

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED TM



Northern Santa Barbara County
www.nsbuw.com

United Way of Northern Santa Barbara County

2

Employee

Campaign Coordinator

Resource Manual

Welcome

Your job as Campaign Coordinator is vital to the success of the Northern Santa Barbara County campaign. You are the link between the donor and the broad network of human services that United Way contributors make possible.

The agencies and community affiliates funded by the Northern Santa Barbara County United Way campaign offer some of the best solutions available to our communities' challenges.

This guide will introduce you to the information you will need to conduct a successful campaign.

Please feel free to contact us with any questions you may have.

Raynette Cornejo

Vice President of Resource Development

Steps to Success

Gain Support From Top Management

Support from top management will make your job easier and your campaign more successful. Find out what resources are available and strive for the following commitments:

- Management allows time for you to coordinate the campaign.
- Time and budget is allocated for campaign-related activities and incentives (see campaign ideas).
- CEO writes a letter endorsing the campaign (sample enclosed).
- Management makes appearance and speaks at employee meetings and events.

Employees will only be as enthusiastic about the campaign as top management. Be sure top management demonstrates a commitment to United Way.

Develop a Strong Campaign Team

Having others assist you with the campaign will make it fun and easy for everyone involved. Here are some tips for recruiting your committee:

- Make sure to include representation from all areas of your organization.
- Include a member of management on your committee.
- Recruit people who believe in United Way and will help others get excited about the campaign.
- Assign roles, responsibilities and accountabilities.

Plan & Prepare For The Campaign

Decide what will work best for your company's environment. The chemistry of your group should determine the type of campaign you plan.

- Decide on a theme, activities, incentives, and a thank you event (see campaign themes).
- Develop a detailed timeline and calendar.
- Set a challenging goal based on total dollars raised and/or percent of participation.
- Determine when employee meetings will take place. These meetings provide employees with the most information about United Way. (Be sure to check that the CEO or members of top management are available to attend the meetings.) Make arrangements with the United Way office to have representation from United Way and a partner agency to hear real life impact stories.
- Remember to include retirees in your activities so they are not left out.

Steps to Success

Promote United Way

Educating employees about the value and work of United Way is the best way to gain their support. The United Way office is an excellent source for materials and assistance you may need.

- Utilize United Way literature.
- Invite a United Way Representative to speak to employees at a kick-off/employee meeting about how their investment in the community can change lives.
- Use technological resources, such as intranet, e-mail and/or voice mail, to pass along information about United Way to all employees.
- Promote the ease of payroll deduction.

Making the Ask

Asking people to give may seem intimidating at first, but once you read these easy tips, you'll feel more at ease.

- Let people know ahead of time that you will be asking them to pledge.
- Ask them to give more, not less.
- Collect the completed pledge cards at the end of employee presentations.
- Strive to make the ask of all employees.

For easier tracking, ask all employees to return their pledge cards. This ensures that everyone has had the opportunity to pledge.

If you cannot directly ask everyone, here are a few ways to encourage giving. Incentives are a great way to increase participation and make giving fun.

- Create friendly competition between departments, other company locations or like industry companies.
- Offer incentives based on timely return of pledge cards, participation and/or specific giving levels.
- Give small gifts to employees to recognize their generosity.

Fun and prizes always make it an enjoyable campaign. Make your campaign stand out by having some fun while you help the community.

Celebrate & Report Results

Let employees know how much the community appreciates their time and dollars. Saying "Thank You" is reported as the investor's most important need. The investors and volunteers allow United Way to offer the much-needed services to our community.

- Say Thank You! Conduct a special celebration for investors with food and words of thanks from management. Don't forget to invite the retirees!
- Your results are important! Please tally and report your results to the United Way office as soon as possible.

Promote Year-Round Communications

The main campaign is done, but there are literally thousands of ways for your company to remain involved with United Way year-round.

- Work with the United Way office to customize a New Employee Program that is right for your company.
- Volunteer. There are opportunities that fit your needs and interests.
- Include United Way stories in your company newsletter or send e-mails about the work that United Way is doing with the investor's contributions throughout the year.
- Your United Way representative can provide stories and information for you to use in company newsletters and other communications.

