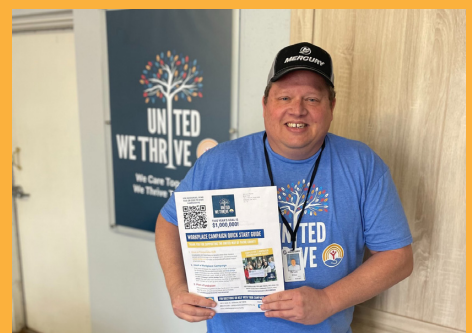
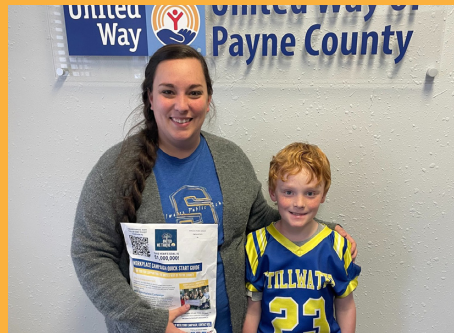


# EMPLOYEE CAMPAIGN COORDINATOR GUIDE



# TABLE OF CONTENTS

STEPS TO A SUCCESSFUL CAMPAIGN .....	3
MAKE IT SOCIAL .....	4
BEST PRACTICES .....	5
KICKOFF PLANNING SCHEDULE.....	6
ONE-WEEK CAMPAIGN TIMELINE .....	7
TWO-WEEK CAMPAIGN TIMELINE.....	8
TWO-WEEK DIGITAL CAMPAIGN TIMELINE .....	9
FREQUENTLY ASKED QUESTIONS .....	10
SAMPLE EMAILS .....	11
FAST FACTS & TALKING POINTS .....	14
SOCIAL MEDIA .....	15
IN-PERSON EVENT IDEAS .....	17
VIRTUAL EVENT IDEAS .....	18
CONTACT US FOR HELP .....	19

# STEPS TO A SUCCESSFUL CAMPAIGN

Thank you for taking the role as the Employee Campaign Coordinator (ECC.) Not only are you providing a tremendous service to your company or organization, but your efforts are also making a difference, improving lives and building stronger communities.

We've created this guide to help you implement a workplace campaign. These steps are designed to help you create a successful campaign. United Way of Payne County (UWPC) staff are also available to help you access tools and discuss the ideas in this guide. Contact us at **405-377-2161** or [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org).

## PREPARE

First step is to set campaign dates. Allow plenty of time to create strategic messaging and to get your Pledge Cards or request an [Online Pledge Form](#).

### ABOUT ONLINE PLEDGE FORMS:

- UWPC offers a free, custom Online Pledge Form to collect employee donations. This platform offers various levels of customization depending on your company's needs and can collect payroll deduction, credit card and bank draft gifts.
- Please request this from UWPC. See page 19 for contact info.

Assemble a campaign team to help distribute campaign messaging across each department or division. A good ratio is one campaign team member per every 25 employees.

Set a campaign goal your campaign team and employees can rally behind. UWPC can help in setting your goals.

Set key points for distributing company-wide messaging, such as announcing the campaign, kickoff, mid-campaign and final push.

## EXECUTE

Use your planned messaging to launch the campaign. Consider using emails from your organization's leadership to encourage them to donate. Send messaging throughout the campaign

on a company-wide level. See pages 7-9 for sample campaign timelines and page 11 for sample emails.

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

Utilize your team members to keep the campaign top of mind on conference calls or personal ask emails. Conduct regular calls or meetings with the team leads to discuss strategies and needs for their team.

## CAMPAIGN KICKOFF RALLY

Host a campaign kickoff rally (or use part of a team meeting) to share about the United Way of Payne County. UWPC is available and can ask a speaker from one of the 22 partner agencies to join in-person or virtually. There are also videos and resources available online at [Campaign HQ](#) that you can share.

## WRAP UP

Finalize campaign results. Submit payroll deduction information to your HR or payroll processing department and send your totals to [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org) or drop off your workplace packet at the UWPC office, 109 E. 9th Ave, Stillwater.

Send a thank you note or email to the entire company. Thank your campaign team. Celebrate your results!





# MAKE IT SOCIAL

- S SHORT AND SWEET**  
Campaigns are best when kept one to two weeks. The longer the time, the less momentum.
- O OVERALL GOALS**  
Clearly state your goals – dollars raised, number of participants, average donation.
- C COMMUNICATE**  
A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission. Check out our toolkit online at [Campaign HQ](#) for virtual resources.
- I IMPACT**  
Provide impact statements – where does my donation go? [CLICK HERE](#) for fast facts and talking points you can distribute in an email, or see page 14.
- A ACCELERATE SUCCESS WITH GAMES**  
Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having prizes for those teams who reach their goals.
- L LIVE UPDATES ON GOAL PROGRESSION**  
Celebrate your wins! Keep momentum going by celebrating wins and keeping the progress of the campaign at the top of all communications.

# BEST PRACTICES

## KICKOFF

Invite employees to a virtual or in-person kickoff or record a video from a senior executive to distribute electronically to all employees. United Way and partner agency speakers are also available to join virtual or in-person kickoffs to share the impact of gifts made to the United Way of Payne County.

## UTILIZE AVAILABLE RESOURCES

The ECC guide and more are available online at [www.unitedwaypaynecounty.org/campaign-toolkit](http://www.unitedwaypaynecounty.org/campaign-toolkit). These documents include sample email messaging, video links, PDFs of collateral materials and more.

