



1923 **YEARS** 2023

**United Way of the Midlands**

**CAMPAIGN  
MANAGERS  
HANDBOOK**

# STEPS FOR SUCCESS

## 1. PLAN

### GET STARTED

**Create a timeline** with important dates for your campaign so it doesn't sneak up on you. Include campaign kickoff date and special events!

**Set up a meeting with your UWM Donor Engagement representative** to review past campaign results and identify areas of opportunity for future campaigns! \*\*If you don't know who your representative is, please email [DonorEngagement@UWMidlands.org](mailto:DonorEngagement@UWMidlands.org) and we will be happy to assist!\*\*

**Develop a communications plan** to inspire and engage employees at key times and provide information about current community trends.

### BUILD YOUR TEAM

**Find strong leaders in your organization** to help you plan and implement your campaign.

**Ask your UWM Donor Engagement representative for tips** and suggestions about engaging your team.

\*\*No worries if you don't have a large team or if it's just you—we can help out with any questions or concerns, just reach out!\*\*

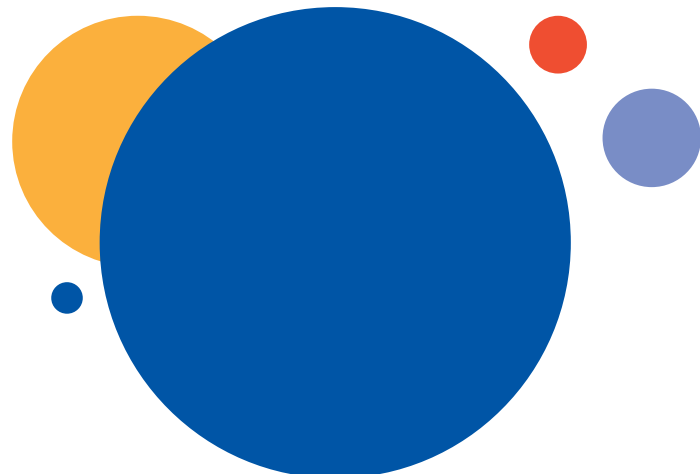
**Ask a Senior or Executive-level employee** to be involved in planning and presenting in committee meetings. Engagement from your organization's leadership team plays a large role in helping your campaign meet or even exceed the goals you set.

### HAVE FUN WITH THE DETAILS

**Work with your team to choose a theme**, create fundraising activities and incentives for employees and plan a thank you event where you can share results with your organization.

**Make goals and share them in your communications.**

Everyone should understand what they are collectively working toward. Your UWM Donor Engagement representative can help you figure out donation impact and share it with your team.



## 2. EXECUTE

### BUILD MOMENTUM

Utilize United Way materials.

Schedule a virtual or in-person kickoff event for employees to attend, or schedule a rally in conjunction with another meeting, such as a staff or safety meeting.

Hint: Free food goes a long way!

### ENGAGE LEADERSHIP

Have your CEO send a personalized letter or e-mail encouraging employee participation.

Encourage your leadership team to participate in campaign events and endorse United Way.

### GET YOUR TEAM EXCITED

Scheduling a volunteer event is a great way for employees to feel and see the impact of their giving. Keep reading to learn more about volunteer opportunities provided by United Way.

Set up an agency speaker event to hear first-hand from local organizations about needs in our community and how gifts help. Your UWM Donor Engagement representative can help with this!

Leverage incentives that inspire employees to help reach goals. Maybe it's a day off for all employees, a free meal or fun treat (like an ice cream bar or margarita machine), work-from-home days – the possibilities are endless.

## 3. WRAP-UP

### CONGRATULATIONS, CELEBRATE AND PAT YOURSELF ON THE BACK

Close out your campaign by working with your Donor Engagement representative— they will help you coordinate any pick-up of donations or special events funds, along with providing any reports you require.

Do something nice to say “Thank you!” and celebrate. Order pizza for lunch, send employees something in the mail, offer a paid day off – anything that helps show your appreciation for their participation.

Gather feedback about the campaign from your team and colleagues and leave notes and resources for next year's campaign team.

