



United Way for Greater Austin

2016

Employee Campaign Leaders'
Action Guide

Make a bigger impact

Employee Campaign Leaders (ECLs) are the critical link between United Way for Greater Austin and the employees that help us make Austin greater. In this guide are tips for strengthening your campaigns, getting more employees engaged and making a lasting impact on our community and your company.

In this guide, you'll find:

- Step-by-step instructions on planning every aspect of campaign, from the logistical to the fun
- Ideas and tips to make Employee Campaign more engaging for all employees
- Links to additional resources that will help you plan your Employee Campaign

We hope you will use this guide as a go-to resource for your campaign needs, but a booklet can only do so much. Your UWATX rep is always available to help with the rest so please reach out to us.

Your UWATX contact is:

Phone: _____

Email: _____

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UNITED WAY FOR GREATER AUSTIN

Our name

UnitedWayAustin.org

Our URL

UWATX.org

Our shortened URL

facebook.com/uwatx

Our Facebook URL

@UWATX

Our Twitter handle

UWATX

Our acronym

OUR VISION

Greater Austin is a resilient, innovative, philanthropic, creative and thriving community for all.

OUR MISSION

We inspire, lead and unite an eclectic community of philanthropists, including individuals, nonprofit businesses, and government to overcome barriers to economic opportunities and ensure Greater Austin continues to thrive.

WHAT WE WANT TO COMMUNICATE

- We are committed to changing our community for the better
- We are local
- We have been in Austin since 1924
- We raise money locally and invest it locally
- We help Austin's working poor
- We are results-driven and research-based
- We create opportunities for anyone to be a philanthropist

Employee Campaign Leader Job Description

You're the right fit for the ECL role if...

- You love your job!
- You want to expand your leadership skills.
- You have an energetic force.
- You're a trusted co-worker.
- You embrace your company's culture of philanthropy.
- You inspire others to make an impact in their local community!

Leader: Sets the tone of the team and the campaign itself.

Convener: Brings together the team that builds a successful campaign.

Ambassador: Promotes campaign awareness and education throughout company; ensures that campaign communication complements company values and goals.

Benefits:

- Grow your leadership, project management and public speaking skills.
- Demonstrate your commitment and leadership to others in your company.
- Work with a team of compassionate and talented coworkers from different departments.

Top 10 *Best Practices*

Tips and resources for running a great Employee Campaign

#1 RECRUIT A TEAM

Don't run your campaign alone. Recruit a committee of enthusiastic, resourceful and committed employees to help you plan the best possible campaign!

- Diversity is important. Involve representatives from various departments in your organization, such as marketing, human resources, payroll, etc.
- Set up regular committee meetings and delegate responsibilities. You can ensure campaign success by creating roles and responsibilities for committee members, such as marketing and events, campaign communication, department liaison, payroll contact, etc.

Our team is:

#2 DETERMINE YOUR TIMELINE

Keep your Employee Campaign short and goal-oriented.

Campaign start date: _____

Campaign end date: _____

Starting a Campaign with a clear kickoff and wrapping up with a great finish are often an important consideration - think about these things when you decide timing.

The most successful Campaigns run over a span of two weeks, but talk with your **UWATX Rep** to determine the best timeframe for your company.

#3 SET A CHALLENGING, YET ATTAINABLE GOAL

Be ambitious but realistic so your coworkers have an attainable goal to reach.

Assess 2015 data

Employee Giving Total:

Leadership Giving (\$1,000+ annually):

of Employees:

of Donors:

Leadership Givers:

Employee Participation (total # of donors divided by total # of employees):

Previous 3-year giving totals:

2013: \$

2014: \$

2015: \$

Difference year-to-year:

2013 to 2014 %

2014 to 2015 %

Identify potential

Average gift \$ x # of new donors =

TOTAL increased participation:

of new Leadership Givers (\$1,000+ annually)

x \$1,000 = TOTAL leadership increase:

Identify growth

Does your company offer a corporate match for employee donations? If so, what are the guidelines? Does your company offer **sponsorships, grants or other corporate gifts**? You may want to consider these types of questions when working to increase corporate support for United Way for Greater Austin.

Calculate Your 2016 Goal

- 2015 Total Employee Giving
- + Potential growth based on new donors
- + Potential growth based on new Leadership Givers
- + Potential company gifts

TOTAL

*Having trouble accessing prior year data? Your UWATX Rep can help!

