

The How-To...

Internal Coordinator Guide



What We Fight For
What does it mean to join the fight?

Welcome Internal Coordinator



Scott Bossemeyer
Central Care Center
2022 Board President

We're so grateful for the effort you put into your workplace campaign. You are the key to communicating the mission and goals of the Salina Area United Way. Without you, people won't know how much their communities have benefitted from their participation.

We're excited to share with you more about the impact your campaigns have had over the last year and what our goals for the future are. There is a great deal of work to be done to help put our community back together post pandemic and it all starts with you. Our focus on strengthening our communities through improvements in peoples' Health, Education, and Financial Stability have never been more important. Only you can inspire your co-workers towards that common goal.

We all have so much to gain from working together and pitching in for all those around us. Thank you for all you do!

Scott Bossemeyer
Board President

This handbook has been compiled for Internal Coordinators to provide information about United Way and best practices for a company campaign. The information and tools will assist in facilitating your company's United Way campaign.



Executive Summary

2022 – 2023 Campaign Plans

SAUW Mission:

Improve lives and strengthen the community through Education, Health & Financial Stability.

Campaign Purpose:

Educate the Salina area communities that the United Way is a leadership organization working for lasting change for the common good with meaningful and measurable results by improving lives and strengthening the Salina area communities.

Goals:

Focus on Salina and all towns in the 10-county service area with the LIVE UNITED message by “Building Bridges.”

Solidify and deepen relationships with those in our communities.

Continue to educate about and improve the connection between United Way and all in the 10-county service area.

Objectives:

Increase the number of donors and giving amount.

Improve the structure and process for campaign activities during 2021 and beyond.

Strategies:

- Asking for a specific amount of increase in corporate and individual giving.
- Improve recruitment and training of company Internal Coordinators (IC) to make sure all employees are asked to give and all companies know and use United Way campaign best practices.
- Recruit, train and motivate over 100 United Way Advocates to expand the number of donor contacts.
- Provide customized campaign posters for large companies.
- In-person conversations between United Way Advocates and company CEOs inviting companies to join the LIVE UNITED movement by supporting in-person meetings with all employees.
- Recognize and thank all donors giving to the annual campaign.

Strategic Messages

Salina Area United Way is a leadership organization working for lasting change for the common good with meaningful and measurable results by improving lives and strengthening our communities.

1. United Way is advancing the common good by creating opportunities for a better life for all.

- United Way is focused on three priority areas:
 - Education
 - Health
 - Financial Stability
- We all win when the success of one ripples out to the community as a whole.

2. United Way aims to create long-lasting changes by addressing the underlying causes of problems.

- Though United Way still provides for immediate needs, we also go beyond just treating a problem's symptoms.
- United Way works to prevent problems from happening in the first place.

3. United Way invites the community to 'LIVE United'. Living United means being a part of the change.

- By everyone in the community working together, we can get results that no single individual or group can accomplish alone.

Building the Case for Support

NOW, MORE THAN EVER, WE MUST LIVE UNITED.

People in our community are in greater need than ever before. The statistics prove that increasing poverty rates and poor child literacy are just two examples. That's why United Way is investing its funds in three critical community impact areas Health, Education, and Financial Stability.

Preparing for Life -

The success of our children and youth depends on all of us Living United and working together as a community. By providing mentoring relationships, structured out-of-school time, and guidance to healthy choices, we can all help our youth grow into healthy adults.

Building Self Reliance -

Access to information and services helps everyone to become self-sufficient. From family support to volunteering, from transportation options to housing, United Way partners to help each member of the community toward maximum independence and full participation in life.

Rebuilding Lives -

Even strong families can have a crisis. When we extend a hand to help those affected by disasters, domestic violence, family crisis, or economic hard times, they get the help they need to live healthy, functional lives.

Providing Basic Needs -

Whether it be food and shelter, health care and prescriptions, or mental and physical support, we invest in programs and services that preserve economic stability and quality of life for the whole community.

Live United

Salina Area United Way wants to help everyone LIVE UNITED by encouraging everyone to Give, Advocate, and Volunteer. Community problems affect more than one person. United Way is leading the charge to find the root cause of the problem. Your help is needed in this endeavor.

If you truly want to make a difference and impact the lives of people around you, now is your opportunity!

Get involved with United Way and help everyone LIVE UNITED.

When you Give, Advocate or Volunteer; you help everyone in Saline County and surrounding areas LIVE UNITED.

Give: Invest in your community. Give to United Way. United Way is advancing the common good by focusing on three priority areas: Health, Education, and Financial Stability.

Advocate: Anyone can champion the cause. Whether you're speaking out to improve the problem or wearing your LIVE UNITED t-shirt to show your support, you can help inspire hope and create opportunities for a better tomorrow.

