



**United Way of
Randolph County**

CAMPAIGN CHAMPION

HANDBOOK

FOR MORE INFORMATION UNITEDWAYRANDOLPHCOUNTY.ORG
501 W. ROLLINS ST, MOBERLY MO 65270 | 660-263-6588
ATINA@UNITEDWAYRANDOLPHCOUNTY.ORG

WHAT IS A CAMPAIGN CHAMPION?

Champion / [cham-pee-uh n]

1. a person who fights for or defends any person or cause. I.e.: a Champion of United Way in your workplace.
2. a person who takes first place. I.e.: anyone who serves as a United Way Champion is a winner for taking on this role.

THANK YOU for taking on this role as the United Way Champion in your workplace. Whether you volunteered, or were volunteered by someone else, know the importance of your role and the impact you can make. As a United Way Champion, you'll have an opportunity to showcase your leadership and project management skills at work, network with colleagues at your workplace and in other industries, and create positive impact in our community.

HOW IT WORKS

We will work with each company to create the best plan for their team. Each company decides how they want to support United Way of Randolph County.

We will provide materials that you'll need: like posters, pledge cards, slide decks, etc. We have included an example of our payroll pledge card on the last page of this document.

Here are a few examples of what local businesses are doing.

Company L:

They do small fundraisers throughout the year. Funds are donated after events.

Company O:

This business hosts a standard workplace campaign and offers payroll deduction. The employee requests a certain amount to be withheld. Checks are sent to UWRC quarterly.

Company I:

Company I does payroll deduction and small fundraisers through the United Way Campaign Season (September to November). Payroll deductions are mailed to UWRC quarterly. Checks and cash from fundraisers are given to UWRC after the event.

Company M:

This business opts to offers employees to buy "jeans day" or a dressed down days. Funds are donated to UWRC yearly.

HOW IT WORKS, CON'T.

THE STANDARD WORKPLACE CAMPAIGN

- Runs actively for 1-2 weeks.
- Runs sometime between September 1 and Thanksgiving (you pick the dates that best serve you).
- Uses UWRC brochures and pledge forms that we provide.
- Most donors give via payroll deduction, pledging to give \$___ per pay period during the following year (Jan. 1 to December 31).
- Some donors give via cash, check, or ask to be billed to pay later themselves.

YOUR ROLE AS A CAMPAIGN CHAMPION

- Serve as main contact between UWRC and your workplace.
- Lead the planning and coordination for a successful internal campaign.
- Recruit others to help with your internal effort.
- Collect and submit all pledge forms and monetary donations to UWRC in a timely manner. Includes completion of the Workplace Giving Form completed at the end of your internal campaign.
- Submit all pledge forms to payroll for processing and payment.

OUR ROLE

- To support you and your team in any way possible.
- Ensure donor dollars are well spent in our community.

WHY IT WORKS

Since 1969, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns. Why?

Because giving to United Way is easy. Most people give via payroll deduction, pledging in the fall to have a certain amount taken out of each paycheck the following year. United Way's materials are easy to distribute and collect. After some planning and a brief 1-2 week solicitation period (your internal workplace campaign), you're done!

Because there's something for everyone. Donors can choose to designate their gift to United Way programs of their choice in Randolph County or to United Ways in their home communities. Since thousands of local residents are impacted by United Way programming, almost everyone will know someone who's benefited (maybe even themselves).

Because United Way is effective. Money raised here stays here and 98 cents of every dollar stays in Randolph County.

SETTING GOALS

BENCHMARKS		YOUR WORKPLACE GOALS
Total Employees		
Set a participation goal. (We do not recommend 100%. 100% ask? Sure 100% give? No.)	Gold - 60% Silver - 50% Bronze - 40%	%
Total Giving Employees (multiply your total employees by your participation goal.)		
Set an "average gift" goal (total for year)	Gold - \$250/donor Silver - \$200/donor Bronze - \$150/donor	\$
Total employee goal (pledge forms) (Multiply your total giving employees by your workplace average)		\$
Corporate Giving (Discuss with your team how/if your company will participate)	% of employee gifts match Gold - 100 - 75% Silver - 50-74% Bronze - 25-49%	\$
Optional: Other fundraisers (not payroll pledges)		
Total Workplace Campaign Goal:		\$

WHERE THE MONEY WENT IN 2020

- Christos Center - local food bank
 - Community Childcare Learning Center - early childhood
 - Food Bank of Northeast and Central Missouri - food bank
 - Higbee Senior Center - on-site senior meals
 - Randolph County 4-H - youth programming
 - Randolph County Primary Care Clinic - Randolph County Health Department
 - Senior Americans Multipurpose Center - senior meals, on-site and delivered
 - Mid-Mo Productivity & Packaging Specialists - Sheltered Industries
 - St. Vincent de Paul - financial support
 - The Salvation Army: Moberly Service Unit - financial support
 - Safe Passage - domestic violence shelter for women and children
- United Way of Randolph County also offers the following programs.
- Dolly Parton Imagination Library - free books up to age five
 - Dual Credit Scholarships - financial support for area high school students taking dual credit classes
 - Operation Warm - providing coats and winter gear for area students in need

ENGAGE YOUR TEAM IN THE UNITED WAY

So you've set your goals. Now to achieve them! Participation rates and average giving levels don't just magically increase. Here are some proven tips to boost them to the next level by engaging your team in the United Way.

