



**HARD HAT
AREA**



2011 Employee Campaign Coordinator Training





Agenda



- Welcome
- Intro and Ice Breaker
- “Construction Blueprint”
- “The Construction Workers”
- “The Tools You Need”
- “Making the Sale”
- “Finishing Touches”
- “Hammering It Home”
- Door Prizes





Welcome!



- **Introductions**

- Name
- Company
- Years as Campaign Coordinator
- What do you hope to gain from today's session?

- **Ice Breaker**





Construction Blueprint



- *Setting a Firm Foundation*

What is United Way?

→ *A Problem Solver*

What is our mission?

→ Improve Lives. Get Results.

How do we achieve our mission?

→ Identify Problem

→ Strategies to Address

→ Resources to Solve





Construction Blueprint



- *Setting a Firm Foundation*

United Way of Greater Duluth Priorities

- *Education*
- *Income*
- *Health*
- *Basic Needs*

Why is United Way Important?

- *To local nonprofits*
- *To people in the community*
- *YOU and your co-workers*





“The Construction Workers”



United Way Funded Partners – Building a Stronger Community

EDUCATION

- ✓ Increasing children’s readiness to achieve in school
- ✓ Improving academic achievement
- ✓ Promoting positive youth development through high-quality out-of-school opportunities

Boys & Girls Clubs of the Northland (1)
 Boy Scouts, Voyageurs Area Council (1)
 Copeland & Valley Youth Centers (1)
 Courage Center Duluth (1)
 Duluth Area Family YMCA (2)
 Girl Scouts (1)
 Grant Community School Collaborative (1)
 Life House (1)
 Little Treasures Center (1)
 Lutheran Social Service (3)
 North Country R.I.D.E. (1)
 Woodland Hills (1)
 YWCA (1)

BASIC HUMAN SERVICES

- ✓ Working to ensure a strong network of basic human services that meet people’s emergency and transitional needs for food, shelter, housing, safety and clothing.

American Red Cross, Northland Chapter (1)
 Center City Housing (1)
 Churches United in Ministry (CHUM) (2)
 Damiano Center (5)
 DAIP (Domestic Abuse Intervention Program) (1)
 Legal Aid Services of NE MN (1)

INCOME

- ✓ Increasing income
- ✓ Gaining and sustaining savings/assets

Community Action Duluth (2)
 Goodwill (1)
 Lutheran Social Service (1)
 Neighborhood Housing Services (1)
 SOAR Career Solutions (1)

HEALTH

- ✓ Increasing access to health care services and benefits

Arc Northland (2)
 Children’s Dental Services (1)
 Human Development Center (1)
 Lake Superior Community Health Center (1)
 Life House (1)

Lutheran Social Service (2)
 Safe Haven Shelter (1)
 Salvation Army (3)
 Second Harvest Northern Lakes Food Bank (1)



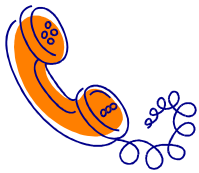
NOTE: The number in parentheses represents how many programs are supported by UW at that agency within that priority area



“The Construction Workers”



United Way Programs and Initiatives



United Way 2-1-1

United Way 2-1-1 provides people with information on community resources. This easy-to-use phone number is available 24 hours a day, 7 days a week. To get connected and get answers, dial 2-1-1.



United Way Volunteer Center

The Volunteer Center connects volunteers with opportunities in the community. The Leadership Match component links volunteers with local nonprofit boards. Goods match helps get donated goods to those who need them. Visit www.unitedwayduluth.org for more information.



Imagination Library

This is a free book program that delivers one book each month to children (birth to age 5) in the Greater Duluth area. There are no eligibility requirements and zero cost to families.

Big Red Bookshelf

Big Red Bookshelves

The Big Red Bookshelf project places bright red bookshelves stocked with gently-used or new books appropriate for children from birth - 3rd grade in the community where families with young children visit. These books have been donated by community members. Children are invited to take a book home to keep and share!



