



Employee Campaign Manager Toolkit

2024



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Campaign
Toolkit



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THANK YOU FOR YOUR SUPPORT

As a recognized leader within your workplace, your role as an Employee Campaign Manager (ECM) supports local programs and services that help change the lives of individuals, families, and neighborhoods in our community.

Thank you for believing in the work of the United Way of Collier and the Keys and understanding that the best way to strengthen our community is by living UNITED.

This toolkit will help guide you through managing a successful workplace campaign. But you are not alone! United Way staff are also available to you for additional support and guidance.

Being in this role takes creativity, enthusiasm, and compassion, and we thank you for your willingness to serve. We look forward to walking alongside you as you embark on your ECM adventure!

With gratitude,



Tiffani Mensch
President & CEO

WHAT IS AN EMPLOYEE CAMPAIGN MANAGER?

The Employee Campaign Manager (ECM) is the liaison between your workplace giving initiatives and the United Way of Collier and the Keys (UWCK). They are the critical piece that ties us together – the change-makers who understand the difference you can make when working united to positively impact your community.

As the ECM in your workplace, you have the important role of engaging with your peers and encouraging them to make a difference. Without people like you, we could not provide the critical funds needed to support 30+ local agencies who, alongside UWCK, work tirelessly to impact our community's well-being.



One of your most important roles is to work closely with your company leadership and UWCK representatives to develop an effective campaign plan.

This includes:

- Recruiting a team of helpers
- Hosting a fun and engaging campaign kickoff
- Promoting the campaign throughout your organization
- Encouraging leadership-level giving (\$1k+ annually)
- Thanking donors and volunteers for their involvement

Along with positively impacting your community, serving as an ECM is a great way to enhance your leadership and networking skills. It is an opportunity to gain recognition for your talents within your organization and will provide transferable skills to other projects and roles you take on in the future.



STEPS FOR A SUCCESSFUL CAMPAIGN



PLAN



INVITE



UNITE



Step 1: Plan

During the **PLAN PHASE**, you will develop your campaign strategy and timeline, gather support from your company's leadership and volunteers, and equip your team with the resources you need to run a successful campaign.

SET YOUR GOAL

This Year's Goal:

Last Year's Goal:

DEVELOP A TIMELINE

3 MONTHS BEFORE KICKOFF

6 WEEKS BEFORE KICKOFF

2 WEEKS BEFORE KICKOFF



BRAINSTORM

Giving Incentives

- PTO hours or half/full days for first time donors at \$100+, leadership-level donors, etc.
- Coffee delivery by CEO to first-day donors
- Dress down day
- Catered lunch for department that raises the most
- Golf with the boss

Team Fundraising Ideas

- VIP parking spot auction
- Competitions: office olympics, trivia night, karaoke
- Bake sale or car wash
- Raffle for theme park tickets or restaurant gift cards
- Silent auction
- Spare change jars



Pre-Campaign Checklist

CHECK	TASK	DATE	ASSIGNED TEAM MEMBER
	Meet with your UWCK representative to discuss ideas and strategies.		
	Attend the ECM training.		
	Evaluate past results to identify opportunities for increases (dollars raised, participation, leadership givers, etc.).		
	Confirm CEO/senior leadership support (campaign events, leadership giving recognition, company gifts or matching, incentives for increased participation, messages of support throughout campaign).		
	Recruit a campaign committee: seek a diverse team of volunteers across different departments.		
	Determine your campaign timeline, incentives, and calendar of events.		
	Keep handy campaign materials and resources provided by UWCK.		
	Schedule your campaign kick-off and any other special events, confirm UWCK speaker(s).		
	Promote your kickoff company-wide.		
	Incorporate a volunteer opportunity into your campaign. (UWCK can help!)		
	Have your CEO send a campaign kickoff email encouraging participation.		
	Invite retirees to your kickoff event.		
	Prepare yourself to share knowledge about the impact of UWCK's work and help employees understand the value of their gift.		



