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**United Way
of Monroe/Lenawee
Counties**

UnitedWayMLC.org

Give.
Advocate.
Volunteer.

**Workplace
Fundraising
Campaign
TRAINING GUIDE**



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of Monroe/Lenawee
Counties

UnitedWayMLC.org

Give.
Advocate.
Volunteer.

Change starts here.

United Way of Monroe/Lenawee Counties is more than a fundraiser.

We are the **hand raisers**. The **game changers**. We go after our community's toughest challenges by coming up with **new solutions to old problems**.

We do this by working with people from all walks of life to turn those solutions into **CHANGE**. We believe that **CHANGE** starts here, but that it doesn't happen alone.

Together, we can make a difference in **Monroe County and Lenawee County** so that **all adults and families are financially stable, all children and youth are achieving their potential, and all people are living healthy lifestyles**.

Change doesn't happen alone.

Running a campaign provides a way for employees to improve their community. Participation in a campaign committee or events can help develop teambuilding skills and boost morale as employees learn to set goals, work together, and achieve positive results.

United Way connects donors to non-profit organizations that would have a tough time doing it on their own. Most charitable organizations have under \$100,000 in assets which means that they don't have marketing budgets or even fundraising budgets. **United Way** makes it easy for donors to support local non-profits.

8 Steps to a Successful Workplace Campaign:

1. CEO Support and Involvement
2. Recruit a Capable, Committed Campaign Team
3. Set an Aggressive Campaign Goal/Track Results
4. Work with United Way to Develop a Campaign Plan
5. Conduct a leadership Giving Program (Gifts of \$1,000 or More)
6. Hold Meetings for All Employees
7. Promote Your Campaign
8. Thank, Recognize, and Report

Programs and Services



Get Connected. Get Help.™

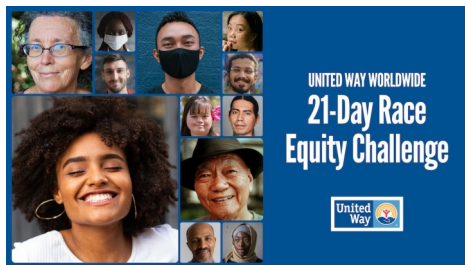
2-1-1 is a free service that connects Monroe County and Lenawee County residents with help and answers from health and human services agencies and resources right here in their communities ... quickly, easily, and confidentially.

This service is available **24 hours a day, 7 days a week at no cost.**

People living in or visiting Monroe and Lenawee Counties can receive information on needed programs and services in 2-1-1's centralized location.

In Lenawee County: **Dial: 866-561-2500**
Text your zip code to 898-211
Fax: 517-789-2492
E-mail: 211@lifewaysscmh.org

In Monroe County: **Dial: 800-552-1183**



The **United Way** advocates for people throughout our communities. The **21-Day Equity Challenge** leads us on a journey that focuses on diversity, equity and inclusion.



Health Check is an annual event offered multiple times each year in various locations throughout Monroe and Lenawee Counties. Those who attend can receive many low-cost and no-cost health tests and assessments. The test results can be forwarded to each participant's personal physician for follow-up.



Project RAMP is a collaborative effort of the Monroe/ Lenawee County AFL-CIO Central Labor Council's Community Services/Community Action Liaison Program, in partnership with the United of Monroe/Lenawee Counties. People with physical disabilities are able to gain independence and personal freedom when these partnering agencies build ramps that allow individuals to come and go comfortably and safely at their residences.

Together, we can make a difference.

HOW TO HAVE A SUCCESSFUL WORKPLACE CAMPAIGN

What exactly is a Workplace Campaign?

The company CEOs and Workplace Campaign Chairs, like you, encourage employees to give to the United Way of Monroe/Lenawee Counties. This is achieved by sharing news and information about the impact that United Way of Monroe/Lenawee Counties has on our community and by inviting them to participate in company activities. The Workplace Campaign takes place over a period of time. Some companies may hold a single day Workplace Campaign, while others may hold it over the course of a week or month. We encourage companies to hold a Workplace Campaign that works best for them.

Steps to take to be a successful Workplace Campaign Chair

- Review all of the included materials in your packet so that you feel comfortable answering questions and asking your co-workers to make a contribution. Please also review the on-line Pledge Form and the way to make a contribution via credit card at www.UnitedWayMLC.org
- Get support from top-level management.
 - Ask them to speak and actively participate in all workplace campaign events.
We find that this encourages employees across the board to give.
 - Discuss implementing a program that matches a percentage of employee gifts.
Our most successful Workplace Campaigns incorporate a version of this.
- If you are part of a large company, recruit individuals from a cross-section of the company to help run the campaign. Your committee can assist you with the following:
 - Setting a campaign goal. *(This may be a dollar amount and/or a percentage of employee giving.)*
 - Planning some company-wide fun events.
 - Consider offering incentives that may increase employee participation.
 - Distributing campaign materials and personalized Pledge Forms, either in-person or remotely.
- Make a personal gift to the United Way of Monroe/Lenawee Counties and encourage others to donate.
- Promote the campaign throughout your company, while asking others to give.
 - **GROUP SOLICITATION:** Schedule a company-wide meeting for employees to hear a United Way of Monroe/Lenawee Counties presentation. We are happy to have someone from the United Way present. This may be done in conjunction with a staff meeting or a safety meeting.