Treat yourself! (United Way said it was ok). Planning and executing a fundraising campaign takes a lot of time, effort and coordination, so make sure you take a moment to celebrate and relax.



# UNITED WAY CAMPAIGN CHECKLIST

DUE DATE	ASSIGNED TO	
_/_/	_____	<b>1. PLAN</b>
_/_/	_____	<b>GET STARTED</b>
_/_/	_____	<input type="checkbox"/> Create a timeline.
_/_/	_____	<input type="checkbox"/> Set up a meeting with your UWM Donor Engagement representative.
_/_/	_____	<input type="checkbox"/> Get ideas and materials at: <a href="https://UnitedWayMidlands.org/CampaignHQ">UnitedWayMidlands.org/CampaignHQ</a>
_/_/	_____	<input type="checkbox"/> Develop a communications plan.
_/_/	_____	<b>BUILD YOUR COMMITTEE</b>
_/_/	_____	<input type="checkbox"/> Find strong leaders in your organization to support your work.
_/_/	_____	<input type="checkbox"/> Ask your Donor Engagement representative for tips and suggestions.
_/_/	_____	<input type="checkbox"/> Ask a Senior or Executive-level employee to get involved.
_/_/	_____	<input type="checkbox"/> Recruit and train your team members.
_/_/	_____	<b>HAVE FUN WITH THE DETAILS</b>
_/_/	_____	<input type="checkbox"/> Choose a theme.
_/_/	_____	<input type="checkbox"/> Choose campaign materials to leverage.
_/_/	_____	<input type="checkbox"/> Create fundraising activities.
_/_/	_____	<input type="checkbox"/> Come up with incentives for employees.
_/_/	_____	<input type="checkbox"/> Plan a kickoff and thank you event.
_/_/	_____	<input type="checkbox"/> Set goals and share them in your communications.
_/_/	_____	<b>2. EXECUTE</b>
_/_/	_____	<b>BUILD MOMENTUM</b>
_/_/	_____	<input type="checkbox"/> Utilize United Way materials to support your campaign.
_/_/	_____	<input type="checkbox"/> Schedule campaign events and send out invites.
_/_/	_____	<input type="checkbox"/> Host your virtual or in-person kickoff event.
_/_/	_____	<input type="checkbox"/> Distribute pledge forms or online giving information.
_/_/	_____	<b>ENGAGE LEADERSHIP</b>
_/_/	_____	<input type="checkbox"/> Have your CEO send a letter or e-mail encouraging participation.
_/_/	_____	<input type="checkbox"/> Encourage your leadership team to participate in campaign events.
_/_/	_____	<b>GET YOUR TEAM EXCITED</b>
_/_/	_____	<input type="checkbox"/> Host fundraising activities and events.
_/_/	_____	<input type="checkbox"/> Send daily or weekly communication updates.
_/_/	_____	<input type="checkbox"/> Leverage employee incentives in communications.
_/_/	_____	<input type="checkbox"/> Host a volunteer event to engage employees.
_/_/	_____	<input type="checkbox"/> Host an agency speaker event.

