Campaign Planning Handbook

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**United Way’s annual fundraising campaign is truly a community-wide effort.**

**As your organization’s Employee Campaign Coordinator (ECC), you are a vital partner in the network of caring and collaboration in our community. Through your work:**

**You are bringing education to your fellow coworkers. about available resources in the community!**

**You are motivating people to get involved!**

**You are connecting the people and resources to serve those in need.**

**You are helping to improve lives and build a stronger community!**

**And so much more!**

**Thank you for**

**all that you do.**

**What does it mean to LIVE UNITED?**

And what does it mean to donate to United Way in these trying economic times?

LIVE UNITED is more than a catchy phrase; it’s a call to action. LIVE UNITED encourages everyone in our community to come together as one, whether it is giving financially, donating time by volunteering, or advocating on behalf of an important community issue.

*Sharing success stories periodically with your coworkers will help educate and motivate them. Check out the videos on our website at* [*www.tauw.org/campaignHQ*](http://www.tauw.org/campaignHQ)

**GIVE.**

When you invest in the community through United Way, you help make positive changes in the lives of people right here.

**ADVOCATE.**

Choose to LIVE UNITED by speaking up for issues you are passionate about. Champion a cause, tell your friends, write a letter, be visible and engage decision-makers and policy leaders to help address our most important community needs.

**VOLUNTEER.**

Volunteering is a great way to contribute to the overall well-being of our community. You have the chance to make friends, learn new skills and – most importantly – share your talents and expertise with others. Give whatever time you have. LIVE UNITED by giving back one of the most invaluable gifts – your time.

Collectively, we can help improve the lives of those in need in our community. Together, we can all LIVE UNITED.

Please know how much we appreciate your support and willingness to work on the behalf of your friends and neighbors. Your efforts this year, combined with those of dozens of others who are coordinating campaigns in their workplaces, will help ensure that United Way-funded services will continue to be available for those in need.

Our staff is available and ready to help in any way possible to make this year’s campaign a great success. On behalf of our board of directors, staff and the community at large – thank you! Thank you for choosing to LIVE UNITED. We couldn’t do it without you.

**STEPS FOR A SUCCESSFUL CAMPAIGN**

Planning, Running, Wrapping up

**Let United Way help you.** We are ready and excited to help you conduct your employee campaign in a number of ways. We can:

* Come and talk to your employees.
* Arrange for an agency representative to talk to your employees.
* Arrange for tours of our partner agencies for your employees.
* Respond to any questions, concerns, or comments that might arise among your employees.
* Provide agency and client success stories.

**Meet with your CEO or management team.** Make sure all employees know that the United Way campaign is supported by management, all the way to the top. Arrange for the CEO to speak at your campaign’s kick-off event. Have your CEO and management sign e-mails and letters that go out to all employees expressing support for the campaign.

**Get help**! Feedback we have received from ECCs says that assembling a small committee or group to help organize the United Way workplace campaign is **one of the most important** ways to guarantee a more successful fundraising effort. It spreads the labor, contributes to building a team atmosphere, and produces more creativity.

**Set goals.** Setting ambitious monetary and participation goals is a critical step in raising expectations throughout the organization and at the same time creates a common cause.

**Track your goals**

One great way to motivate employees is to publicly track your goal.

🡺 Place United Way goal posters around your workplace – the lobby, break room, in front of the building, etc. Update the posters every day.

🡺 E-mail goal updates to employees – this can be paired with “United Way Success Stories.” (United Way can provide these to you.)

🡺 Have the CEO or another member of management wear the same tie throughout the campaign – as you get closer to your goal, cut the tie accordingly until, hopefully, it disappears.

**Set a schedule.** Publicize it, and stick to it. Let everyone know *ahead of time* what events and meetings are planned, when pledges are due, and when totals will be announced. Folks are more likely to turn in their pledge cards when the campaign doesn’t drag on so long that the whole thing becomes a distant memory.

**Engage employees with agency tours and speakers.** It’s critical to put a personal face on the partner agencies United Way supports. Inviting partner agency representatives gives your employees a chance to learn more about services in the community, hear success stories first-hand, and ask questions. United Way staff can arrange this for you – just give us a call. Testimonials from employees who have either received assistance or volunteered at the Day of Caring or with an agency are also very helpful when educating people about the importance of giving.

**Emphasize giving through payroll deductions.**  Giving through payroll deduction is the easiest way for most employees to make the biggest impact they can. While special events are a great way to create a festive atmosphere, payroll deductions are the most effective way to give.

