



2024-25

EMPLOYEE CAMPAIGN COORDINATOR GUIDE



Great Rivers United Way

WELCOME

WELCOME TO OUR TEAM

Congratulations and thank you for joining us!

Great Rivers United Way's Employee Campaign Coordinators (ECCs) are a group of change-seekers and trailblazers working to create a lasting difference in the Coulee Region. ECCs are frontline volunteers who raise awareness about the vital role that Great Rivers United Way plays in our community. Together, with other passionate volunteers, ECCs lead the charge to improve education, income, and health – the building blocks for a good life – for all.

ECCs are crucial members of the Great Rivers United Way team. Without you, we wouldn't be able to fund programs that provide needed services in our community. When you reach out a hand to one, you influence the condition of all – that's what it means to LIVE UNITED.

Whether this is your first year as an ECC, or you're a seasoned vet, we hope this Campaign Coordinator Guide makes your experience easier and more effective. Please reach out to us for support at any time.

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TABLE OF CONTENTS

Role & Responsibilities.....	page 3
United Way 101.....	page 4-5
Best Practices.....	page 6
*FUN*draising.....	page 7
Engagement Menu.....	page 8
Tools & Resources.....	page 9
Frequently Asked Questions.....	page 10-11
Planning Worksheet.....	page 12-13

ROLE & RESPONSIBILITIES

WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO?

Position Description: Employee Campaign Coordinator (ECC)

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing, and coordinating a successful Great Rivers United Way campaign within your workplace.

Key Responsibilities:

- Work closely with your CEO, Human Resources Department, and Great Rivers United Way's Campaign Coordinator
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers or committee members to assist you
- Request speakers and materials from Great Rivers United Way
- Coordinate the distribution and collection of campaign materials
- Coordinate your company's kick-off and recognition events
- Promote the campaign throughout your company
- Encourage Circle of Excellence leadership giving (gifts of \$500+)
- Encourage giving of time, talent, and resources among your colleagues
- Educate your colleagues about Great Rivers United Way
- Make your workplace campaign fun
- Thank your company's donors and volunteers
- Evaluate your campaign and make recommendations for next year

In addition, we hope serving in this role is also an opportunity for you to:

- Become more connected to the people in your company
- Strengthen relationships with your co-workers
- Demonstrate leadership skills
- Network with people in similar roles at United Way trainings and events
- Have some fun!

UNITED WAY 101

NEW TO GREAT RIVERS UNITED WAY?

This page is for you! Since 1949, local business leaders have been investing in their communities and achieving their philanthropic goals through United Way workplace campaigns. **Why?**

Because United Way works.

Great Rivers United Way improves the health, education, and financial stability of every person in our seven-county service region. We create lasting change by conducting community research, identifying key issues and areas of focus, and getting the right partners at the table to do the most impactful work.

Because United Way is easy.

A majority of Great Rivers United Way donors take advantage of payroll deduction, pledging to have an amount of money of their choosing taken out of each of their paychecks the following year. Your one donation supports 49 health and human services programs so you don't have to pick and choose which programs to give to, when they're all equally important to the well-being of our community.

Mission Unite people and resources to improve lives and strengthen our communities.

Strategic Objectives

#1

Positively impact our youngest community members

#2

Stabilize household economic situations so people experience thriving lives

#3

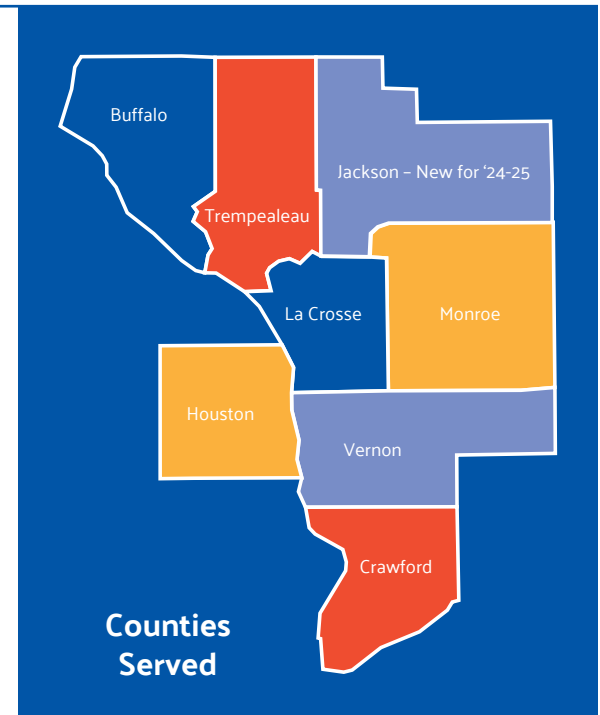
Support a healthy and socially-connected community