Volunteer: Give an hour. Give a Saturday. Give your best. We all have special talents. Things we can do to help. And when we reach out a hand to one, we influence the condition of all.

Visit the website: www.unitedwaysalina.org to learn more about LIVE UNITED and how you can get involved.

Join The Fight

Salina Area United Way is a leadership organization...

that listens to what Salina residents view as priorities and opportunities.

...working for lasting change...

Every three to four, years United Way assesses current community resources and needs. Our goal is to make changes that will fix system problems and prevent even more challenges in the future.

...for the common good...

Your opinions and perspectives are important to help us define what is good for all in the Salina area. This is a strategic effort to help all of us “Strengthen Our Communities.”

...with meaningful and measurable results...

United Way’s quest to make a difference in this community depends on YOU. Not only do we need your input, but we need your commitment to LIVE UNITED with us and others by what you give, advocate and volunteer for in Salina.

...by improving lives and strengthening Salina area communities.

You can improve lives and strengthen Salina. YOU COUNT by advocating for what you believe in is important to Salina.

GIVE, ADVOCATE, & VOLUNTEER

STRENGTHENING
OUR
COMMUNITY



5 Best Practices for Workplace Campaign

ACTIVITY	TARGET DATE	DATE COMPLETED
STEP 1: LAY THE GROUND WORK		
Meet with your Salina Area United Way representative.		
Review past campaigns and meet with previous coordinators to discuss successful strategies.		
Meet with your CEO to authorize payroll deduction, allow time for training and presentations, discuss goals, secure support of management, corporate gift increase and leadership campaign.		
Recruit a campaign committee to learn about United Way & assist with duties.		
STEP 2: DEVELOP A CAMPAIGN PLAN		
Establish a timetable.		
Set goals to increase employee awareness, average gift, leadership givers and participation.		
Develop an incentive plan to support objectives.		
Request materials from United Way.		
Plan kick off event, activities, special events, raffles, presentations and closing events.		
STEP 3: CONDUCT A STRONG EDUCATIONAL CAMPAIGN		
Implement educational and publication methods: posters, video, speakers, program tours, email, newsletter, etc.		
Ensure that every employee is educated and asked, don't forget to follow up.		
Conduct special events, activities and offer incentives.		
Encourage the CEO to host a special leadership campaign event with a specific ask to appropriate management and senior leadership to give \$500 or more.		
STEP 4: REPORT & RECOGNIZE		
Report results to employees throughout campaign.		
Submit necessary forms to human resources and/or payroll.		
Thank all employees through newsletters, emails or bulletin boards.		
STEP 5: WRAP UP YOUR CAMPAIGN		
Fill out your reporting sheet - update organization information.		
Give the top copy of pledge form to United Way, give the second copy to Payroll and give the third copy to the employee.		
Return completed Campaign Report form, pledge cards and money to United Way.		

Tip: Select committee members from as many different parts of the organization as you can.

Tip: Keep the campaign "short and sweet." Kick off with enthusiasm, maintain focus and conclude within two or three weeks.

Tip: Tailor your strategies to your employees' interests.

Tip: Let United Way know the dates of your events, so staff and Campaign Chair can attend.

Tip: Announce winners of contests and incentives as they happen to encourage more people to get involved.

Promote Your Campaign

A little can help a lot!

Your gift of \$1 a week

- Provides a child enrollment into a youth mentoring program

Your gift of \$5 a week

- Provides opportunities, connections, and social capital for a family working toward financial stability

Your gift of \$10 a week

- Provides parents and childcare providers education and training to help children develop social and emotional skills

Your gift of \$15 a week

- Provides a child or adult medical, dental, or mental health services

Your gift of \$20 a week

- Provides a childcare scholarship for high-quality, safe, childcare



Overcoming Obstacles

TOO BUSY!

United Way is a tradition in this community—one worth making time for. You need to make it a priority - for one week. People find time for golf and baseball games, why not an hour or two for United Way? It is a proven community leader who has improved the community and changed lives for eighty-four years. Without your support, they can not continue.

WE DON'T WANT TO PRESSURE

Neither do we. The key is education. Provide the materials needed for your employees to make an educated decision about their United Way investment. Let an agency speaker or the video convince your employees. However, as a CEO, people look to you for leadership. The more you can make your support for the United Way visible, the more your employees will support it. Your enthusiasm will be contagious, and they will follow.

WE ARE A SMALL COMPANY

United Way campaign is no longer just for large, 500 employee corporations, but instead, many smaller companies and individually owned businesses are getting involved. All the benefits of running an employee campaign in large organizations are also true for smaller ones. In fact, your meetings and discussions can be more personal, which would allow for a greater understanding of United Way and its agencies. Also, that's the wonderful thing about United Way, one donation combined with another adds up to significant changes in our community.

