Champion / [cham-pee-uh n]
1. a person who fights for or defends any person or cause. Ie: a Champion of United Way in your workplace.
2. a person who takes first place. Ie: anyone who serves as a United Way Champion is a winner for taking on this role.

THANK YOU for taking on this role as the United Way Champion in your workplace. Whether you volunteered, or were volunteered by someone else, know the importance of your role and the impact you can make.

As a United Way Champion, you’ll have an opportunity to showcase your leadership and project management skills at work, network with colleagues at your workplace and in other industries, and create positive impact in our community.

We’ve prepared this guide to help you maximize your time and effort. Trust us. These tips are proven to work. If you follow them, your workplace campaign will be successful.
New to United Way campaigns? This page is for you. Since 1973, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns. Why?

Because United Way works. United Way fights for the health, education, and financial stability of every person in Madison County.

Because giving to United Way is easy. Most people give via payroll deduction, pledging in the fall to have a certain amount taken out of each paycheck the following year. United Way’s materials are easy to distribute and collect. After some planning and a brief 1-2 week solicitation period (your internal workplace campaign), you’re done!

Because there’s something for everyone. Donors can give to United Way efforts here in Madison County or to United Ways in their home communities. Since thousands of local residents are impacted by United Way programming, almost everyone will know someone who’s benefitted (maybe even themselves).

Because United Way is effective. Money raised here stays here in Madison County to help those in need.

THE TYPICAL WORKPLACE CAMPAIGN

- Runs actively for 1-2 weeks.
- Runs sometime between September 1 and Thanksgiving (Pick the dates that best serve you).
- Uses United Way materials and pledge forms (paper or online) that we provide.
- Most donors give via payroll deduction, pledging to give $___ per pay period during the following year (Jan. 1 to December 31).
- Some donors give via cash, check, or ask to be billed to pay later themselves.

YOUR ROLE AS WORKPLACE CHAMPION

- Serve as main contact between United Way and your workplace.
- Lead the planning and coordination for a successful internal campaign.
- Recruit others to help with your internal effort.
- Collect and submit all pledge forms and monetary donations to United Way in a timely manner. Includes completion of the Campaign Summary form.
- Submit all pledge forms to your payroll /HR for processing and payment.

OUR ROLE AS UW STAFF & VOLUNTEERS

- TO HELP YOU IN ANY WAY POSSIBLE! Never hesitate to call with questions or to help with campaign strategies.

- PLEASE reach out when ready to schedule a Campaign Presentation.
Whether you’ve been a United Way Champion for years or if this is your rookie year, statistics show you WILL be successful if you implement these three strategies.

### #1 SCHEDULE A FORMAL UNITED WAY PRESENTATION TO LAUNCH YOUR CAMPAIGN

AND DISTRIBUTE PLEDGE FORMS AT THE MEETING.

- Madison County workplaces that had a formal UW presentation to launch their campaign last fall had an average 13% increase in giving. Workplaces that did not had a 9% decrease.

- Consider how inspired someone will be to give within seconds of receiving a pledge form. That’s why a 10-15 minute presentation during an already scheduled employee meeting is ideal. We can do multiple presentations to accommodate different shifts and departments.

### #2 ASK YOUR CEO/TOP EXECUTIVES TO PUBLICLY ENDORSE YOUR UNITED WAY CAMPAIGN

AT THE LAUNCH MEETING AND/OR IN EMPLOYEE PUBLICATIONS.

- Madison County workplaces in which the CEO publicly endorsed the UW campaign and encouraged giving had a 9% increase in giving. Workplaces that did not had a 9% decrease.

- Make the connection that giving back as a workplace through United Way is a part of your corporate culture and fulfills your philanthropic mission to give back to our community.

### #3 ATTEND A CHAMPIONS ROUNDTABLE OR MEET WITH UNITED WAY STAFF IN ADVANCE

TO PLAN, BRAINSTORM, AND CUSTOMIZE YOUR INTERNAL CAMPAIGN FOR MAXIMUM RESULTS.

