

AWARD CRITERIA

Williams Summit Leadership Award

This award is presented to the company best exemplifying what it means to Live United. The company winning the award will meet at least four (4) of the following nine (9) criteria:

- Corporate matching program or corporate gift
- 5% increase in at least one area of the campaign:
 - Overall total
 - Participation
 - Leadership Giving donors
 - Leadership Giving dollars
- Use of a majority of the Steps to a Successful Campaign
- Strong volunteer engagement:
 - Volunteers/volunteer projects at company
 - Involvement in Day of Caring
 - Campaign Fellowship program participation (formerly LE)

Mid-Sized Business Award - Best mid-sized business campaign (51-250 employees)

Small Business Award - Best small business campaign (5-50 employees)

Leadership Giving Award - Growth in your Leadership Giving program

Trailblazer Award - Best Trailblazer campaign

Ignite! Award - Best first-time campaign

Illuminate! Award - Best campaign by a partner agency

Best of the Best

- Employee per capita giving (EPC): \$250 or more
- Employee participation: 75% or more
- Campaign increase over last year: 5%
- Implementation of a majority of the steps to success

Award of Excellence

- EPC of \$185 or more
- Employee participation: 75% or more

Gold Award - EPC of \$125

Silver Award - EPC of \$124-\$90

Bronze Award - EPC of \$89-\$55

Achievement Award - EPC of \$54-\$45

Caring Company Award - Provide volunteers and have high employee engagement

TULSA WORLD
MEDIA COMPANY
CHALLENGE

All organizations that achieve a 10% increase or more with a minimum of a \$1,000 campaign will be listed in a special announcement in the Tulsa World following the campaign.

CAMPAIGN RESOURCES

The following supplies are available for your use:

- Campaign Brochure
- Pledge Forms
- Goal Posters
- Campaign Video
- Campaign Report & Report Envelope
- Campaign Planning Handbook
- Website & Campaign Toolkit

Contact your United Way account manager to obtain any of these for your campaign or access PDFs online at tauw.org/campaignHQ.

Because of you, the Tulsa Area United Way is one of the nation's most successful United Way organizations, serving thousands of people daily through our 59 partner agencies.

HOW TO PLAN A GREAT WORKPLACE CAMPAIGN

LIVE UNITED®

LIVE UNITED®

IMPORTANT CAMPAIGN EVENT DATES

Aug. 2019	Campaign Kickoff <i>(details to come)</i>
Sept. 6, 2019	Day of Caring - VFW Post 577
Oct. 25, 2019	Campaign Reports due to TAUW
Nov. 7, 2019	Unite! - Tulsa Club
Feb. 2020	Annual Awards Luncheon

PLEASE PLEDGE TODAY

[f](#) [@](#) [t](#) | 918-583-7171 | TAUW.ORG

TULSA WORLD
MEDIA COMPANY



Steps to a Successful United Way Campaign

Congratulations on being selected as your company's Employee Campaign Coordinator (ECC). Not only are you providing a tremendous service to your company, but your efforts will also make a difference in improving lives and building a stronger community. The United Way Campaign staff is ready to assist in any way possible. Please visit the Campaign HQ on our website: tauw.org or call 918-583-7171. We look forward to working together and the success it will bring.

1. PLANNING YOUR CAMPAIGN

Meet with CEO and Recruit your Campaign Committee

Your campaign committee should include employees from all divisions and levels as well as Loyal Contributors (*anyone giving 10 years or more*) at your organization.

Confirm Management Support and Ask your CEO to:

- Help determine campaign objectives and goals to be an award-winning company (*see award levels in this guide*). Consider incentives for giving levels (*i.e. time off or jeans days*).
- Attend employee meetings to make a personal statement of support.
- Provide recognition to Campaign Committee members and write a thank you letter to all employees who participated in the campaign.
- Determine amount of corporate matching and donation.

Establish a Campaign Timetable

- Establish employee campaign group meeting dates.
- Schedule speakers from agencies for employee meetings or tours of agencies by calling 918-583-7171, or by contacting your TAUW account manager.
- Set campaign end date and schedule a time to submit your final report to TAUW. Remember the Tulsa World Challenge deadline is October 25.
- Notify Campaign Committee, CEO and TAUW of dates for events.

