

Running a successful workplace campaign

Employee Campaign Coordinators (ECC) harness the generosity, talent and energy of their workplace to give back to their communities.

How? They coordinate and execute workplace campaigns to support our Community Campaign. If you're serving as an ECC, we're here to help you succeed.



Planning

Step 1: Attend an ECC training.

Time required: 1.5 to 2 hours.

Our trainings give you the tools to create a communication plan, set goals, organize activities and incentives, and involve employees in your campaign.

- Review our workplace campaign materials.
- Discuss fundraising and gaming strategies.
- Learn workplace-campaign closeout processes.

Step 2: Meet with your Local Company Leader (LCL).

Time required: 1 hour.

Your LCL—usually your Alaskan CEO, president, executive director, regional vice president or managing partner—champions your workplace campaign.

- Secure LCL buy-in and support for your workplace campaign.
- Help LCL schedule both a kickoff and conclusion email.
- Confirm LCL commitment to thank employees who participate.
- Get LCL approval for possible prizes and incentives.



Step 3: Meet with your United Way philanthropy representative.

Time required: 1 hour.

By meeting with us, you'll be ready to run a successful workplace campaign. We'll learn what you're seeking to accomplish and can offer you tips and assistance to make running a campaign easy and fun.

- Plan your workplace campaign.
- Discuss your questions and ideas.
- Set up your ePledge site if applicable.

Running

Step 4: Launch your workplace campaign.

Time required: 4 to 6 hours.

Giving your colleagues time to decide how to contribute helps increase participation. We recommend telling them two weeks before your workplace campaign kicks off.

- Schedule a fun, exciting kickoff for all employees.
- Find ways for everyone to participate regardless of their worksite location.
- Make “the ask” (request support for your campaign goals).

Step 5: Host activities and provide incentives.

Time required: 4 to 6 hours.

Whether your workplace campaign runs for one day, one week or one month, you can make it fun and interactive. Doing so builds morale and strengthens involvement

Consider:

- Conducting fundraising events.
- Offering contests.
- Planning lunch gatherings.
- Giving out swag.
- Volunteering in your communities.

Step 6: Conclude your workplace campaign.

Time required: 2 hours.

No matter how long your workplace campaign runs, employees deserve to celebrate their accomplishments. On your campaign’s last day or the one following it:

- Announce your successes.
- Give shout-outs to participants.
- Gather contribution forms and leftover United Way-related items.



Closing out

Step 7: Meet with your United Way philanthropy representative again.

Time required: 0.5 hour.

We help you close out your workplace campaign. By meeting with us, you’ll feel confident you’ve finalized everything correctly. We’ll also help troubleshoot any hiccups.

- Deliver contribution forms and leftover United Way-related items.
- Review what worked well and what could be done differently.
- Fill out your closeout and payroll deduction forms with our help.

Step 8: Thank your workplace campaign supporters.

Time required: 1 hour.

People feel good helping others. They like working together. People also benefit from being appreciated. You’ve helped with the first two already. Now, let’s say, “Thank you!”

- Initiate your appreciation recognition within a week of your campaign’s conclusion.
- Remind your LCL to thank employees who participated in the campaign.
- Host a luncheon, provide a day-off, supply a gift, etc. for participants.

Giving to our Community Fund addresses communities' greatest needs



ECCs help Alaskans accomplish achievements we can't do alone. Those achievements are made possible with flexibility and responsiveness.

Contributions to our Community Fund create that flexibility and responsiveness. Improvements happen most efficiently when we can respond to pressing issues. The Community Fund allows us to address our communities' "greatest needs."

These contributions power our teams to produce sustainable, measurable results to overcome Alaska's toughest challenges. We strategically invest these contributions in causes focused on education, financial stability and health and adjust funding if needed.

Your workplace colleagues may also designate their pledges to one or more of our teams—including Alaska 211, Community Impact and Housing—as well as any United Way or other nonprofits in good standing that they support.

AMPLIFY IMPACT

		Support our Community Fund to amplify your impact	Designate to specific United Way teams, other United Ways or nonprofits
Where do contributions go?	The most pressing issues identified by evolving assessments	✓	✗
	Every United Way team and all its focuses	✓	✗
	Local efforts for our communities' benefit	✓	✓
	Specific United Way team, other United Ways or nonprofits	✗	✓
What reporting does United Way provide?	Year-round reporting on effectiveness and progress	✓	✗
	Semi-annual reviews of financials	✓	✗
How are contributions made?	Workplace campaigns using payroll deduction or paper forms	✓	✓
	Online using our ePledge website	✓	✓

Giving groups

Members of the Alexis de Tocqueville Society and Leaders in Giving contribute significantly to improvements in our communities. While only a few hundred donors are members of these two groups, their contributions fund more than two-thirds of United Way's efforts. Their contributions signify their commitment to improving lives today and preventing problems tomorrow.

Alexis de Tocqueville Society

This group includes households making the largest impact in our community by contributing \$10,000 or more in a 12-month timeframe. These donors gather several times each year to discuss Alaska's most pressing issues and their potential solutions.

Tocqueville Society \$10,000+

Leaders in Giving

This group includes households contributing \$1,000 or more in a 12-month timeframe. We celebrate Leaders in Giving on our website, in publications, during virtual gatherings and at in-person events. It has four recognition levels:

Bronze \$1,000+ • Silver \$1,750+ • Gold \$2,500+ • Leadership Council \$5,000+



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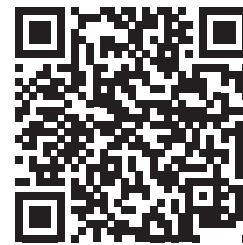
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