen a lot of great ideas over the years, so feel free to brainstorm your plans with your Division Chair, members of our Campaign Cabinet, or the United Way of Hancock County Resource Development Director.

On behalf of every vulnerable child, individual and family in Hancock County, thank you for using your time and talent to lend your support.

Sincerely,  
The team at United Way of Hancock County



## KEY DATES



**8/12 – 9/12:** Pacesetter Campaigns

**9/9 – 9/13:** Kickoff Week Events

**9/9 – 11/22:** Campaign Season

**9/16 – 9/18:** Fall Days of Caring

**11/7:** Downtown Restaurant Tour

**11/22:** Pledge Forms due to United Way Office

## WHY RUN A WORKPLACE CAMPAIGN?



### BENEFITS TO COMPANY

- Fosters positive workplace culture and employee engagement
- Contributes to philanthropic/corporate social responsibility goals
- Increases marketing exposure in community and attracts talent
- Offers networking opportunities and eligibility for recognition at United Way events
- Funds and promotes programs individual employees may benefit from
- Offers potential tax benefits



### BENEFITS TO EMPLOYEES

- Simplifies giving through payroll deduction
- Increases awareness of local issues and available services
- Creates fun and meaningful workplace events
- Offers leadership development opportunities
- Connects staff to volunteer and networking opportunities



### BENEFITS TO COMMUNITY

- Ensures contributions make greatest local impact
- Helps those who need it most
- Invests in effective, cross-sector collaboration

# PLANNING YOUR CAMPAIGN

CAMPAIGN START DATE: \_\_\_\_\_

CAMPAIGN END DATE: \_\_\_\_\_

OUR FUNDRAISING GOAL IS... \_\_\_\_\_

## OTHER HELPFUL TIPS:

- Join leadership in pledging first, so team members know you are fully vested in the success of your fundraising efforts.
- Ensure that each employee has the opportunity to give.
- Reach out to and engage retirees.
- Use incentives for new donors and to increase current giving levels. Incentives can include paid days off, jeans day, a cookout, gift cards, etc.

<input checked="" type="checkbox"/> Before the Campaign <b>PLAN</b>	Target Date
<b>CEO/senior management support and suggest organizational incentives</b>	
↪ Determine your participation goals (dollars raised and/or percentage of participation)	
↪ Will there be a company gift?	
<b>Recruit a team to help with the campaign</b>	
<b>Discuss performance of past campaigns and develop a calendar of events</b>	
↪ Opportunities and challenges	
↪ Schedule campaign kickoff, and determine how long you will run your campaign	
↪ Be sure to invite retirees to your kickoff event	
↪ Special events, incentives, speakers, etc.	
↪ Create a communication plan for before, during and after campaign	
<b>Send a calendar of events to employees, along with a letter from your CEO endorsing the campaign</b>	
<input checked="" type="checkbox"/> During the Campaign <b>ENGAGE</b>	
Hold a kickoff event with a United Way director and agency representative.	
Distribute pledge forms and campaign materials to all employees. Ensure EVERY employee has an opportunity to give.	
Keep the momentum and energy going by sharing success stories, community facts and photos via your intranet and social media channels. Reach out to the United Way for stats of impact.	
Conduct special events for employees to learn more about how their donation makes a difference in Hancock County.	
Send reminders about campaign events, incentives and deadlines.	
<input checked="" type="checkbox"/> After the Campaign <b>THANK</b>	
Collect all pledge forms.	
Follow up on any company contribution or employee match.	
Calculate the results and review with your committee. Prepare your final report envelope and contact the United Way letting us know it's ready to be picked up.	
Share and celebrate the results with all employees.	
Have a wrap-up meeting with your committee and take notes on challenges and successes. Keep these notes handy for next year.	
Thank all donors with a celebration event or a note from your CEO.	
Give feedback to United Way staff about how we can continue to improve the campaign.	
<input checked="" type="checkbox"/> Throughout the Year <b>EDUCATE</b>	
Keep employees updated on United Way events.	
Promote volunteer opportunities.	
Offer lunch and learn sessions. The United Way team is happy to facilitate these!	
Share success stories and impact stats provided by the United Way.	



# OUR IMPACT – Measurably improving lives through:

## Internal Programming

- Free Tax Preparation Service (VITA)
- Volunteers United
- Halt Hunger Initiative
- Financial Stability Initiative
- Vulnerable Children Initiative

## Promoting Safety & Health

- Disaster Services
- Court-Appointed Special Advocates
- Financial Assistance for Cancer Patients
- Child Forensic Interview Program
- Adult Victim Services
- Child Victim Services
- Hope House Shelter
- Emergency Food Pantry
- Equine-Assisted Therapy

## Supporting Safe Housing

- Independence Program
- Hope House Shelter
- Adult Victim Services
- Child Victim Services

## Fighting Hunger

- Food Vouchers
- Emergency Food Pantry
- Food Distributions
- Feed-A-Child Program

## Championing Children's Issues

- Court-Appointed Special Advocates
- Scouting
- Child Forensic Interview Program
- Equine-Assisted Therapy
- Mentoring At-Risk Youth
- Hope House Shelter
- Child Victim Services
- Summer Enrichment Camps
- Food Distributions
- Feed-A-Child Program

## Fostering Financial Stability

- HATS (Hancock Area Transportation Services)
- Free Tax Preparation Service (VITA)

## 1 place to give many ways to help

*Our 2024-25 partners:*

American Red Cross of North Central Ohio  
Cancer Patient Services  
CASA of Hancock County  
Challenged Champions Equestrian Center  
Children's Mentoring Connection  
Christian Clearing House  
Findlay Family YMCA  
Girl Scouts of Western Ohio  
HHWP Community Action Commission  
Hope House  
Open Arms Domestic Violence & Rape Crisis Services  
Salvation Army  
Scouting America, Black Swamp Area Council  
The Center for Safe & Healthy Children  
West Ohio Food Bank

## MAKE A DIFFERENCE WITH VOLUNTEERS UNITED



We maintain a year-round calendar of volunteer opportunities for groups of any size, and we offer custom volunteer and engagement pairings to help your organization make a difference in our community. Scan the code to explore more!

### Got a question?

Call the United Way office at 419-423-1432  
We're happy to help!