#4 PLAN YOUR EMPLOYEE CAMPAIGN ACTIVITIES

It's important to provide multiple opportunities for employees to learn more about the community needs and how they can get involved.

Hold informational meetings and events throughout your campaign to get employees together and have fun! Ensure the event offers employees plenty of ways to learn and understand what their contribution to UWATX can accomplish.

Our rallies will be on: _____

Meetings and events can be flexible to match the culture of your company, but for maximum impact be sure to invite your **UWATX Rep** so we can showcase the important work happening in the community and help you shape the real stories of those who are impacted.

#5 SCHEDULE VOLUNTEER PROJECTS

Hands On Central Texas, a program of UWATX, provides group volunteer opportunities that promote team building. Visit handsoncentraltexas.org to search and register for available projects.

The 2016 Fall Day of Caring is on September 23rd, Make sure to sign up early!

Our volunteer projects are:

#6 PROMOTE LEADERSHIP GIVING

Set a meeting designed to educate upper management and organizational leaders about the benefits of giving at the Leadership Giver level.



2015 Employee Campaign Awards

*Our leadership
giving meeting is:*

#7 COMMUNICATE WITH EMPLOYEES ABOUT CAMPAIGN

Campaigns with great visibility encourage everyone to take part in them. Consider using email, intranet sites, personalized letters, pay stub inserts and UWATX materials to promote the campaign.

Hang posters and flyers in prominent places like lobbies, kitchens/lounges, and elevators to announce the UWATX campaign dates and important information.

Make sure you have the following essential UWATX materials:

- Brochures
- Posters
- Pledge Forms
- UWATX videos
- UWATX giveaways/prizes

#8 *DON'T FORGET TO SAY, "THANKS!"*

Ensure your employees have a positive campaign experience. Making them feel appreciated increases the likelihood that they will donate again.

- Thank donors, employees and your Campaign team in a timely fashion after the end of the campaign.
- Thank contributors for participating in the Campaign with incentives such as prize drawings, a thank you luncheon or personal letters.

We plan to say thank you by:

#9 FINALIZE YOUR CAMPAIGN

The steps below outline the appropriate measure for closing out your Employee Campaign.

- Publicize your Campaign's end date and ensure all pledge forms are turned in by the deadline.
- Deliver the donations in an envelope to the UWATX office. Be sure to include pledge forms and all cash and checks from one-time gifts and special events. You must sign the envelope verifying amount of cash and/or checks enclosed.
- Final results should be submitted to UWATX within two weeks of your Campaign's close. This allows UWATX to process donations and thank your employees in a timely manner.
- Remind donors to keep a copy of the pledge form for tax purposes.

*Results will be turned
in to UWATX by: _____*

#10 *Learn From Leaders in Best Practices!*

Ask your UWATX rep how these companies engage employees and run innovative Campaigns!



BAKER BOTTS



NORDSTROM



Your Campaign Tools

1

The “_____ Makes Austin Greater” badge

The MAG is here to stay! Use this creative concept to engage and motivate employees during your campaign. Interested in getting a custom “_____ Makes Austin Greater” piece? Just check in with your UWATX rep and they’ll help you get started!



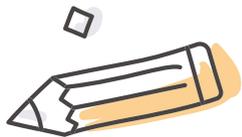
2 Your Guide to Philanthropy

Show your employees just how easy it is to become a philanthropist. Take a look at the steps from UWATX's 2016 "Philanthropy As Easy As 1-2-3" brochure and use them as inspiration during campaign season!

STEP 1

Decide how much you'd like to give.

Any amount is appreciated: \$1, \$10, \$25. This amount will be automatically deducted from your paycheck. It's possible you won't even notice it's gone, but over time your contributions will help make an incredible difference in the community.



STEP 2

Talk to your Employee Campaign Leader.

Your ECL will help you get it all set up. They'll provide you with a simple paper or online pledge form, where you'll enter how much you'd like to donate. Once you submit it, consider yourself a philanthropist.



STEP 3

Give yourself some well-deserved credit.