**If possible personally hand out pledge forms – don’t simply put them in with paychecks. Consider personalizing them with a label on each copy.**

**Motivate employees.**

Whether or not we admit it, we all respond to incentives. Knowing that you are “doing good” is nice. Knowing that you are doing good AND have a chance to win an extra vacation day is even nicer. Here are some ways to motivate your employees.

**How can you use incentives?**

🡺 For a payroll deduction gift

🡺 For a department’s percentage increase in giving

🡺 For turning in pledge cards

🡺 For first-time givers

🡺 For attending a department presentation

🡺 For being a leadership giver

🡺 For meeting participation goals

**When employees turn in their (completed!) pledge card, they can be automatically eligible to participate in fun activities such as:**

* **Football Throwing Contest.** Can be divided into men’s and women’s groups, management versus labor, etc. Everyone gets two throws. Longest throws win prizes.
* **Pumpkin Throwing Contest.** You will need several pumpkins weighing the same amount, as the thrown pumpkins will probably explode!
* **Balloon Pop.** Employees choose a balloon to pop. Some balloons have “coupons” in them for “snooze” (sleep in) passes, “cruise” (go home early) passes, “two-hour lunch” passes, etc.
* **Fish/Octopus Throwing Contest.** Fish should be dead already! This could also be a reward for meeting your workplace goal – employees get to watch management handle the slippery, stinky fish. Yuck – but fun!
* **Marshmallow/Lemon/etc. Golf.**  Who can drive a lemon the farthest? Closest to the pin? On one leg?
* **Frozen Turkey Bowling Contest**. Borrow old pins from a bowling alley, or use 2-liter bottles of pop. Set up an alley in your parking lot or a long hallway and let the games begin!
* **Paper Airplane Flying Contest.** Employees show off their best plane-folding skills. Everyone writes their name on their plane, stands in a line, and lets them fly. Awards for longest flight, shortest flight, etc.
* **Gumball Hocking Contest.**  Who can propel a gumball the farthest with their mouth? Don’t choke!!
* **Tricycle Races.**
* **Guess the Number of Marbles/Cotton Balls/Bolts in the Jar.** When pledge cards are turned in, employees make a guess. At the end of the campaign, the winner is determined and receives a prize.
* **Prize Drawing.** Line up several prizes (see page 7 for ideas). When pledge cards are turned in, employees draw for a prize.
* **Special prizes for NEW donors.** Consider providing special incentives for those employees who are giving for the first time.
* **Special prizes for donors who increase their gift by a certain percentage.**

**Consider the following motivators if your workplace meets or exceeds its goals:**

* **Designated employee shaves a member of management’s head.**  If your workforce meets a “stretch” goal, the CEO gets shaved!
* **Management provides breakfast/pizza party/afternoon BBQ.**
* **CEO/other member of management dress up as …** Check out costumes at the local costume shop and choose the most outrageous one to promise to your employees.
* **Car wash by management.**

**Special Events**

The primary purpose of special events is to help create a fun atmosphere during the workplace campaign while raising additional dollars *beyond employee pledges.* We want this to be a time of year that people look forward to, not dread!!

* **Inter-Company Competition! –** Contact the ECC at another workplace and see if they are willing to engage in a little friendly competition for a good cause! If there are a disparate number of employees, you can use the *average* gift to determine the victor. Publicity and executive support are key to success. The winning company earns early dismissal, or some other workplace-wide reward.
* **Inter-Department/Shift Competition** (see above)
* **Root Beer Floats** can be sold for $1 in the lunchroom.
* **Sundaes…**
* **Hot dogs…**
* **Theme Days –** 50’s, 60’s, 70’s, etc.
* **Pokes vs. Sooners** – Set up two large change containers – one for the Pokes and one for the Sooners. At the end of your campaign, whichever team has collected the most money wins a day in their honor. Fans and the CEO dress in team regalia.
* **Midnight Breakfast –** If your organization has a third shift, organize a $3 breakfast to be served by executives who aren’t normally at work at that hour! Ask a United Way representative to join you, hand out pledge cards, and announce goals and timelines.
* **Bake Sale –** Bakers can set up shop in the lunch room.
* **Car Wash –** Hold a carwash as a special event.
* **Chili Cook-Off**
* **Group Wellness –** If your workplace is participating in a wellness program, you can incorporate it into the United Way campaign. Collect pledges for every 1000 steps taken or have management pledge a bonus United Way donation if employees meet certain wellness goals.
* **Basket Auction or Silent Auction–** Individual departments can create a themed gift basket (fishing, movies, cooking, car care, etc.) to be auctioned off over a lunch hour.
* **E-Bingo! –** Sell Bingo cards for a small fee. Send e-mails throughout the week with one or two Bingo numbers each time. The first person to get Bingo sends an email to all users. And of course – he or she wins a prize!
* **Caring Company Cookbook –** Ask employees to contribute favorite recipes for a company cookbook which can be compiled and sold in the lunch room.
* **Compliment-O-Gram** – Make up special forms and sell them to office employees as a way to give a compliment to a fellow employee. Charge $1 per compliment or $2 if they wish to be anonymous.
* **Halloween pumpkin carving contest** – Charge a nominal fee to enter and vote. Award prizes in categories including best traditional pumpkin, most creative pumpkin, best effort by group or individuals and best entry involving multiple pumpkins.