2. RUNNING YOUR CAMPAIGN

ENGAGE Employees with Agency Tours and Speakers

A great way to engage employees in the United Way campaign is to offer tours of our partner agencies to see firsthand how your money makes an impact in the Tulsa area. Agency speakers allow your employees to hear from those providing services. To schedule a tour, contact your account manager with the date(s) you prefer and the approximate number of employees participating (*please give two weeks notice, if possible*).

Testimonials from employees who have either received assistance or volunteered at the Day of Caring or with an agency are very helpful when educating people about the importance of giving.

Publicize the Campaign

- Include campaign information in emails and employee publications.
- Use United Way posters, brochures and materials available online at tauw.org/campaignhq.
- Display a Live United goal poster to keep track of your campaign's progress.
- Promotional items can be ordered at unitedwaystore.com.
- Promote Leadership Giving - an annual gift of \$600 or more.
- Encourage employees to visit the TAUW website at tauw.org.
- Educate employees about TAUW's Women United, Emerging Leaders Society, and Retire United

Conduct Employee Campaign

- 1-2 weeks prior to your employee campaign, send out the CEO letter (*see sample CEO letter at tauw.org/campaignhq*).
- Schedule and conduct employee meetings or an all-employee kickoff (*see sample meeting agenda below*) with guest speakers (*agency reps, employees who have used agencies or TAUW staff*).
- Secure incentives for your campaign and publicize them.
- Personalize pledge cards.
- Show the campaign video.
- Conduct follow-up with employees to ensure every employee has been given the opportunity to contribute.
- Recognize loyal contributors/donors giving to TAUW more than 10 years.

How to Conduct a 20-minute Campaign Meeting		
ACTIVITY	RESPONSIBILITY	TIME
Distribute pledge cards and other information as employees enter the room	Employee Campaign Coordinator (ECC) or other committee member	4 min.
Welcome employees and give the United Way endorsement	CEO	3 min.
Introduce and show the United Way video	ECC	5 min.
Have a guest speaker Q & A	TAUW staff, agency rep, ECC or company rep	6 min.
Ask employees to complete and turn in pledge cards	ECC or other committee member	2 min.

Inform Employees about Leadership Giving

Leadership Giving exemplifies the spirit that makes our community a great place to live and work.

- Ask your CEO to personally lead an informational briefing or send a letter explaining Leadership Giving (\$600) to all employees before the regular campaign begins.
- Identify employees whose current giving is close to guideline levels, and encourage them to contribute at the next level, using incentives.
- Recognize last year's Leadership Givers at the beginning of this year's campaign.
- Provide a list of Leadership Givers to your TAUW campaign account manager or email them to campaign@tauw.org.

3. WRAPPING UP YOUR CAMPAIGN

Report Results to the United Way

- Sign the campaign report.
- Make all checks out to Tulsa Area United Way.
- Include all cash/checks in the appropriate bag/envelope.
- Include all bags/envelopes containing cash/checks or direct gift pledge cards.
- Give all original payroll pledge cards to your payroll department.
- Email spreadsheet of donors to pledgeprocessing@tauw.org or include copies of payroll pledge cards. Ensure all donors keep a copy as well.
- Keep one copy of the completed and signed Campaign Report form and **STAPLE REMAINING COPIES TO THE OUTSIDE** of the Campaign Report Return Envelope.

You may deliver your sealed Campaign Report Return Envelope to TAUW at 1430 S. Boulder Ave. in Tulsa or schedule a pick-up by calling 918-583-7171 or sending an email to campaign@tauw.org.

Say thank you

- Report final results and thank employees through department meetings, company newsletter and/or email messages.
- Distribute CEO thank you letter to all employees and donors.
- Provide recognition items to all Leadership Giving donors and Loyal Contributors (*visit tauw.org/ECCLeadership*).
- Recognize and thank your Campaign Committee.
- Evaluate your campaign results and prepare recommendations for next year's ECC.

Thank you for all your hard work!



Because of You
ANTHONY GOT THE HELP HE NEEDED
 Learn more at tauw.org/anthony