

# STEPS FOR A SUCCESSFUL CAMPAIGN.

YOUR GUIDE TO COORDINATING  
A UNITED WAY  
WORKFORCE CAMPAIGN.



United Way  
of the Ouachitas

# WELCOME TO THE UNITED WAY CAMPAIGN!



## DID YOU KNOW?

United Way of the Ouachitas is making an impact on lives and communities.

# A MESSAGE FROM OUR CAMPAIGN CHAIR

As the Campaign Chairman, I am excited about the upcoming year. It's no secret that COVID-19 has impacted; communities, families, schools, and organizations across the United States, but especially here, in the Ouachita Region. We are all ready to see some normalcy in our lives.

United Way of the Ouachitas has always had a special place in my heart. Over the past 21 years of working in Garland County I have personally supported this wonderful organization. One exciting fact, is the money donated and raised for United Way of the Ouachitas stays right here in the Ouachita Region. This is especially vital to our donors and community.

The agencies we serve; by your donations are listed on the United Way website, and as you can see we support a variety of needs, right here in the Ouachita region. Each agency has specific guidelines which include providing financial and obligatory reports throughout the term so that United Way of the Ouachitas ensures we are being the best stewards of our donor's monetary support. The Community Impact Team is made up of local volunteers and Board Members who monitor agency progress throughout the term.

Thanks to all of our donors and supporters of the United Way of the Ouachitas. We are excited to kick off our 2021 campaign. Without your support we could not do this alone.

Respectfully,



**Lisa Austin**  
**Regional Executive, Community Banking**  
**Bank OZK**  
**2021 Campaign Chair**

# UNITED WAY CAMPAIGN BASICS

## What is a Workforce Campaign?

- During a workforce campaign, CEOs and campaign coordinators encourage employees to give to United Way of the Ouachitas. They motivate people to give by educating them about the needs in the community and asking them to participate in company activities.

## What's My Role as a Campaign Coordinator?

- Learn about United Way of the Ouachitas. Please call the United Way office if you have any questions or need assistance.
- Recruit and coordinate a team of company volunteers to help you run the campaign.
- Make a personal gift to United Way of the Ouachitas.
- Promote the campaign throughout your organization and ask everyone to give.
- Coordinate the distribution and collection of campaign materials and pledges.
- Prepare and submit a final report packet and pledge forms.
- Thank **ALL** campaign participants.

## Who Can Help Me Run a Successful Campaign?

- Your Campaign Team Member will be your main United Way contact during the busy campaign season from August to December. A Team Member is responsible for personally contacting and securing corporate contributions and/or employee contributions from each of their assigned accounts.
- The Resource Development Director is a full-time United Way of the Ouachitas staff member who is available year-round to assist with workplace campaigns, call 501.623.2505.

## How Do I Achieve Maximum Participation In My Campaign?

- Publicize your efforts in as many ways as possible.
- Make sure to utilize communication methods that our colleagues use every day – websites, intranets, internal publications, external publications, media connections, office mail, e-mails, telephone calls and voicemail messages.

### **20 – Minute Model Presentation Package**

#### **Opening Remarks**

Campaign Coordinator  
1 minute

#### **Endorsement**

CEO  
1 minute

#### **Speaker**

United Way Agency  
7.5 minutes

#### **Ask for the Gift**

Campaign Coordinator  
2 minutes

#### **Closing Comments**

Thank you and collect  
pledge cards  
2 minute

TOTAL TIME: 20 minutes

NOTE: Presentation  
times may be shortened  
or extended depending  
on allotted time.

# BEST WAY TO ASK CO-WORKERS TO GIVE

## Do you know why most people don't give to United Way?

**It's because they weren't asked.** Not everyone will be able to attend the Campaign Kick-off, so it's important to follow up with employees. Although it can be difficult to ask your co-workers for money – especially to increase their support – remember that people feel good about helping others. As your colleagues better understand the work of United Way and how their contribution impacts their community, they become more generous.