**Prize Ideas –** Many businesses in town are happy to contribute small prizes for your employees. Also discuss what funds or incentives are available through your employer.

* Come in late “Snooze” or leave early “Cruise” passes
* Floral bouquet
* Gift certificates/cards – restaurants, salons, gas, oil change, golf, bowling, etc.
* Gift bag
* Lottery tickets
* Fishing gear
* Tickets to athletic event

*For the best campaign utilize employee payroll pledging first, followed by special events for a bit of fun!*

* Free night at local hotel or Bed and Breakfast
* Car rental
* One full or half vacation/personal day
* Prime parking spot for a week/month
* Casual dress for a week
* Movie tickets
* Share of company stock
* Free popcorn at the movies
* Anything else you can think of that would appeal to your employees

**For more ideas on events and best**

**practices, check out the full list**

**on** [**www.tauw.org**](http://www.tauw.org)**, Campaign HQ.**

**Conduct a Leadership-*stretch* Campaign.** Start the campaign off by recognizing the past year’s Leadership Givers. Hold a special lunch/dinner to thank them for their support and ask them to be the first to start the campaign. Challenge them to pave the way by increasing their pledge by two or three percent.

**Thank everybody and celebrate your success.** Thank everyone, whether or not they chose to give this year.

* Send an e-mail or letter from you or your CEO to all employees to thank them and to report results.
* Hand out candy or other small tokens.

*Always finish your campaign with a “Lessons Learned” meeting with your committee. Capturing what went well will improve campaign results year over year!*

**Employee Campaign Coordinator Wrap up Checklist**

* Please complete campaign by November 1st.
* Make sure all pledge cards are signed and annual total gift amount is listed on each card.
* Please don’t staple cash or checks to pledge cards.
* Be sure to separate the pledge cards and give a copy to payroll and put a copy in the provided envelope.
* If cards are not included, send a spreadsheet with donor information (please include donor name, gift amount, type of gift, email and home address) to [campaign@tauw.org](mailto:campaign@tauw.org) (preferred method).
* Completely fill out the campaign report putting all cash, coins, checks and pledge cards in the appropriate envelopes.
* If you need help completing the campaign report, go online and watch the tutorial at www.tauw.org/campaignHQ.

#### Contacting United Way

Feel free to contact us at any time with questions, comments, or concerns.

Tulsa Area United Way

1430 S. Boulder

Tulsa, OK 74119

918-583-7171

Website: [www.tauw.org](http://www.tauw.org)

E-mail: [campaign@tauw.org](mailto:campaign@tauw.org)