Success by Six

United Way collaborates to build support for children during the formative years that influence their entire lives (from birth to age six) so children are ready to succeed when they enter school.



“The Tools You Need”



Running a successful workplace campaign – BEST PRACTICES

Educate yourself about United Way!

Get top management support

Recruit a campaign team

Utilize your Campaign Executive

Set a goal and timeframe for your campaign

Communicate and Raise Awareness

Make it Fun!

Celebrate Success and Say “Thanks”

All of these things will make your job MUCH easier!!





“The Tools You Need”



Ready and willing to do the “heavy lifting” – **CAMPAIGN EXECUTIVES**

Your Campaign Executives!



Taire Lind Suliin



Nicole Finifrock



Kimberley Garrison

Your United Way Campaign Team!



Bekki Babineau
Campaign Director



Susan Knauss
Campaign Associate

Campaign Executives sponsored by Pioneer National Bank, Hallett Dock Company, Duluth News Tribune, U.S. Bank, Wells Fargo, Western Bank, M&I Bank, National Bank of Commerce, North Shore Bank of Commerce, Republic Bank, Essentia Health, & Minnesota Power.

THANK YOU!

And special thanks to WDSE TV – Channel 8 for providing studio space for our training.





“The Tools You Need”



Campaign Materials – LOCAL BROCHURE & VIDEO

Informational Materials!



CAMPAIGN BROCHURE & POSTER

Features people from right here in our local community!

Use to raise awareness and understanding of United Way!

Includes highlights of results that were achieved last year with donor support!

CAMPAIGN VIDEO

Real life examples of what your contribution can do!



**Can a T-shirt
Change the
World?**





“The Tools You Need”



Campaign Materials – PLEDGE FORMS

Pledge Forms!

Optional: Donor Designation

United Way of Greater Duluth
CAMPAIGN PLEDGE FORM
 424 W. Superior Street, Suite 400, Duluth, MN 55802
 P: 218.726.4770 F: 218.726.4778 www.unitedwayduluth.org

United Way

MEMBER/NEEDER: FIRST NAME MI LAST NAME
 HOME ADDRESS CITY/STATE/ZIP
 HOME PHONE: Email:
 EMPLOYER: LABOR AFFIL:
 SIGNATURE: AUTHORIZED THE GIFT DESCRIBED BELOW DATE:

PLEASE SELECT YOUR METHOD OF GIVING

PAYROLL DEDUCTION
 I authorize my employer to deduct the following amount per pay period:
 \$10 \$40 \$50 \$75 \$100 \$15 \$10
 Other: \$ _____
 I would like to sponsor a child in the **Imagination Library**® program by increasing my deduction per pay period by an additional:
 \$1 \$7 Other: \$ _____
 Total per pay period: \$ _____ If pay periods/year: _____
 Total Annual Gift: \$ _____

CREDIT CARD
 Visa MasterCard Discover AMEX
 Amount: \$ _____
 Acct#: _____
 3 Digit Security Code: _____
 Exp. Date: _____

BILL ME
 Total Contribution: \$ _____ Amt. Factor: \$ _____
 Bill me for balance: \$ _____
 Annually Quarterly Monthly
 Months to start billing: _____

CASH **CHECK** Amount: \$ _____
 Check#: _____ Date: _____

Stocks/Securities
 Amount: \$ _____ Phenol: _____
 (United Way will contact you.)

***IMAGINATION LIBRARY:** This program provides an age-appropriate book each month to children between the ages of 0-5 in the Greater Duluth area. The cost is \$10 per child per year. Help us reach a level of reading and prepare a child for school.

