



TOGETHER

WE CAN
BRIDGE THE GAP
TO IMPROVE
LOCAL LIVES

2023 WORKBOOK
WORKPLACE CAMPAIGN COORDINATOR



United Way of
Benton & Franklin Counties



United Way of
Benton & Franklin Counties

A NOTE FROM OUR

President & Chief Executive Officer



Dear Workplace Campaign Coordinator,

Thank you for committing to serve as your organization's Workplace Campaign Coordinator for your United Way Workplace Campaign. Workplace Coordinators represent some of our most dedicated volunteers. We are so grateful you have chosen to serve in this role.

Donors, who pledged during last year's workplace campaign enabled us to place 17 grants with local non-profits. Now, 39,000 more local people will receive services in our community's areas of greatest needs.

As a Workplace Campaign Coordinator, you help us build the bridge between your colleagues and our mission work. You get to lead and shape your organization's Workplace Campaign to best fit your company, and to have fun while doing it! We are here to help every step of the way.

We look forward to working together to continue to create safe, healthy, positive futures for local children and their families.

Welcome to the United Way team!

Sincerely,

Dr. LoAnn Ayers
President & CEO
United Way of Benton and Franklin Counties

Welcome to the United Way Team

THANK YOU FOR BEING A CHAMPION FOR OUR COMMUNITY AS YOU PARTNER WITH OUR LOCAL UNITED WAY!

A workplace campaign is a fun and rewarding team-building experience and **YOU** are just the person to lead it! Whether this is your first year as a coordinator, or if you are a campaign veteran, the information in this guide will help you plan and execute a smooth and successful campaign. We encourage you to take advantage of the materials we've provided. Your UWBFC staff liaison is always ready to support you in every possible way.

MEET YOUR STAFF LIAISONS



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WELCOME

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What We Do



United Way of Benton & Franklin Counties

Our Mission

United Way of Benton and Franklin Counties has been serving the community since 1948. UWBFC improves lives and strengthens communities. We build collaborations with individuals, businesses, and nonprofits to address challenges that no one agency can solve alone to provide the building blocks of opportunity—education, income, and health—that every person needs to thrive. We work to ensure that families can meet their basic needs, children are ready for school, and parents are equipped with skills to build a better life.

OUR LOCAL IMPACT

“We unite community resources to address our community’s greatest needs.”

There are common problems in our community that no individual or organization can solve on their own. We bring together individuals, organizations, and nonprofits to collectively solve fundamental problems we face locally. We unite community resources to address our community’s greatest needs.



We lead programs to promote student success.

United Way’s Attendance Matters® Mentoring Program was designed to meet the needs of the rising amount of middle school students who are chronically absent inside our community. We meet specific community needs and provide direct support so our kids can build successful futures.



We fund local nonprofits.

The Emergency Food and Shelter Program (EFSP) is a federally funded program that supports emergency shelter, food, and other services for families experiencing economic crises. We facilitate the distribution of these federal tax dollars back to our local community. Our donors allowed us to expand the capacity of multiple programs within non-profits in our community.



We tackle the issues.

We identify areas of need and bring together local governments, businesses, schools and volunteers to drive positive change in communities across our community.



We empower people.

We connect individuals with knowledge and services, which has a positive impact on the lives of people in the community as well as the lives of their family members, friends and neighbors.



We bring together volunteers.

Whether it’s volunteering for United Way’s Attendance Matters® Mentor Program, or registering and connecting through volunteertricity.org, we bring volunteers together to improve the lives of local people and mobilize efforts in our community.



UNDERSTANDING YOUR ROLE AS A WORKPLACE COORDINATOR

A Workplace Campaign Coordinator is a volunteer (or volunteers) in an organization. They help their co-workers get involved in improving our community by planning and executing a meaningful campaign experience.