UWPC can guide you through all steps of running a virtual or in-person campaign as well as help you set goals, train your team and more. They can help with:

- Requesting a partner agency speaker
- Creating an Online Pledge Form
- Creating credit card payment pages for fundraisers
- Assisting with fundraising events and more

Need something that is not available in the online toolkit? [Contact UWPC here](#).

## COMMUNICATIONS

Consolidate and coordinate outgoing communications to avoid overwhelming employees.

Promote any corporate match, corporate gifts or other incentives to increase contributions.

Have your Campaign Team make individual asks of colleagues in their department or divisions. If possible, this is always done best face-to-face or video-to-video. Consider phone calls instead of emails to facilitate interpersonal communication.

## INCENTIVES

Popular incentives and prizes include a day off with pay, rewards, or raffles for unique experiences.

Consider using completed pledge forms as entrance into a raffle, rather than an additional cost for a ticket.

## EVENTS

Find opportunities to create virtual or in-person events: host a virtual or in-person kickoff for employees to hear from company and campaign leadership, have a silent auction with prizes like gift cards, have a day of impact, or host a virtual bingo game.

See our [Event Ideas](#) on pages 17 -18.

Check with your leadership team and review your company's policies on gatherings. If possible, consider having in-person events once the campaign has launched to promote donation options and have a little fun.

## LEADERS SOCIETY

Leaders Society is a great way for employees to extend their impact and deepen their engagement with UWPC. By donating \$500 or more, employees will qualify for recognition as a Leaders Society Member. Benefits include:

- Regular impact updates from United Way
- Recognition in the Leaders Society brochure
- Exclusive access to Leaders Society events

To learn more, visit:

[www.unitedwaypaynecounty.org/leadership-giving](http://www.unitedwaypaynecounty.org/leadership-giving)

## RECOGNITION AND THANKS

Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator, or other 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 e-newsletter.

If possible, host an event or have a special thank you for donors who give at a certain level.

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

# KICKOFF PLANNING SCHEDULE

<b>FIRST</b>	<p><b>Confirm CEO Attendance</b> Before picking an event date, work with the CEO's team to book their time and ensure they are available to host the kickoff event(s). Great leadership inspires others!</p>	
<b>3-5 WEEKS BEFORE</b>	<p><b>Draft Invitation</b> Draft your invitation. If you need approval from others, consider starting a week earlier.</p> <p><b>Confirm Invite List</b> Pull and sort your invitation list. Work with your HR department to ensure you have captured all staff. Divide up the list (e.g. by department) if you are hosting multiple events.</p>	<p><b>Request Key Speakers</b> If desired, work with your United Way staff to request a speaker to really drive home the positive impact you're making in the community. Please request or distribute pledge cards or your online pledge tool as early as possible.</p> <p><b>Request an Online Pledge Form or Pledge Cards</b> If you haven't already, reach out to UWPC to prepare your custom Online Pledge Form and/or request physical Pledge Cards.</p>
<b>2 WEEKS BEFORE</b>	<p><b>Send Invitation</b> Send out invitation. If you are hosting your kickoff virtually, provide the web conference information in the booking.</p>	<p><b>Collect RSVPs</b> Consider tracking RSVPs, so you can get a better idea of how colleagues are responding to your invitation.</p>
<b>1 WEEK BEFORE</b>	<p><b>Send a Reminder</b> If many colleagues haven't responded to your initial invitation, consider sending a reminder invitation email that includes the calendar invite.</p> <p><b>Update the Invitation</b> If desired, make updates to the calendar invitation to include an agenda, presentation document, list of speakers, or other key information. This update can also serve as a reminder to confirmed attendees. Confirm Key Speakers.</p>	<p>Ensure you have all necessary pieces to enable a successful kickoff presence for your CEO. If applicable, check in with your United Way speaker to ensure everything is on track and see if they have any questions (especially about where to attend the kickoff or how to access the event virtually).</p>
<b>3 DAYS BEFORE</b>	<p><b>All Systems Go</b> Complete an 'all systems go' run-through to test your conferencing system, presentation documents, etc. This will put your mind at ease and may help you to identify issues that you can rectify before event day.</p>	<p><b>Confirm Speakers</b> Contact agency speaker and United Way of Payne County speaker if they are included in your kickoff.</p>
<b>EVENT DAY</b>	<p><b>Last Minute Test</b> Test your conference system and any other technology - just in case.</p> <p><b>Share Incentives at Events and Via Email</b> Your event is attended by many, and goes off without a hitch. Your entire organization is inspired to support their community and participate in this year's Campaign!</p>	<p><b>Immediately After the Event Send Your Online Pledge Form</b> Now that you've inspired everyone, give them the means to support their community by sending your Online Pledge Form. If you've hosted multiple events, send the link out after the last kickoff event has concluded.</p>
<b>END OF CAMPAIGN</b>	<p><b>Thank Others</b> Send follow-up communication to thank staff for joining your kickoff event and encourage them to visit the pledge tool to consider making a donation. Thank key contributors (your agency speaker, and anyone who helped you plan) to your kickoff, too. They'll be pleased to be recognized!</p>	<p><b>Conclusion Email</b> At the conclusion of your company campaign, send a thank you email to all employees and let the team know how much was raised.</p>





# ONE-WEEK CAMPAIGN TIMELINE

Refer to [Sample Emails](#) on page 11 for Pre-Campaign and Active Campaign Emails. Be sure to announce the Campaign Kickoff date and other upcoming incentives/fundraisers in advance.