SEUR DU LHOT LEADERSHIP GIVING SOCIETY
 With your gift or contribution with spouse/partner of \$1,000 or more, you become a member of the Seur du Lhot Leadership Society. Please indicate below the leadership level at which you are contributing:
 Emerging Leader*
 Friends Order (\$1,000 - \$1,999)
 Explorer Order (\$2,000 - \$4,999)
 Mileway Order (\$1,500 - \$4,999)
 Dashed Dreyzer Order (\$5,000 and over)
 I'm contributing with my spouse/partner to determine our giving level.
 Spouse/Partner Gift: \$ _____
 Spouse/Partner Name: _____
 Spouse/Partner Employer: _____
 Please specify how you would like your name(s) in the Leadership recognition materials:
 I've wish to remain anonymous.
 Please provide information about United Way's Endowment Fund.

EMERGING LEADERS STEP-UP PROGRAM
 Step up to the Seur du Lhot Leadership Society once if you're not yet able to make the full financial commitment of \$1,000. A Step-Up commitment recognizes donors at the \$1,000 level based on their commitment to a three-year progression. In year one and two, your contribution will be matched by several very generous anonymous donors to achieve the \$1,000 level of giving.
 Commitment Level: Year 1: \$500, Year 2: \$750, Year 3: \$1,000
 *Sign me up as an Emerging Leader! My first year gift is \$500 and I pledge to continue my support at the levels noted above.

United Way Designation Form
 Must be attached to your United Way Pledge Form

United Way of Greater Duluth will honor designations to its funded partners and other United Ways; however, the designation must be \$50 or more per agency. If the agency to which a donor designates is not eligible for UWGD designations, United Way will contact the donor and offer to return the gift and/or designate the gift to the appropriate impact area. United Way makes every effort to process gifts in accordance with donor wishes. However, if the designation information is incomplete, incorrect or not attached to a United Way pledge form, the designation will be credited to the Community Care Fund.

Please release my name to the designated agency or United Way for an acknowledgement. Yes No
 If you do not select YES, we ARE NOT authorized to release your name to the designated organization.

United Way Learn more: www.unitedwayduluth.org

Donor designated contributions are assessed administrative fees based on actual historical costs in accordance with United Way Worldwide Membership Standards.

Name(s) _____
 Address _____ City, State, ZIP _____
 Email _____ Phone _____
 Company _____

Total Annual Gift: \$ _____ Total Designation Amount: \$ _____

Community Care Fund - An unrestricted gift to the Community Care Fund is the most effective way to maximize the impact of your gift. Your gift will combine with the gifts of others to make the greatest impact in the lives of those who need it most.

Impact Areas - Directing your gift to a specific impact area will ensure that the complex needs of individuals and families are met. No single agency or program can meet every need. By directing your gift to one of the following, you support a strong network of services that together, help people achieve positive, long-lasting change.

I would like my gift to support this specific impact area:
 EDUCATION (Fostering successful children & youth) INCOME (Promoting financial stability & independence)
 HEALTH (Improving people's health) BASIC NEEDS (Ensuring a strong network of basic human services)

Specific Care
 DIRECT CARE: I want my gift to go to a specific United Way partner agency or another United Way. Name(s) _____
 CARE WITH EXCEPTIONS: I wish to support the entire family of UW agencies with the exception of: Name(s) _____





“The Tools You Need”



Campaign Resources – Schedules, Stickers and More!

NFL SCHEDULES!

Ask your Campaign Executive for pocket NFL schedules to share with your co-workers!



CASUAL DAY STICKERS

Everyone likes to dress casually every now and again. Selling these helps raise funds for United Way and employees get to be extra comfortable at work!



UW STORE CATALOG

You can order items from the United Way store to use as campaign incentives. Go to www.unitedwaystore.com or call Susan at 726-4779 to request a copy.





“The Tools You Need”



Campaign Resources – Special Events, Themed Activities & More!

CAMPAIGN THEME IDEAS!

The United Way campaign is a great opportunity for team-building! Put some FUN into FUNdraising with this packet full of great ideas!



Campaign Toolkit CD

****NEW THIS YEAR****

A great resource for all your campaign needs. This resource will help you plan and implement the ultimate campaign!

Full of great ideas, examples and samples!





“The Tools You Need”



Tips, Tools and Strategies – On-Line and In Your Hands

GREAT RESOURCES!

