

UNITED WAY WORKPLACE CAMPAIGN

2019-2020

CHANGE DOESN'T HAPPEN ALONE.



YOUR GUIDE FOR A WORKPLACE CAMPAIGN

UNITED WAY OF ST. LUCIE COUNTY

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UNITED WE FIGHT. UNITED WE ALL WIN.

LIVE UNITED

United
Way





WAYS TO DRIVE SUCCESS IN WORKPLACE CAMPAIGNS

The workplace campaign is the cornerstone of the United Way model, bringing together employers, employees and United Way. While execution is traditionally seasonal, campaign is only one component of year-round relationships with our corporate partners and individuals. Our ultimate goal is to build loyalty and affinity with United Way at both the individual donors and corporate level.

While each Workplace Giving Campaign account will have different tactics and plans to grow, there are best practices that are common across every account. It is important to encourage the Employee Campaign Coordinator to follow basic practices, within specific workplaces.

To provide additional support, a United Way Team Member will be with you every step of the way. We are here to help make your campaign a rewarding and successful experience.

10 BEST PRACTICES FOR A CAMPAIGN

1. United Way Meeting with Company CEO:

The CEO's support is vital to the success of the workplace campaign. Initially, United Way will schedule a meeting with the CEO or senior level management team to gain an understanding of their current priorities and business needs, gain their commitment to a workplace campaign and to identify opportunities for year round engagement.



2. Recruit a Leader and Team of Volunteers:

Typically, the CEO will assign an Employee Campaign Coordinator (ECC). Finding the right person is important. The ECC is responsible for recruiting other employee volunteers to assist with publicizing and promoting the workplace campaign. We recommend that the ECC recruit a diverse team that includes people from different departments and levels (e.g., management, administrative, labor, etc.) within the company.

3. Lock Down Logistics:

The ECC may invite a United Way Campaign Team Member to planning meetings to answer questions, offer ideas, and discuss campaign strategies that fit within the company culture.



10 BEST PRACTICES FOR A CAMPAIGN

4. Analyze Past Campaign Data:

Analyze and identify strengths and weaknesses, and thereby identify growth opportunities. Understand who your donors are by analyzing campaign data from prior years. Strategize how to increase donor retention.

5. Set Goals:

Review and discuss the hard numbers. Determine where you want to grow your campaign e.g. total amount, percentage of giving, etc.

6. Develop Action Plan:

The ECC and volunteers will develop an action plan that outlines the best opportunities to retain donors and position the campaign for growth. Do not forget to utilize different strategies for targeting past Leadership donors and capturing those employees with the potential to give at the Leadership & Tocqueville levels.

7. Communicate:

Launch the workplace campaign with creative communications, and communicate regularly to maintain excitement and engagement. Share with employees: kickoff date, length of the campaign, how to make a pledge.



8. Rally the Troops and Make the Ask:

Use a company Campaign Kickoff, department meetings, and one-on-one conversations to encourage participation. United Way can provide speakers who will share the United Way impact, campaign brochure and video, thermometer goal signs, newsletter, pledge forms, United Way pins, tee shirts, etc.

Schedule a meeting or time when a United Way Campaign Team Member can come to speak. Consider holding the presentation as part of a perviously schedule meeting.

10 BEST PRACTICES FOR A CAMPAIGN

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We understand your time is valuable, so we will adjust our presentation to fit your agenda. Having the CEO or a member of your Leadership Team speak at the presentation is important. Ask them to open the presentation by stating how important the United Way funded programs and services are to those in need, and how United Way plays a critical role in making these programs possible -- then don't forget to ask. The number one reason people say they do not give is because they were not asked. Make sure that everyone is given the opportunity to contribute.

9. Thank & Inform:

Always recognize donors and make sure to show them the impact their contributions have on the community.

10. Keep Employees Engaged with United Way Throughout the Year:

Volunteer for United Way or a United Way Funded Agency; become a reading mentor or volunteer at the United Way School Supplies Store; serve on a United Way Community Investment Panel; offer employees tours of United Way agencies; collect school supplies; get involved with United Way's Day of Caring or Women United group.

Companies know that a measureable increase in retention can lead to tremendous cost savings. Studies show that the total cost of losing an employee can be as high as 1.5-2 times their annual salary, which for U.S. companies totals more than \$160 billion a year. Reducing these costs by retaining more talent is a key focus at the executive level across industries. That is why investing in workplace giving and volunteer programs are associated with measureable savings through reduced employee turnover. Nearly 6 in 20 workplace donors say they want to work for companies where the culture supports giving and volunteering.



UNITED WAY OF ST. LUCIE COUNTY

For over 50 years, the United Way of St. Lucie County has been an integral part of this community's growth and wellbeing. Even after a half-century of serving this community, the goals of this organization remain firmly engrained in that simple principle. It is the core of our mission: To improve lives by mobilizing the caring power of our community.



OUR IMPACT FOR 2018

- In 2018 our annual campaign raised \$1,537,865
- Disaster Recovery dollars raised, for victims of Hurricane Irma = \$290,424
- United Way funded 26 health and human service programs, managed by 23 Funded Partners
- Total number of services provided to St. Lucie County residents: 216, 379, an increase of 8% over the previous year.
- The United Way Stanich Grant provided a variety of dental services to Pre-K and school-age children:
 - 11,956 received dental screenings, 687 received dental sealants
- United Way was rewarded the Reading Pals grant, from the Children's Movement of FL, to improve students' social-emotional maturity and reading ability, from VPK to 3rd grade = \$85,000 for 3 years.
- Volunteer Hours: Over 5,133 hours. Economic value to organization: \$123,911.
- Tools for Schools program provided enough supplies for over 11,000 children in grades VPK - 12. Volunteers contributed over 800 hours.
- Under UWSLC leadership, five (5) VITA sites opened to SLC residents. Volunteers contributed close to 3,000 hours preparing over 1,400 tax returns, which brought back over \$790,000 to the community.
- UW's first large Collaborative Impact Grant was awarded to Big Brothers Big Sisters' collaborative - Inspiring Student Success.
- Residents realized a savings of over \$4,100,000 in prescription medication and over 34,074 people were helped since United Way began its partnership with Familywise in 2008.