## Quick tips that make asking for a pledge easier:

- **Know the facts.**  
Read the background materials carefully. The more you know about United Way, the easier your job will be. Prepare a solicitation case. Check out United Way's website at [www.unitedwayouachitas.org](http://www.unitedwayouachitas.org) for facts that make a compelling case for giving.
- **Call on co-workers you know first.**  
Approaching people you know well allows you to be more relaxed and comfortable as you refine your presentation skills. The positive responses you'll get will boost your confidence.
- **Make personal contact.**  
People give to people. Set up face-to-face meetings to ask for a pledge. It's best not to just leave pledge forms on someone's desk.
- **Be positive.**  
Explain the benefits of giving to United Way. Stress the importance of each person's contribution to our community. Emphasize that you're asking for funds for urgently needed programs to create long-lasting change that prevents problems from happening in the first place. United Way is working to make our communities a better place to live by focusing on **Education, Financial Stability, and Health & Safety.**
- **Be prepared for questions and concerns.**  
People deserve to know that their money is being used wisely. Review the responses to the most Frequently Asked Questions regarding United Way (see page 10). If you don't know the answer to a question, call the United Way office and get back to your colleague.
- **Retrieve all pledge cards and say 'Thank You.'**  
You should collect a pledge card from each employee – whether or not the individual contributes – as a record that each has been solicited. Remember to thank everyone you contacted. Each person's time and gift are appreciated and a "thank you" is an important part of your efforts.

### TIP FOR SUCCESS

Nothing tells the United Way story better than agency tours because it allows employees to see for themselves how their dollars work to benefit the community. Contact your Campaign Team Member or United Way Resource Development Director to arrange for your group's agency tours.

# 10 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN

## 1. Involve your CEO:

The success of your campaign can be significantly improved based on the commitment and visible involvement of your senior managers and chief executive officer. CEO sample letters are available.

## 2. Recruit and train your campaign committee:

Your campaign committee will help you manage your organization's campaign and communicate with employees. Ask your CEO and/or union leadership to help recruit people for all departments and levels of your organization, and from all company sites.

## 3. Promote leadership giving:

Peer-to-peer solicitation is key to leadership giving. Ask your CEO to appoint an executive to solicit members of the management team for leadership gifts. CEO sample letters are available.

## 4. Recruit campaign representatives:

Peer outreach and personal follow-up are proven to be the most effective ways to raise funds. Recruit co-workers as campaign representatives to help you answer colleagues' questions about United Way.

## 5. Promote and publicize your campaign:

Establishing a financial goal for your campaign is a great way to get people motivated. Your United Way staff contact can provide you materials which get the word out and inform employees about how their contributions can help the community.

## 6. Hold a kick-off event and employee group meetings:

Build enthusiasm for the campaign by asking your CEO to attend a kick-off event and to publicly endorse the campaign. Add impact to your meeting by contacting your Campaign Team Member or Resource Development Director for presentations and to get a speaker.

## 7. Have fun with your campaign:

Fun events can create enthusiasm for the campaign. Use ideas in this handbook, a United Way staff contact can provide an idea book for you or go on the website, [www.unitedwayouachitas.org](http://www.unitedwayouachitas.org).

## 8. Follow-up with employees and report results:

Midway through the campaign, you should compare last year's donor list with current contributors to determine who has not yet returned a pledge card. Most people don't give because they weren't asked. **Collect all triplicate pledge forms whether or not an individual contributes**, so you'll know that everyone has had opportunity to participate.

## 9. Celebrate success:

Thank everyone who has worked on the campaign. Be sure your Campaign Packet is completed with all the information requested and returned to the United Way office. Thank everyone again. The value of generously thanking everyone involved cannot be overemphasized.

## 10. Get a jump on planning for next year's campaign:

Critique the campaign with your CEO, campaign committee and United Way Resource Development Director. Listening to what people liked, what worked and what didn't will help your organization plan for next year's campaign.

# COMMUNICATING YOUR CAMPAIGN

The most important aspect of your campaign is to get the message out. Plan to talk about or use electronic media to publicize the campaign for a few weeks prior to your campaign kick-off. Repeat the message several times over the course of the campaign. Remember, support from your CEO and department managers is all important. Enlisting and securing their support will send a clear signal to all employees about the importance of participating in the campaign. And most importantly, ask each employee to give.

## TECHNOLOGY

### E-mail

- Send e-mails to inform employees about specific campaign events and functions. Personalize these communications, if possible.
- Use calendar options to inform employees about the campaign events.
- Send a CEO letter of support by e-mail to all employees. CEO sample letters are available.
- Use e-mail or voicemail to answer employee questions. Quick follow-up is very important.

### Company website and intranet

- Create a campaign banner ad to run on your company intranet.
- Post an endorsement letter from your CEO on the company intranet. CEO sample letters are available.
- Include links to United Way's website, [www.unitedwayouachitas.org](http://www.unitedwayouachitas.org) on your company website so employees can learn about the impact of United Way in your community.
- Post information about campaign events, progress reports, and results on company website and intranet.

### Voicemail

- Send voicemail reminders to employees.
- Prepare a special United Way greeting or thank you message.