Impact Last year, 811,745 local people received help from Great United Way funded programs 32,236 times – that's one person every 39 seconds!

Partners Great Rivers United Way mostly recently funded 48 programs offered by 26 certified partners. See our website for a program list and contact information.

Learn More

Website: www.gruw.org
Facebook: [/greatriversunitedway](https://www.facebook.com/greatriversunitedway)
Instagram: [@greatriversunitedway](https://www.instagram.com/greatriversunitedway)
LinkedIn: [/greatriversunitedway](https://www.linkedin.com/company/greatriversunitedway)
YouTube: [/greatriversunitedway](https://www.youtube.com/greatriversunitedway)



UNITED WAY 101

CRAFTING YOUR GREAT RIVERS UNITED WAY “ELEVATOR PITCH”

An elevator pitch is a brief, persuasive speech intended to gain approval or support. Elevator pitches are roughly :30 to :60 seconds long and get their name from – you guessed it – the typical length of an elevator ride. An effective elevator pitch should give your audience just enough information that they will have a sense of what you’re talking about and want to know more, but never so much that they tune you out.

An elevator pitch is an important part of your advocacy for Great Rivers United Way. Start with the example below and customize it with your “why” or “aha” moment. Your passion will be contagious.

GREAT RIVERS UNITED WAY IS MOBILIZING COMMUNITIES TO ACTION SO ALL CAN THRIVE BY INVESTING IN LOCAL RESOURCES THAT FOSTER MENTAL WELLBEING.

WHAT WE DO

Great Rivers United Way is a local 501c3 nonprofit organization. Since 1949, Great Rivers United Way has united people and resources to find solutions to our community’s most pressing problems. They take a comprehensive approach, listening and responding to our region’s top needs. They invite the community to join them in this work.

WHO WE HELP

Great Rivers United Way removes barriers to basic needs like food, shelter, and safety, and creates healthy beginnings, strong families, and connected seniors. Great Rivers United Way helps people like you invest in the communities in which they live and work. The entire Coulee Region benefits when you LIVE UNITED.

HOW WE DO IT

Eighty-three percent of Coulee Region residents are very or moderately concerned about mental health in our community, and data confirms this need. That’s why your 2025 gift to Great Rivers United Way will support local resources that foster mental wellbeing. [Connect a favorite GRUW program to improved mental wellbeing.]

INVITE QUESTIONS & END WITH AN ASK: Will you please join me in supporting Great Rivers United Way?

BEST PRACTICES

FOR A SUCCESSFUL CAMPAIGN

Prepare

- Every company culture is different. Great Rivers United Way campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic goals, and/or time and resources.

Engage

- Be the first pledge. Then thank those that follow your example.
- Make it relevant. Ask people about how much they spend on coffee or other small items per week. Would they be willing to donate that money to the campaign? (See our “What Your Dollars Can Do” PDF in our on-line Campaign Center for some great examples!)
- Invite questions. Be prepared for concerns by being knowledgeable about Great Rivers United Way's work.

Motivate

- Make challenges achievable. Asking people to give \$2 per week sound easier than \$100 per year.
- Create competition. Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate, or signs up the most volunteers.

Ask

- Start off with people who already give. Their participation will build momentum.
- Personalize contact and positive attitude are critical to your campaign's success.
- Utilize all corporate channels for “the ask.”
- Make it personal. A personalized ask is best, particularly from a friend or colleague. Utilize personal connections and knowledge in emails and communications.