Campaign Themes

Using a theme for your campaign is a great way to tie your activities together and create a feeling of excitement for supporting United Way. A clever theme helps boost participation. In fact, involving employees in the selection of your theme is a good way to build support right from the start. Below are some great campaign themes that have been used throughout the years.

Go For the Gold

Conduct your own Olympic Games in your office. Employees compete in friendly competitions such as a water balloon toss or wastebasket free throw contest. All employees who invest in United Way could receive a gold medal or departments with the most participation receive the gold medal grand prize (vacation time, tickets to a sporting event, etc.).



Paving the Way for a Better Community

Use road construction equipment, hard hats, cones, road signs, etc. to decorate the office. Give road maps to employees for them to find direction in their charitable giving. Demonstrate the roadblocks some people face who can benefit from United Way agencies. Create road signs featuring real statistics from our community (data is available from the United Way office). Celebrate when you reach your final destination.

Wild West

Hang WANTED posters around the building with pictures of employees. Set-up a saloon and offer root beer floats and shots of root beer.

Survivor

Divide the office into two or more teams and have them battle it out to see who can raise more funds. Play games like office immunity challenges and eat gummy worms. Learn what it's like to live without necessities, as some who use United Way agencies do. Quiz employees on what it's really like to survive when you are in need. (Example: you have \$100 for bills. Do you buy groceries or pay the heating bill?)



Paint a Brighter Tomorrow

The Rainbow is traditionally the symbol of hope for the future. Create a poster board with the rainbow and pot of gold at the end, the campaign goal serving as the gold. Create a rainbow by layering jelly beans in a clear jar. Hold a "guess how many" contest with the winner receiving a the jar of jelly beans as the prize. The big event is a team relay race; each department wearing a different color t-shirt so all the colors of the rainbow are present. You could also serve rainbow colored popcorn at this event.

Campaign Themes (contd.)



Share your Strength, Shape our Future

Focus the campaign around different shapes. Distribute cans of play-doh and other items you can shape. Challenge management or employees to activities that reveal their strength.

Make a World of Difference

Entice your employees through a global community theme. Divide each department into teams by assigning them a specific country or continent. Hold rallies inviting each team to dress in their represented country's attire or colors. Use flags, maps, company passports, compasses and globes to promote the theme. Arrange a global potluck allowing each team to prepare foods representing their designated country's cuisine. Use prizes such as travelers checks, airfare vouchers or foreign currency as incentives to give.



Be a Champion for our Community

Hold a "Breakfast of Champions" kick-off meeting and hand out miniature boxes of Wheaties to all employees. Scan the CEO's face onto sports champion's bodies. Throughout the week hold the United Way Olympics (see Go for the Gold ideas). Present medals to investors with extra vacation days, casual days or other incentives.

Dare to Care

Set daily employee pledge goals based on participation or total dollars raised. Enlist executives to compete in challenges as an inspiration to meet or exceed each days goal. Executive Dares can include revealing details of an embarrassing moment, coming to work dressed as a comical person or character, serving the staff breakfast or completing 25 push-ups. Give away prizes to any employee who accepts the dare to invest in the United Way fund.



Fall Festival

Create a festival atmosphere with hot dogs, popcorn and cotton candy. Ask volunteers to dress up as clowns and pass out balloons. Arrange for a magician or juggler and have local agencies set-up information tables. In addition, organize games like ring toss, fish pond, pie throw and dunk tank.

Building a Better Tomorrow

Use Legos to build a house or structure in a central office space. Each employee that contributes gets a Lego to add to the project. Post a list of donors who helped "build the house". Decorate the office with building materials and serve treats out of construction hats.



"Kah-manna-wanna-give!"

At the beginning of the campaign, have the President / CEO greet employees at the door dressed in a grass skirt and pass out a lei to every employee. At the end of the campaign, employees turn their pledge cards in for a ticket to a luau, complete with a pig roast, torches, tropical music and island attire.

