



**UNITED IN HELPING
CHILDREN & FAMILIES THRIVE.**

LIVE UNITED

Champion's Guide to a Great Campaign



United Way
of Trumbull County

What You Need to Know!

www.unitedwaytrumbull.org

About Us

United Way of Trumbull County was founded in 1923 and since then UWTC has helped millions of people in our community. Help can come in many forms, from a simple one-time service to in-depth assistance, such as providing support and therapy for abused and neglected children.

Focus Areas

LEARN WELL

Helping children and youth reach their full potential.

EARN WELL

Promoting financial stability and independence as well as access to health care.

STAY WELL

MEETING BASIC NEEDS.

The Process

Annually, community members gather to review proposals submitted by local agencies. These same community members work together over a period of time to review program and agency background information, pore over financial records, ask detailed questions about needs and expected outcomes. Finally, these volunteers, after careful consideration and in-depth discussion, recommend how best to allocate the common funds raised.

This process ensures that your philanthropic investment is directed towards real community change. The dollars you donate to United Way of Trumbull County support local programs and agencies. Funds raised in your community stay in your community and help make it an even better place for us all to live, work and raise families.

Sample e-mails, questions and answers, informational pieces, infographics and a campaign checklist are attached to this guide. They may also be found on our website in the campaign section.

Planning Your Campaign

Involve Your CEO

Set up a meeting with your CEO or an alternate senior leader to review your overall campaign strategy and to ask for support with:

- Allowing adequate time and resources to plan and execute a successful campaign.
- If applicable, providing a campaign budget for food at meetings, incentives, and thank you event.
- Announcing your role as Campaign Coordinator.
- Endorsing a plan for leadership solicitation.
- Speaking at employee meetings in support of the campaign and leading by example by sharing that they have already made their pledge.

Setting a Goal & Forming a Team

Goals

- Focus on increasing the number of people who give or encouraging people to consider giving a little more.
- Create a timeline. Short, quick campaigns work best.

Campaign Team

- Try to include representatives from all or as many departments as possible.
- Talk with your team about what has and has not worked in your company.
- Clearly define roles & responsibilities.
- Invite a United Way of Trumbull County representative to talk to your team.

Running Your Campaign

Employee Meetings

If you will be personally addressing the entire staff in a meeting, here are a couple things to keep in mind:

- Be yourself, take a personal approach.
- If you've been involved with United Way, share your experience!
- If someone on your staff has been touched by United Way and is willing to tell their story, enlist their help! Or, have a United Way representative address your employees. This could be a United Way staff member, volunteer, or partner agency director.
- Show our [campaign video! \(available on youtube\)](#)

Pledge Form Management

Hand out campaign materials during your employee meeting, at this time, your co-workers are at a high level of awareness regarding United Way and are most likely to give during this meeting. Ask them to complete their forms and return them to you before the end of the meeting. By collecting as many forms as possible at the end of the meeting, you reduce the amount of time you spend following up with employees.

If you will not be conducting an employee meeting, try to meet with small groups of employees or one-on-one if feasible, and hand out pledge forms and campaign materials at that time. Be sure to give employees a quick deadline.

Wrapping Up Your Campaign

Report Back to United Way

A representative from United Way of Trumbull County will call to pick up the first round of pledge cards within a week after your kick-off. Even if you have fundraiser money still outstanding, we can begin entering your employee payroll deduction and one time gifts for more efficient tracking of campaign results.

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Steps to Organize Reporting

- Account for all pledge forms
- Verify the annual gift from each employee
- There may be up to 3 categories of pledge forms:
 - Payroll Deduction
 - Fully paid pledges
 - Charge card pledges
- Enter your totals onto the United Way Campaign Report envelope
- Pledge forms
 - Top copy goes to United Way of Trumbull County
 - Second copy goes to your organization's payroll department
 - Third copy goes back to the donor to keep for their records
- Contact United Way to pick up your campaign envelope!

Saying THANK YOU!

You did it! You successfully completed a United Way of Trumbull County campaign! Just like we can't thank you enough, you can't thank your co-workers enough! Here are a couple ways to say THANK YOU:

- "Thank You" flyers in high traffic areas
 - Use these flyers to note the total dollars pledged by the giving employees, this is a great way to close the campaign and to let your organization see the difference it has made!
- Host a pizza party, supply the break room with fresh donuts one morning... or anything else your co-workers would enjoy!
- Have a special lunch for your Leadership Givers (those contributing \$1,000 or more) and campaign team!
- Send out "Thank You" emails, notes, cards, or letters.

Once again, we would like to **thank you** for your participation in this year's Annual Campaign. Without you, none of this would be possible!

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IMPORTANT CONTACT INFORMATION

My United Representative is: Christine Cope

United Way Representative phone: 330-369-1000 ext. 28

330-207-2065 Mobile

United Way representative e-mail: ccope@unitedwaytrumbull.org

United Way Office

United Way of Trumbull County
3601 Youngstown Warren Road
Warren, OH 44484

Website: www.unitedwaytrumbull.org

Facebook: www.facebook.com/unitedwaytrumbull

Please feel free to contact us at any time! When your campaign has completed, make arrangements with your United Way Representative to turn in your final campaign report.



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