Thank

- You can't thank them enough. Say “thank you” when you pick up pledge forms and send out emails.
- Send a CEO communication. Draft a thank you message for your CEO to send to all employees who participated in your campaign. Whether it's an email or intranet announcement, CEO support can be a key to success.
- Celebrate with a thank you event. It can be part of another company gathering, or an event all on its own. Either would be a great opportunity to publicly honor participants, highlight results, and showcase year-round engagement opportunities.

*FUN*DRAISING

PUT THE FUN IN FUNDRAISING WITH THE FOLLOWING IDEAS

Special Events

Special events can add fun and excitement to your workplace campaign. They make a great addition to any campaign-related meeting. To be successful, be sure to time your events so that employees don't think they take the place of pledging.

- Softball tournament
- Golf or putt-putt tournament
- Bake sale
- Yard sale
- Executive dunk tank
- Silent auction
- Lunch & Learn
- Picnic or cook-out
- Ice cream social
- Pancake breakfast
- Carnival
- Office Olympics
- Cutest baby picture contest
- Guitar Hero contest
- Costume contest
- Campaign slogan/theme contest
- United Way games (trivia, etc.)
- Pumpkin carving contest
- Office/door decorating contest
- Chili cook-off
- Ugliest tie or earrings contest
- Dress-up (or down!) day
- Employee cookbook
- Creative basket contest & auction
- Recreate a TV game show
- Office treasure hunt
- Car wash
- Plant/flower sale
- Talent show
- Karaoke contest

Incentives

Looking for some free or low-cost incentives to thank donors?

- Lunch with the CEO
- Casual day
- Premium parking for a month/year
- Time off with pay
- Extended lunch break
- Leave early passes
- Sleep late passes
- Sporting/event tickets
- Corporate LIVE UNITED t-shirts
- Gift cards

Themes

Consider centering your campaign activities around a create theme.

- America's Got Talent
- Top Chef
- Survivor
- A Decade ('80s, '90s, etc.)
- Sports
- Oktoberfest
- Island/Luau

ENGAGEMENT MENU



Looking for opportunities to support your community, engage employees, and build teamwork outside of your workplace campaign? Here are four impactful ways Great Rivers United Way can help you reach these goals year round.

1

IN-KIND DONATIONS

GRUW can help your company organize an in-kind donation drive for everyday essentials such as food, diapers, and hygiene items. We also offer a kit-packing program, imPACKs. Let us save you time and energy – you sponsor the project and invite your colleagues to pack the kits; then we distribute them to nonprofit partners throughout our service region.

2

VOLUNTEER OPPORTUNITIES

Let GRUW coordinate a service project for your next team-building event. We can work with you to find and schedule a large-group need. Or find local volunteer opportunities at any time on our volunteer website: www.ugetconnected.org.

3

COMMUNITY IMPACT TOURS

Want to see your gift to GRUW in action? Schedule a Community Impact Tour! Your group will visit three partner agencies of your choosing, and you will see and hear firsthand the work they are doing in the community.

4

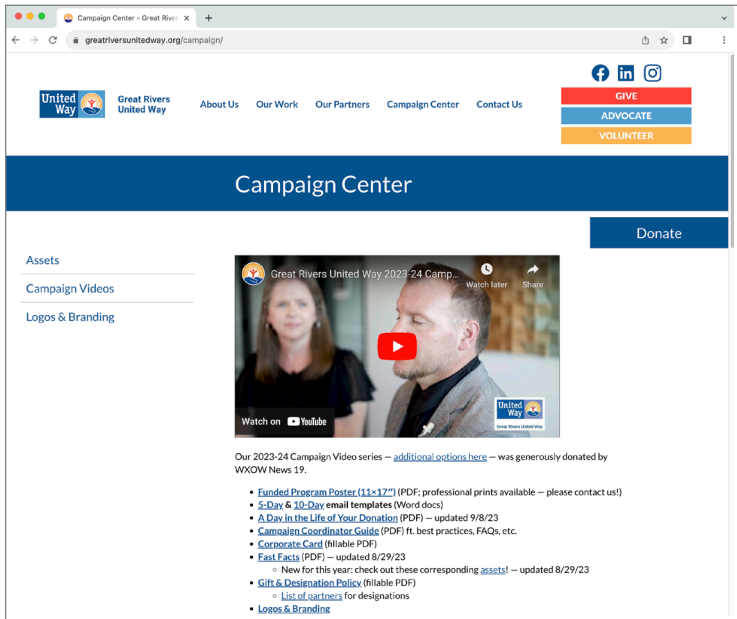
AGENCY SPEAKERS

GRUW can arrange a presentation by one of our funded partners, during which you will learn about their programming and what our funding helps them do. Presentations can be in-person or virtual, and 10-30 minutes long.