Campaign Themes (contd.)



Stars and Strips for United Way

Decorate the office in red, white and blue. Have members of management dress as Uncle Sam and the Statue of Liberty. Tie a red, white or blue balloon to the desk of all investors as a visible sign of their support.

Star Search / American Idol

Model your campaign after the popular TV show. Search for your own stars within your company by holding a karaoke contest, talent show or best United Way supporter contest!



United Way 007

Go in hot pursuit of a cool million! Create a detective theme with posters depicting social problems that need to be solved. Clues are given to employees in the form of riddles. Each clue has a fact about United Way and its partner agencies.

Community Hero

Promote the United Way campaign by using the concept of being a hero in your community by investing in United Way. Highlight employees who volunteer in the community as a movie or comic book hero or make up your own (i.e. Captain Care or Fabulous Philanthropy Gal). Display Day of Caring pictures on a poster. Serve hero sandwiches at the thank-you event.



Victory Circle

NASCAR / racing theme. Have employees race to the finish line by raising more money than last year's campaign. Have management race scooters over the lunch hour in the parking lot. Give employees pit passes and auction off NASCAR merchandise.

Take a Walk on the Wild Side

Create a true office jungle with streamers and inflatable animals. Throughout the week, pass out animal crackers and bananas for jungle breaks. Divide your office into animal teams and create some friendly competition with scavenger hunts and animal calling contests.



Teaming Up for our Community

Use a sports theme to unify your campaign. Kick it off with a tailgate party in the parking lot. Employees wear their favorite team jersey and contributors win "most valuable player" awards.

Need More Ideas?



If you are still looking for the perfect theme for your campaign, here's a list of some more possibilities to help you get started!

Reach for the Stars

Improving Lives, One Person at a Time

Fear Factor

Together We Can

Make an Impact

A Ray of Hope....You!

What Matters.....Our Community

Each of Us Helping All of Us

Working Together for a Brighter Future

Expressions of Hope

Open your Heart & Help Make a Difference

Make a Stand, Lend a Hand

United Way and You - Partners in Service

Discover the Magic in Giving

Recipe for Caring

Catch the Spirit

Did you Make A Difference in Someone's Life Today?

Give Where You Live

A Brighter Tomorrow....With Your Help

Share the Magic

Helping Today Builds a Better Tomorrow....the United Way

Fun Campaign Activities

Using various incentive ideas and activities can make a difference between an average and record campaign year. Below are some success and fun campaign activities from several business as well as other United Ways across the country.

Sports Related Activities



Tricycle Race

Staff or members of management race tricycles outdoors or throughout the building.

NASCAR Racing

Start your engines! Have managers dress up as NASCAR drivers and enter the kick-off meeting on scooters. Give employees pit passes and auction NASCAR merchandise.



Putt-Putt Tournament



Set-up a miniature gold course throughout the office. Have various departments design each hole, using United Way information and materials. Give a monetary gift to the winning department's United Way agency. Employee teams also compete for prizes.

Armchair Quarterback

Select managers to compete in a football toss from their office chairs. Hold a rally with each contest participant wearing their favorite football team's gear. Employees can sponsor their manager by giving dollars per pay period for every yard they are able to throw the ball. Be sure to reward the winning manager with a trophy for being the **MGP** (most giving player).



Games & Contests

Game Show

Have a host and use United Way trivia questions. Have participants use bicycle horns when the answer is known. Give United Way promotional items as prizes.



Oh Baby!

Post baby pictures of managers and have employees identify the babies. The employee with the most correct matches wins a prize. Consider collecting diapers, baby food and other baby related items for a United Way agency as part of this contest.

Balloon Pop

Employees donate prizes for this event - a variation of a traditional raffle. Before filling a balloon with helium, post a note inside with the name of a prize. Non-prize winning balloons may contain United Way facts. Employees pay \$1 to buy a balloon and pop it to see if they won a prize.



Hot Wing Eating Contest

Choose employees or managers to compete in a hot wing-eating contest.