Madison County Champions that met with us 2-4 weeks before their campaign to strategize had a 6% increase in giving last year. Workplaces that did not had only a 6% decrease.
## DETERMINE THE GIVING CAPACITY OF YOUR WORKPLACE

**LIVE UNITED**

<table>
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<tr>
<th><strong>Benchmarks</strong></th>
<th><strong>Your Workplace Results Last Year</strong></th>
<th><strong>Your Workplace Goals - This Year</strong></th>
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<td><em>(Fill in from info Provided by UW)</em></td>
<td><em>(Discuss with your team and set realistic goals)</em></td>
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1. **Total employees**
   - __________  __________

2. **Set a participation goal**
   - *(We do NOT recommend 100%)*
   - *(100% ASK? Yes. 100% GIVE? No.)*
   - Madison County Average- 27%
   - __________  __________

3. **Total GIVING employees**
   - *(Multiply your total employees by your participation goal.)*
   - __________  __________

4. **Set an “Average Gift” goal**
   - __________  __________

5. **Total employee goal (Pledge forms)**
   - *(Multiply your total GIVING employees by your “Average Gift.”)*
   - __________  __________

6. **Corporate Giving**
   - *(Discuss with your team how/if your company will participate.)*
   - 100% match of employee gift Other percentage match of employee gift
   - __________  __________

7. **Other “Fun-raisers” or Special Events**
   - *(OPTIONAL. Do not make these a priority over giving via pledge forms and payroll deduction.)*
   - __________  __________

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**Total Workplace Campaign Goal**

- __________  __________
So you’ve set your goals. Now to achieve them! Participation rates and average giving levels don’t just magically increase. Here are some proven tips to boost them to the next level by engaging your team in the United Way.

**TO INCREASE DONOR PARTICIPATION...**

- Launch your giving effort by inviting United Way to already scheduled all-staff or department meetings for a brief 10-15 minute presentation.

- Have pledge forms ready at those meetings and encourage staff to fill them out before they leave.

- Set a goal of 100% ASK. Make sure every person hears the message and has an opportunity to give.

- Attractive incentives help motivate giving. They don’t have to cost a lot. But it will increase participation and build excitement. (See more on the next page.)

- Post United Way announcements and posters on bulletin boards and in employee publications. Share links to our e-newsletters and social media posts.

- Publicly track progress and send daily reminders, especially on the last day.

- Right after your last day, follow-up with past donors who forgot to turn in a form.

- Extend the giving opportunity to new hires throughout the year.

**TO INCREASE YOUR AVERAGE GIFT...**

- Stress giving via payroll deduction.

- Promote and incentivize donors to increase their gift to the next “level” (by 10%, or $1 a pay) over last year’s.

- Add incentives for tiered levels of giving. For example, $5/pay, gets you one benefit or maybe you are entered into a raffle with five tickets. If you give $10/week, you get two benefits or get 10 raffle tickets.

- (SEE MORE ABOUT INCENTIVES ON THE NEXT PAGE.)

- Leverage “fun-raisers.” Ask for a completed pledge form, rather than a small cash donation. For example, instead of “selling” Jeans Day passes for $5, ask that they pledge a certain amount via payroll deduction.

- Hold your United Way launch meeting on a payday, a Friday, or just after a “good news” announcement.

- Conduct your United Way campaign apart from other internal fundraisers.

- Ask an associate who’s benefitted from a UW program to share their story.
If only everyone were 100% altruistic. What inspires giving? Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace. You don’t have to go over the top on these either. There are many low-cost / no-cost ways to obtain items as incentives.

**NO-COST / LOW-COST INCENTIVES**
- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Donuts and coffee
- Pizza party / Free lunch
- Boss does your job for half day
- Use of company car

**OTHER ATTRACTIVE INCENTIVES**
- Tickets to movies / sports / concerts
- Trendy electronics
- Restaurant gift certificates
- Hotel / Resort weekend getaway
- Gym membership
- Gift baskets

**TIP:** To get more mileage out of your incentives, spread them out so more people win. For example, if you are raffling off a “United Way parking space” near the front door, get 12 winners (one for each month).

IF YOU CAN SWING IT, THE BEST INCENTIVE YOU CAN OFFER IS EXTRA PAID TIME OFF
- Vacation Days
- “Sleep-in” passes
- Leave work early passes

WHERE TO GET INCENTIVES
- Ask your vendors
- Trade with other UW corporate supporters
- Unused Credit Card rewards
- Look at existing company perks that could be offered

HERE COMES THE CRITICAL PART...
To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, then decide how to set your incentives. Examples below:

**By individual participation:** Anyone who gives via payroll deduction is eligible for a prize / drawing.
IDEA: For each dollar someone gives/week, that’s how many chances they have.

**By timeframe:** Anyone who contributes by X day is eligible for a prize/drawing.
IDEA: If you turn in your pledge form at the UW presentation meeting.

**By increase:** Anyone who increases their gift over the previous year by ___ % or to next giving level is eligible.
IDEA: Promote “Fair Share” giving, which would be equivalent to 1 hour of pay per month.

**By gift level:** Anyone who gives XX dollars or more is entered into a special drawing.
IDEA: Set tiers of incentives. Those who give $10/week are eligible for more than those who give $1/week.

**By company goal:** If the company achieves it’s amount raised goal, all employees can wear jeans on Friday.
IDEA: Do NOT set goal for 100% participation.