Go to www.unitedwayduluth.org
CAMPAIGN CENTRAL for access to
some great CAMPAIGN TOOLS or
simply refer to your Campaign Toolkit
CD

- Employee Campaign Coordinator Guidebook
- 6-Day Campaign Guide
- Campaign Checklist
- Rally Checklist
- Sample letters, emails and messages
- Pledge card follow-up ideas
- Campaign incentive ideas
- Envelope Stuffers
- Sticker Templates
- And much, much more!!





“Making the Sale”



Knowing your audience – Generational Differences

| Generation | Population Size | Influences | Traits |
|--|-----------------|--|--|
| TRADITIONALISTS Born prior to 1946 | 75 million | The Great Depression, the New Deal, World War II, the GI Bill, the Cold War, Pearl Harbor | Patriotic, loyal, desiring to leave a legacy, fiscally conservative, faith in institutions |
| BABY BOOMERS Born 1946-1964 | 80 million | Booming birthrate, expansion of suburbia, Vietnam, Watergate, anti-war protests, women's and civil rights movements, sex, drugs, and rock 'n' roll, economic prosperity, recession | Competitive, questioners of authority, desiring to put their own stamp on institutions, sandwiched, optimistic |
| GENERATION X Born 1965-1981 | 60 million | Sesame Street, MTV, the personal computer, divorce, AIDS, crack cocaine, missing children on milk cartons | Eclectic, resourceful, self-reliant, skeptical of institutions, highly adaptive, independent |
| MILLENIALS Born 1982-2000 | 76 million | Terrorism, fall of the Berlin Wall, expansion of technology and the media, mixed economy, violence, drugs, and gangs | Globally concerned, integrated, cyber-literate, media savvy, realistic, environmentally conscious, collaborative |





“Making the Sale”



Knowing your audience – Potential Target Groups

Leadership Donors

Individuals or couples who contribute a total of \$1,000 or more per year

Emerging Leaders

Individuals or couples who choose to “step up” to a leadership giving level over a period of 3 years (\$500, \$750, \$1,000)



Retirees

As people leave your company, they may want to stay connected to United Way!

New Employees

Don't forget to highlight your company's partnership with United Way when new employees are hired!





“Finishing Touches”



Reporting your results

United Way of Greater Duluth
CAMPAIGN REPORT ENVELOPE
To ensure accuracy, please complete this form as completely as possible.

THIS REPORT IS: PARTIAL FINAL

Enclosed in this envelope:
 Sealed This copy of pledge form
 Cash or Check page closed to respective pledge forms
 Company designation gift with signed pledge form

STEP 1. COMPANY INFORMATION

Designation name: _____ # of pledges: _____

PLEASE PRINT OR TYPE (PLEASE PRINT) (PLEASE PRINT)

Executive completed by: _____ Date: _____
 Phone: _____ Email: _____
 Signature: _____

STEP 2. LEADERS IN GIVING INFORMATION

Please check if there are Leadership Pledges. Does do that. See how pledges (Lexus or more) enclosed. Include those numbers for the employee gift information.

Number of Leadership Pledges: _____ Leadership Dollar Amount: \$ _____

STEP 3. GIFT INFORMATION

Payment for the Corporate Gift begins: _____ and will be paid:
 Monthly Quarterly Semi-Annually One time

Payment for the Employee Designation begins: _____ and will be paid:
 Monthly Quarterly Semi-Annually One time

STEP 4. CONTRIBUTION SUMMARY

| | AMOUNT PLEDGED | AMOUNT ENCLOSED |
|--|----------------|-----------------|
| A. CORPORATE GIFT | \$ | \$ |
| B. SPECIAL EVENTS Date: _____ | \$ | \$ |
| EMPLOYEE CONTRIBUTIONS: | | |
| Cash (with Pledge Cards enclosed) | \$ | \$ |
| Check (with Pledge Cards enclosed) | | |
| Bank/ATM/Securities (Pledge Cards enclosed) | | |
| Payroll Deduction (with Pledge Cards enclosed) | | |
| Credit Card (with Pledge Cards enclosed) | | |
| C. TOTAL EMPLOYEE GIFTS | \$ | \$ |
| TOTAL ALL GIFTS (A+B+C) | \$ | \$ |