**Instructions for completing Campaign Report**

1. Add all employee/retiree deductions (multiple and single payroll, and other gifts to be paid by deduction) and complete line “1. Payroll Deductions” with “# of Donors” and column “E Pledges”. Complete column “D+E TOTAL”.
2. Place the TAUW COPY of all completed pledge cards listed on line 1 in Envelope E1-Payroll Deduction Pledge Cards.
3. Add unpaid gifts and fill in line “2. Direct Gifts-No Money Enclosed” with “# of Donors” and column “E Pledges”. Complete column “D+E TOTAL”. Repeat for line “5. Corporate Gift” if unpaid.
4. Add all paid gifts and fill in line “3. Direct Gifts-Money Enclosed” with “# of Donors”, column “A Currency” with gifts paid by paper bills, column “B Coin” paid by coin and column “C Checks” paid by check. Complete column “D=A+B+C Total Money Enclosed” and column “D+E TOTAL”. Repeat steps for line “4. Special Events”. Repeat steps for line “5. Corporate Gift” if paid.
5. Place all paper bills in Bag A-Currency Only, all coin in Bag B-Coin Only and all checks in Envelope C-Checks Only and seal all bags/envelopes. Checks should be payable to TAUW and indicate fundraiser/direct gift.
6. Place the TAUW COPY of all completed and signed pledge cards listed on lines 2 and 3 and any corporate pledge card listed on line 5 in Envelope E2-Other Pledge Cards.
7. Complete line “TOTAL” for all columns. Place all bags and envelopes in Campaign Report Return Envelope and seal.
8. If you are unable to include pledge cards for deductions or send a spreadsheet by email, please return the First 2 Copies-TAUW of the completed Leaders in Giving Members List and retain the Last Copy-Company for your records.
9. Staple the First 2 Copies-TAUW of the completed and *signed* Campaign Report form to the outside of this envelope. Retain the Last Copy-Company for your records.
10. Send the PAYROLL COPY of pledge cards listed on line 1 to your payroll office.
11. Deliver your sealed Campaign Report Return Envelope to TAUW at 1430 South Boulder Avenue in Tulsa or schedule a pick-up by calling 918-583-7171 or sending an email to [campaign@tauw.org](mailto:campaign@tauw.org).

ECC TOOLKIT:

Campaign Timetable

Reasons to Invest

Sample Letters and Email

**Campaign Time Table**

Use this sheet to help plan your campaign. Be sure to call TAUW to schedule any agency speakers.

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **Target Date** | **Completion Date** | **Assigned To** |
| Plan |  |  |  |
| * Meet with your CEO/obtain endorsement |  |  |  |
| * Recruit campaign committee |  |  |  |
| * Set your company goal with CEO and committee |  |  |  |
| * Develop campaign plan (dates, campaign methods, promotions, incentives, etc.) |  |  |  |
| * Assign tasks to committee |  |  |  |
| Run |  |  |  |
| * Schedule agency tours/speakers/films |  |  |  |
| * Plan campaign rally (reserve meeting rooms, a/v, order refreshments, door prizes) |  |  |  |
| * Send CEO endorsement letters |  |  |  |
| * Publicize campaign (hang posters, send flyers, e-mail, newsletters) |  |  |  |
| * Inform employees about leadership giving |  |  |  |
| * Conduct employee group meetings |  |  |  |
| * Collect pledge cards |  |  |  |
| Wrap up |  |  |  |
| * Post final campaign results |  |  |  |
| * Thank employees and campaign volunteers |  |  |  |
| * Provide recognition items to all leadership giving donors and loyal contributors |  |  |  |
| * Report results to United Way by November 1st |  |  |  |
| * Hold a lessons learned meeting with campaign committee |  |  |  |

Top Ten Reasons to Invest in United Way

**10.You care.** You care about youth development and nurturing children**,** fostering independence for older adults and those with disabilities,providing basic needs to people in crisis and strengthening and supporting families.

1. **We hold our partner agencies – and ourselves – accountable**. You can trust that money you contribute to United Way will be allocated to programs at agencies that are held to the highest standards. Our partner agencies submit to a rigorous re-application process each year, which includes careful examination of their financial records, goals, programming, and the work they do in the community. Dedicated and conscientious volunteers distribute the funds, ensuring that the dollars have the greatest possible impact.
2. **Your investment stays here in our community.**  Our dues to United Way of America are only one percent of the amount we raise locally; in return, we receive benefits worth many times more than that small investment. This means that almost every penny of your donation stays right here in the greater Tulsa area, helping to make our community an even better place to live for everyone. TAUW receives support and provides services to individuals in Creek, Okmulgee, Osage, Rogers, Tulsa and Wagoner counties.

**7. It’s tax-deductible.** Any donation you make to TAUW qualifies as a deduction on your personal or business taxes.

**6. Any of us could benefit from our partner agencies’ services.** The programs we fund aren’t just for the “other guy.” Our partner agencies serve a broad spectrum of the population, from the hungry and the homeless to hard-working employed people who simply need a hand up to get through a tough time. In fact, one out of every three people living here benefits in some way from the services of a United Way agency.

**5. United Way collaborates with the community.** We work with businesses, faith-based organizations, local government, the non-profit sector and many other community groups to build the infrastructure we need to proactively tackle our biggest challenges.