Step II: Invite

In the INVITE PHASE of your campaign, you will focus your efforts on communication and engagement. Share about the campaign anywhere you can, encourage participation, and make it feel fun, easy, and impactful to get involved.

DURING CAMPAIGN CHECKLIST

CHECK	TASK	DATE	ASSIGNED TEAM MEMBER
	Ensure your campaign kickoff is fun and engaging.		
	Communicate the campaign goal, timeline, activities, and incentives.		
	Invite speakers, including UWCK representatives, members of your leadership team, or other notable community leaders.		
	Send out your donation site link or distribute pledge forms to every employee. Use your kickoff event, staff meetings, and 1-on-1 conversations to encourage participation.		
	Promote! Promote! Promote! Share newsletters, emails, posters, and flyers in staff meetings and high-traffic areas such as entryways and break rooms.		
	Share success stories and event photos along the way.		
	Hold a mid-campaign committee meeting to monitor participation and progress toward your goal.		
	Send company-wide progress reports.		
	Hold a leadership giving, retiree, and/or loyal contributor luncheon.		



Sample CEO Letter

Dear [Company Name] Team,

Together, we have built an exceptional community within [Company Name], one that thrives on compassion, camaraderie, and the desire to make a positive impact. Today, I am excited to share that we have launched our annual workplace campaign in support of the United Way of Collier and the Keys, and I am writing to invite each and every one of you to be a part of this important journey.

As we strive to make a difference in the lives of those around us, United Way of Collier and the Keys stands as a beacon of hope, working tirelessly to uplift and transform the lives of individuals and families in need within our community. Their commitment to driving positive, sustainable change aligns perfectly with the values we hold dear at [Company Name].

This campaign presents an extraordinary opportunity for all of us to come together as a unified force, demonstrating the power of compassion and generosity. Whether through a one-time contribution or a recurring donation, every single donation counts and makes a significant impact. No matter the amount, your participation helps us build a brighter future for those in our community who need a hand up.

What sets this campaign apart is not just the critical work United Way does, but the sense of fulfillment and pride that comes from knowing we are part of something greater than ourselves. As we give back to our community, we build stronger bonds within our own workplace and foster a sense of purpose that extends far beyond the confines of these office walls.

The process is simple, and you can participate in whichever way suits you best. For instance, you may choose to make a one-time donation via check or set up recurring monthly gifts through payroll deduction. Your contribution will have a ripple effect, touching the lives of countless individuals and families and inspiring hope in our community.

I am thrilled to announce that this year, we have set a bold target for our workplace campaign of [dollar amount and/or participation percentage], and I am confident that together, we can not only meet but exceed it. I encourage you to join us at our Campaign Kickoff on [Date and Time] at [Location]. Let us stand united, showing our community what [Company Name] can achieve when we join forces for a common cause.

Please take a moment to review the campaign materials and visit the United Way of Collier and the Keys website at uwcollierkeys.org for more information on their impactful programs and initiatives.

Thank you in advance for your unwavering support. I cannot wait to witness the immense impact we will create together.

With Gratitude,

[CEO Name]
CEO, [Company Name]



Sample Staff Letters

SAMPLE STAFF LETTER

Dear Team,

Exciting news! Our company's annual Workplace Campaign for United Way of Collier and the Keys is here, and I can't wait to see the incredible impact we'll create together!

United Way is a powerhouse of positive change, supporting families, children, and individuals in need. With just a small contribution from each of us, we can make a big difference in our community.

Let's make this campaign the most successful one yet! Attend the kickoff event (details coming soon) to learn more about how we can help. Every act of generosity matters, and together, we'll leave a legacy of kindness.

Join me on this important journey of compassion!

Thank you,
[Your Name]

SAMPLE STAFF LETTER

Dear Team,

Are you ready to make a difference and create positive change in our community? I certainly am and I want you to be a part of it, too!

I'm thrilled to invite each one of you to join me at the United Way of Collier and the Keys Campaign Kickoff Event. It's going to be a fantastic gathering filled with fun, food, excitement, and, most importantly, a chance to make a real lasting impact in our community.