FOR UNITED WAY USE ONLY

Location: _____
 City/Number: _____
 Date Received By: _____
 Date: _____

Method of entry:
 Date: _____
 Cash: _____
 Check: _____
 To be billed: _____
 Payroll: _____
 Credit Card: _____
 Bank/Securities: _____
 OTHER: _____

Employee's address:
 Date: _____
 City: _____
 State: _____
 Zip: _____
 Payroll: _____
 Credit Card: _____
 Bank/Securities: _____
 OTHER: _____

LIVE UNITED

Campaign Wrap-Up

To report your company's campaign results, complete the front of the envelope, seal the envelope with pledge forms and payments inside, and call your Campaign Executive to come and pick it up.

Remember:

Record both the total number of employees and donors at your company

Include contact information in case we have questions

Confirm that each designation form is attached to a pledge form and that each designation is at least \$50 per agency

Complete total number of dollars for each category – payroll, billing, credit card

Be sure to add the total for all employee and corporate gifts and special events





“Hammering it Home”



Information to Inspire Action – JUST THE FACTS, BABY!

Campaign Giving History – Company Z

| | 2010 | 2009 | 2008 |
|-----------------------|---------|---------|---------|
| Total Employees | 25 | 25 | 25 |
| Total Donors | 10 | 7 | 15 |
| Leadership Donors | 1 | 0 | 0 |
| Percent Participation | 40% | 28% | 60% |
| Average Gift | \$155 | \$108 | \$65 |
| Total Employee Gifts | \$1,550 | \$762 | \$987 |
| Leadership Donations | 1 | 0 | 0 |
| Corporate Gift | \$500 | \$500 | \$500 |
| Special Events | \$150 | \$50 | \$0 |
| Campaign Total | \$2,200 | \$1,312 | \$1,487 |



If every individual who currently donates to United Way increases his or her gift by just \$1 per week, we can generate an additional \$275,000 per year!

If every business increased its corporate gift by just \$500, we could generate an additional \$198,000!





“Hammering it Home”



Information to Inspire Action – JUST THE FACTS, BABY!

As the employee campaign coordinator, just look at the difference **YOU** are making in our community.

Last year, children’s early literacy development was enhanced by getting **57,228** books into homes in Greater Duluth through Imagination Library and the Big Red Bookshelves.

Last year, **1,300** working poor individuals and families completed tax returns at no cost, bringing an additional **\$3,000,000** into the local economy.

More than **5,300** individuals sought financial counseling to assist with budget, bankruptcy and debt management issues - increasing their financial stability.

More than **4,500** uninsured or underinsured people received the mental and physical health services they needed.

More than **1.5 million** pounds of food were distributed (equivalent to 1.2 million meals).

More than **16,000** night of shelter were provided to those with no placey to stay.

More than **470,000** articles of clothing were distributed to those in need.

AND THESE ARE JUST A FEW EXAMPLES OF WHAT IS BEING ACCOMPLISHED!





“Hammering it Home”



Information to Inspire Action – JUST THE FACTS, BABY!

What Your Dollars Can Buy. . .



\$1 Pay \$1 per week for a candy bar at the vending machine **OR** give \$1 per week to United Way and provide a **hot meal** for **260 people**.

\$5 Pay \$5 per week for a cup of specialty coffee **OR** give \$5 per week to United Way and provide **2,600 articles of clothing** to those who need it.

\$10 Pay \$10 per week for lunch **OR** give \$10 per week to United Way and provide tutoring and **mentoring help** for **50 youth**.

\$30 Pay \$30 for two movie tickets and popcorn **OR** give a one-time gift of \$30 to United Way and **shelter a family** that is homeless for one night.





THANK YOU!



DANGER
HARD HAT
AREA