**4. You get a lot of bang for your buck**. When you give *once* to the Tulsa Area United Way you are really joining with the entire community to invest in *sixty-two* community partner agencies and the services they provide to hundreds of thousands of people right here.

**3.** **It feels good.** When you invest in your community through United Way, you have the satisfaction and confidence of knowing that you, personally, are helping to sustain and improve the lives of your friends, neighbors, co-workers and maybe even your own family members.

**2.** **You are part of real solutions**. United Way is interested in more than “band-aid solutions” – we know that long-term community impact comes only from forward-looking and thoughtful planning.

**1. It matters.** And *that’s* the bottom line.

CEO ENDORSEMENT LETTER #1

Dear [NAME],

[DATE] begins our United Way campaign efforts. During the coming weeks, each of you will have the opportunity to make a difference in the lives of thousands of people in our community through [COMPANY NAME]’s employee workplace campaign.

Together, United Way and [COMPANY] are strengthening our community and changing lives right here in Tulsa and surrounding counties. Today, let’s continue our legacy of commitment to our community by giving to United Way.

Contributions to United Way support programs at 61 local human service organizations. Your support of United Way provides for the nurturing of children, youth and families, responding to basic needs and fostering independence for seniors and people with disabilities.

Many agencies can address one aspect of a situation, but only United Way can bring people and resources together to focus on key problems and strategically invest in the solutions to those problems. No other charitable organization can do that, making United Way such a powerful force.

I challenge you to take it a step further. Let’s make United Way something we keep in mind year-round, rather than something we remember in [MONTH]. Your gift helps bring people and resources together to improve lives every day of the year.

If you are a current United Way donor, I urge you to continue your support through payroll deduction. If you’re a new donor, welcome! Whatever you choose to give is needed and appreciated.

I believe that [COMPANY] has a commitment to the greater community to serve those who are at risk and in need. Please join me in supporting the Tulsa Area United Way and taking part in the solution.

Sincerely,

[NAME]

CEO ENDORSEMENT LETTER #2

At [company name] we’ve earned a reputation for caring about our community. Soon you’ll have the opportunity to show that you care in a concrete way by supporting the Tulsa Area United Way’s annual campaign. This is your chance to make our community better and change thousands of lives right here. With one gift to the Tulsa Area United Way you will touch the lives of more than 550,000 individuals and families.

Only through giving to United Way can one investment have as much impact on improving lives and strengthening our community.

Please join me in supporting this year’s effort by contributing what you are able.

It is all of us giving together that make this community stronger.

Sincerely,

[CEO]

LABOR/MANAGEMENT #1

All of us wear a number of different hats in our daily lives—that of spouse, parent, employee, union member, citizen. And each year around this time, we’re asked to wear yet another hat: that of United Way contributor.

Organized labor, business, and United Way have long worked together as a team to ensure that the human service needs of our community are met. We are all proud of our history of support for United Way.

This support allows the Tulsa Area United Way to make a real impact on the lives of people in need in our own community. Through your United Way contribution, you are giving a helping hand when it is needed most.

Because United Way conducts a single, community wide campaign, operating costs are low. This means your gift goes to critical services--funding programs and services for people in need, right here at home.

United Way carefully manages every contribution it receives. Trained volunteers from the community spend countless hours reviewing programs and deciding where your gift can make the most impact with the greatest efficiency.

If you or someone you know has a question or concern and doesn’t know where to turn, call the Tulsa Area United Way at 918-583-7171. We hope you will give generously this year. Please join us in making this year’s United Way campaign a success.

Sincerely,

**[Labor and Management Leader]**

**LABOR/MANAGEMENT #2**

**[Company Name** **and Union Local]** care deeply about the quality of life of the community where our employees and members live and work. By supporting the Tulsa Area United Way, we are part of the caring that keeps our community healthy.

United Way works to strengthen our community by human service programs that provide child development and youth leadership programs, serve senior citizens, offer help for those in need and feed hungry men, women and children in our community, and much more.

This year **[Company Name and Union Local]** hopes to raise **[$\_\_\_\_\_ ]** in our fall campaign. This may not be an easy goal to achieve, but past experience shows that **[Company Name** **and Union** **Local]** is made up of people whose capacity to care knows no bounds.

Help our community continue to be the best it can be by participating in this

years United Way campaign. You can be confident that your gift will be working every day to help others help themselves right here in our community.

Choose to care by giving to United Way’s community campaign.

