Resources for Your Campaign

CAMPAIGN BROCHURES

POSTERS, GRAPHICS & LOGOS

SAMPLE LETTER OF ENDORSEMENT

J. Doe Corporation
1234 Main Street
Your town, Florida 00000

Dear (Employee’s Name):

The United Way campaign is here, and I am writing to encourage you to support this important drive with a generous personal pledge. This one campaign provides funds to more than 42 human service agencies serving 1 of 4 people in Okaloosa and Walton Counties. The funds are used to improve the quality of life in our community.

Local agencies do a tremendous job in helping as many people as they can with limited funds, but community needs increase every year. Many people still need help.

The people at (company) have a history of generous support for United Way. Most of us make a personal pledge. To those of you who have made a pledge, thank you. I hope you will continue your support this year. To those of you who have not made a personal pledge in past years, I hope you will seriously consider it.

Sincerely,

(CEO Name)

Be sure to make use of all the valuable campaign tools available online…

www.United-Way.org

UNITED WAY’S WORK: We believe everyone deserves opportunities to have a good life: a quality education that leads to a stable job, sufficient income to support a family through retirement, and good health. United Way of Okaloosa & Walton Counties supports programs that provide the BUILDING BLOCKS to a better life: HEALTH, EDUCATION AND FINANCIAL STABILITY.

Health - Ensuring people have the opportunity to achieve optimal health.

Education - Ensuring that children enter school ready to learn, get the support they need to graduate, and are prepared for their future.

Financial Stability - Ensuring that individuals and families have safe housing, quality childcare, and earn enough to support themselves.

MISSION: We serve donors, advocates and volunteers with the organization and leadership they require to provide financial stability, education opportunities, and healthy lives to their community.
EMPLOYEE CAMPAIGN COORDINATOR (ECC)

On behalf of the people who will be helped this year, thank you for all your hard work. It takes people like you, who go above and beyond,

**THE GOAL**
Organize and engage employees in United Way’s giving campaign.
As an ECC, you are a United Way Ambassador, who will...

**EDUCATE**
Ensure that all employees understand the role of United Way in our community.

**CONVENE**
Rally your co-workers during the campaign and make sure each person has an opportunity to give.

**LEAD**
Provide direction, energy and motivation for our organization’s campaign.

**HOW DO YOU DO THIS?**
- Learn about United Way and its work.
- Be prepared to speak about United Way’s work.
- Work with your United Way contact.
- Secure support from your CEO.
- Invite and train a team of co-workers to help you generate support for the campaign.
- Educate employees about the power of their gift and give them an opportunity to donate.
- Set goals and report the final results to your company.
- Thank your fellow employees and your campaign team members.

**GOT NEW EMPLOYEES?**
….Support the United Way

Give your new employees the opportunity to support the community through United Way. Providing “New Hire” cards at employees’ orientation, your business is supporting the community all year round.

“NEW HIRE” materials are available by calling United Way of Okaloosa & Walton Counties: 850-243-0315.

**NEW HIRE CARD**

**CONGRATULATIONS**
on your new job!

Give to the United Way Community Impact Fund is the easiest and most powerful way to improve your community. A gift to the Community Impact Fund goes farther by supporting ALL impact areas.

**ESTABLISH SUPPORT FROM THE TOP**
- Your campaign’s success depends on the commitment and involvement of your CEO.
- Have CEO write personal email or letter to employees expressing support for United Way campaign.
- Invite CEO to participate in all planned campaign happenings.

**SET GOALS AND TRACK RESULTS**
- Set realistic & challenging goals.
- Consider raising employee participation or increasing number of people who give through payroll deduction.
- Track results throughout your campaign to make final reporting easy.
- Generate excitement as employees see their progress.

**RECRUIT AND TRAIN YOUR CAMPAIGN TEAM**
- Include representatives from as many levels and departments of your organization as possible.
- Recruit those you feel will be most effective in helping you to organize campaign.
- Choose your department ambassadors.

**PLAN YOUR CAMPAIGN**
- Develop a theme and a kickoff for your campaign that will excite coworkers.
- Schedule regular committee meetings to discuss progress or concerns.
- Decide on contests, incentives and awards among departments and staff.

**EDUCATE YOUR FELLOW EMPLOYEES**
- You understand UW’s mission, vision and community initiatives, now tell everyone!
- Utilize campaign video and ensure each employee views it.
- Schedule agency tour or have personal testimonials from people who have been helped by a program supported by United Way.

**CONDUCT A LEADERSHIP GIVING CAMPAIGN**
- Ask CEO to appoint an executive to lead the Leadership Giving Campaign.
- Encourage management team to participate.
- Work with your United Way rep to help identify potential Leadership donors.

**ASK EVERYONE TO GIVE**
- Start at the top - ask the executives to set the example by making contributions early.
- Ask employees’ pledges be made right after presentation or within 48 hours.
- Don’t let someone say they didn’t give to UW because they were never asked!

**SAY “THANK YOU”**
- Two most important words to remember and the ones people always appreciate the most are “THANK YOU”!
- Saying “thank you” is best way to ensure long-term support.
- Personally thank all your contributors and your committee.
- Have CEO thank them too with a special letter or email.

**EMPLOYEE CAMPAIGN COORDINATOR (ECC)**

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