

**DIGITAL**

**CAMPAIGN**

**GUIDE**



*"The main reason I encourage our employees to donate to United Way is because of the sheer number of people each gift impacts. Personally, I can't afford to give to 15 different charities - But I can give once to United Way in my county. I feel like my money goes farther and helps more people because of United Way."*

*- Jane Elliott, MTD Products  
Martin, Tennessee*

## Welcome to the United Way Team!

United Way Campaign Coordinators are ambassadors, organizers, motivators, and storytellers. As your organization's campaign leader, you will educate and inspire others about the work that United Way is doing in your community. You will help them understand how their contributions help United Way change lives in your community. You enable your coworkers to invest in what matters by planning, organizing, and coordinating a successful United Way campaign within your company.

# 5 Steps

To Running a Successful Campaign

## 1. ENERGIZE

Recruit a strong team to lead your United Way campaign.

## 2. INSPIRE

Share the United Way story with each employee.

## 3. ENGAGE

Connect employees to our work and show them how they can partner.

## 4. ASK

Ask everyone to give.

## 5. THANK

Thank everyone for giving.

# 1. Energize



**Recruit a team for your company's campaign.** Involve them in planning a strategy that fits your company's size and culture. Recruit campaigners to connect one-on-one with employees.

**Set a goal.** Consider prior year results, number of employees, and current business climate. Visibly track results throughout the campaign.

**Establish support from the top.** Get your CEO actively involved in all aspects of the campaign through events and communications.

**Set key points for distributing company-wide messaging,** i.e. announcement of the campaign, launch day, mid-campaign, final push, and thank you.

*Tips: Try increasing employee participation, increasing donations through payroll deduction, asking employees to increase their gifts from last year, and increasing leadership giving.*

# 2. INSPIRE

**Share videos and stories featuring those impacted by United Way.**  
These will be supplied by your United Way Resource Director.

**Expose employees to information about United Way's work.**  
Include information about United Way in your company newsletter, on social media, or place posters in key meeting areas.

**Harness the power of personal testimonies.** Ask a colleague who has benefited from United Way to share to share his/her experience or ask your Resource Director to provide a video of an agency speaker. Consider using video messaging from your organization's leadership to encourage donating.

**Set up community impact tours for employees to see firsthand their dollars at work.** Ask donors from your company to volunteer to participate in the Community Impact process in the spring.



## 3. ENGAGE



**Hold a company-wide kickoff at the beginning of your campaign.**

Ask your Resource Director for ideas.

**Send messaging through the campaign** on a company-wide level.

**Use special events and fun activities to add an additional spark to your campaign.**

Run team challenges to encourage participation.

**Utilize the campaign team members to keep the campaign top-of-mind** on team

conference calls or personal emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

**Share the impact and benefits of leadership giving** at management and employee meetings.

*Tips: Remember that every campaign is different! Your Resource Director will work with you to determine the best course of action for your company.*

## 4. ASK

**Ask people one-on-one** to support United Way through your company campaign.

**Use campaign events and staff meetings** to educate employees about United Way's work.

**Invite a United Way representative to speak** with your employees during a meeting or event. A video can also be provided by your Resource Director.

**Identify potential Leadership Givers** (\$500 per year or more) and personally ask them to support the campaign with a major gift.

**Communicate with givers year-round.** Organize a company-wide volunteer opportunity, host a food or clothing drive, include United Way information in your company newsletter, or ask about starting a "new hires" program to engage new employees through the year.







# #WeAreWestTN

## MAKE IT S.O.C.I.A.L

### **S** Short & Sweet

Digital campaigns are best when kept to two weeks or less. The longer the time, the less momentum.

### **O** Overall Goals

Clearly state your goals — dollars raised, number of participants, average donation, volunteer hours.

### **C** Communicate

Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

### **I** Impact

Provide impact equations — what does my donation do at various levels?

- \$2 a paycheck supplies a book for a child

- \$5 a paycheck supplies a meal for a senior

- \$30 a paycheck supplies a week of summer activities for a child, etc.

### **A** Accelerate Success with Games

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

### **L** Live Updates on Goal Progress

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.

# 5. THANK

**SAY IT.** Through their generous gifts to United Way, your campaign team and colleagues have helped make a better future possible for our neighbors. Make sure all donors hear a great BIG thanks! Consider hosting a thank you event for employees, announce results via internal communications, and send a thank you letter or email to all donors.

**SUBMIT IT.** Work with your United Way representative to close out your campaign. Submit both pledge card data and corporate gift data. A hard copy of this information should be turned in with your campaign report envelope.

## FAQs



### **How will my gift to United Way be invested?**

Your gift to United Way of West Tennessee joins hundreds of other regional contributions to change the odds for our friends, neighbors, and coworkers who cannot make ends meet. Through your generosity, we are able to partner with programs that address critical needs in our communities. In addition, we provide innovative poverty-fighting programs such as 211 and VITA.

### **How can we collect donations online?**

United Way of West TN will send you a digital pledge card that can be distributed via email. We also offer a free online giving platform to collect your employee donations. This platform can collect credit card and e-check gifts.

### **Are donations to United Way tax deductible?**

Yes. For additional information, visit [uwwt.org](http://uwwt.org)

### **When should our giving campaign run?**

Most campaigns take place from August to March, but they can happen at a time that is best suited for your organization. Campaigns must be concluded by March 31st.

### **Can I make a contribution to my favorite nonprofit even if it is not one of your funded agencies?**

Yes. You can make a contribution to the 501(c)3 health and human service organization of your choice by writing the name and address of the organization on your pledge card. Giving through United Way reduces costly and time-consuming fundraising efforts for your favorite agency so that their time can be better spent serving community members.

### **Overhead?**

United Way of West Tennessee's overhead expense ratio is 9% based on our audited financial statement. When you give to UWWT, 84% of your gift directly funds programs that are made possible by our partnerships with local nonprofits. In addition, another 7% of your donation will impact the community through one of the services offered directly from our office (2-1-1, VITA, Disaster Relief, etc.).

We keep our expenses low through a commitment to organizational efficiency, a high level of volunteer participation, firm sponsorships, and in-kind services offered by local companies.



United Way  
of West Tennessee

80  
YEARS

1941 – 2021

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