



AMPLIFY IMPACT

Employee Campaign Coordinators Guide



5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN

As an Employee Campaign Coordinator (ECC), you have the unique opportunity to harness the generosity, talent, and energy of your workplace to give back to your community in so many ways. ECCs are the key to a successful workplace campaign and these 5 steps are the key to your success.



STEP 1 Connect with us

We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy for building stronger, more equitable communities!

- Call your United Way Transformational Philanthropy team member to get started. If you don't know who your contact is call Brian Fassnidge at 907-263-3809 or email bfassnidge@ak.org.



STEP 2 Make a Plan

The keys to campaign success are preparation and teamwork. Having the right group of campaign volunteers will increase the success of your campaign and make your role much easier.

- Set fundraising and participation goals, objectives and a timeline, and identify and recruit your team.
- Create an ePledge site for a more streamlined donor experience.
- Learn about various strategies to make your campaign fun and engaging. Call us—we have many options for in-person, virtual or hybrid activities!



STEP 3 Inspire Co-Workers!

Tell people how their dollars are making a difference. Share stories about our neighbors who are struggling to make ends meet.

- Promote a culture of giving back. A successful campaign requires frequent communications and reminders.
- Engage co-workers in the campaign through virtual engagement and volunteerism. Don't talk at them, get them talking with each other, learning, and sharing.
- Share your own personal story about why you support United Way.



STEP 4 Make the Ask

The number one reason people don't give is that they were never asked.

- Kick off your campaign with a fun event featuring an energetic and inspiring ask to give! We can help you do that virtually or in-person.
- Create fun activities to drum up support and provide incentives for your colleagues to participate such as earning an extra vacation day if you give in the first 24 hours or purchasing raffle tickets to win a free lunch delivery or a subscription to Spotify. Get competitive while giving back!
- Have your company CEO write a letter or make a speech. CEO commitment and leadership helps drive participation.
- Let's talk format. If peer-to-peer in-person asks aren't an option, let us walk you through email/virtual best practices.



STEP 5 Convey Gratitude

Let us help you thank your donors. Remember, we can't thank them if we don't know them! Sharing data is encouraged!

- Review campaign results with your United Way team.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channels or a message from the CEO.
- Send individualized thank-you notes to each donor. Don't forget to say "Thank you!"



A ROAD MAP TO IMPLEMENTATION

Now that you understand the Plan, Inspire, Ask, and Thank structure, let's get started. Your United Way Business Relations Team is here to help you every step of the way.



Every Campaign is Different!

■ This checklist is a sample timeline to help plan and execute your United Way campaign. Campaigns can vary in length and be as short as one week. Your United Way Transformational Philanthropy Team can help you right-size a timeline for your organization.

Core Best Practice

- Schedule an in-person or zoom meeting with your Transformational Philanthropy contact and any previous campaign team members to review successes and challenges from the previous year.
- Determine campaign dates, length, locations and/or virtual options and fundraising and participation goals.
- Get your coworkers involved! Assemble a campaign committee and assign roles and responsibilities.
- Choose Leadership Giving Ambassadors.

Core Best Practice

- Develop a campaign theme, calendar of events and incentives, and recruit additional campaign committee members as necessary.
- Brief executive leadership on key objectives of your campaign and secure CEO buy-in.
- Talk to your Transformational Philanthropy contact about configuring an ePledge website.
- Develop a Leadership Giving strategy by identifying donors and planning events.

Core Best Practice

- Develop a communications plan.
- Visit Campaign HQ online for campaign tools.
- Develop a plan to host in-person or virtual volunteering or engagement activities. Learn more online at Campaign HQ.



Core Best Practice

- Train any campaign volunteers and ambassadors—we can assist.
- Build excitement! Share United Way impact highlights and videos.
- Share calendar of events and incentives with all staff.

Core Best Practice

- Host a fun and engaging kickoff event!
- Invite your CEO and United Way representative to talk about United Way's impact.
- If virtual, use your company's preferred platform (Zoom, WebEx, Teams, etc.) or host on United Way's Zoom account (up to 300 participants).
- Length can vary. We recommend about a 30 minute program.
- Host Leadership Giving kickoffs and ask Ambassadors to follow up with donors.

Core Best Practice

- Track progress with your Transformational Philanthropy representative and adjust strategies and incentives accordingly.
- Send online giving reminders, if applicable.
- Continue sharing United Way impact stories and engagement opportunities.
- Host in-person or virtual events for giving groups (e.g. Leadership Givers), or business units to create competition and increase participation.
- Host an in-person or virtual Day of Caring project.

Core Best Practice

- Conduct a close-out in-person or virtual staff rally with your Transformational Philanthropy contact and make sure to discuss year-round engagement opportunities.
- Share the final campaign fundraising total and don't forget to thank and show appreciation to employees!



UNITED WAY'S COMMUNITY FUND

United Way of Anchorage brings our community together to do the things that none of us can do alone. By working together, we can remove barriers to opportunity and solve our community's toughest challenges.

When you direct your gift to the Community Fund, you are investing in the programs and activities that are achieving sustainable and measurable results aligned toward our community goals. Your gift will be strategically invested in the causes that are important to you within United Way's focus areas of education, health, and financial stability.

Giving to United Way's Community Fund provides unique flexibility and diversity to your gift.	Community Fund	Designated to Agency
Community needs are assessed and the most critical issues are identified	✓	
Funding stays local and is based on program performance and impact on our community	✓	
Rigorous program oversight is provided by United Way staff and volunteers year-round	✓	
Agencies are reviewed by United Way staff to ensure program effectiveness and progress	✓	
Reviews of agencies' financials are conducted	✓	
Donor will receive regular updates on progress made in our community thanks to their gift	✓	
Donate conveniently through workplace campaign and payroll deduction	✓	✓
Donation is distributed directly to nonprofits	✓	✓



GIVING GROUPS

United Way's Leaders in Giving Society recognizes individuals choosing to make a substantial impact on critical issues facing this community. A pledge at this level signifies a commitment to building a stronger community - improving lives today and working to prevent tomorrow's problems. Leadership levels start at \$1,000. Donors are celebrated and recognized on the United Way website, in various publications throughout the year, and through virtual and in-person events.

Recognition Levels:

**Bronze \$1000-\$1749 • Silver \$1750-\$2499 • Gold \$2500-\$4999
Leadership Council \$5000-\$9999 • Alexis de Tocqueville Society \$10,000**

Alexis de Tocqueville Society members are philanthropic leaders and volunteer champions who give \$10,000 or more annually to United Way of Anchorage. Together they create profound and lasting impacts in Anchorage and on the lives of all who live and work here.



YOUR TRANSFORMATIONAL PHILANTHROPY TEAM

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Monday through Friday

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When we **LIVE UNITED**,
we **AMPLIFY IMPACT**
for all Anchorage residents.



United Way of Anchorage