KEY RESPONSIBILITIES AND GUIDELINES:

- Work closely with your CEO & UWBFC staff liaison to raise funds and awareness for United Way and our local community.
- Develop a campaign action plan including virtual or in-person presentations, goals, incentives, etc.
- Oversee internal communications with campaign team and employees.
- Set an example by making the first pledge and share with your team to encourage motivation to support the campaign.
- Promote the campaign throughout your company. You'll have a unique URL and other resources in our online toolkit.
- Coordinate the distribution and collection of campaign materials and reporting.
- Coordinate with your payroll office to make sure payroll deductions are processed as needed.
- Submit a campaign envelope that has all fields completed, including a signature.
- Make your company campaign fun and enjoyable!

WORKPLACE CAMPAIGN COORDINATOR OF THE YEAR

The Workplace Coordinator of the Year is awarded to an individual demonstrating exceptional commitment and leadership, including implementing creative fundraising activities to increase results, mentoring others, and sharing best practices. Concluding your campaign, United Way will reveal the recipient and recognize all the efforts of our amazing Workplace Coordinators throughout the campaign year.



*Robyn Chastain, KSD
2022 Coordinator of the Year*



UNITED WAY CAMPAIGN 101



Information is the key to campaign success! Our United Way staff can tailor a presentation to suit your schedule and needs. Presentations can be anywhere from 3-30 minutes (*15-20 minutes is ideal*) and can take place at any time, and for any size staff group.

Please Remember:

- Presentations from UWBFC are a way to thank your employees for their support.
- Giving will increase after having a United Way staff or board member participate in your campaign.
- We aren't just there to raise funds. We are also raising awareness of the programs available in our community. One of those programs might help your employees.
- This is a soft ask - we never want anyone to feel pressured.

COMPONENTS OF A SUCCESSFUL PRESENTATION

Schedule a Virtual or In-Person Kickoff

Invite your staff well in advance, send out reminders, and consider incentives to encourage participation.

Prepare Visual Aids for Employees

Make your presentation something that will keep your employees' attention. Get creative!

Welcome – CEO or Campaign Coordinator

Brief opening remarks and introduction. Having leadership express support reaffirms your company's commitment.

United Way Impact – United Way Staff or Board Member

United Way can share information about our work and local impact in the community and answer any questions about how to donate. We're available for in-person and virtual presentations.

Speaker – Partner Agency Representative or Personal Story

One of the most impactful ways to motivate potential donors is to have someone share a personal story. Your staff liaison will be happy to coordinate this through agency partners or donors. Also, many companies find that their own employees may want to share their story if they have been helped through United Way. (*TIP: employees can record a brief video message or provide a short-written story to share with others*)

Wrap-Up – Campaign Coordinator

Make sure to thank everyone for attending and ask coworkers to consider participating. Deliver forms to employees. Provide information on United Way and any company incentives or fun activities. Make sure to share a deadlines and timelines for donations.

10 STEPS TO A SUCCESSFUL CAMPAIGN



1 - Plan

Contact us, we're here to help! Call or email your United Way staff liaison to help you customize your campaign, ask questions and get more resources!

2 - Approve

Get approval from senior leadership on an attainable fundraising and participation goal, staff communications, and schedule for virtual or in-person events.

3 - Assemble

Assemble a team! This is a great team-building project. Meet virtually or in-person to brainstorm, plan, and assign roles.

4 - Brainstorm

Brainstorm the strategies you'll use to reach your goal. Consider in-person or virtual events or challenges to encourage participation.

5 - Assign

Plan and assign roles for announcing your campaign start and end dates, distributing pledge forms or links, any staff events or meetings, and email communications.

6 - Ask

Ask to leverage an existing staff meeting to talk about your local impact and kick-off your campaign. Your United Way liaison can support this effort.

7 - Execute

Provide staff with your donation method: paper pledge forms, a fillable PDF, or an email link to give online. Start with your potential leadership donors (\$1,000+) who can lead by example!

8 - Inform

Inform employees about the issues facing our communities and the impact we can make together. We offer customizable email templates.

9 - Engage

Have fun! Whether it's in-person or virtual, encourage participation and enjoy some charitable team building.