## ESTABLISHED COMMUNICATION METHODS

- Hold campaign kick-off meetings.
- Ensure campaigners contact their assigned employees about the campaign.
- Use payroll stuffers to inform employees about the campaign.
- Display posters.
- Publicize time frames, incentives, contest winners, and campaign results.

### EVERYONE LOVES TO WIN!

Allow all donors to receive recognition for pledging to United Way. For example, if pledges are turned in within specified time frames, donors receive special gifts (extra hour for lunch, movie passes, raffle prizes, etc.) You may base your gifts according to what level is pledged or when pledge cards are returned!

### ENCOURAGE PAYROLL DEDUCTION!

The easiest way to make an investment in the community is through payroll deduction. Stress to your employees that everyone can afford to give something, be it simply a \$1 per week! When everyone participates, it adds up to make a tremendous impact in the community!

# WHAT YOUR UNITED WAY DONATION DOES

Giving to United Way of the Ouachitas is an easy way to benefit United Way's Community Partner Agencies and Community Impact Actions, such as We've Got Talent, Day of Caring, and Stuff the Bus. Donors can designate their contribution to a specific Community Partner Agency, Impact Action, or to one of the three Impact Areas, **Education, Financial Stability, and Health & Safety**. Regardless of whether or not a gift is designated to a specific program or impact area, donors can rest assured that their dollars are tackling the issues that matter most to the communities United Way serves.

## GIVING THIS MUCH

\$5 per week/\$260 per year  
or the cost of a deli sandwich

\$10 per week/\$250 per year  
or the cost of one lunch out

\$15 per week/\$780 per year  
or the cost of one shirt

\$20 per week/\$1040 per year  
or the cost of one dinner out

## IS ENOUGH OVER A YEAR'S TIME TO PROVIDE

Provides a free hardback book monthly for 6 children from Imagination Library of the Ouachitas.

52 hours of classes for an emerging artist at Emergent Arts.

Hot meals for five people at Salvation Army.

30 lunches a day at Eleanor Klugh Jackson House.

50 meals to seniors struggling with food insecurity from Project HOPE Food Bank.

Computer maintenance, programs and upgrades for 10 computers for five classes for 50 individuals for Abilities Unlimited.

### TIP FOR SUCCESS

Use examples from this chart to demonstrate to employees the positive impact that their dollars can have on our area.



# CAMPAIGN AWARDS, PLEDGE CARDS, AND IDEAS

## Campaign Awards

United Way of the Ouachitas recognizes organizations and businesses annually for their commitment and service. These awards will be distributed at the annual wrap-up celebration.

### START A YEAR-ROUND PROGRAM

Campaigning for pledges will be much easier when your employees are exposed to United Way and its agencies year-round.

- **New hires program** – When new employees are hired, give them the opportunity right away to give through payroll deduction. Don't wait until campaign time.
- **Agency tours** – Don't wait unit campaign time to have employees tour a United Way Community Partner. Nothing tells the United Way of the Ouachitas story better than tours because it allows employees to see for themselves how their dollars work to benefit the community. Just give the United Way office a call and tours will be arranged, and you don't even have to send a large group.
- **Year-round fundraising** – Many companies are planning activities to coincide with special occasions or holidays, such as; silent auction of baskets for holiday giving, lunches, golf tournaments, and raffles.
- **Use newsletter updates** – Keep employees informed and involved through internal communication tools like bulletin board displays or special messages on your company's intranet.
- **Browse the website** – You can visit our website, [www.unitedwayouachitas.org](http://www.unitedwayouachitas.org) for more information.

### LOYALTY DONOR

United Way's Loyalty Donor Program is designed to recognize long-time donors to United Way, regardless of the amount. They not only show their belief in our mission but become the backbone upon which United Way exists. There is a place on the pledge card to indicate how many years a donor has contributed to United Way. Please encourage your colleagues who you know are Loyalty Donors to indicate it on the pledge card, so United Way may recognize and thank them.

### TriPLICATE Pledge Cards

Your United Way pledge card is in compliance with IRS regulations. It is a three-part document (9 ¼ x 5 ½ inches) so donors will have a copy to use for tax deductions. In addition to the pledge card, a campaign card containing information about United Way is available.

Here are the guidelines from the IRS:

When a donor makes a contribution by payroll deduction, the donor must have the following documents to substantiate the deduction:

- A pay stub, W-2 or other document furnished by the employer that indicates the amount withheld during the tax year for payment to the donee organization and,
- A pledge card, or other document prepared by the donee organization that shows the donee organization's name

If you have additional questions about the pledge card, please contact Sarah Fowler at 501.623.2505.