MORALE IS DOWN

United Way has proven to lift spirits and enhance workplace environments. When time and effort are put into celebrating the campaign—with special meetings, carnivals, and raffles—employees get motivated and energized, and most importantly, they start to have fun.

SO MANY OTHER CHARITABLE ORGANIZATIONS APPROACH US

You are right. United Way is not the only game in town, as there are hundreds of other worthwhile organizations. However, the United Way's strength is the "citizen review process" - where local volunteers review and analyze the agency programs to make sure funds are allocated, reflecting the current needs in our communities. You can be assured that your contribution is going to help those who need it most. Some of these other agencies don't meet the United Way's criteria, or they have never applied for funding.

MANY OF OUR EMPLOYEES ARE LOW PAID

This is always a concern and a well respected one. When people are working hard for every dollar they make, it is difficult to let any of it go. However, they may find themselves in the position one day of needing a United Way agency, and by giving now, even minimal amounts—it may help them or someone they know in the long run.

One benefit of giving to United Way through payroll deduction is that you can spread your contribution over a full year. That way, you are not giving a big chunk of money all at once. Therefore, people can give minimal amounts - such as \$1 a week - and still bring home a healthy paycheck.

LIVING DURING COVID-19

With the challenges, those affected by COVID-19 are experiencing, the need for help increases. Many will go without if those of us who can help, do not do so. Even a small contribution of \$1 a week, joined with other small contributions, will bring about change for a family in need.

Asking a Co-Worker to Give

**Do you know why people give to United Way?
It's because they are asked.**

People give because they are asked, educated, and believe
United Way is valuable.

WHY GIVE

Although it can be difficult to ask your
co-workers to give; remember that
people feel good about helping.

And you're that person that
can give them that chance.



Salina Area United Way

UNITED WE FIGHT. UNITED WE WIN.

Committee, Budget, & Theme

No campaign can be a one-person show. It takes teamwork. The more people involved, the more participation that you will have. Put a request for volunteers either via email or flyers. So the first thing to do is form a committee. Our experience shows that it is best to recruit members from different levels and areas, such as management, marketing, human resources, salaried, and hourly employees. Once your committee is in place, plan a brainstorming meeting to develop your campaign and bring ideas together.

It takes creativity and sometimes money for special events. The amount of money depends on the event and the resources on hand. Many companies with United Way campaigns plan for a cost to run the campaign. It is recommended that a budget be developed for anticipated expenses based on the theme you have planned. Keep in mind; there's still plenty of fun to be had if you're on a tighter budget!

Themes help capture attention, provide emotional appeal, and provide structure for the entire campaign, including special events. Consider current interests. Capitalize on trends and fads, such as this season's popular movies or sitcoms, sporting events, holidays, etc. Check out novelty and party stores or card and gift shops to find colorful and inexpensive materials for inspiration.



Promoting Your Campaign

Once you have selected a theme, created a timeline, and developed a budget, it is time to let your employees know what is planned. Sharing your excitement about the campaign can be contagious to other employees. Spread the word and promote your campaign events.

- Announce United Way campaign messages over the company PA system.
- Create a special “Caring Column” in your company newsletter to publicize your campaign.
- Hang posters with campaign theme and place in prominent areas. Flyers to all departments
- Hold a company luncheon to get employees to look forward to your campaign.
- Send out a daily team or company reminders/results by e-mail.
- Stuffers in paycheck envelopes usually get noticed!
- In-house TV monitors
- Letters of support from management
- Company sign-up day
- Word of mouth
- Electronic mail
- Chart your campaign progress by building a bridge as you reach and exceed your company’s goal!.

FUNDRAISING TRIANGLE

The fundraising triangle is composed of three elements:

1. Payroll Deduction dollars - Pledge Forms
2. Promotion dollars - Event raised dollars
3. Sponsorship dollars - Company Donations

KICKOFF

The kickoff should be fun and informative. Try to convey the message that your organization supports the United Way campaign. Here are some key things to remember:

- Check to make sure senior management can be present at the kickoff to show their support. Goals should be announced to all employees. Testimonials from fellow co-workers make a great impact.
- Show the value in each contribution by educating employees about United Way. This can be done through videos, speakers, materials or displays.
- At the kickoff, announce raffles, tours, and events in which employees can participate during the campaign.

Special Events

Special Events help promote interest in United Way and your company's campaign. Special events also provide an opportunity to inform and educate about how United Way benefits our community.

Experience shows campaigns that are more fun bring in more pledges for United Way. But remember, moneymaking ideas suggested in this booklet should be used in addition to employee pledges. Otherwise, you may see your total United Way gift decrease instead of increase.