## MONDAY

**Campaign Kickoff Event** (*in-person or virtual*) - With UWPC rep and an Agency speaker, show the [Campaign Video](#). Share your [Online Pledge Form](#) and discuss plans for the upcoming week. Incentive: if you make your pledge by 2pm today, you will be entered into a special gift card drawing. Talk about other incentives for participation and pledging.

**Send "After Kickoff - Pledge or Donate" email** (*page 11*) - Email to include your company's pledge form and pertinent details like incentives and upcoming events/fundraisers.

## TUESDAY

Take a break from messaging to prevent donor fatigue.

## WEDNESDAY

**Send "Your Donation at Work" email** (*two options- page 12 or 13*) - Email possibly comes from leadership and encourages everyone to pledge before Friday or the last day of campaign.

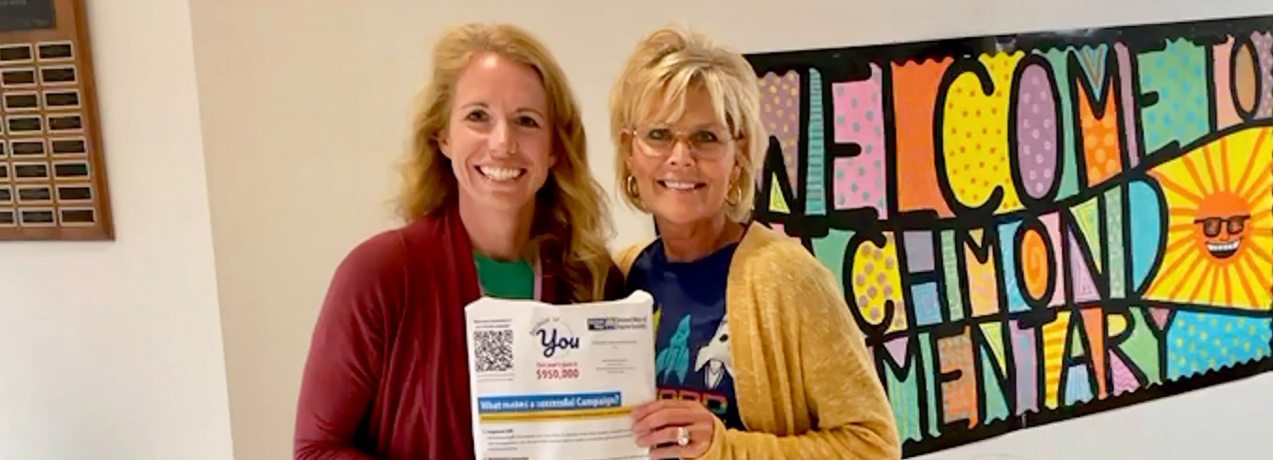
## THURSDAY

Host a virtual or in-person event/fundraiser. Try trivia, a chili-cook off or silent auction. See page 17 & 18 for more ideas.

## FRIDAY

**Send "Final Push" email** (*page 13*) in the morning - Encourage pledging and utilize resources from the [Campaign Toolkit](#). End pledging in the afternoon and announce total! Be sure to send the **"Thank You" email** (*page 13*) after the conclusion of your campaign.

*The UWPC team is here to help with all of your campaign needs. Please contact the United Way office at 405-377-2161 or [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org) for questions.*



# TWO-WEEK CAMPAIGN TIMELINE

Refer to [Sample Emails](#) on page 11 for Pre-Campaign and Active Campaign Emails. Be sure to announce the Campaign Kickoff date and other upcoming incentives/fundraisers in advance.

## MONDAY

**Campaign Kickoff Event** (*in-person or virtual*) - With UWPC rep and an Agency speaker, show the [Campaign Video](#). Share your [Online Pledge Form](#) and discuss plans for the next two weeks. Incentive: if you make your pledge by 2pm today, you will be entered into a special gift card drawing. Talk about other incentives for participation and pledging.

**Send "After Kickoff - Pledge or Donate" email** (page 11) - Email to include your company's pledge form and pertinent details like incentives and upcoming events/fundraisers.

## TUESDAY

Take a break from messaging to prevent donor fatigue.

## WEDNESDAY

**Send "Make a Difference" email** - (page 12) - Share the [Campaign Video](#) and reminder about upcoming activities.

## THURSDAY

Host a virtual or in-person event/fundraiser. Try trivia, a chili-cook off or silent auction. See page 17 & 18 for more ideas.

## FRIDAY

**Send a Recap email** for the week and cover what activities are ahead.

## MONDAY

**Send "Your Donation at Work" email** (*two options - page 12 or 13*) - Email possibly comes from leadership and encourages everyone to pledge before Friday or the last day of campaign.

## TUESDAY

Take a break from messaging to prevent donor fatigue.

## WEDNESDAY

Host another virtual or in-person event/fundraiser.

## THURSDAY

**Send "Final Push" email** (page 13) - Encourage pledging and utilize visual resources from the [Campaign Toolkit](#).

## FRIDAY

**Send a Reminder email** in the morning encouraging employees to pledge. End pledging in the afternoon and announce total! Be sure to send the **"Thank You" email** (page 13) after the conclusion of your campaign.

*The UWPC team is here to help with all of your campaign needs. Please contact the United Way office at [405-377-2161](tel:405-377-2161) or [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org) for questions.*





# TWO-WEEK DIGITAL CAMPAIGN TIMELINE

Refer to [Sample Emails](#) on page 11 for Active Campaign Emails. No Pre-Campaign emails are necessary, as digital campaigns typically kickoff with the first email sent. This template applies to campaigns that may or may not have virtual events.