# FAQ'S ABOUT UNITED WAY OF THE OUACHITAS

## **Why should I invest in United Way of the Ouachitas?**

**A.** United Way of the Ouachitas is committed to making the kinds of smart choices which can make our community a better place for all of us to live and work. We use our expertise and community connections to support thousands of people throughout our region in ways that make a genuine difference in their lives. We use our time and resources as efficiently as we can, to do as much as we can and to help as many people in as many ways as we can.

## **Why am I asked to give to United Way in my workplace?**

**A.** United Way of the Ouachitas has always enjoyed a strong partnership with the business community. Organizations which host a workplace campaign understand that we all share a responsibility for the people and neighborhoods where we live, work and raise our families. Employees in our annual workplace campaign donate 50% to our campaign and inspire many volunteer hours which contribute to real and lasting progress throughout the community.

## **Why should I give to United Way in addition to my other charities?**

**A.** Everyone should give to the charities which are closest to their hearts. However, a gift to United Way will extend charitable giving by investing in the needs which United Way of the Ouachitas serves.

## **Why should I give to United Way instead of a direct service agency?**

**A.** Again, we encourage people to give to all their charities including direct service agencies. However, United Way of the Ouachitas bases its funding allocations on a rigorous process demanding accountability from its partners. We employ our resources and expertise to work closely with our partners so together we will achieve real and lasting impact in the communities we serve.

## **Who decides how much money goes to each program or service?**

**A.** People just like you! Trained volunteers work on year-round committees called Community Impact Teams to study our most serious problems and the best way to remedy them. Those volunteer groups decide where to allocate the funds, assess community needs through an extensive process and they then direct resources – money and volunteers – to the area where there are existing or emerging needs. United Way's Board of Directors makes final funding decisions.

## **What does United Way do with my donation?**

**A.** Annual campaign contributions are distributed each year through a vigorous allocation process. United Way's mission is to improve lives by connecting people and resources in our area. We're focused on critical issues like **Education, Income Stability, and Health & Safety** especially as they impact childhood poverty.

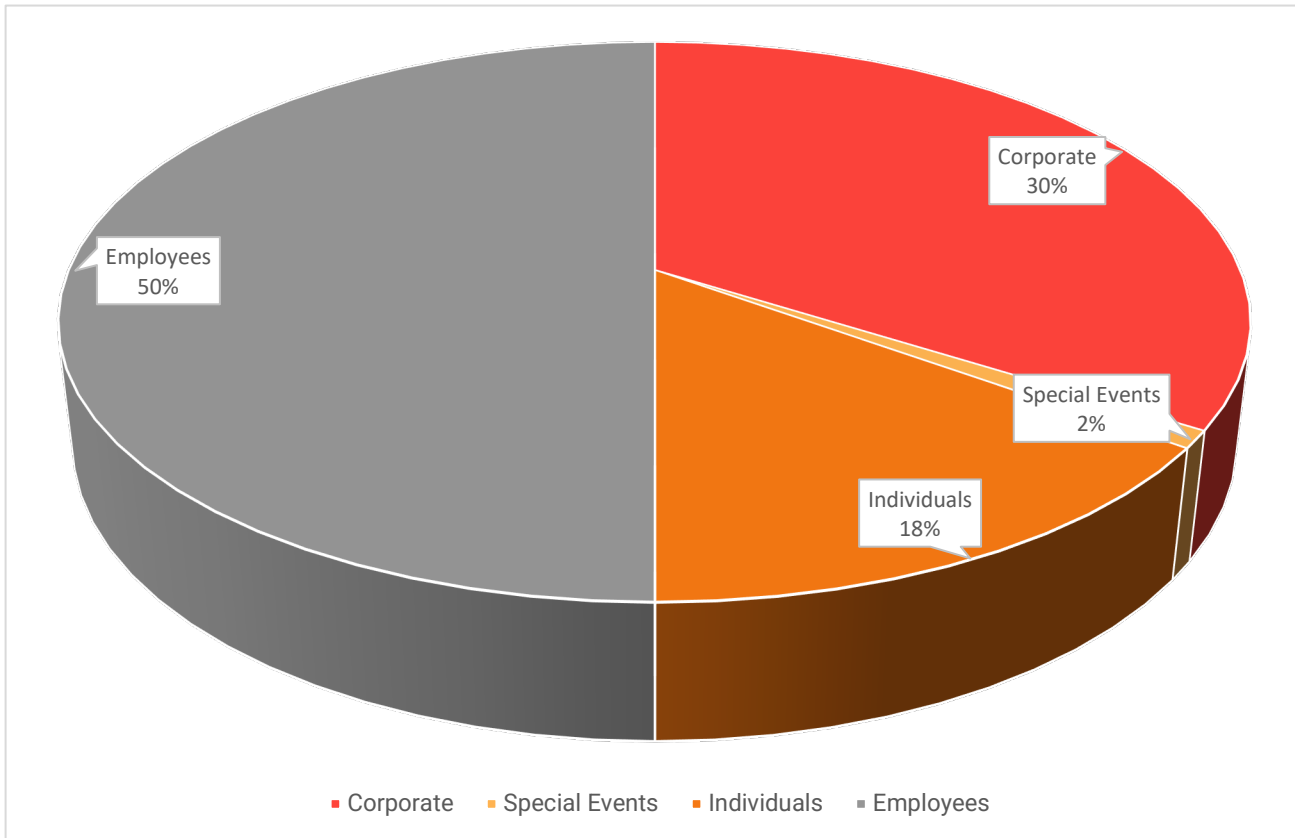
## **Does United Way of the Ouachitas support abortion or fund Planned Parenthood?**