TOOLS & RESOURCES

Great Rivers United Way offers several tools on our website's Campaign Center, pictured below. Many of these materials were created, or improved upon, with ECC feedback. For a complete list of up-to-date files, visit www.gruw.org/campaign.

Need something else? Don't hesitate to ask. If we don't have it yet, we can probably make it!



Display boards

Borrow our large felt display board, which can be customized for your campaign's needs, or one of several portable foam-core displays with general information about GRUW.

Give-aways

GRUW has LIVE UNITED t-shirts and SWAG (Stuff We All Get) that can help support your campaign. This is especially beneficial for public/government organizations that cannot have a budget for incentives. We are also able to hook you up with access to the United Way Store, where you can order (co-) branded merchandise of your choosing at cost to you.

Jeans/Casual Day

An easy fundraiser for any business wishing to support GRUW! We provide the stickers, you set the price (suggested: \$1-3/day), and employees can wear jeans or dress down.

RESOURCES FOR EMPLOYEES

Are you or your colleagues in need help and don't know where to turn? **Connect with Great Rivers 211.** Dial 2-1-1 on a landline or 1 (800) 362-8255 on a cell phone. You can also talk with a specialist 24/7/365 via live chat at www.greatrivers211.org, or text – simply text your zip code to the number 898211.

Great Rivers United Way also offers the following resources in the communities we serve. Please contact us if you are interested in distributing promotional materials for any of these programs at your business.



Bright by Text

Parenting tips by text message, focused on pregnancy through age 8



HealthConnect

A health insurance premium assistance program for those who use the Marketplace



MyFreeTaxes

File your taxes online for free; there's also free tax prep for those who qualify



SingleCare

Prescription discount card that makes it easier to access medication

FREQUENTLY ASKED QUESTIONS

THE FOLLOWING ARE FAQs THAT GRUW HEARS FROM ECCs

Q: When should our workplace campaign take place?

A: The timing (and length – more on this below!) of your workplace campaign is up to you. Most take place between July and November, but they can happen at any time throughout the year. We are happy to work on a timeline best-suited for your organization.

Q: How long should our workplace campaign last?

A: The length of your workplace campaign is also up to you, with company size serving as a good starting point: small and mid-size company campaigns typically last 2-3 weeks, and larger or multi-site companies may take 3-4 weeks. These ranges will give you sufficient time to kick off your campaign, get the message out, and make your ask without overburdening staff.

Q: Can we collect pledges online?

A: Yes! Great Rivers United Way has an online giving platform that can collect your employee donations. Online pledge forms can be customized to suit your company's needs, and can collect payroll deduction, credit card, and billed gifts. We will work with you to decide on the best way and time for sending reports throughout your campaign. For more information, or a demonstration of the site, contact our Campaign Coordinator.

Q: When does payroll deduction start?

A: Payroll deduction usually runs from January 1-December 31; however, this is your company's decision.

Q: Can employees designate their donation?

A: As a service to donors, we accept designations to: 1) one of two Community Investment Fund priority areas – Mental Wellbeing or Basic Needs (food, shelter, and safety); 2) one of two internal program areas – early childhood and youth literacy or Great Rivers HUB; 3) or up to five of our certified partners. However, the direct, undesignated, investment of your dollars to Great Rivers United Way's Community Investment Fund goes further to strengthen education, income, and health – the building blocks of opportunity – in the Coulee Region.

FREQUENTLY ASKED QUESTIONS

THE FOLLOWING ARE FAQs THAT ECGs HEAR FROM THEIR COLLEAGUES

Q: Why give to Great Rivers United Way?