10 - Wrap-Up

Announce the impact made by your colleagues' collective generosity! Thank donors, award any prizes, and remit funds to United Way of Benton and Franklin Counties. You can arrange for pick up or drop off with your staff liaison.



TIPS & TRICKS

TOP 5 WAYS TO ENGAGE YOUR COLLEAGUES DURING THE CAMPAIGN

- 1 Host a campaign kick-off** at one of United Way's program sites to showcase the impact their investment has.
- 2 Create teams to encourage friendly competition and boost morale.** For instance, offer rewards for reaching goals based on office geography, department, individual, etc.
- 3 Encourage your in-house clubs and groups** to help spread the campaign message to their members. For example, run a campaign video contest about supporting the movement to improve children's lives.
- 4 Host a group volunteer activity for employees** to gain perspective on how their gift will make an impact.
- 5 Host food-themed events and contests.** Gatherings are always a good way to bring people together and get them engaged.



HOW TO HANDLE THE "WHY SHOULD I DONATE?"

UNITED WAY SUPPORTS LOCAL PEOPLE

When you donate to United Way, you provide local children and families with access to education, financial stability, and health care.

A UNIQUE POSITION TO HELP

No other organization has the scope and expertise to unite and mobilize hundreds of human service agencies, businesses, government, volunteers, and foundations around a common vision for the common good.



SPECIAL EVENTS GUIDE

Think Outside The Box!

Give Them a Pass Create passes that employees can make a donation to purchase for various items. Jeans day passes, special parking passes, fan day/jersey passes, bring your pet to work day passes, ect.

Carnival Kick-off the event with a carnival-themed party. Employees can participate in traditional carnival games such as ring toss and ducky races. Provide cotton candy and popcorn to the winners. Have an executive dunking booth. Pay to pie your boss in the face.

Hold a “Bee” Spelling, art, history, or a STEM challenge! Easily done in person or virtually, there can only be one office champion! Pay to play or offer a prize for the winner.

Show Your Spirit One day during the campaign, encourage employees to show their spirit by wearing apparel from their favorite sports team. On the same day, host your United Way meetings, a potluck or some sort of special event allowing the employees to interact and share.

Coin Wars Split the staff into teams and determine a prize for the winning team. Extra day of PTO, Casual Friday for a month, catered lunch, ect. Have a jar for each team. The goal is to fill your teams jar with as much change (coins) as possible. Coins are positive (increase the jar’s total), cash is negative (decrease the jar’s total). Tally the jars at the end to see which team wins!

Choose the Challenge Each \$1 donation buys one vote on what the boss does if employees hit their participation or fundraising goal. Forced to wear their least favorite sports team jersey? Sport a funny background or filter in the next staff meeting? Jump in the river? Reenact a TikTok dance? Buy the staff lunch?

“The Swear Jar” Donate jar for the word(s) your office would love to eliminate, or at least take a break from. If they say the word, they drop in a dollar!

Virtual Trivia Send an email to invite employees to participate or posting on the company intranet. Inform them of any entry fee to participate and how they can pay. Create questions and answers and post to a digital platform - the first correct answer wins!

Breakroom Market Have area businesses or staff members donate items to a mobile market for your breakroom. Snacks, drinks, baked goods, ect. Put the items on display and have employees donate to grab an afternoon pick me up!

Balloon Pop Employees donate prizes. Write the name of the prize on a paper slip and insert into balloons. Employees donate or submit a pledge for the chance to pop a balloon and win a prize. It might be a \$10 gift card, a candy bar, or something larger! Can also be done as a raffle drawing.



SPECIAL EVENTS GUIDE

Incentives that Recognize Participation

- ✓ Early bird pledges get one entry into the free day off drawing.
- ✓ Provide a catered lunch or special treat for your leadership level donors (\$1,000+annually).
- ✓ Raffle off prime parking spots for a month or year as a “VIP Parking” incentive.
- ✓ Donors who increase their pledge by 10% from last year get to leave work an hour early.