It is most effective to distribute the Pledge Forms and informational brochures during this time and to ask employees to complete and return the Pledge Forms immediately following the meeting.
 - **ONE-TO-ONE SOLICITATION:** The Workplace Campaign Chair and his/her committee, if applicable, personally solicit co-workers. Give them their personalized Pledge Form and informational brochure.

Successful Workplace Campaign Chair *(continued)*

- Inform employees when the campaign ends and where they can return the Pledge Forms to. Remember that giving is a personal decision, but still ask employees to return their Pledge Forms, regardless of whether or not they choose to give. This way, you will know that they have made a decision.
- Provide periodic updates to the employees through e-mail, company newsletter, goal thermometer or other means.
- Thank everyone who participated in the Workplace Campaign.

HOW DO I HANDLE OBJECTION?

- **Listen to the Objection.** Strive to see the objection from the other person's point of view.
- **Ask Questions to Clarify their Concerns.**
- **Answer All Objections.** Refer to the materials in your packet for possible answers. If you do not know the answer, tell them that you will look into it further and will get back to them. The United Way of Monroe/Lenawee Counties office will be more than happy to provide any assistance.
- **Encourage Discussion.** This is an opportunity to promote the message that giving to United Way improves the community for all of us by helping children succeed, by working with individuals and families to become financially stable, and by improving people's health.
- **One Sample Approach:** _____ (use their name), I can understand how you can feel that _____ (restate their objection). As a matter of fact, others have felt this same way. After they found out _____ (state the fact), they reconsidered.





Ideas to Add **FUN** to Your Workplace Campaign

“Look at you!” Photo Guessing Contest

Ever wonder what colleagues or company executives looked like when they were babies — or even better, when they were in high school? Host an “executives prom night” guessing game! Charge a small fee to play and offer a great prize for the most correct answers — how about a family photo shoot or an extra vacation day? (where allowed) This game will raise funds, as well as some good laughs along the halls at work.

Employee or Company Trivia Contest

“Mystery” employees offer little-known and unusual facts about themselves for others to guess. All featured participants place a clue in their office to help others guess their identity or try a company trivia contest to see who knows the company history best! Charge a small fee and award a prize to the employee who guesses the most correct answers.

Car Wash

Employees donate \$5 to have their car washed by the organization’s VIPs.

Do Some Good for United Way ... and Yourself

Each department in your organization hosts a special event to raise money and better the health of your employees. Ideas include yoga classes, stress reduction seminars, personal trainer consultations, and healthy heart cooking classes. Charge a small fee to attend the classes.

United Way “Well Wishers”

A wishing well could be constructed in your company’s lobby where people can drop their spare change. The change from the wishing well would be tallied and go towards the United Way campaign, proving that a little change can make a lot of cents/sense.

Coin Wars

Get rid of your change for the United Way of Monroe/Lenawee Counties! Set up large water jugs in each department and do a coin war. The highest fundraising department wins a pizza party.

Potluck Lunch

Individuals or departments can sign up to bring an item. Charge a small fee — for a delicious home-made lunch and great company.

All-You-Can-Eat Potato Bar

You will want to have baked potatoes with all the “fixin’s”. Chili, sour cream, shredded cheese, butter, steamed broccoli, melted cheese, chives, bacon bits, sautéed onions, sautéed mushrooms, hot peppers, ham, and spices. The possibilities are endless.

Barbeque Contest

Fire up the grill and break out your best BBQ recipe. Ask members of the team to act as judges and have different categories for various meats or vegetables. Require guests to pay to attend.

More **FUN** Ideas!

Silent Auction

Gather items and create bid sheets and place by each item. You may want to have a minimum bid for each item and have a specific amount by which an employee must increase their bid.

For example bids must be increased in increments of \$1. If an employee wants to bid on a certain item, he/she writes their name or employee ID number on the corresponding bid sheet. The auction runs during the week of the company's workplace campaign and is open for employees to bid during lunch breaks.

Baskets for Auction

Gather your department and create themed baskets for a raffle. Basket theme ideas include: Backyard BBQ, Wine Lover, Beer Lover, Activities for the Kids, Movie Night, etc.

Executive Chair Race

Set up a relay course for executives to go through, either sitting in a chair or on tricycles. Let observers "bet" on their favorite contestants!

Executive Auction

Get the executive staff to donate half a day to the campaign. Then, auction each executive off to employees. The executive must take over the employee's job for that half day.

Office Olympics

Set up an obstacle course in the lunchroom, several offices and/or several floors of offices or outside. One station can be for typing a couple of paragraphs, another station for filing, another for photocopying, etc. The contestants pay an entry fee with the funds going to United Way.