## MONDAY

Send “Digital Campaign Kickoff - Pledge or Donate” email (page 12) - Email to include the [Campaign Video](#), your [Online Pledge Form](#) and pertinent details like giving incentives and the campaign goal.

## TUESDAY

Take a break from messaging to prevent donor fatigue.

## WEDNESDAY

Send “Your Donations at Work - United Way Impact” email (page 12) - Share about United Way's impact and attach the [Campaign Brochure](#). Include the pledge form link and info about incentives.

## THURSDAY

Encourage managers or leadership team members to talk to their staff directly, if possible, about the United Way campaign.

## FRIDAY

Send a Recap email, including the percentage you are to goal, and highlight a success of the week.

## MONDAY

Send “Your Donation at Work - Agencies in Action” email (page 13) - Share a link(s) to partner agency stories (available on the [Campaign Toolkit](#)) and a reminder to give by Friday.

## TUESDAY

Host a virtual event. See page 18 for ideas. If no events are planned, take a break from messaging to avoid donor fatigue.

## WEDNESDAY

Send “Final Push” email (page 13) - Encourage pledging and share the percentage the company is to goal.

## THURSDAY

Take a break from messaging to prevent donor fatigue.

## FRIDAY

Send a Reminder email in the morning encouraging employees to pledge. End pledging in the afternoon and announce total! Be sure to send the “Thank You” email after the conclusion of your campaign.

The UWPC team is here to help with all of your campaign needs. Please contact the United Way office at [405-377-2161](tel:405-377-2161) or [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org) for questions.

# FREQUENTLY ASKED QUESTIONS

## Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

**A:** Depending on the size of your organization, the average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. 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.

## Q: HOW CAN WE COLLECT DONATIONS ONLINE?

**A:** United Way of Payne County offers a free, custom Online Pledge Form to collect your employee donations. This platform offers various levels of customization depending on your company's size and needs and can collect payroll deduction, credit card, and bank draft gifts. For more information, or a demonstration, email [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org).

## Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

**A:** Yes. United Way of Payne County is a registered 501(c)(3) nonprofit organization.

## Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

**A:** Most campaigns take place sometime between August and December, but they can happen anytime of the year that best suits your organization.

## Q: WHEN DOES PAYROLL DEDUCTION START?

**A:** Payroll deduction usually runs from January 1 – December 31. However, United Way does not set your payroll schedule; it is a company's decision. Also, just a reminder that these are pledges only, employees are not liable to pay them if they leave their job for any reason.

## Q: IF I NEED SERVICES WHERE CAN I GET HELP?

**A:** The 2-1-1 HelpLine is an information and referral service. Simply dial 211 or view a list of UWPC partner agencies at [www.unitedwaypaynecounty.org/Funded-Partners](http://www.unitedwaypaynecounty.org/Funded-Partners). You can also call UWPC at **405-377-2161** for referrals to services.

# 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 creating lasting change in Payne County. You are a frontline volunteer who raises awareness about the vital role UWPC plays in the community. Together, with passionate supporters like you, we're uniting people and resources to improve lives and strengthen communities in Payne County! We hope this document provides the necessary resources to run your campaign. Please reach out to UWPC for additional support and guidance throughout your campaign.

# SAMPLE E-MAILS

These sample emails are available to use as-is or tailored for your needs to help generate excitement, provide updates and share information during your United Way of Payne County campaign.

Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

## PRE-CAMPAIGN EMAILS

### PRE-KICKOFF

*Purpose:* Generate excitement about the campaign by notifying employees of the kickoff

*Recommended send time:* 2 weeks prior to campaign kickoff

From: [company Employee Campaign Coordinator (ECC)]  
To: [employees]  
Subject: Get ready for this year's United Way campaign

Hi team,

As a company (and a people) we like to help our community. One of the ways we do that is through our United Way campaign. While the method has looked different over these last couple of years, the purpose remains the same: coming together to help by giving to the United Way of Payne County.

With a 70-year history of uniting people and resources, the United Way focuses your giving on these three building blocks to a better quality of life: expanding education, improving health & safety and reducing poverty. To help strengthen our community, United Way calls on companies like us to step up and help make a change. We hope you can join us to make Payne County a better place to work, live and THRIVE!

Stay tuned for more info about our United Way campaign.

Thank you,

[ECC]

### KICKOFF PRESENTATION

*Purpose:* Invite employees to the campaign kickoff and provide a sneak peek into the event.

*Recommended send time:* 3 days before campaign kickoff

From: [company ECC]  
To: [employees]  
Subject: Three, two, one... kickoff. Join us on [kickoff date]

Hello everyone,

We are officially kicking off our United Way campaign on [date, time] with [event].

Join us to hear more about the United Way of Payne County and how you can improve lives and strengthen our community. [meeting details]

See you then!

[ECC]

## ACTIVE CAMPAIGN EMAILS

### AFTER KICKOFF - PLEDGE OR DONATE

*Purpose:* Follow-up after kickoff meeting and notify employees of the campaign goal

*Recommended send time:* Immediately after kickoff meeting

From: [company leadership team member]  
To: [employees]  
Subject: Make YOUR impact

This year, we are aiming to do everything we can for the community. Our United Way fundraising goal is [insert dollar amount]! Your United Way of Payne County support helps local people receive job training, senior care, financial literacy, childhood mentoring, and so much more. Please donate or pledge here: [insert your Online Pledge Form link, contact United Way to create your form]

The easiest way to pledge is through a payroll deduction. Your gift of just \$5, \$10 or \$25 a month, combined with hundreds of other givers, makes a huge impact.

