

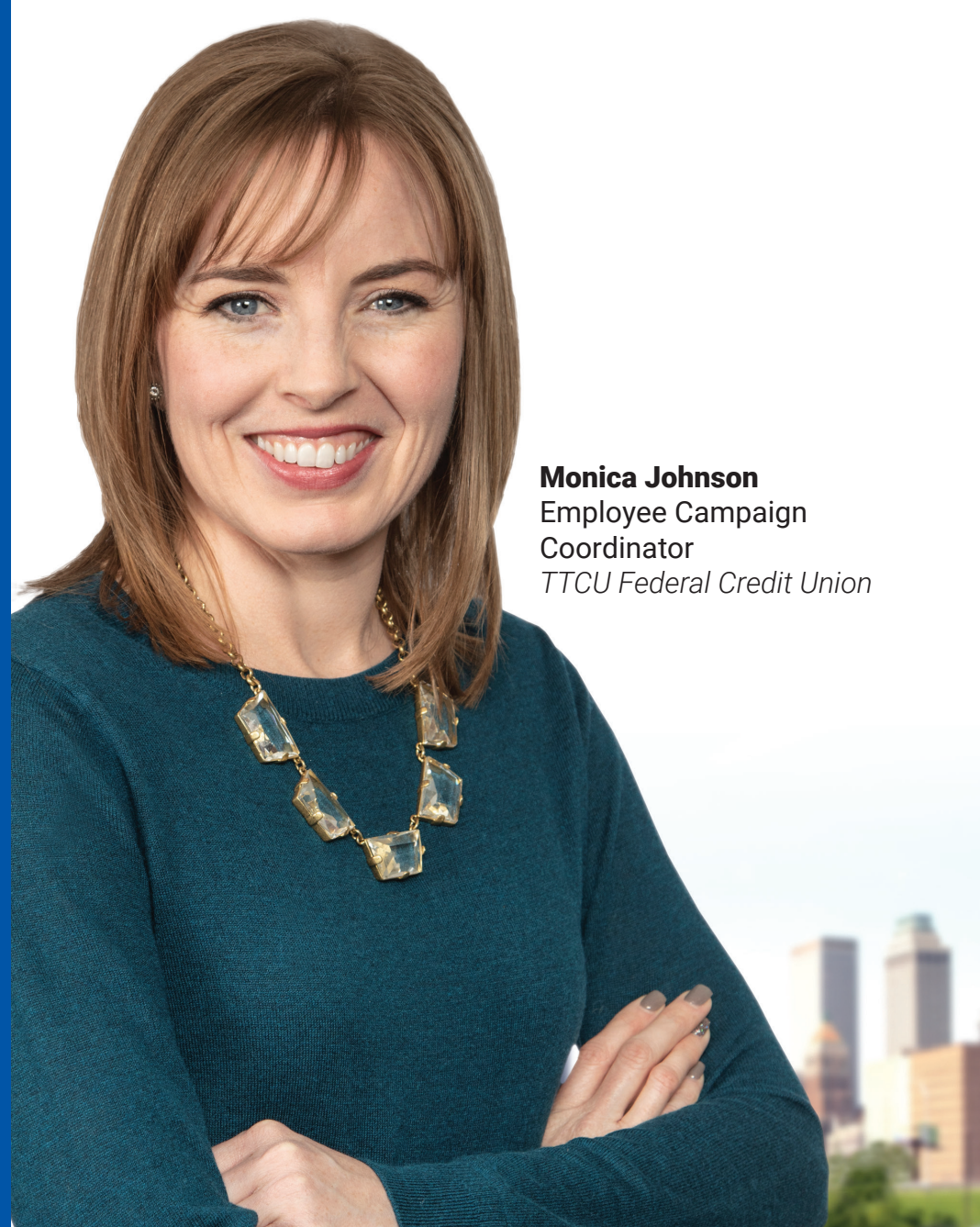
THANK YOU

**Thank YOU for your service
in your role as the
Employee Campaign Coordinator
for your organization.**

Your leadership, stewardship, and commitment support
the work of our 59 partner agencies and our
Greater Tulsa community.

You are integral in our mission of uniting
people and resources to improving lives
and building a stronger community.

Thank YOU, for Living United.



Monica Johnson
Employee Campaign
Coordinator
TTCU Federal Credit Union

**HOW TO PLAN A GREAT
WORKPLACE CAMPAIGN**



LIVE UNITED®

Steps to a Successful United Way Campaign

THANK YOU for joining the Tulsa Area United Way family by representing your company as the Employee Campaign Coordinator (ECC). The United Way Campaign staff is ready to support you through your campaign and can be reached on our website tauw.org at Campaign HQ or by phone at 918-583-7171.

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.

Meet with CEO and Recruit a Campaign Committee

- Determine Objectives and Goals of Campaign:
 - Incentives for giving levels
 - Corporate match donation amount
- Coordinate Employee Meeting Schedule with CEO and/or Campaign Committee

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

Establish a Campaign Timetable

- Secure Campaign Dates:
 - Start/End
 - Employee Meetings
 - Special Events
- Schedule Guest Speakers from Agencies or Tours of Agencies
 - Contact TAUW Staff for Support and Securing Speakers

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 for more details (please give two weeks notice, if possible).

Publicize the Campaign

- Include campaign information in emails and employee publications.
- Use United Way posters, brochures and materials available online at tauw.org/campaignhq.
- 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.
- Show the campaign video.
- Conduct follow-up with employees to ensure every employee has been given the opportunity to contribute.

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

- Give all original payroll pledge cards to your payroll department
- Make all checks out to Tulsa Area United Way
- Sign the campaign report
- 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.
- 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!