



GRANITE UNITED WAY

Employee Campaign Coordinator Guide



GRANITE
UNITED WAY

RUNNING A UNITED WAY CAMPAIGN



WHO

A designated Employee Campaign Coordinator (ECC) from your team to lead your organization and join hundreds of local companies in running United Way campaigns to support our community.

WHAT

A United Way campaign is a time for workplaces to come together, have fun, and do good. Campaigns are usually 2 weeks long and can be virtual, in-person, or both. Employees can easily donate to United Way or their favorite nonprofits and participate in engaging activities.

WHERE

Donations given during your United Way campaign support Granite United Way initiatives that help our neighbors to Learn, Earn & Be Healthy, as well as over 850 nonprofits in New Hampshire & Windsor County Vermont. Your donations stay local.

WHEN

Granite United Way partners with organizations year-round to engage their employees in supporting the local community. Most workplaces run their campaigns between September and December.

WHY

By running a United Way campaign, you and your team are playing a crucial role in shaping the future of our community. Your employees' donations are directed towards tackling the most pressing challenges and driving systemic change in areas like affordable housing, early childhood initiatives, financial empowerment, and substance use disorders.

HOW

You can run your campaign online, using paper pledge forms, or a combination of both. United Way staff can help you get started when the timing is right for you!

FAST FACTS

- Granite United Way invests in programs and community-wide initiatives that are focused on meeting the greatest challenges: Healthy Communities, Housing Security, Family & Youth Opportunities and Financial Stability.
- In the past year, Granite United Way has delivered \$18 million to empower local communities, helping over 450,000 individuals. Over 600 nonprofits benefit from annual efforts with 22,000 donors and volunteers.
- Granite United Way convenes resources, volunteers, experts, and other service providers to create solutions that go beyond short-term fixes and create lasting change.
- Employees can donate with their paychecks via payroll deduction, credit card, checks, stock, or by request for billing. We make it easy for your employees to give!
- Campaign activities include raffles, competitions, volunteer projects, pie in the face and so much more!



@GraniteUnitedWay
GraniteUW.org



>>> Employee Campaign Coordinator Best Practices

Running A Successful Workplace Campaign



1

PLAN A CAMPAIGN

Decide when you will be holding your campaign and if you will be using ePledge this year. Your Granite United Way representative can assist you with this.



2

ENGAGE YOUR CEO

The CEO can send out a personal endorsement email and attend your kickoff meeting to show support for the campaign.

4

SET EMPLOYEE GOALS

Establish a dollar goal for your campaign and communicate it with your colleagues so everyone knows what they are working towards.



3

RECRUIT A COMMITTEE

Gather a team of engaged staff to set a campaign timeline, budget, and plan activities.

5

PROMOTE LEADERSHIP GIVING

Implement ways to exceed your campaign goals. Encourage your colleagues to donate at the Leadership Donor Level (\$1,000 or more) or the CEO to offer corporate match opportunities.



6

PUBLICIZE YOUR CAMPAIGN

Share information on how and when to pledge, and what the contributions support. Use Granite United Way materials like posters, videos, and one pagers.

8

ASK EVERYONE TO GIVE

Many people don't give because they weren't asked. Reach out to your colleagues personally and explain the impact of their donation in their local community.



7

CONDUCT AN EDUCATIONAL CAMPAIGN

Have Granite United Way present at your workplace in front of a group of staff. Follow up with employees to ensure everyone has the opportunity to contribute.

9

REPORT RESULTS AND THANK YOUR COLLEAGUES

Plan an event or have your CEO announce the results. Recognize individuals, groups, and departments that excelled during the campaign.

10

HAVE FUN!

Engage your coworkers in creative activities that also educate about Granite United Way. Offer prizes for first-time donors or those increasing their donation.



Scan here for additional campaign tools



SAMPLE CAMPAIGN SCHEDULE



DAY 1 | CAMPAIGN KICKOFF

Host a company-wide kickoff to share the importance of Granite United Way! Include speakers from company leadership & Granite United Way. Granite United Way can also provide videos to play at the kickoff.

TIP: Incentivize employees by providing food and/or raffling off a prize to attendees.

DAY 3 | CAMPAIGN ACTIVITY (EX: TRIVIA)

Compete in a quiz about coworkers, your company, Granite United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt.

DAY 5 | VOLUNTEER DAY

Encourage employees volunteer with a kit pack activity, collection drive, Lunch, Learn + Do or by heading out to a nonprofit partner to volunteer. Granite United Way can help plan this **volunteer activity**.

DAY 8 | CAMPAIGN ACTIVITY 2 (EX: SEASONAL ACTIVITY)

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

DAY 10 | CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: Incentivize employees by offering a company perk if you meet your fundraising goal like a pizza party or early dismissal.

THROUGHOUT CAMPAIGN | AUCTION

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.

Communicate Daily

- Ask employees to share why they give
- Share success stories and videos
- Check out our online **Campaign Toolkit** for more campaign materials.



CAMPAIGN INCENTIVE IDEAS



Below are prize ideas your company can offer to encourage participation and incentivize giving.

