

Your United Way Staff

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Contact Us

We would love to connect with you, so feel free to stop by, call or email!

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Hutchinson, KS 67501**

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Web: www.unitedwayofrenocounty.org

Facebook: [unitedwayofrenocounty](https://www.facebook.com/unitedwayofrenocounty)

Twitter: [@UnitedWayofReno](https://twitter.com/UnitedWayofReno)



United We ALL Win!



United Way of Reno County
924 North Main Street
Hutchinson, KS 67501

UNITED WAY OF RENO COUNTY
2017-18 Campaign Coordinator Guide

Welcome to the Team!

Congratulations on being appointed Employee Campaign Coordinator (ECC) for your organization's annual campaign! You are joining a select group of volunteers who are working together to meet this year's community fundraising goal. The money you raise will support 26 local health and human service agencies in three priority areas: **Education, Income, and Health.**

What does an ECC do?

- Obtain support from top management
- Recruit top management and volunteers to support the campaign.
- Coordinate your company's kickoff and recognition events. Make it fun!
- Request speakers from United Way
- Promote the campaign throughout your company
- Encourage leadership (\$500+) giving in your campaign
- Set an example by making a gift yourself
- Complete your final report and send it in with pledge forms
- Thank your donors and volunteers

Supply Request Form

Visit <https://www.unitedwayofrenocounty.org/campaign-toolkit-0> to download this form.

United Way of Reno County
924 North Main Street
PO Box 2230
Hutchinson, KS 67504-2230
Ph. 620-669-9329
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2017-18 Campaign Supply Request Form

Company Contact Information

Company Name: _____
Employee Campaign Coordinator (ECC) Name: _____
ECC Telephone: _____ ECC Email: _____

Date Supplies Needed: _____ Delivery Pick Up
Campaign Dates: Start _____ End _____

Speakers Available – A best practice!

United Way speakers give a short presentation to your employees on a date and time of your choosing. Speakers are highly trained to share the work of United Way in our community and answer questions. Our data shows campaigns who have speakers see a higher overall participation rate! We strongly suggest every campaign bring in a speaker annually.

Would you like a speaker? Yes No Date(s) speakers needed: _____

Find digital campaign tools at www.unitedwayofrenocounty.org

Campaign Essentials

Promotional Items

Additional promotional items to **request** are available in limited quantities. Please call for information on these items.

Paper Pledge Forms
 Brochures
_____ Campaign Collection Envelopes
quantity _____ Total Number of Employees
_____ Campaign Video(DVD, Flash Drive, Email)
_____ Casual Day Stickers
_____ ECC Toolkit
_____ Goal Thermometers
_____ Posters

Leadership Giving

Key Club Packets
_____ Extra (blank) Key Club Pkts

For United Way Use Only
 Lisa Kris Patti Steven Jessie

Return completed forms to: United Way of Reno County
pschmidtberger@unitedwayofrenocounty.org
or via fax 620-669-9320

5 Steps for Success

FOUR: E-Day and Reminders Communicate and Publicize the Campaign

- **Send** company-wide emails reminding employees of the campaign deadline. Include a message from the CEO about why they give.
- **Use** all brochures, posters, pledge forms, and other supplies—campaigns with great visibility encourage everyone to take part!
- **Ensure** every employee has been asked to give in person, not just handed a form. Make giving personal & relevant.
- **Answer** any lingering questions and contact United Way staff if you need answers

FIVE: Thank You! Campaign Wrap-up and Celebration

- **Collect** Pledge forms.
- **Follow up** in-person with all Pillars.
- **Fill out** campaign envelope and call United Way to schedule a pick-up.
- **CELEBRATE!** Hold a wrap-up party and report your results. Send company-wide email thanking all donors for their support.
- **Share** your success on your company's social media.
- **Stay in touch!** United Way is grateful to our ECCs for all the hard work that you do. Thank you!

20-MINUTE EMPLOYEE MEETING

Topic	Presenter	Time
Welcome	CEO or ECC	1 min.
Company campaign overview	ECC	3 min.
United Way presentation	UW Staff	5 min.
Campaign video		5 min.
Ask for the gift	ECC/UW Staff	3 min.
Closing remarks/ Campaign timeline	ECC	3 min.

Why United Way?