Place big plates of piping hot, spicy wings in the center of the table and whoever consumes the most wings in five minutes wins a gift certificate to a local

restaurant or tickets to a water park to cool off. Be sure to hand out free antacids to all participants.

Fun Campaign Activities (contd.)

Executive Dare



Once a campaign goal is set, challenge the staff. If they can collectively reach the goal, a manager or CEO will perform a dare. For example, split the office into two teams with one executive for each

team. (Team examples: University of Illinois fans vs. Missouri State University). The executive assigned to the team who raises the most dollars enjoys lunch (cooked and served) by the executive of the opposing team. Decorate the losing executive's office with memorabilia from the winning team.

Silent auctions

There are several varieties of auctions. Silent auctions have been the most effective, fun and easy. Have staff auction off services, such as washing someone's car in the parking lot, cooking a three-course meal or any crafts the talented staff can donate. Or, have executives auction off their parking spaces, etc. Consider soliciting local businesses and vendors for prizes.



Coin War

Set up large, empty bottles for each department or floor in the break room area. Have employees drop their spare change into the bottle. The department with the most money in their bottle wins, with the money going to United Way.



Mystery Hunt

Clues (sent via e-mail or memo) lead hunters to a United Way agency or co-worker who is connected to an agency. A great way to educate employees about United Way's involvement in the community.



United Way Trivial Pursuit

Distribute e-mail, printed questions or put up "potty paper" in the restrooms about United Way and its programs every day for a week. Then, ask trivia questions based on the information. Those completing all questions are entered into a drawing.



Employee Raffles

Employees donate items to be raffled off during the campaign. Donated items could be anything from a plate of homemade brownies, a cross-stitch craft, a goodie basket or a handmade birdhouse. It can be a great way to discover some of your co-workers hidden talents. This could also be a secret raffle, in which employees buy a ticket but do not know what the prize will be.



Food Related Activities

Chili Cook-off

Employees cook their favorite chili recipe to be judged by co-workers. Create a cookbook containing all of the secret chili recipes and give a copy to each investor. Make sure to feed the entire staff after judging is complete. Consider selling bowls of chili.



Staggered Lunch

Perfect for businesses that take lunch hours at specific times. Organize three time slots when three different groups come in for lunch and listen to a United Way speaker. Make it fun and enthusiastic with prizes awarded and a free gift for all.

Latte Stand

For more distinguished coffee drinkers, offer a latte stand during a morning rally. Remind them how much a cup of gourmet coffee 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 the same amount (or more) each week to United Way.



Cookie Exchange

Have each employee bring a plate of their favorite cookies to work and swap them with another employee.

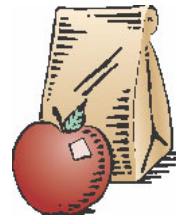


Progressive Basket

Have each department bring a breakfast food item. Employees rotate throughout the office to sample each department's contribution to the progressive breakfast. This is a great chance to mix with other departments and boost communications.

Lunch Box Auction

Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or humorous.



Potluck

Have everyone in the office bring their favorite dish to share. Divide the office into teams and each team can be responsible for a food category. This is a great activity for a campaign kick-off or celebration event!



Build Your Own Sundae



Create a sundae bar with an assortment of ice creams and a wide variety of toppings. This can also serve as a thank you event.

Other Great Ideas

Ugly Tie / Earring Contest

Contestants pay \$5 to enter the best awful earring or tie they own (or can make or borrow)! Place voting boxes at various places around the office and charge \$1 per vote. Employees can vote as many times as they want for their favorite. Have a parade of all the contestants, offering a last chance to vote at the end of the day. Circulate the names of the entrants the day before the event so the employees can anticipate the voting. Bring a Polaroid camera and charge for photos to be taken with their favorite contestant.



Employee Cookbook

Employees donate their favorite recipe to be collected and published and copied into a bound book. Employee's children can illustrate the cookbook. A variation of this is to sell a "hint" book (i.e. hints on gardening, camping, golf, decorating, etc.).