When: [Date and Time]

Where: [Location]

This event promises to be both enjoyable and fulfilling. We'll get to learn more about United Way's local initiatives and how our contributions can bring about meaningful change. There will be inspiring stories and a chance to connect with fellow colleagues who share the same passion for making a positive impact.

Let's come together as a united team and show our collective support for a good cause. Whether you can contribute a little or a lot, every effort adds up.

Mark your calendars, rally your enthusiasm, and let's make this campaign kickoff event one to remember! Together, we can create a brighter future for our community.

Looking forward to seeing each one of you there!

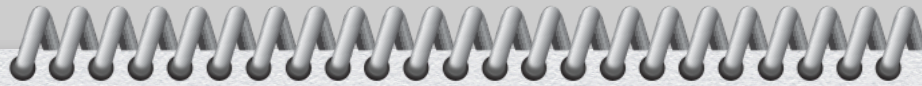
Sincerely,
[Your Name]





Step III: Unite

The UNITE PHASE is where you bring it all together. Host an exciting campaign kickoff, express deep appreciation for people who show up and give, track your campaign results, and thank people for their involvement.



TIME	SAMPLE KICKOFF AGENDA
5 min	CEO welcomes employees, endorses campaign, and introduces United Way of Collier and the Keys (UWCK) speakers.
10-15 min	UWCK gives short presentation.
5 min	Show UWCK campaign video and closing remarks.
5 min	ECM presents campaign timeline, events, and ways to donate.
25-30 min	



Post-Campaign Checklist

CHECK	TASK	DATE	ASSIGNED TEAM MEMBER
	Collect pledge forms and campaign materials.		
	Schedule a time to meet with your UWCK representative to share final results.		
	Record any corporate contributions or matches on employee giving.		
	Thank all donors with a celebration event, letter, and/or email from your CEO.		
	Share a campaign summary including photos and results.		
	Hold a post-campaign debrief with your committee to evaluate successes, challenges, and strategies for next year.		

Year-Round Engagement Checklist

CHECK	TASK	DATE	ASSIGNED TEAM MEMBER
	Use UWCK as a resource to organize service projects and connect your team to volunteer needs around the community.		
	Sign up for the UWCK newsletter to stay up to date on our impact, new initiatives, events, and more.		
	Share UWCK updates with employees on a regular basis to show you campaign's impact.		
	Join UWCK's Community Investment Committee.		
	Engage with UWCK for lunch and learn sessions.		



PLAN



INVITE



UNITE

Sample Thank You Email

New Message



To

Subject

Dear [Company Name] Team,

I am writing with overwhelming gratitude for the support we received during our United Way of Collier and the Keys workplace campaign. Your generosity and compassion have made a profound impact, and I couldn't be prouder to be part of this amazing team.

Throughout the campaign, I witnessed the true spirit of unity and camaraderie within our organization. I was inspired by the enthusiasm and dedication demonstrated by all of you as we rallied together to make a difference in the lives of others. It was a privilege to work alongside such caring and empathetic individuals.

I am thrilled to announce that, thanks to your unwavering support, we were able to exceed our campaign goal by a significant margin. Together, we have contributed to numerous causes that will positively affect the lives of those in need within our community. Whether it's providing essential resources for families facing hardships or supporting critical outreach programs, your contributions will undoubtedly create lasting change.

I would like to extend a special thank you to our leadership for their support and encouragement throughout the campaign. Your commitment to making a positive impact in our community sets an example for all of us, and it is a privilege to be led by such dedicated individuals.

Finally, I want to give a big shout-out to the members of our campaign committee. Your hard work, creativity, and determination made this initiative a resounding success. You went above and beyond to engage all of us and create an atmosphere of giving, and we are truly grateful for your efforts.

As we move forward, let's carry this spirit of compassion and unity in everything we do, not only during campaigns, but also in our everyday actions.

Once again, thank you all for your support. It is an honor to work with each and every one of you.