WORKING FROM HOME

- Custom, professionally designed Zoom background
- Home Office Makeover including a new desk chair, headphones, etc.
- Prize Pack delivered for an at home happy hour or movie night
- Coffee delivery to your home for a week

OFFICE PERKS

- Front row parking during winter
- Casual day/jeans day
- Company promotional items like t-shirts, water bottles, etc.
- Click [here](#) to purchase United Way swag as prizes

TIME OFF

- Vacation Day
- Flee at 3 Coupon – End your day 2 hours earlier than normal
- Long Lunch - Get an extra hour off for lunch with a food delivery service gift card
- Take a Hike - Get a half day Friday and state park sticker
- Lazy Monday - Start late on Monday with coffee/breakfast delivered

ONLINE & OUTDOOR ACTIVITIES

- PORCHraits or family pictures
- Hosting an online Murder Mystery Party for a team
- Subscription Services ex: groceries, snacks, plants, tea, etc.
- Flower delivery

FROM LEADERSHIP

- Golf with the boss
- Lunch with your manager – their treat!
- Ask company leadership for incentives (ex: access to a lake house)
- Car washed by your boss or coworkers

FOOD & SNACKS

- Chocolate, candy or a custom snack basket
- Pizza party
- Baked goods
- Snack drawer complete with employees favorite snacks
- Hosting a Food Truck
- Gift cards to local businesses and restaurants

TIP:

Ask your coworkers what services or skills they can donate. This makes the prize personalized and at no additional cost to the company. Examples include: donated photography sessions for headshots or family photos, baked goods or a home cooked meal, fitness instruction, knitted scarves and more!

CAMPAIGN THEME IDEAS



Theme: Sports/Olympics

Suggested Names:

- Be a Champion for United Way
- Teaming Up for Tomorrow
- Living United, We All Win

Possible Events

- Pep rally kickoff
- Office Olympics
- Elevator or Chair Races
- Game room competition

Ideas for Incentives:

- Medals or blue ribbons to winning team and donors
- Sports events tickets

Back to School

Suggested Names:

- Give - It's Elementary
- The ABCs of Caring

Possible Events:

- United Way Pop Quiz
- Sack Lunch Swap
- Bubble Gum Contest
- Spelling Bee

Ideas for Incentives:

- Long recess (longer break or time off)
- Good job stickers
- Apples and treats

Summertime

Suggested Names:

- Caring is Cool
- Be a Lifesaver . . . Give to the United Way

Possible Events:

- Employee Cookout or BBQ
- Casual Day for United Way

Ideas for Incentives:

- Free vacation day
- Water bottles
- Tickets or passes to pools and summer attractions

Lights! Camera! Action!

Suggested Names:

- Reach for the Stars
- You're a Star! When You Give to United Way

Possible Events

- Star Struck Trivia
- Movie Star-Style Party

Ideas for Incentives:

- Hall of Fame (place donors' names on star in the hallway)
- Movie passes
- Fresh popcorn

Miscellaneous

- Mystery
- Favorite Holidays
- Carnival Games
- Superheroes
- Mardi Gras
- Decades (50s, 60s, 70s, 80s)
- Scavenger Hunt
- Hawaiian Luau
- Building a Better Community

WORKPLACE CAMPAIGN CHECKLIST



Before the Campaign

Target Date

☐ Secure CEO/senior management support.	
☐ Review the previous campaign's performance, opportunities, and challenges.	
☐ Determine your participation goal, monetary goal, and incentives.	
☐ Recruit a team to help with the campaign; assign tasks.	
☐ Meet with your campaign team to discuss campaign strategies and develop a calendar of events. We encourage you to include a volunteer activity.	
☐ Determine your campaign plan and time frame.	
☐ If you're using ePledge, complete the ePledge survey & review the campaign emails.	
☐ Schedule your kickoff, Granite United Way speaker, and any special events.	
☐ Promote the campaign and distribute your calendar of events.	
☐ Send a campaign kickoff email from your CEO endorsing the campaign.	
☐ Invite retirees to your kickoff event.	

After the Campaign

Target Date

☐ Ensure all pledges are received.	
☐ Follow up on any corporate contribution or employee match.	
☐ Calculate the results, review results with your committee members, and prepare final report for your Granite United Way contact.	
☐ Announce results to all employees.	
☐ Post campaign photos on your corporate social media networks.	
☐ Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.	
☐ Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a Granite United Way representative.	

During the Campaign

Target Date

☐ Hold kickoff event with a Granite United Way speaker.	
☐ Ensure all employees have access to campaign materials and giving platforms. For employees without email access, provide paper pledge forms or a QR code for online giving.	
☐ Hold a leadership giving (\$1,000+) or loyal contributor (10+ year donors) event.	
☐ Keep the campaign alive by sharing success stories, community facts, and photos via your intranet.	
☐ Conduct special events, lunch and learn sessions, and other activities.	
☐ Monitor your progress towards your goal.	
☐ Remind individuals who have not pledged to consider making a gift.	
☐ Send reminders about campaign events, incentives, and deadlines.	
☐ Keep employees updated on Granite United Way activities.	
☐ Include Granite United Way information & a pledge sheet with new employee packets.	
☐ Promote volunteer opportunities.	
☐ Host a collection drive for your local food pantry, schools, or homeless shelter.	
☐ Monitor your progress towards your goal.	