



United Way of
Clallam County

2023

CAMPAIGN
TOOLKIT



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"A lot of times, people will wonder, 'what can I do? I want to help, I'm not sure how I start doing that,' and United Way is really a great hub for people who want to do good in the world ... in an organized and really focused way."

- Steve Methner, President, Dream Playground Foundation

WHAT IS UNITED WAY?



United Way is the Easiest Way to Make the Biggest Impact in Clallam County

"A lot of the work that we do isn't glamorous. A lot of our work is done by making small, individual impacts that, over time, create large-scale improvements to our community."

- Tyler Johnson, Past President, United Way of Clallam County Board of Directors

Established in 1952, United Way of Clallam County's mission is to strengthen our community by helping people live safe, healthy, and productive lives. Every day, United Way of Clallam County brings people together to ensure that everyone can **access a quality education, build economic mobility, and live a healthy life**. United Way magnifies the power of individual donations by combining them and using them to fund organizations that are making the largest impact where it is most needed in our community NOW. From early childhood education, to resilience, to emergency preparedness, United Way of Clallam County is a one-stop-shop for people who want to do the most good for the most people right here at home. We are UNITED IN PURPOSE.

United Way of Clallam County's Employee Giving Campaigns run from September to December. They are exciting, multi-week fundraising campaigns that can be customized to each workplace through the selection of a theme, tailored campaign goals, choice of unique challenges to inspire employees, and more!

We are here to help make your Campaign a SUCCESS! Please contact us if you have any questions or want to brainstorm ideas: jaycie@unitedwayclallam.org | 360-457-3011.

OUR PARTNERS



United Way of Clallam County allocates donations from the annual campaign to 23 partner agencies that provide programs benefiting the lives of more than 46,000 families and individuals in our community.

American Red Cross Northwest Chapter
Boys & Girls Club of the Olympic Peninsula
Camp Beausite Northwest
Catholic Community Services of Western Washington
Clallam-Jefferson Pro Bono Lawyers
Clallam Mosaic
Concerned Citizens
First Step Family Support Center
Forks Community Food Bank
Habitat for Humanity of Clallam County
Healthy Families of Clallam County
Lutheran Community Services Northwest
Mariposa House
North Olympic Regional Veteran's Housing Network
Olympic Community Action Programs
Olympic Peninsula YMCA
Peninsula Behavioral Health
Peninsula Dispute Resolution Center
Serenity House of Clallam County
Sequim Free Clinic
Society of St. Vincent de Paul - St. Joseph Conference
St. Andrew's Place Assisted Living
West End Youth & Community Club

"United Way has stepped forward, always with a phone call, always ready to be there, not only for annual support but also through designated gifts and opportunities."

- Mary Budke, Executive Director, Boys & Girls Club of the Olympic Peninsula



United Way
of Clallam County

STEPS TO A SUCCESSFUL CAMPAIGN

PREPARE



Select the type of campaign that will work best for your organization:

- **Traditional:** Manage your campaign as in previous years, by handing out paper pledge forms and interacting with your employees in person.
- **Virtual:** Make use of online pledge forms and digital assets available at unitedwayclallam.org/employee-campaign
- **Rollover:** Automatically roll over the previous year's employee giving (payroll deductions and billing). Employees can make changes to their gift amount, type of pledge, and designation. Gifts that were made via cash, check, or credit card are not available for rollover and must be made by the employee as a new gift.



Set campaign dates and pick a theme. Allow plenty of time to create strategic messaging and educate if using new, virtual, or rollover processes.



Assemble a campaign team or select a point person to distribute messaging across the company. A good ratio is one campaign team member per every 25 employees.



Choose a campaign goal that your team and employees can rally behind.



Determine key points for distributing company-wide messaging, ie. announcement of the campaign, launch day, mid-campaign, final push and thank you. *If using a rollover campaign, make sure employees are aware of the opportunity to make changes to their gift if they wish, or renew gifts made via cash, check, or credit card.



Consolidate and coordinate outgoing communications to avoid overwhelming employees. Promote any corporate match, corporate gifts or other incentives to increase contributions. Distribute Campaign materials to all departments by email in paychecks or during presentations to staff.



Check for additional resources at unitedwayclallam.org/employee-campaign

STEPS TO A SUCCESSFUL CAMPAIGN

EXECUTE



Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating. United Way representatives are also available to talk about the impact of donations.



Send messaging throughout the campaign on a company-wide level.



Utilize the campaign team members to keep the campaign top of mind on conference calls or personal email asks.



Have your Campaign Committee make individual asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well. **People give to people. The number one reason why people say they didn't give to the campaign is because they weren't asked!**



Run team challenges to encourage participation. Example: The team or department with the highest participation wins lunch for the department.

Leverage Events



Encourage employees to participate in volunteer opportunities on their own or as a company. We maintain a list of volunteer opportunities with our partners here: unitedwayclallam.org/volunteer



Find opportunities to create events. Host a kickoff for employees to hear from company and campaign leadership, have a silent auction with prizes like gift cards or a delivered lunch. Popular events and prizes include: dress down days, pizza parties, extra time off, prime parting spaces.

Contact us for more ideas!

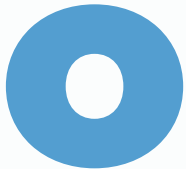
STEPS TO A SUCCESSFUL CAMPAIGN

Engage your employees by keeping your campaign S.O.C.I.A.L.



Short & Sweet

Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.



Overall Goals

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



Communicate

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect with the mission. United Way can help provide images or stories if needed!



Impact

Provide most recent Report to the Community showing the impact of dollars raised by United Way of Clallam County to our community.



Accelerate Success with Games

Daily prizes, trivia, raffles, etc., are a great way to keep people connected to the campaign. Consider prizes for individuals and teams who reach their goals.



Live Updates on Goal Progression

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

STEPS TO A SUCCESSFUL CAMPAIGN

WRAP UP



Finalize campaign results with United Way. Submit payroll deduction information to your HR or payroll processing department. Submit pledge forms or a list of employees contributing for any new employees to info@unitedwayclallam.org. Please indicate any new employees or changes to existing pledges.



Send thank you's from your CEO, campaign chair, campaign team or other leadership team members. Send personal thank you notes to each of your campaign committee members.



Highlight givers of a certain level on a team call or monthly newsletter. If possible, host an event for donors who give at a certain level.



Consider purchasing a table to a United Way of Clallam County event and inviting your top donor employees to attend.



Publicize results and reiterate the impact of gifts via company newsletter, email or intranet.



FREQUENTLY ASKED QUESTIONS

HOW LONG should our workplace campaign run?

One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

WHEN should our giving campaign run? does payroll deduction start?

United Way of Clallam County's Campaign takes place from September to December. Payroll deduction usually runs from January 1 - December 31.

Can we collect donations ONLINE?

Yes! We offer an online pledge form where we will gather your employees pledge details through our website and email you an excel document with their information for payroll deduction or cash/check pledges.

Can employees designate their DONATION?

Yes! As a service to donors, we make it possible to specify a non-profit program to receive your donations. United Way also offers the direct investment of your dollar to the Community Care Fund which goes to further strengthen education, income and health - the building blocks of opportunity - in Clallam County.

UNITED IN PURPOSE



THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting change in our region.

You are an essential volunteer who raises awareness about the vital role United Way of Clallam County plays in the community. Together with passionate supporters like you, we're leading the charge to strengthen our community by helping people live safe, healthy and productive lives.

Please reach out if you need additional support and guidance throughout your campaign.

United Way of Clallam County Staff

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