DUE DATE	ASSIGNED TO
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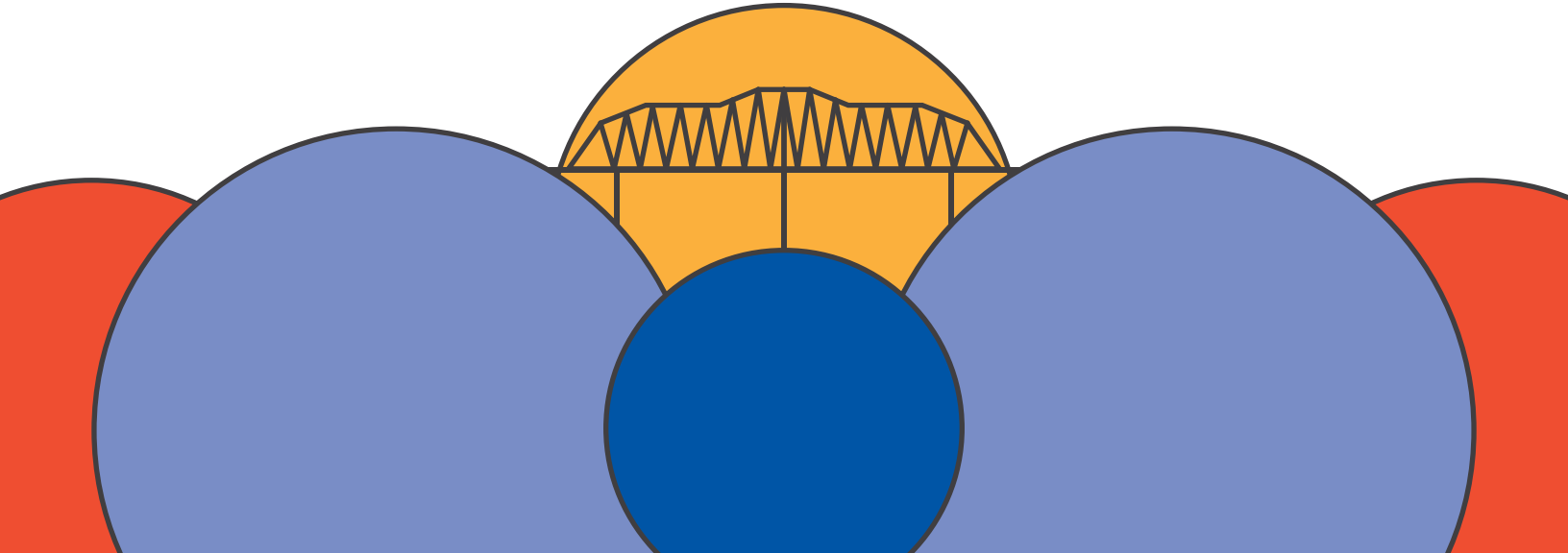
# 3. WRAP-UP

## HOUSEKEEPING

- Send a reminder communication about the campaign's conclusion.
- Collect pledge forms or close out ePledge portal.
- Get ideas and materials at: **UnitedWayMidlands.org/CampaignHQ** leave notes and resources for next year's campaign team.
- Submit pledge forms and final reports to your finance department.
- Let your UWM Donor Engagement representative know if you need a pick-up of donations, pledge forms or special events funding.

## CONGRATULATIONS, CELEBRATE AND PAT YOURSELF ON THE BACK

- Send thank you communications and announce final results.
- Host your thank you event and celebrate.
- Gather feedback about the campaign from your committee and colleagues to utilize next year.
- Treat yourself! United Way said it was ok. :)



# CAMPAIGN IDEAS

Looking for ways to engage your employees and energize your UWM campaign? Below you will find a list of ideas that are ideal for any workplace. Nearly all can be adapted based on your work environment, whether it be in-person, virtual or hybrid!

**FIND IT CONTEST** Select leadership to participate and then select a host to say an item that could be found in a house or in the office. The first person who brings back that item receives a point. Whoever has the most points at the end of the contest wins. Encourage employees to contribute a “cover charge” with a suggested donation for admission to attend or participate. And make sure to incentivize the win! Examples are PTO hours, gift cards, etc.

**TRIVIA NIGHT (OR DAY)** Run a trivia competition with employees looking to have fun and test their knowledge!

**JEOPARDY PARTY** Host and play Jeopardy on Zoom/Teams or in-person using Jeopardy Labs (<https://jeopardylabs.com>). Use one of their pre-built templates or create your own. Have departments compete against each other!

**VIRTUAL/IN-PERSON YOGA SESSION** Partner with a local yoga studio to stream or host an online/in-person yoga class for employees who donate to participate.

**POLAR PLUNGE** Employees pay to vote for a senior team member who has to take a plunge into their preferred cold body of water! The person with the most votes must record their plunge on video and share with the team.

**CARPPOOL KARAOKE** Make a video of your CEO or senior team member participating in carpool karaoke. You can take requests for songs for performance based on donations coming in!