[include donation incentives/fundraiser info and the date for the last day of the campaign]

We encourage you to help as much as possible. Make your impact with a gift to United Way of Payne County today. Stay tuned for upcoming events and volunteer opportunities.

[Leadership team member]



## DIGITAL CAMPAIGN KICKOFF - PLEDGE OR DONATE

*Purpose:* Kickoff the campaign and share your company goal

*Recommended send time:* First day of campaign

From: [company leadership team member]  
To: [employees]  
Subject: Help us support United Way

As a company, and a people, we like to help our community. With that in mind, we are officially kicking off our United Way campaign! Our fundraising goal this year is [insert dollar amount]! Watch this year's campaign video to learn how you help local people, like us, every day through United Way: [www.unitedwaypaynecounty.org/video](http://www.unitedwaypaynecounty.org/video).

Your United Way of Payne County support helps local people receive job training, senior care, financial literacy, childhood mentoring, and so much more. Please donate or pledge here: [insert your Online Pledge Form link, contact United Way to create your form]

The easiest way to pledge is through a payroll deduction. Your gift of just \$5, \$10 or \$25 a month, combined with hundreds of other givers, makes a huge impact.

[include donation incentives/fundraiser info and the date for the last day of the campaign]

We encourage you to help as much as possible. Make your impact with a gift to United Way of Payne County today.

[Leadership team member]

## MAKE A DIFFERENCE

*Purpose:* Demonstrate to employees how their donations are making a difference

*Recommended send time:* 2 days after kickoff meeting

From: [company ECC or leadership team member]  
To: [employees]  
Subject: Watch the 2023 UWPC Campaign Video

With your support, the United Way of Payne County (UWPC) can keep the social safety net strong for thousands of individuals and families. If you missed our kickoff event, I hope you'll watch the 2023 UWPC campaign video at [www.unitedwaypaynecounty.org/video](http://www.unitedwaypaynecounty.org/video).

The video explains the important role you play in helping our community thrive. Through the collective giving of Payne County residents, United Way of Payne County supports 22 local nonprofit agencies. Your donation to United Way will be used to deliver hot meals to the homebound, give children a voice, keep the lights on in family homes, provide a bed for those without a home, shelter victims of domestic violence, help individuals with disabilities live more independent lives, and so much more.

Again, I hope you'll watch the UWPC campaign video today at the link above to learn how your donations are making a difference. You can donate or pledge online here: [insert your Online Pledge Form link, contact United Way to create your form]

[Leadership team member]

## YOUR DONATION AT WORK – UNITED WAY IMPACT

*Purpose:* Show what outcomes were made possible through employee giving

*Recommended send time:* Halfway through campaign

*Attachment:* 2023 Campaign Brochure ([available here](#) for download)

From: [company ECC or leadership team member]  
To: [employees]  
Subject: This is why we give to UWPC

When you give to United Way of Payne County, you are helping people in our community by making these life-changing outcomes possible each year:

- 1 out of 3 Payne County residents received direct help from a United Way Agency.
- More than 24,000 free or reduced fee meals provided to those in need.
- Up to 2,900 lives saved by critical blood donations.
- 7,660 free medication prescriptions filled, valued at \$963,253.

Learn more about United Way's impact from the [2023 Campaign Brochure](#).

Please consider donating to the United Way of Payne County today at: [insert your Online Pledge Form link, contact United Way to create your form]

[include donation incentives/fundraiser info and date for the last day of the campaign]

Our collective giving empowers us to help thousands of our friends and neighbors when they need it the most.

## YOUR DONATION AT WORK – AGENCIES IN ACTION

*Purpose:* Show what outcomes were made possible through employee giving.

*Recommended send time:* Halfway through campaign

From: [company ECC or leadership team member]  
To: [employees]  
Subject: Your Gift Helps United Way Agencies

When you give to United Way of Payne County, you support 22 nonprofit partner agencies and 55+ community programs. These partner agencies collectively impact more than 75,000 lives each year in Payne County. Here are a few examples of the work your donor dollar helps to support:

[below are examples of content you can use, but feel free to customize your email from our selection under Digital Content on the [Campaign Toolkit](#)]

[Partner Agency Spotlight: 4 Kids & Community](#) – Click to watch the video

[Partner Agency Spotlight: Stillwater Group Homes](#) – Click to watch the video

[Partner Agency Spotlight: American Red Cross](#) – Click to watch the video

Please consider donating to the United Way of Payne County today at [\[insert your Online Pledge Form link, contact United Way to create your form\]](#)

[\[include donation incentives/fundraiser info and date for the last day of the campaign\]](#)

[Leadership team member]

## FINAL PUSH - PRIOR TO CAMPAIGN CONCLUSION

*Purpose:* Check in with employees, provide updates on campaign progress and notify about campaign conclusion

*Recommended send time:* A couple days before campaign concludes

From: [company leadership team member]  
To: [employees]  
Subject: Let's strengthen our community, together

We are making great progress toward our United Way campaign goal! In fact, we are [\[insert x%\]](#) of the way to our goal, but we need your help. Please watch this video to see how UWPC partner agency, [\[insert partner agency name\]](#), is impacting our community. [\[customize this email from our selection under Digital Content > Videos on the Campaign Toolkit\]](#)

There is still time for you to help make an impact on our community. Your generosity provides child abuse response, free tutoring for adults and children, basic needs for seniors, and much more.

Make your pledge today to build a stronger, healthier Payne County.

Please donate or pledge at: [\[insert your Online Pledge Form link, contact United Way to create your form\]](#)

Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us cross it!