Balloon Pop

Place gift cards or small prizes inside of balloons and self-affle tickets to get a chance to pop the \$5, \$10, \$20, \$50, etc. balloon at your Workplace Campaign Wrap-Up Celebration!

NOTE: *Special events should enhance your Workplace Campaign, **not** replace it. Not all special events need to be fundraisers; it is equally important to educate and take the time to thank everyone.*

OFFER INCENTIVES!

Companies can offer employees incentives for participating in the Workplace Campaign activities, when contributing or when turning their Pledge Forms back in, whether they give or not.

INCENTIVES TO CONSIDER:

- ◆ Extra half hour for lunch for a week
- ◆ CEO or supervisor does employee's job for a day
- ◆ CEO or supervisor details employee's vehicle
- ◆ CEO wears a costume voted on by the employees if the company reaches its goal
- ◆ Department pizza party/luncheon
- ◆ Gift certificates
- ◆ "Leave Work Early" or "Sleep-In" passes
- ◆ LIVE UNITED or company T-shirt
- ◆ Reserved parking space
- ◆ Time off from work
- ◆ Trophy for department with highest participation



Myths and Truths About United Way

MYTHS AND TRUTHS

Many people perceive United Way more as a national organization and less as a locally operated organization. This, in all likelihood, is because we share the same United Way brand name and logo. While both have a powerful message, it can lead people to formulate opinions about local United Ways that may not be entirely accurate.

Below are some “*myths and truths*” about the relationship between United Way Worldwide and local United Way organizations, as well as how local United Way organizations differ from each other.

MYTH: United Way Worldwide (United Way of American) has control over local United Way organizations.

TRUTH: United Way Worldwide operates as a trade association providing training and assistance. Local United Ways pay membership due to United Way Worldwide for this service and the use of the United Way logo.

MYTH: The dollars raised from the annual fundraising campaign do not stay local.

TRUTH: Only 2.5% of the dollars raised leave Monroe/Lenawee Counties. Two percent is paid to United Way Worldwide and .5% is paid to the Michigan Association of United Ways to assist in covering its cost to operate.

When local agencies apply for funding through the United Way of Monroe/Lenawee Counties, they must submit income and expense sheets showing how the dollars will be spent **in Monroe and Lenawee Counties** for the health and human service programs for which they are applying.

MYTH: All local United Way organizations operate the same.

TRUTH: There are more than 1,000 United Way organizations across the United States and each one is operated by its own local board of directors. Some United Way organizations may only focus on fundraising and allocating the dollars raised to local programs. Other United Ways also focus on providing additional services to their communities. Here in Monroe and Lenawee Counties, the United Way works in partnership with multiple organizations to provide services beyond the annual fundraising campaign.

MYTH: All United Way organizations fund the same agencies.

TRUTH: Each United Way organization determines their own funding process based on what makes the most sense for each community. Some United Way organizations provide funding to an entire agency while others may only award funding to specific programs within an agency. In addition, some United Ways provide funding to the same agencies year-after-year and others have a formal *Request for Proposal* process.

The United Way of Monroe/Lenawee Counties is more interested in funding programs that are Achieving identified outcomes in the areas of helping children succeed, increasing people's financial stability, and improving people's health. We are focusing on these areas, because we believe that when we put all three of these pieces together, we can create the foundation of opportunity for everyone in the community.

Myths and Truths About United Way

United Way volunteers ensure that every group receiving funds is a non-profit, tax-exempt charity governed by volunteers; and that it submits to an annual, independent financial audit, provides services at a reasonable cost, and maintains a policy of non-discrimination. During United Way's extensive annual community investment process, local experienced volunteers assess community needs and determine how to invest funds so that donor know their money is serving the most pressing community issues and reaching the people who are most in need.

Contributions raised in Monroe and Lenawee Counties stay local and decisions about which programs to invest in and which partnerships to pursue are made in each local community.

Knowledgeable volunteers/donors carefully screen and select the programs funded by your contribution. Their recommendations are reviewed and approved by our volunteer Board of Directors. After selection, these programs are monitored to ensure they produce positive, measurable results.

Making a gift to United Way is the most effective way to help our whole community. Our unique ability to work across complex issues with hundreds of community partners is unmatched. Our programs help people in crisis get back on their feet, help prevent future problems, and build a stronger community for all of us.

The United Way of Monroe/Lenawee Counties (UWMLC) will attempt to honor all donor designations to any member and/or partner agency of the UWMLC, member agencies of other United Ways, and all other United Ways.

MYTH: United Way organization rely on a few large donations to reach their annual fundraising goal.

TRUTH: United Way organizations count on thousands of people to donate each year to reach their fundraising goals. Employee giving through companies that offer workplace campaigns results in the largest percentage of donations.

United Way firmly believes it's not necessarily how much you give; it's when we add it all together that we can achieve great things in our community. For example, if a business has 275 employees and if every employee gives \$1.00 a week, that business would raise more than \$14,000.00 to support needed local programs.