**STEP CHALLENGE** Team members pay to participate in this challenge which can also tie in nicely with your company wellness program. Participants use a step tracker to compete for different prizes or trophies, such as “Most Steps in A Day.”

**SPIRIT WEEK** Use this high school throwback for a full week of fun, and have individuals pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day...you get the idea! Set a time for a virtual call or a meeting to show everyone’s spirit. Raffle a prize at the end of the week for all who participate.

**LEADERSHIP ENGAGEMENT** One-on-one or group time with a senior manager to learn a unique skill/hobby together. Identify the skills/hobbies in advance and start the bidding. Do these in person or over Zoom/Teams.

**LUNCH WITH LEADERSHIP** Pay to have a brown bag lunch with a group of other employees with office leadership. Or try “5 for \$5” or “\$10 for 10”—employees have an opportunity to meet virtually or in-person with leadership to ask 5 questions for \$5 or 10 for \$10. This provides employees with the opportunity for leadership exposure and professional development.

**WHITE ELEPHANT REVERSE** Each department contributes one item to the White Elephant Sale. Other departments bid on items to be placed in the department of their choice. All dollars benefit your campaign. Departments can choose to keep the items or if they are something awful, they can pay to send them to a different department.

**OFFICE SALE/AUCTION** Take some time to identify items around the office that are no longer needed. Display in a common space (or online—use [23Auctions.com](https://23Auctions.com)) for people to view and purchase. You can get really creative on this one!

**IN-PERSON TALENT SHOW** Line up performances from your most talented team members who play an instrument, sing, dance, do comedy or have a special hidden talent. Charge “admission” to attend and vote on the winners with an extra donation.

**BRACKET CHALLENGE** Turn any bracket into a fundraiser for United Way. Have 50% of the proceeds go to the bracket winners and 50% go to support UWM.

**FISHING TOURNAMENT** Choose a participation donation amount and a time frame for participants to snatch their biggest catch! Require participants to send in a photo of their catch with its measurement, and have someone review submissions to choose the winner. You can also have different submission categories, such as biggest walleye, bass or catfish.

**COMPANY “CRIBS”** Charge a donation for a virtual tour of coworkers’ homes, gardens, cool office set-ups, blinged-out BBQ areas or interesting collections.

**VIRTUAL VACATION** Have people submit their favorite vacation photos and a brief description for a virtual tour around the world. Charge “travel fare” to view. As an added bonus, offer a drawing for a timeshare or vacation home rental for use at a later date!

**TIKTOK CHALLENGE** Senior leaders offer to make TikTok videos if company fundraising goals are met or between departments as a competition (dept. leader with smallest % of fundraising goal makes a TikTok video); the virtual equivalent of doing a dunk tank or other fun in-person activity.

**VIRTUAL TALENT SHOW** Your company encourages employees to sign up for a Zoom talent contest with entrants paying a fee to participate. Employees that do not want to participate but would like to watch pay a higher amount. The company finds a panel of three judges. This could be outside individuals, senior employees or anyone else with the company.

**COOKING LESSON** Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.

**MENTORSHIP AUCTION** Bid out or raffle a coffee chat, dinner or fun experience with C-level executives.

**DRESS UP DAY** Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie . . . anything to get out of WFH-comfy clothes!

**SPECIAL DELIVERY** Have your company executives deliver lunch to the highest bidder or raffle winner, whether they be in or out of the office!

**DEPARTMENT CHALLENGES** Challenge internal departments with prizes for the most United Way campaign donors, the highest increase in average gift or the first department to complete donations.

**COIN WARS** Dig deep for the coins in your couch cushions, between your car seats, and your piggy banks and see which department/area can raise the most in coins! You can also have employees give virtually. Make sure to incentivize the win! Examples are PTO hours, gift cards, etc.

**BABY PHOTOS** Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who correctly matches the most!

**CUTEST PET CONTEST** Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.

**PET/BABY PICTURE MATCH GAME** Some say people look like their pets/or continue to look the same no matter their age. Invite employees to try matching pet/baby pictures to pictures of management. Award an incentive to the entry with the most correct answers. Employees can vote with dollars.