Sincerely,

**[Labor Leader]**

**Champion #1**

As a co-worker and United Way volunteer, I would like to thank you for your support of the United Way. Last year, our employee group generously donated **[$\_\_\_\_\_\_\_ ]** to help our neighbors in need through the Tulsa Area United Way’s annual campaign.

Since United Way is an independent, local organization, your gift is put to work right here in our community supporting 61 local agencies making a real difference in the lives of your friends, family and neighbors.

Every year, local United Way volunteers spend countless hours visiting agencies, reviewing community needs, monitoring the outcomes of programs and services year-round to ensure that your gift to United Way is used wisely.

Through a payroll deduction contribution to the United Way, just a few dollars out of every paycheck goes a long way. Your gift to United Way, combined with many others, allows you to make a real difference in improving the lives of your neighbors.

If you have any questions, please contact **[name of company coordinator]** or the Tulsa Area United Way at 918-583-7171.

Our goal this year is to raise **[$\_\_\_\_\_\_\_ ]** from our employees during our drive from **[d/m/yy to d/m/yy]**. Please join me in supporting this year’s campaign.

Sincerely,

**[Co-worker name]**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Champion #2**

Dear Fellow Employee:

Our United Way needs our help, just as it helps people throughout our area. By contributing to the Tulsa Area United Way, you help make possible the human care services of 61 agencies which are vital in maintaining and improving our quality of life through Osage, Rogers, Tulsa, Wagoner, Creek and Okmulgee counties.

Many people, including some of your neighbors and friends, will use the services provided by our United Way gift during the coming year. In fact, over 550,000 people use these services each year. With your help, United Way reaches people during each age and stage of their lives with services benefiting both young and old, and everyone in between. Your contribution helps provide companionship for seniors, counseling, protection from abuse, services to people with disabilities and much more.

The need for such services continues to increase as government funding continues to decrease. Stronger local human care programs are essential to help individuals remain self-sufficient.

Our United Way campaign at **[company name]** is now underway. A fellow employee will soon contact you and ask for your support. If we all do our part now by pledging our individual gifts, we can help ensure that these services will be available to all who need assistance.

Please consider this opportunity to make a difference in our community. Won’t you join me in making a pledge that will help keep our community a good place in which to work and live? Thank you.

Sincerely,

**[Co-worker name]**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PROMOTING LEADERSHIP GIVING**

At **[company name]** we have always prided ourselves on our leadership and dedication to our community. The Tulsa Area United Way is committed to focusing on the most critical needs in the community. Only through giving to United Way can your one investment have as much impact on improving lives and strengthening our community.

That is why our company actively supports United Way’s annual campaign. As we begin the campaign, your continued support and generosity are appreciated. Your leadership and commitment inspire the generosity of others.

As you consider your investment in United Way, I hope you give serious thought to **[continue giving at/giving at]** the leadership level. Leadership starts at $500.00 and CEO has approved the following incentives for leadership giving:

*(List incentives here)*

Thank you for considering a gift at the leadership level. It is donors like you, and all of us giving together, who make this community stronger.

Sincerely,

**[Workplace leadership campaign chair]**

## E-mail messages to promote United Way

While we all have become “high tech,” we still can be “high touch.” Here are some examples of e-mail messages you can use throughout the campaign to educate and inspire your co-workers to give to United Way.

* Did you know that the Tulsa Area United Way is an independent, community controlled organization? Your gift is put to work right here in our community supporting 61 human service agencies that make a real difference in the lives of your friends, family and neighbors.
* Did you know that every year 180 local United Way volunteers spend countless hours reviewing community needs, meeting with agency staff, monitoring the financial and programming aspects of programs and services to ensure that your gift to United Way is used wisely? There are so many worthwhile charities, it’s difficult to decide which ones to support. United Way volunteers work as your partner in making these important decisions.
* Fall is here and the giving is easy. Your payroll deduction gift to United Way means that just a few dollars out of every paycheck goes a long way to help your neighbors in need. You can feel good about your gift to the United Way, knowing that you are making a real difference, right here at home.

For more messages to use in e-mails, visit the message library on the TAUW website at [www.tauw.org](http://www.tauw.org), Fast Facts on the About Us Page.

*Remember you can always direct your coworkers to the* [*www.tauw.org*](http://www.tauw.org) *website to view success stories!*

**Lessons Learned**

What worked well?

* Employee meetings
* Special events
* Regularly scheduled emails
* Leadership challenge

What might you do differently next year?

* Bring in more speakers
* Start earlier
* Run a shorter/longer campaign