USING INCENTIVES TO MOTIVATE GIVING

If only everyone were 100% altruistic. What inspires giving? Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace. You don't have to go over the top on these either. There are many low-cost/no-cost ways to obtain items as incentives.

- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Donuts and coffee
- Pizza party/Free lunch
- Boss does your job for half day
- Use of company car
- Extra paid time off.
- Leave Work Early Passes
- "Sleep In" Passes
- Gift Baskets
- Restaurant gift certificates

ENGAGE, CON'T.

To get the most out of incentives, consider how best to structure them for your campaign. Examples below:

By individual participation: Anyone who gives via payroll deduction is eligible for a prize / drawing.

IDEA: For each dollar someone gives/week, that's how many chances they have.

By time frame: Anyone who contributes by X day is eligible for a prize/drawing.

IDEA: If you turn in your pledge form at the UW presentation meeting.

By increase: Anyone who increases their gift over the previous year by ___ % or to next giving level is eligible.

IDEA: Promote "Fair Share" giving, which would be equivalent to 1% of your annual salary.

By gift level: Anyone who gives XX dollars or more is entered into a special drawing.

INCREASE PARTICIPATION

- Launch your giving effort by inviting United Way to already scheduled all-staff or department meetings for a brief 10-15 minute presentation.
- Have pledge forms ready at those meetings and encourage staff to fill them out before they leave.
- Set a goal of 100% ASK.
- Post United Way announcements and posters on bulletin boards and in employee publications. Share links to our e-newsletters and social media posts.
- Publicly track progress and send daily reminders, especially on the last day.
- Right after your last day, follow-up with past donors who forgot to turn in a form.
- Extend the giving opportunity to new hires throughout the year.

INCREASE AVERAGE GIFT

- Stress giving via payroll deduction.
- Promote and incentivize donors to increase their gift to the next "level" (by 10%, or \$1 a pay) over last year's.
- Add incentives for tiered levels of giving. For example, \$5/pay, gets you one benefit or maybe you are entered into a raffle with five tickets. If you give \$10/week, you get two benefits or get 10 raffle tickets.
- Leverage "fun-raisers." Ask for a completed pledge form, rather than a small cash donation. For example, instead of "selling" Jeans Day passes for \$5, ask that they pledge a certain amount via payroll deduction.
- Hold your United Way launch meeting on a payday, a Friday, or just after a "good news" announcement.
- Conduct your United Way campaign apart from other internal fundraisers.
- Ask an associate who's benefited from a UW program to share their story.

READY TO GET STARTED?

Please reach out! You can reach Atina Roberts, executive director, at 660-263-6588 or on her cell phone at 660-676-5438. She can also be reached at atina@unitedwayrandolphcounty.org.

Example of pledge card.

THE IMPACT OF A DOLLAR

NO MATTER HOW MUCH YOU CHOOSE TO GIVE, YOUR DONATION TO UNITED WAY CHANGES LIVES.

Average Weekly Contribution = **BIG** Impact



A \$5 CUP
of coffee



140 MEALS FOR
DISABLED ADULTS



A \$10
lunch out



TRANSPORTATION TO
MEDICAL
APPOINTMENTS FOR
40 FAMILIES



A \$20 PAIR
of movie
tickets



RENTAL OR UTILITY
ASSISTANCE FOR 12
FAMILIES



A \$50
dinner out



YEAR ROUND CASE
MANAGEMENT FOR
ABUSED WOMEN AND
CHILDREN



A \$100
shopping
spree



ACCESS TO QUALITY
AND SAFE AREA
PRESCHOOLS

Your gift allows you to become part of the solution to complex community issues, like homelessness and school readiness, through the continuation of vital health and human service programs. You can help change stories for people in our community for just a few dollars per paycheck. It may not seem like much to you, but your weekly contribution adds up to a BIG impact in the lives of your neighbors. Your gift is put to work throughout Randolph County, Middle Grove, Salisbury, and Madison. Above is just a small list of the impact your dollar will have. See our website for more information.

www.UnitedWayRandolphCounty.org

MY INFORMATION

Name: _____

Address: _____

City: _____ Zip Code: _____

Email: _____

Employer: _____

GIVE

Fair Share Pledge

(One hour pay per month x 12)



Payroll Deductions

Per Pay Period:

\$25 \$20 \$15 \$10 \$5

Other \$ _____

Number of pay periods: _____

Other Options

Cash Attached \$ _____

Check Attached \$ _____

Bill me quarterly at home \$ _____

Designate Your Donation

Community Fund* Education

Health Financial Stability

Specific Organization:** _____

* Donations with no designation will automatically be directed to the community fund. Those dollars are distributed out to address the most critical needs.

** Eligible agencies must be a nonprofit addressing needs in Randolph County, Middle Grove, Madison, or Salisbury, Missouri.

SIGN & DATE

Sign _____ Date _____