With sincere appreciation,
[Your Name]

Send



Is there a minimum pledge amount?

No, there is no minimum pledge amount. Every dollar makes a difference!

Do we have to offer payroll deductions?

No. Donations can be made via cash, check, credit card or payroll. You can choose what works best for your company.

When do payroll deductions begin?

You can begin payroll deductions at any time.

How long does a workplace campaign last?

Typically, campaigns last two weeks to one month to give everyone time to participate, but the length of your campaign is up to you based on what works best with employee schedules.

How many nonprofits received funding through the latest Community Investment Grant cycle?

There are 34 local nonprofits that received funding in the most recent grant cycle.

How do we engage in a volunteer project or event?

Ask your UWCK staff contact! Whether it's one department or a staff-wide event, we work with you to implement innovative ways for employees to use their skills for good. Let us curate a project for your team, match you with a volunteer opportunity, plan a day of service, or develop a list of ongoing volunteer needs.

Do my donations stay local?

Yes! 100% of what is raised here stays here.

How do I handle objections to giving?*

People want to feel connected to the work of an organization before they become a donor. Asking questions about what causes or needs are important to a potential donor is a great way to open the door to the work UWCK is doing. Knowing what a person cares about will help guide the conversation to how their dollars can help change lives.

Examples include:

- Assisting individuals and families with free and confidential tax preparation and filing through the Volunteer Income Tax Assistance (VITA) program.
- Providing information and resources to people in need through the Collier 2-1-1 helpline.
- Providing a list of resources to people in need through KeysHelp.org and the Community Resource Guide.
- Sending free books to children from birth to age five through Dolly Parton's Imagination Library.
- Helping our community recover from hurricanes and other disasters.
- Providing high-quality preschool education scholarships for children from low to moderate income families through the Success by 6 program.
- Promoting kindness and generosity through the Feed the Keys initiative, which collects thousands of pounds of food for local pantries.

**If objections arise that you are not comfortable handling, please reach out to your UWCK contact. We are always happy to walk through questions or concerns.*

UNITED WAY OF COLLIER AND THE KEYS

ABOUT US

United Way of Collier and the Keys (UWCK) is a catalyst for change. We are proud to be the problem-solvers actively working to create a community where all our Collier and Monroe County neighbors can thrive. Complex problems require collaborative solutions. Through strategic collaboration and partnerships in our nonprofit community, we can bridge gaps in the system and eliminate duplication of services.

UWCK is part of United Way Worldwide, the largest charitable organization in the world. We understand our community's needs and create opportunities where there are none. UWCK is a trusted steward of donor dollars to drive change in our community.

OUR WORK

Community Investment Grants

We support local agencies and programs that focus on building a stronger community where everyone has the opportunity to thrive, particularly in the areas of education, health, financial stability, and basic needs.

KeysHelp.org

We have compiled a robust list of services and resources for Keys residents who need assistance. You can download and print versions in English, Spanish, and Creole.

Disaster Case Management

We help our community recover from hurricanes and other disasters through immediate relief and long-term recovery efforts.

Volunteer Income Tax Assistance (VITA)

We offer free tax preparation services provided by IRS-certified volunteers, bringing real money back into the hands of our neighbors in need.

Success by 6

This unique dollar-for-dollar match initiative facilitates access to School Readiness scholarships for children from low to moderate income families for high-quality preschool education.

Dolly Parton's Imagination Library

This book gifting program sends free, high-quality, and age-appropriate books to children from birth to age five, regardless of family income.

Be Like Mike - Feed the Keys

We honor "Mangrove Mike" Forster by inviting community members to promote goodwill and generosity through random acts of kindness, including food collection for local pantries.

2-1-1

With one toll-free call, text, or online request to 2-1-1, Collier County's non-emergency helpline, you get free and confidential connections to services from healthcare and housing to food and crisis assistance. 2-1-1 resource specialists are available 24/7.

UNITED WAY OF COLLIER AND THE KEYS

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Download Campaign Toolkit





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