**RECIPE EXCHANGE** Have team members submit their favorite recipes to share in an electronic or print cookbook. Charge a set amount to “buy” the book.

**LUNCH-TIME BINGO** Send or deliver Bingo card documents and call numbers via Zoom or emails. Charge for each card and offer a prize for the winners.

**CANDY COUNT** Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office and find a big jar of candy!

**STAYCATION RAFFLE** Enter to win gift cards to GrubHub/local restaurants or a streaming service for movies. Maybe add a delivery from a local winery or brewery, too!

**COFFEE BAR** For more distinguished coffee drinkers, offer a latte-stand during a morning meeting. Remind them how much a cup of gourmet coffee or tea costs. Give examples of what giving up one cup of coffee, one soda or one candy bar a day can do for a person in need. Ask if they can donate that same amount (or more) each week to United Way.

**MINI MASSAGE** Find a massage therapist who is willing to donate their time. Charge employees for a 15-minute chair massage.

**UGLIEST OUTFIT CONTEST** Contestants pay to enter the ugliest tie, earrings, socks or stockings contest. Take pictures of the participants and have employees 'vote' on the ugliest apparel by contributing a dollar.

**BALLOON POP** Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with air, put a note inside with the name of the prize. Employees pay \$1 to buy a balloon and pop it to find out what prize they've won. Include a United Way fact in each balloon.

**CANDY CART** Grab an office cart and fill it up with bags or containers of candy. Wheel the cart around to different departments during your campaign and charge a dollar per bag or per set number of candy pieces. Proceeds go to United Way.

**CEO/LEADERSHIP CAR WASH** Ask employees to donate to have their cars washed by management.

**COMPANY OLYMPICS/MINUTE TO WIN IT** Teams participate in Olympic or Minute to Win It type events, such as wastebasket paper ball free throws, balance a Styrofoam cup on a service tray while navigating an obstacle course, make a paper airplane and fly it the longest distance, make the longest paper clip or staple chain in one minute, fold and stuff letters/envelopes in one minute. Teams pay to participate and the company buys prizes or lunch for the winning team. Have a plaque, medal or stuffed animal as an incentive for the department that wins the highest per capita giving award or raises the most money. They keep said item until next year's campaign.

**SILENT AUCTION** Ask vendors to donate items, ask employees to donate handmade items, solicit gift certificates from local restaurants, etc. Put the items on display online or in a prominent location. At a designated time, close the bidding. Then let employees know of the highest bid and continue the auction with one hour left to outbid it to win it.

**BINGO** Distribute Bingo cards to employees (pay to play). Every day, email a Bingo number to all participants. The first one to reply with "BINGO" wins. The Bingo game continues until all prizes are distributed.

**TAILGATE PARTY** Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

**CHILI/SOUP COOK-OFF** Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc. And don't forget a prize for the overall winner of the contest!

**COMPLIMENT GRAMS** Design notes of thanks or congratulations for co-workers to buy and send to each other.

**CHANGE BANDIT** A co-worker dresses as a bandit and visits employees to procure spare change.

**SPARE CHANGE JARS** Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way.



**DONATION DRIVE** Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way.

**HAUNTED CUBICLE** Offer the opportunity to “lease” an empty office or cubicle space that employee teams can decorate. The final day of the campaign, have employees vote on the best cubicle space by donating to the one they like the most.

**EXECUTIVE DUNK TANK** Pay per ball for a chance to dunk your boss or pay a higher fee to walk up and press the “dunk” button. Participants pay extra to add a bag of ice to the dunk tank water.

**EMPLOYEE 5K FUN RUN** Have employees and family members participate in an informal 5k run/walk and charge a fee with all proceeds going to your campaign

#### **FUN OFFICE SPORTS/CONTEST IDEAS:**

- Spelling bee
- Pie-eating contest
- Video/computer game competition
- Croquet tournament on nearby lawn
- Elevator races
- Tricycle race
- Halloween costume or celebrity look-alike contest
- Hoop it up basketball competition
- Softball game
- Quiz show (use company and United Way facts)
- Hallway bowling
- Putt-putt/mini golf



UnitedWayMidlands.org  
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