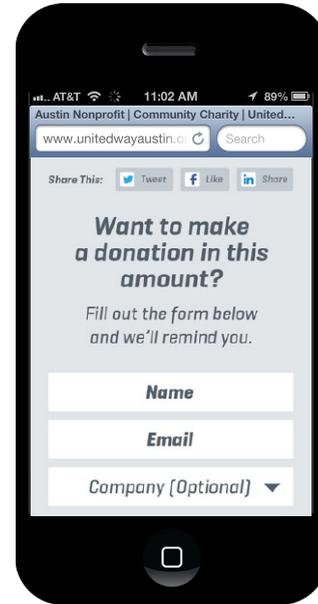
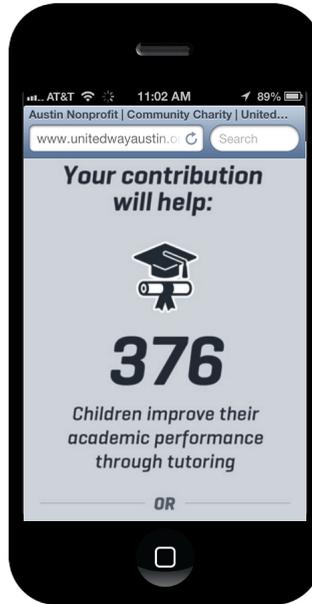
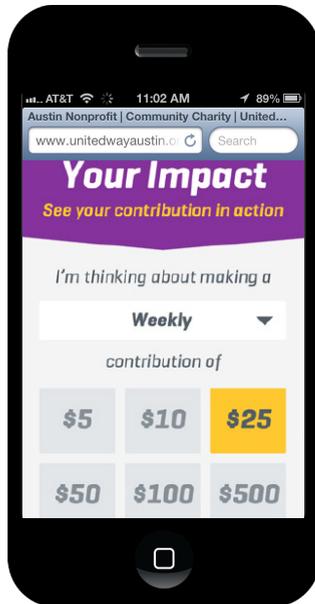
The great thing about helping others is that it makes you feel great, too! If this is the case, don't be shy about it. Let your friends and family know how good you feel--it might encourage them to do the same.



uwatx.org

3 UWATX Impact Calculator

As a results-driven and research-based organization, we know the value that every gift has and the impact each donation can make for our community. View our Impact Calculator at uwatx.org/impact to see the difference your donation is making in our community.



Connect to other ECLs + Highlight Your Philanthropy

As an ECL, you've been asked to get employees engaged and motivated to make a difference. It's not an easy task, but luckily you're not alone! Become a part of our LinkedIn community and connect to other ECLs like you!

Ways to connect:

- **List your experience as an ECL on your profile.** You can list three types of volunteer and cause information: causes you care about, organizations you support and your experience.
- **Join our LinkedIn group.** We recently launched an ECL LinkedIn group, allowing you to connect with other ECLs and peers, share discussions, and make professional connects.
- **Follow our company page.** Connect with us on LinkedIn and stay up-to-date on news and other relevant information.

To learn more watch our tutorial, *LinkedIn + Philanthropy: Highlighting how you're giving back on LinkedIn* at uwatx.org/linkedin.



The screenshot shows a LinkedIn profile page. At the top, there is a search bar with the text "Search for people, jobs, companies, and more..." and a magnifying glass icon. To the right of the search bar are icons for "Advanced", a message icon, a flag icon, a plus icon, and a profile picture icon. Below the search bar is a banner image with the text "Philanthropy MAKES AUSTIN GREATER" in yellow and white. The banner also features a photo of a group of people and a logo for "United Way". To the right of the banner is a section titled "How You're Connected" which displays four profile pictures with "1st" labels below them. Below the profile pictures, the following statistics are listed: "12 first-degree connections", "24 second-degree connections", and "71 Employees on LinkedIn". At the bottom right of the "How You're Connected" section is a "See all" link with a right-pointing arrow.

Share the fun with UWATX online!

If you're posting on Twitter or Facebook about Employee Campaign, we'd love to see it! Showcasing your campaign is a great way to let potential employees or customers know that your company is about giving back and we want to give you kudos!



facebook.com/uwatx



twitter.com/uwatx or [@uwatx](https://twitter.com/uwatx)
[#unitedgiving](https://twitter.com/uwatx)



flickr.com/uwatx



instagram.com/uwatx or [@uwatx](https://instagram.com/uwatx)

unitedwayaustin.org

Our
awesome
ECLs!

**MAKE
AUSTIN
GREATER**



United Way for Greater Austin

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