[Leadership team member]

## THANK YOU

*Purpose:* Thank donors for their time and contributions, share how their impact helps the community and make them feel proud

*Recommended send time:* Conclusion of campaign

From: [company ECC or leadership team member]  
To: [employees]  
Subject: We couldn't have done it without you

Thanks to all of your support, we raised more than [\[insert \\$ amount raised\]](#) for this year's United Way of Payne County campaign! We rallied together to meet a common goal, and that goal is not just about a number – it's about helping people in our community at a time when so much is uncertain.

This is a testament to your generosity and dedication to tackling Payne County's most pressing needs. Thank you for taking the time to learn about United Way of Payne County and its importance in our community.

Your gifts to United Way will strengthen and improve the lives of thousands. Thank you for helping our community THRIVE!

[ECC or Leadership team member]

# FAST FACTS & TALKING POINTS

## GENERAL UNITED WAY FACTS:

- The United Way of Payne County improves the lives of individuals and families by uniting resources. We do so by investing donated dollars and volunteer time in nonprofit partner agencies that focus on these areas: **expanding education, improving health & safety, reducing poverty.**
- The United Way of Payne County supports 22 nonprofit partner agencies and more than 50 community programs.
- More than 75,000 Payne County residents are impacted by United Way agencies each year, and the need continues to rise.
- 99% of dollars raised in Payne County stay in Payne County. Those dollars are invested in these areas:
  - Expanding Education: 33%
  - Improving Health & Safety: 37%
  - Reducing Poverty: 30%

## UNITED WAY 2022 IMPACT:

- One out of three Payne County residents received direct help from a United Way agency in 2022.
- More than 24,000 free or reduced fee meals were provided to those in need.
- 7,660 free prescriptions were filled, valued \$963,253.
- Up to 2,900 lives were saved by critical blood donations.
- 2,399 hours of respite care were provided to disabled adults and their caregivers.
- A little under \$20,000 provided to victims of house fires.
- More than 2,000 youth and their families received counseling, crisis intervention and prevention services.
- 198,722 volunteer hours valued at \$6,328,639 impacted United Way agencies in 2022.

## OKLAHOMA AND PAYNE COUNTY STATS IMPACTED BY UNITED WAY:

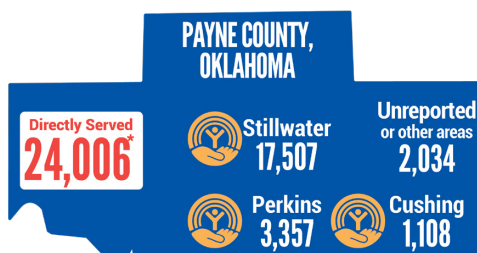
### Oklahoma:

- 15% of Oklahoma residents live below the poverty line
- Oklahoma is the 4th hungriest state in the nation
- 14,466 substantiated reports of child abuse or neglect

### Payne County:

- 20% of Payne Co. residents live below the poverty line
- 13,150 Payne County individuals are food insecure
- Payne Co. is 10th in the state for confirmations of child abuse/neglect

## INFOGRAPHICS:



\*Additionally, 51,822 family members were indirectly impacted.



**1 out of 3**

Payne County residents received direct help from a United Way Agency



**24,000+** FREE MEALS PROVIDED



Up to **2,900** lives saved by blood donations



**7,660** free prescriptions filled, valued at **\$963,253**



**2,303**

received help for mental health, trauma or substance use



**4,007**

received assistance with rent, utilities or other essentials

**900+**

hours of tutoring provided for Payne County adults





# SOCIAL MEDIA

Maximize your campaign's impact in the community by sharing your story on social media and encouraging your employees to do the same.

With our social media tips, you can:

- Reach company stakeholders and share your company's community impact
- Engage employees with United Way campaign messaging to increase participation
- Highlight your United Way campaign to drive interest internally and externally

Feel free to use this material as-is or customize to fit your brand. If you have any questions, please reach out to [marketing@unitedwaypaynecounty.org](mailto:marketing@unitedwaypaynecounty.org).

## TELL YOUR STORY

Here are some general social media best practices to keep in mind as you post about your United Way of Payne County campaign.

- You are supporting your community in an exceptional way. Help your followers recognize this and talk about the good things you are doing for your employees and the community.
- Tie your United Way support with an important part of your business. Focus on why you chose to be a United Way partner and how it makes the community better. More and more consumers prefer to do business with socially responsible companies.
- Use this as an opportunity to talk about a specific project or initiative that you implemented and how it is benefiting your employees and/or the community.
- Include images, photos, and videos when possible. Social media platforms prioritize posts containing images, providing more exposure.
- Consider posting at least weekly on your social media platforms. If someone comments on one of your posts, it is a good idea to respond and engage with them.

## HASHTAGS

Hashtags help people easily follow topics and increase social media engagement. We encourage you to use the following hashtags at the end of your posts when talking about your campaign.