Early Bird Gets the Worm

In the middle of your campaign, treat investors who have already turned in a pledge form. Place a balloon on their desk with a note of thanks. This encourages employees to turn in their pledge forms early, while recognizing individuals who are eager to give.



Health & Giving Events

Each department in your organization hosts a special event to raise money for United Way and better the health of employees at the same time. Yoga classes, Brown Bag Lunch Workshops, Stress Reduction Classes, etc.

Theme Baskets

Each department within your company sponsors a theme basket (golf, kids, chocolate, day of pampering, etc.) by purchasing products to fill it. The baskets are then auctioned off via live or silent auction.



United Way Jingle Contest

Have each department come up with a song about United Way. Each department performs their jingle for the other employees and a judging panel.



Casual for a Cause

If the office reaches its campaign goal, offer casual days for a specific amount of time. For example, casual Fridays for one year.

Jeans Day

Pay \$1 or \$5 to wear jeans for the day.



Car Wash

Track which employees invested in United Way, then draw for employees to get their car washed by the CEO or a member of management.



Jail-N-Bail

Hold in correlation with an employee picnic or festival. Have a booth where employees pay to have co-workers, supervisors, managers or executives incarcerated for short periods during the event.



Prizes and Incentives

There are many different prizes to award employees for participation in campaign events. Not every prize has to be huge - people like to be recognized no matter what the prize. Even if your campaign budget is small, you have access to some great prizes. Vacation days, extended lunch hours and donated items from places with which you conduct business are great ways to offer incentives without spending a lot of money.



- Sleep in late awards
- Prime parking spaces
- Paid time-off
- Open soda & candy machines
- Free oil changes
- Gift certificates
- Cellular phone with free minutes
- Pizza party
- Corporate clothing
- Casual Fridays
- Free dinner catering
- Use of company car
- Tickets to a sporting event
- Airline tickets
- Popcorn party
- Call in "well" day
- Free hotel stay
- Shares of company stock
- CEO for the day
- Computers - new or gently used
- Lottery tickets
- Cocktail or dinner at the CEO's home
- Movie tickets

Saying “Thanks”

After a successful campaign, it is very important to say “thanks” to all the employees who helped make your campaign a success. People want to feel appreciated when they have done something positive, and helping the community by giving to United Way is no exception. There are many different ways to say thank you to all of your co-workers who helped make it possible.

United Way Merchandise

Give United Way t-shirts, pens or note pads with the United Way logo on them. Create your own or order items from United Way.

Thank You Sack Lunch

Order sack lunches for every investor. Include a thank you note from your CEO or include thank you drawings or letters from children served by a United Way agency.

Prize Patrol

Have management or the campaign committee wheel the prizes around the office on a cart until they reach the winner for public recognition. If you do this once a day during your campaign, it serves as a reminder to others to turn in your pledge cards.

Donut / Waffle / Pancake Breakfast



Have management serve up breakfast for everyone who contributed.

Milk & Cookies

Design a special cookie wrapper with a thank you message. Place the wrapper around a package of cookies. Homemade cookies would be a special treat.



Balloons or Flowers

Surprise each investor the last day of the campaign. Place a balloon or flower at their desk to thank them for their thoughtfulness.



Candy Gram

Show your employees a little appreciation with a treat for their sweet tooth! Distribute candy bars with a thank you message attached to all participants who invested in the United Way campaign.



Scooping up Success

An ice cream social to help celebrate the campaign is a great way to say thank you. Have the management team scoop up the ice cream and personally thank each employee.

“I Contributed” Cookout

Offer a cookout to all who contributed. Have the cooks wear aprons with the United Way logo.



Root Beer & Brats

Host a root beer and brats thank you party for investors. This is a great sport theme tie-in.

Frequently Asked Questions

United Way provides essential health and human services to our community. The following information will give you a better understanding of the purpose and goals of Northern Santa Barbara County United Way.

What is the Northern Santa Barbara County United Way?

Northern Santa Barbara County United Way is a local, nonprofit, volunteer-based organization that focuses resources to solve the most important human care needs in our community. United Way has been a proven partner in Northern Santa Barbara County for 48 years.