A: A gift to Great Rivers United Way is the most effective way to direct your charitable donations to address community needs in the Coulee Region. Great Rivers United Way connects resources to accelerate community-wide solutions. By bringing area non-profits, government, businesses, and volunteers together, Great Rivers United Way improves people's lives by mobilizing the caring power of our eight-county region.

Q: How does Great Rivers United Way decide what to fund?

A: Great Rivers United Way engages stakeholders from across the community through surveys, community conversations, data, and thoughtful discussions about where community investment dollars raised during its annual campaign will best be used.

Q: Why give to Great Rivers United Way? Why not directly to an agency?

A: Charitable giving is a personal space and voluntary decision, and Great Rivers United Way encourages potential donors to do what is most comfortable for them. A gift to Great Rivers United Way is an investment that benefits the entire community, not just one program, issue, or population.

There are many valuable nonprofit organizations in our area for potential donors to choose from and support. Great Rivers United Way provides an opportunity for your one gift to support a variety of local needs. If everyone designated their gifts to their favorite agency, many services for those in need (especially those that are lesser known) would not be available to the community.

Potential donors can also be assured that their gift to Great Rivers United Way goes directly to fund programs that help people most in need. Great Rivers United Way considers a needs assessment every three years to ensure donor dollars are addressing the most pressing community needs. Great Rivers United Way also monitors funded programs and initiatives annually to make sure they are efficiently and effectively improving people's lives and making a positive impact.

Finally, contributing through Great Rivers United Way guarantees agencies funds they can rely on every quarter, rather than depending on individual gifts, which can be sporadic.

PLANNING WORKSHEET

1. ORGANIZE & TRAIN YOUR CAMPAIGN TEAM

List your campaign team. A good ratio is one campaign team member per every 25 employees.

TEAM MEMBER	ROLE

2. GET BUY-IN & SUPPORT FROM THOSE IN CHARGE

List your CEO/top leadership and how they will communicate their support during your workplace campaign.

NAME	MESSAGE & DELIVERY

3. SET CAMPAIGN DATES & GOALS

Start Date _____ End Date _____

CAMPAIGN GOALS		
	PRIOR YEAR RESULTS	CURRENT YEAR GOAL
Employee Participation (%)		
Employee Pledges (\$)		
Corporate Gift (\$)		
Leadership Givers (#)		
Total Dollars Raised (\$)		

Campaign planning meeting dates: _____, _____, _____, _____

4. EDUCATE YOUR COLLEAGUES ABOUT UNITED WAY'S IMPACT

Write down a basic communication plan, including topics, and how and when, you will get the word out.

TOPIC	HOW	WHEN
<i>Ex: XXX</i>	<i>Email</i>	<i>Day 1</i>

PLANNING WORKSHEET

5. INVITE EVERYONE TO INVEST

Determine how all employees will be asked (paper pledge form, email with link to online pledge form, etc.).

Paper Pledge Form

- How will they be distributed?
- How will they be collected?
- How are you checking that all donor information has been provided?

Online Pledge Form

- How will the link be distributed?
- How are you ensuring that all donor information United Way needs is captured?

6. THANK YOUR COLLEAGUES FOR THEIR DONATIONS

Think of ways to show appreciation to everyone who invests. Consider providing incentives. Find out if your company has a budget for this.

WAYS OUR COMPANY WILL THANK DONORS
Ex: XXX

7. IMPLEMENT A NEW HIRE / RETIREE PROGRAM

As a way to deal with natural turnover in a company, it is important to include giving to Great Rivers United Way in your new hire and retirement processes.

- Can/how will new hires be introduced to Great Rivers United Way during onboarding?
- Do/could you engage retirees in your workplace giving campaign?
- Are your company's retirees aware that they can continue to give to Great Rivers United Way and that there are payment options just as convenient as pledging?

8. ENGAGE YEAR ROUND

Generate ideas, activities, and events that will help you communicate year-round to your colleagues about Great Rivers United Way.

MONTH	IDEA/ACTIVITY/EVENT

LIVE UNITED

Great Rivers United Way

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