**A.** No. United Way of the Ouachitas does not fund programs that deliver abortion services nor has it in the past, nor is there a Planned Parenthood Agency in our region. Planned Parenthood is not a member agency, so it receives no allocations or undesignated contributions.

## **How does an organization apply to receive funding from United Way of the Ouachitas?**

**A.** When resources allow, United Way invites applications from organizations that demonstrate measurable results in addressing key issues our communities have identified as most important. United Way also helps to meet basic needs, such as food and shelter.

# SOURCE OF CONTRIBUTIONS AND PLEDGES TO THE 2020 UNITED WAY CAMPAIGN



United Way and its Community Partner Agencies are dependent on the generous donors who contribute to the campaign each year. Employee giving plays a key role in the campaign's success. It accounts for over 50% of all contributions made to the United Way of the Ouachitas Campaign each year. Employee giving contributions come in the form of payroll deductions, direct bills and one time gifts.

Corporate and Foundation giving is also vital to United Way and its annual campaign. Many companies participate in matching programs which are based upon overall employee giving totals. Such matchers vary from \$.15 per \$1.00 donated to \$1.00 for \$1.00. Match programs often help increase employee totals by providing an extra incentive for employees to participate.

Special events hosted by companies and organizations also play an important role in raising dollars for United Way. Often times, special events will engage individuals who otherwise do not participate in the annual campaign. United Way will also help in advertising your special event by featuring it on our Facebook page, website and other communications.

# YOUR UNITED WAY DONATION GOES FAR; JUST NOT FAR AWAY

## 2021 United Way Board of Directors

### Executive Committee

#### President

Liz Meade  
*Simmons Bank*

#### First Vice President

Lisa Austin,  
*Bank OZK*

#### Second Vice President

Michael Dang,  
*Weyerhaeuser*

#### Treasurer

Blake Cansler,  
*Citizens Bank*

#### Secretary

Pam Perry,  
*First Security Bank*

#### At Large

Jennifer Bearden,  
*US Bank*  
Paul Nothern,  
*Retired*

#### Immediate Past President

Brandon Scott,  
*BScott Creative*

### Members:

Thomas Anderson,  
*Garland County Judge Rep.*

Ronnie Backus,  
*Arvest Wealth Management*

Brett Chancellor,  
*First Step*

Captain Lisa King,  
*Hot Springs Police Dept.*

Jean Lacefield,  
*Gateway Neighborhood Assn.*

Dr. Stephanie Nehus,  
*Hot Springs School District*

Jennifer Orr,  
*Entergy Arkansas*  
Michelle Ratcliff  
*HS Metro Partnership*

Donna K Smith,  
*Retired*

Zac Smith  
*SQZBX Pizza*

Aaron Street  
*City of Hot Springs*

### Campaign Chair

Lisa Austin,  
*Bank OZK*

## United Way of the Ouachitas Staff

### Sarah Fowler

*Executive Director*

### My'Liea Turner

*Finance Director*

### Mandy Way

*Marketing Director*

### Pat Long

*Chief Volunteer*

## We're here to help you!

If at any time you have questions, please call Sarah Fowler at 501.623.2505 or

E-mail at [sarah.fowler@unitedway.org](mailto:sarah.fowler@unitedway.org).

Be sure and visit the United Way website, [www.unitedwayouachitas.org](http://www.unitedwayouachitas.org) for updated event information, as well as ideas and suggestions for your organization's campaign.

# LIVE UNITED



United Way of the Ouachitas

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