Who runs the Northern Santa Barbara County United Way?

Local volunteers oversee every aspect of the organization. They plan annual fundraising and planned giving efforts, organize the campaign, collect contributions and recommend how dollars should be distributed. Top financial leaders in our community monitor United Way's operation and require that it run in accordance with fiscally sound and accepted practices. Additionally, the organization is operated by a dedicated staff of trained professionals. United Way's accountability ensures that funds are prudently managed. An annual financial audit is conducted by an outside CPA firm on all receipts and expenditures. To obtain a copy of the Annual Report for Northern Santa Barbara County United Way, please contact the United Way office.

Who makes the decision on how United Way funding is distributed?

The Advisory Council Teams in each community, made up of 12 local volunteers study community needs and agency program requests and recommend allocations that best meet Northern Santa Barbara County's most pressing needs. United Way's volunteer Board of Directors approve all grants.

What requirements must United Way agencies meet?

To be eligible for United Way funding, agencies must:

- Be registered with the State of California as a 501 (c)(3) health and human service agency.
- Document effective delivery of high-priority programs and services in a reliable, cost-effective manner.
- Demonstrate sound financial and administrative management practices through auditors' reports and other valid documentation.
- Be in compliance with all applicable laws.
- Be governed by a board of directors and publish an annual report.
- Make a formal application to United Way for partnership.
- Demonstrate impact through measurable outcomes - in other words, show that they get results.

Why should I give if I haven't been helped?

Many people give because a growing number of our most vulnerable residents - abused women and children, our elderly, homeless families, those with handicaps and mentally ill - cannot help themselves. There is a great need in our community for the services offered by the United Way partner agencies. In 2007, agencies made their request for close to \$145,000 in unmet needs in Northern Santa Barbara County. You never know when a family member, neighbor, friend or even yourself may need, or have used the services provided by a United Way partner agency.

If someone can't afford to give much, will a small donation do any good?

Every gift gives hope and improves lives. Even a modest gift per pay period can help provide solutions to the most pressing health and human services needs in our community. And by giving through payroll deductions, you can spread your gift over the coming year, making it more manageable for your budget than a one-time gift. It's not the size of one gift - it is all of us giving together that makes United Way a unique and valuable concept. Every dollar matters!

Frequently Asked Questions (contd.)

What is the minimum for a donation to United Way?

There is no minimum donation to the United Way. We maximize your gift by combining it with other gifts to fund a range of programs throughout Northern Santa Barbara County, helping address critical needs in our community.

What is a Pacesetter Company and what are the requirements to be a Pacesetter Company?

Pacesetter Companies are businesses committed to supporting the United Way through corporate and employee donations. This includes conducting an internal employee campaign, as well as making a company donation. Pacesetter Companies can be large or small businesses. Pacesetter Companies are recognized at United Way functions and are listed in the Annual Report.

What is Northern Santa Barbara County United Way's relationship with United Way of America?

Northern Santa Barbara County United Way is a locally governed, autonomous organization. United Way of America serves member United Ways by providing training, resources, research and consulting services. One percent of campaign dollars are paid to United Way of America for membership. These membership dues are for training, marketing and advertising materials, research, government relations, media relations counsel, and a national corporate development program.

What is the difference between a United Way and a United Fund?

United Fund is a group of people raising funds for local organizations, but do not have the same strict standards as a United Way. They are not held accountable for the funds raised or expenses. They are not a member of United Way of America.

How does someone get help from United Way?

In times of need, knowing where to turn to is often the first step. Please contact the United Way office if you are needing services from a partner agency, and not certain which agency to call.

How can I volunteer my time to help United Way?

United Way counts on the contributions of time by many volunteers in Northern Santa Barbara County to improve lives. Please contact the United Way office to learn how to make an impact in Northern Santa Barbara County.

Northern Santa Barbara County United Way

1660 B S. Broadway
PO Box 947
Santa Maria, CA 93456

Phone: (805) 922-0329
Fax: (805) 349-9848
E-mail: raynette@uwcentralcoast.org