**#UnitedWeThrive #LiveUnited**

## Facebook and Instagram

- Post about successful events and volunteer opportunities through videos and photos
- Tip: give a shout out to the local nonprofits and individuals that made it happen
- Highlight your company's leaders and their involvement
- Tip: consider getting a quote about why they love to support United Way
- Engage your audience with employee highlights or **#WhyIGive** stories

## Twitter

- Repurpose pictures across Twitter and share the success in 280 characters or less
- Keep on quoting: get your CEO, other company leaders and engaged employees to share their favorite part of the campaign
- Talk about the impact of volunteer opportunities
- Share a quick clip from an event and tag the employee, agency or volunteer organization featured

## SAMPLE POSTS

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This week, we support **@UWPayneCounty** with our 2023 campaign. It takes all of us giving what we can to solve the challenges our community faces. When we care together, we THRIVE together! **#UnitedWeThrive #LiveUnited**

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We all win when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access to services like food and shelter. That's why (Insert Company) partners with **@UWPayneCounty** to build a stronger community. **#UnitedWeThrive #LiveUnited**

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Supporting our local community is one of our core values at (Insert Company) and that's why we proudly support **@UWPayneCounty**. Learn more about United Way or donate at **[www.unitedwaypaynecounty.org](http://www.unitedwaypaynecounty.org)**. **#UnitedWeThrive #LiveUnited**

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We have raised [DOLLAR AMOUNT] for our 2023 **@UWPayneCounty** campaign! Thank you to all our team members who give back to our community. When we care together, we THRIVE together! **#UnitedWeThrive #LiveUnited**

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We proudly support **@UWPayneCounty** for the health, education, and financial stability of all people living in Payne County. **#UnitedWeThrive #LiveUnited**

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## PLEASE TAG AND FOLLOW US

 **[facebook.com/UWPayneCounty](https://facebook.com/UWPayneCounty)**

 **[instagram.com/unitedwaypaynecounty](https://instagram.com/unitedwaypaynecounty)**

 **[twitter.com/UWPayneCounty](https://twitter.com/UWPayneCounty)**

 **[United Way of Payne County](https://www.youtube.com/UnitedWayofPayneCounty)**

# IN-PERSON EVENT IDEAS

We want to help you plan. Please reach out to us at [405-377-2161](tel:405-377-2161) or [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org).

## 50-50 RAFFLE FUNDRAISING

50-50 raffle fundraising simply involves the sale of raffle tickets with the proceeds being split evenly between the winner and United Way. Your only fundraising expense is the raffle tickets (a double ticket roll, a single ticket roll that you tear in half or a board with the numbers for sale). Winners are always happy with a cash prize. All you need is one or more ticket sellers. Raffle tickets normally sell for \$1 apiece, with an incentive for multiple purchases such as 3 tickets for \$2, or 5 tickets for \$4, etc. Using a price incentive for multiple tickets can often increase your total sales and builds a larger 'prize' to split with the lucky winner. The 'take' is tallied and one-half awarded to the holder of the lucky number.

## BAKE SALE/BAKE CONTEST

Encourage employees to bake for a bake sale. All proceeds from items sold benefit your campaign. Have a "Top Chef" competition – between floors or departments; or have a contest – see who makes the best chocolate chip cookies, apple/pumpkin pie, or cheesecake.

## BASKET OR ITEM RAFFLE

Ask each department to sponsor, create and fill a theme basket (spa, chocolate, lottery, gourmet cooking, home improvement, entertainment, sports, night on the town, dog/cat oriented, kids/game oriented, etc.). Sell raffle tickets for \$1 each or 6 for \$5. Employees can select which basket or baskets they'd like to win. You can also substitute a basket with an item or experience unique to your organization.

## CHILI COOK-OFF CONTEST

Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay \$10 for lunch (a sample of each chili dish). Each participant casts one vote for their favorite and the chili with the most votes wins a prize (or bragging rights).

## COMPANY CARNIVAL

Invite employees to an old-fashioned carnival, complete with a bake sale, bubble blowing, and 50 cent hot dogs. Have a hula hoop contest and hoop-shoot. Charge participants a fee to enter contests. Have a dunk tank with your favorite executives. Have a pie-throwing booth.

## COMPANY OLYMPICS/MINUTE TO WIN IT

Teams participate in Olympic or Minute to Win It type

events, such as wastebasket paper ball free throws, balance a Styrofoam cup on a service tray while navigating an obstacle course, make a paper airplane and fly it the longest distance, make the longest paper clip or staple chain in one minute, fold and stuff letters/envelopes in one minute. Teams pay to participate and the company buys prizes or lunch for the winning team.

## MINIATURE GOLF

Create a mini-golf course that takes players through your building (even up and down in elevators!) The lowest score (which may be decided by a tiebreaker) will take home a prize. Interested employees return an entry form, pay a nominal fee, and bring a putter the day of the event.

## EMPLOYEE COOKBOOK

Collect recipes from employees, and compile them into sections and into a cookbook. Sell the cookbook for a reasonable fee. Consider having an employee's child provide the cover artwork. Books can be printed and bound by a local business. This would also be a great way to highlight the "Top Chefs" at your organization.

## PIE A DIRECTOR/MANAGER

Have staff donate \$1, \$2, \$3 or an amount of their choice to vote for the director they want to see pied in the face. Collect votes for one to two weeks and have a fun event where the director with the most votes gets a pie to the face.

## SILENT AUCTION

Ask vendors to donate items, ask employees to donate handmade items, solicit gift certificates from local restaurants, etc. Put the items on display online or in a prominent location. At a designated time, close the bidding. Then let employees know of the highest bid and continue the auction with one hour left to outbid it to win it. UWPC can assist in displaying items online.

## HOST A MULTI-FUNDRAISER EVENT

Combine several of the events listed here in a "United Way Day." Here's a great combo: Chili cook-off, bake sale and live auction. The chili cook-off provides the lunch for employees. While they eat and wait for the live auction to start, they can browse the selection of auction items, or buy some sweet treats from the bake sale. Before the auction starts, you can have a United Way representative speak to your employees and share about the impact of donating.



# VIRTUAL EVENT IDEAS

We want to help you plan. Please reach out to us at [405-377-2161](tel:405-377-2161) or [info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org). We can create online giving pages, such as taking credit card payments, for your virtual events.