✓ Contact your UW staff liaison to help brainstorm and provide ideas.

Activities That Provide Flexibility

Sell ‘Casual Friday’ passes – give employees a “Dressed this way for United Way” badge!

Donate to Vote – each \$1 donation buys one vote on what the boss does, what treats are provided, or the activity chosen to celebrate reaching the campaign goal!

All workplace campaigns will get United Way T-Shirts to hand out as prizes!





WHAT DOES UNITED WAY OF BENTON AND FRANKLIN COUNTIES DO?

We are a local nonprofit focused on improving lives and strengthening communities in our bi-county region since 1958. We build collaborations to address local challenges that no one agency can solve alone. We partner with individuals, businesses, and nonprofits to work on our region's biggest problems and create lasting change. We fill gaps in local services. We track trends in health, education, and safety and then use that information to strategically place funding where it can have the most impact in our community.

WHERE DOES MY MONEY GO?

The money raised here, stays here to help local people who most need it. Local children are our future customers and workforce. We focus our funding to address challenges that threaten their future—challenges like the learning gap, absenteeism, hunger, and homelessness. Families need help in many ways. We partner with local nonprofits to ensure access to food, shelter, education, health services, and other basic human needs needed to support healthy, safe families.

WHY SHOULD I GIVE TO UNITED WAY?

We look at what's happening in our community and work to fill gaps in the areas of greatest need. We do the research to determine where the greatest need is and invest your donation where it's most needed. We provide a safe and secure method for giving back to your community and ensure that the agencies receiving funding are in good standing with the IRS, comply with the Patriot Act (do not fund terrorism), and deliver cost-effective, high impact local services. We track the local impact of donors' gifts. The agencies that receive grants from us report on the results of those grants twice per year.

WHY SHOULD I GIVE TO UNITED WAY OF BENTON AND FRANKLIN COUNTIES AND NOT DIRECTLY TO AN AGENCY?

No other single organization has the scope, expertise, or influence to bring hundreds of human service agencies, government, education partners and dedicated volunteers around a common vision of achieving long lasting results for a stronger, healthier community. When you give to a specific charity, you support a cause. When you give to UWBFC, your gift becomes part of a collective effort to strengthen our entire community. Your gift to United Way allows you to accomplish more than you can alone or through a single charity.

ARE THERE OTHER WAYS I CAN CONTRIBUTE TO UNITED WAY AND MY COMMUNITY?

There are three ways to contribute. You can GIVE. You can ADVOCATE. You can VOLUNTEER. Or you can do a combination of all three! There are hundreds of volunteer options available every day on volunteertricity.org, a platform managed by UWBFC that lets you find volunteer opportunities with the causes you care about. Local nonprofits share their needs and individuals, families, and workplace teams can sign up to help. Volunteer Tri-Cities is open to all local nonprofit agencies and to all members of our community.

WHAT ELSE SHOULD I KNOW?

Ways to give: There are many options for donating, including online at give.uwbfc.org/give, through qualified charitable distribution from an IRA, through stock or appreciated securities, and by cash or check. If your company conducts a workplace campaign, you may donate through payroll deduction.

Designated gifts: You can support all the causes you care about in one place. You may designate to any 501(c)(3) nonprofit organization(s) as well as to our local United Way.

Overhead rate: Overhead costs are the expenses related to raising and administering funds to improve our community. Our local United Way overhead rate is 19.8%. CharityWatch recommends that in most cases 60% or more of your charitable donation should go to program services. The Better Business Bureau's standards recommend that the nonprofit's total expenses should not include more than 35% for fundraising.

IS MY GIFT TAX-DEDUCTIBLE?

Yes, UWBFC is a federally registered 501(c)(3) not-for-profit corporation. Donations to UWBFC are tax-deductible to the extent allowed by an individual's or corporation's circumstances. Our Federal Tax ID Number is 91-0682177.



United Way of
Benton & Franklin Counties

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