General Concepts to Keep in Mind:

- What are your organization's goals for the campaign? What do you hope to accomplish through special event(s)?
- What non-monetary goals do you have? Do you want to create greater community understanding, increase volunteerism, or build company morale?
- What resources do you have available? People, supplies/materials, prizes/incentives, entertainment, inspiration?
- Use the personality (i.e., culture) of your organization and tie it into the campaign.
- Avoid using ideas that "pit" people against one another (ex: bosses vs. employees).
- Avoid activities that take a lot of time to set up, keep going, or follow-up on.
- Be sure to identify United Way in support materials with a United Way logo.

INCENTIVE AND PRIZE IDEAS

- Bonus vacation days
- Dress down days
- Sports or event tickets
- Executive parking spaces
- Gift certificates
- Longer lunch periods
- Weekend excursions
- Spa packages
- Dinner for two
- Golf lessons
- One share of company stock
- Use of your organization's car, condo, lodge, etc.
- Discount entertainment books
- Movie passes
- Lottery tickets

Go For The Gold

It's been proven...United Way Campaigns are fun when you incorporate fundraisers. If you want a campaign that has a boost of excitement and provides an opportunity for camaraderie for your organization's employees, then fundraisers are for you.

Check it out...Have you ever thought that fundraising takes too much time, or doesn't you have the resources to organize a fundraising event effectively? Think again! With Fundraising 101, anyone can incorporate fundraising into their campaign. Fundraising 101 has events that will fit your company and comfort level.

Ponder this... "What do I hope to accomplish through this event?"

- Build morale
- Create greater community understanding
- Increase volunteering
- Raise money

Go for the Gold!...Successful fundraisers have two things in common: good planning and wide participation. So remember you must publicize your event because people can't participate in something they don't know about.

Are we having fun?...Fun is contagious! If you're having fun, everyone is going to have fun too! Here are some event ideas that are easy and fun. Choose one or several to enhance your campaign. And remember...HAVE FUN!



Salina Area United Way

UNITED WE FIGHT. UNITED WE WIN.

Fun Campaign Ideas

Low Budget but Fun Ideas

As your company's United Way Campaign Coordinator, you want to make sure this year's campaign is fresh and fun while also creating awareness about how donations to United Way help the community. Here are some examples of special events and ideas to help you.

Email Bingo/Trivia Send out daily Bingo letters/numbers/words or trivia questions for employees to answer. The first one to Bingo wins a prize, or all the correct answers are entered into a daily drawing.

Designate the Best Parking Space in the parking lot as the United Way Space. Names of givers are entered into a drawing to win that space. That employee could park there for a week/month/two weeks, whatever they want. Or, draw one donor monthly for the year.

Have a "Bike to Work" Day (include motorcycles and scooters), and everyone who bikes to work and gives to UW gets a special lunch with the CEO/Manager/President of the company.

Jersey Day Allow employees to buy a jersey pass to support their favorite team on a specified day.

Sleep In Day Givers can get in a drawing to win a Sleep in Day or receive a forgiveness pass that can be issued. You will be allowed to show up to work up to one hour late without pay being docked. Or, they could be allowed to leave work one hour early.

Treasure Hunt Prepare United Way messages on small strips of paper and attach them to give away items (pens, pins, etc.). Hide the items all over the building (places where everyone goes like bathrooms, break room, cafeteria, lobby, etc.) When that item is returned to the Coordinator (or designated person) you receive a candy bar or your name is placed in a drawing for a prize. You would need to prepare posters letting everyone know or email blasts.

Loyal Donor Wall of Fame Create a wall of fame with pictures of employees with years they have given

LIVE UNITED Stories Contact your campaign executive to receive stories for your newsletters, email blasts, and communications about lives that have been impacted, how people in our community Live United more, and more.

Celebrate A Winning Campaign

Put On The Finishing Touches

THANK YOU, THANK YOU, THANK YOU...you can't say these words too often! Please take every opportunity to thank your co-workers -- for coming to special events, for tuning in pledge cards, for donating their time and talents, for showing that they want to make a difference in our community by supporting the United Way.

Thank You Awards

Recognition of groups, departments, individual contributors, and volunteers can take many forms.

- Certificates
- Plaques
- Paperweights
- Desk sets

Thank You Events

Special events are a meaningful way to wrap up an employee campaign and show employees just how much they have accomplished and how much their support is appreciated.

- Thank you breakfast or lunch
- Victory rally
- Crawfish boil
- Morning donut break

Public Thank You's

- Once employees become involved in the United Way effort, it is important to share the final results with them and recognize their role.
- Place a banner in a heavily traveled area
- Place United Way thank you posters throughout your facility
- Publish a special thank you edition of your internal employee publication or newsletter
- Email or voicemail
- Develop a bulletin board or display with photos and mementos of your United Way activities
- Print up/post an honor roll of company volunteers and contributors

We Are Here To Help

Salina Area United Way Staff

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MacKenzie Morris, Director of Marketing & Grants

Courtney Schneider, Administrative Assistant

Cade Sterrett, Staff Accountant

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