## STAFF SUPERLATIVES- AN ONLINE VOTING CONTEST

Host a virtual contest where every dollar donated is a "vote" to select a winner. It's great if you can tie to your theme/campaign. For instance, the cutest kitten or best nature photography. Or feature your employees, staff, and supporters with ideas like best dressed, best joke, funniest dance move or best piece of art.

## A VIRTUAL CHARITY RUN/ SUBSTITUTE ANOTHER ACTIVITY (YOGA, CRAFTS, MEDITATION, JUMP ROPE, OR CYCLING)

Can't run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of miles or a number of consecutive days, whether by themselves outdoors, with their family or their dog, or on a treadmill at home.

## VIRTUAL SCAVENGER HUNT

Identify a number of United Way trivia points that can be located on shared United Way material, the [United Way website](#), or the [Campaign Brochure](#).

## STREAM A VIDEO GAME TOURNAMENT

Pick a video game that you and your supporters can play online together and host a tournament to raise money for your cause. Users can pay an upfront cost to enter the tournament and then you set up a randomized bracket-style tournament to crown your champion. To help spread awareness, stream the entire tournament on Twitch so people can tune in to catch all of the action in real-time!

## VIRTUAL DRIP BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1-\$5 to buy a balloon and pop it to find out what they've won.

## VIRTUAL LEADERSHIP GIVING OLYMPICS

Employees form teams and are charged an entry fee to participate. Teams compete in different events: office chair relays, company trivia, archery (with rubber bands), finger skating (typing), coffee cup relay, etc., spaced over several days or all at once. The winning team takes home the gold medal and office bragging rights.

## VIRTUAL JEOPARDY, TRIVIA, BINGO SOCIAL MEDIA OR "NEXT UP" TYPE CAMPAIGNS

Employees can get all dressed up at home (versus casual days at the office) and post pictures of themselves to create awareness about the campaign. Host a "do something good" challenge where someone tags their next colleague to do something good.

## ONLINE LEARNING ACTIVITIES

Cook like a chef, flower decorating, and learn a new skill led by celebrity contacts, professional volunteers or colleagues. A list of supplies for participants to buy can be sent or purchased in advance.

## ONLINE POP-UP SHOP

Sell custom shirts, jackets, sweatshirts, and masks with a portion of the proceeds benefiting UWPC.

## BINGO IN DAILY COMMUNICATIONS

Sell online bingo cards, clue in daily communications.

## ONLINE SILENT AUCTION

Similar to a traditional silent auction. United Way can help set up an online silent auction.

## VIRTUAL COOKING CLASS

Cooking class with a 'celebrity chef'. Companies can provide an ingredient list ahead of time so items can be purchased. Partner with local farmers and curate special ingredient boxes that can be distributed beforehand.

## SELL PORCH PORTRAITS

Photographer comes to your home and takes photos on your doorstep. Sell packages of portraits to benefit UWPC.

# CONTACT US FOR HELP

## CONTACT OUR OFFICE:

### Office Hours

Open 9 a.m. to 5 p.m.  
Monday through Friday

### Physical Address

109 E. 9th Ave.  
Stillwater, OK 74074

### Mailing Address

P.O. Box 308  
Stillwater, OK 74076

### Phone/Email

405-377-2161  
[info@unitedwaypaynecounty.org](mailto:info@unitedwaypaynecounty.org)

## MEET OUR TEAM:



**Ruth Cavins, Executive Director**

[ruth@unitedwaypaynecounty.org](mailto:ruth@unitedwaypaynecounty.org)

#### *Ruth can help with:*

- Attending your campaign kickoff as a United Way rep
- Requesting a partner agency speaker
- Visiting with your CEO or leadership about starting a campaign
- Providing guidance and support on running your campaign



**Chris Sneed, Marketing Director**

[marketing@unitedwaypaynecounty.org](mailto:marketing@unitedwaypaynecounty.org)

#### *Chris can help with:*

- Attending your campaign kickoff as a United Way rep
- Requesting a partner agency speaker
- Helping get the word out about your fundraisers or events
- Setting up Online Pledge Forms
- Setting up online silent auctions or credit card payment pages



**Sydney Andrews, Financial Assistant**

[admin@unitedwaypaynecounty.org](mailto:admin@unitedwaypaynecounty.org)

#### *Sydney can help with:*

- Providing your company's giving history and historical data
- Answering questions about payroll deduction and other HR-related items
- Connecting individuals in need with available resources

## OUR 22 PARTNER AGENCIES:

### EXPANDING EDUCATION

### IMPROVING HEALTH & SAFETY

### REDUCING POVERTY

4 Kids and Community ■ ■ ■

American Red Cross - Northern OK Chapter ■ ■

Big Brothers Big Sisters of Stillwater ■

CASA for Kids - Serving Payne, Logan & Kay Counties ■

Girl Scouts of Eastern Oklahoma ■

Legal Aid Services of Oklahoma ■

Life Adult Day Center ■

MPOWER ■ ■ ■

Mission of Hope Homeless Shelter ■ ■ ■

Payne County Drug Court ■ ■ ■

Payne County Youth Services ■ ■ ■

Stillwater CARES ■

Stillwater Community Health Center ■

Stillwater Group Homes ■ ■ ■

Stillwater Habitat for Humanity ■ ■

Stillwater Interfaith Counseling Center ■

Stillwater Literacy Council ■

Stillwater Mobile Meals ■

Stillwater YMCA ■ ■ ■

The Salvation Army of Stillwater ■ ■ ■

The Saville Center for Child Advocacy ■ ■

Wings of Hope Family Crisis Services ■ ■ ■