Our mission statement sums up the broad range of our work: "To improve lives in Reno County by mobilizing the caring power of our Reno County Community."

Local

Your donation stays right here in Reno County, supporting local programs across 26 Partner Agencies.

Efficient

United Way is a proven, organized system and we partner with many human and health agencies to provide much needed services. Our Community Impact Fund fosters collaboration across the community to address specific needs in a creative and non-duplicative way. We ensure your investment goes where it has the greatest impact.

Accountable

Our network of high-quality programs support our goals in Education, Income, and Health. These programs receive funding on a 2-year cycle, are extensively reviewed by a team of community volunteers, and have a history of delivering results.

Get Creative With Us!

Visit uwayhelps.org/ECC for more ideas.

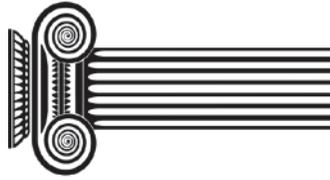
Low to No-Cost Special Events	Incentives
Barbeque/Chili Cook-off	Premium Parking Space
Bake/Yard/Craft/Book Sales	Lunch with the Boss
Throw a Pie/Dunk your Boss	Paid Time Off
Ice Cream Social/Root Beer Floats	Car Wash by Management
Themed Kick-Off Breakfast or Lunch	Snooze Day/Sleep-in Passes
Carwash	Movie/Game Tickets
Silent/Basket Auction	Company Promotion Items
Casual/Jeans Day	Gift Cards (Gas, Car Wash, etc.)
Coin Wars	Extra Lunch Time Passes
Office/Cubicle Decorating Contest	Job Trades
Office Treasure Hunt	Weekend at B&B, hotel or resort

Levels of Giving

Each year, hundreds of individuals, couples and families partner with the United Way of Reno County as leadership givers to significantly improve education, income and health throughout Reno County.

United Way Leadership Givers are a group of individuals/couples who demonstrate extraordinary concern by donating \$500 or more annually to the United Way. Gifts can be made through payroll deduction, direct payments or stocks/securities. Workplaces that run leadership giving-specific campaigns have higher rates of employee participation and increased campaign dollars.

At the core of every community are leaders whose caring and generosity set the course for others.



- \$500 - \$749 - Bronze Level
- \$750- \$999 - Silver Level
- \$1,000 - \$2,499 - Gold Level
- \$2,500 - \$4,999 - Platinum Level
- \$5,000 or more - Diamond Level
- \$10,000+ - Alexis de Tocqueville Society

How can I increase Leadership Giving in my workplace?

Make giving personal and relevant for potential donors, and rely on your United Way staff for ideas and support. We're here to help!

Are Leadership gifts counted in employee campaign results?

Yes! Leadership gifts significantly benefit the community and dramatically improve employee giving results.

How do I become a Key Club Member?

Simply complete the Key Club pledge card provided by your organization, contact your employee campaign chair, or contact United Way of Reno County - by e-mailing info@unitedwayofrenocounty.org or by calling (620) 669-9329. Our annual Leadership Giving Registry is published online each July.

5 Steps for Success

ONE: Kickoff

Pull Together Your Resources

- **Request** campaign supplies in advance.
- **Recruit** a team of enthusiastic, resourceful, and committed employees. Plan a company-wide meeting to kick off the campaign!
- **Distribute** pledge forms, pens, brochures; show campaign video; have your CEO speak to endorse the campaign. United Way would be happy to send one of our staff to speak to your employees (see back page).

TWO: Logistics

Set Your Timeline

- **Set** specific start/end dates. Keep your campaign within 1-2 weeks.
- **Promote** the campaign on internal websites and your company's social media.
- **Deliver** Key Club packets in person to your company's Leadership Givers. Have a current Leader distribute Potential Key Club packets
- **Display** brochures and pledge forms. Visit unitedwayofrenocounty.org for online resources and be available to answer questions.

Three: Special Events

Plan Your Employee Campaign Activities

- Hold educational meetings/events throughout your campaign to get employees together, have fun, and learn more about community needs & how they can get involved.
- Promote volunteerism: hand out information on **Community Work Day**. Schedule a company volunteer day for the future.
- Hold a leadership meeting to educate upper management & organization leaders on the benefits of giving at the Leadership Giver level (pg. 6).

