

FREQUENTLY ASKED QUESTIONS

HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff.

WHEN SHOULD OUR GIVING CAMPAIGN RUN?

Most of our campaigns take place in the fall, but they can happen at a time that is best suited for your organization.

CAN WE COLLECT DONATIONS ELECTRONICALLY?

While we do have fillable PDF pledge forms, we still need to have them printed, signed, and returned to us. The forms are available in our Online Campaign Toolkit.

WHEN DOES PAYROLL DEDUCTION START?

While UWFC's campaign and fiscal year runs from July 1—June 30, payroll deduction usually runs from January 1—December 31. However, United Way does not set your payroll schedule; it is a company decision.

HOW MUCH OF MY DONATION STAYS IN FRANKLIN COUNTY?

Like all United Way's around the world, United Way of Franklin County is, and always has been, a local organization. Your donation stays local and helps people in Franklin County.

CAN I DESIGNATE MY GIFT TO A SPECIFIC CHARITY?

United Way of Franklin County honors designations above \$75 to qualified 501(c)(3) organization, although we believe that the most powerful way to invest your donation is to donate to our undesignated Community Care Fund. Designating a gift often means that there are fewer dollars for making community grants and that essential programs may receive less support.

WHO DECIDES WHERE THE DONATIONS GO?

You do! That is to say, a committee made up of volunteers, like yourself, decide. All programs that receive funding are carefully vetted by a lengthy process. The Community Investment Committee, made up of volunteers from the community, considers the need for funds and impact of the program, as well as conducting a comprehensive assessment of the agency. United Way monitors results to ensure the programs are making an impact and the agencies remain compliant.

WHY SHOULD I GIVE TO UNITED WAY?

You make a difference. You are making an investment that benefits the entire community, not just one program, issue, or population. United Way leverages your contribution by combining it with others and strategically investing in results-driven programs and initiatives to maximize the impact we have in the community. It is easy and convenient.

WHAT'S THE DEAL ABOUT NON-PROFITS AND OVERHEAD?

Without a person earning a salary, or a safe, functional facility, many nonprofit programs would simply not exist. The "Overhead Myth" belief that organizations with the lowest overhead ratios are the most donation-worthy creates a culture of nonprofit starvation that hurts everyone. We are committed to ensuring that costs and expenses are reasonable, while also investing in tools, technology, and people who make our organization, and those of our partners, more impactful.

I HEARD YOU ARE MERGING WITH UNITED WAY OF HAMPSHIRE COUNTY. WHAT DOES THAT MEAN FOR MY DONATION AND THE PROGRAMS HERE?

All donations made during this campaign will go either to our Community Campaign that funds the many programs in Franklin County or the non-profit you selected.

Future campaigns would be run as one, under the umbrella of the new organization, but designations for our Franklin County programs and non-profits will still be possible.

THANK YOU!

On behalf of United Way and all of the people served in Franklin County, we thank you for serving as your organization's United Way Employee Campaign Coordinator! You join a passionate group of change-seekers and trailblazers creating lasting change in Franklin County, and we appreciate your gifts of time, talent, and passion. Thank you for showing what it means to **LIVE UNITED!**

United Way is your local partner to drive measurable, lasting Impact that none of us can achieve alone!

Questions? Contact UWFC at 413-772-2168

Digital Campaign Guide

Steps to a Successful Campaign

Franklin County is a way of life...
United is how we live it.



United Way
of Franklin County



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Your commitment. Our experience.

Together, we can create a brighter future for all.

The United Way annual campaign is about bringing people together to address Franklin County's most important issues. We believe the building blocks of a good life are a quality **education** that leads to a stable job, **financial stability** to support individuals and families throughout their lifetimes, and good **health**. Our goal at United Way is to improve lives today and create a stronger tomorrow. As a United Way Employee Campaign Coordinator (ECC), you stand alongside hundreds of other volunteers who are dedicated to making a measurable impact in the lives of the people in our community.

Thanks to the success of the workplace campaign, the generosity of our donors, and the dedication of our volunteers, United Way funds over 40 programs through 26 local non-profit agencies. These programs are hard at work every day improving lives and advancing the common good right here in Franklin County.

You are a frontline volunteer who raises awareness about the vital role United Way of Franklin County plays in the community. Together with passionate supporters like you, we're leading the

STEPS FOR A SUCCESSFUL CAMPAIGN

PREPARE

- Set campaign dates. Allow plenty of time to create strategic messaging and to get your online donation portal set up.
- Assemble a campaign team to help distribute campaign messaging across each department or team.
- Set a campaign goal that your campaign team and employees can rally behind.
- Set key points for distributing company-wide messaging, i.e. announcement of the campaign, launch day, mid-campaign, final push, and thank you.

EXECUTE

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating.
- Send messaging throughout the campaign on a company-wide level.
- Run team challenges to encourage participation. Example: The team of business unit with the highest participation wins lunch with the CEO or other company leaders.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

WRAP UP

- Finalize campaign results with your online giving platform. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.

ONLY HAVE 60 SECONDS?

BE AN ADVOCATE:

- United Way fights for the health, education, and financial stability of every person in Franklin County.
- Yes, we raise funds in order to provide grants to over 40 high quality programs in Franklin County through our 26 partner agencies. But we are more than fundraisers.
- United Way recruits people and organizations who bring passion, expertise, and resources needed to get things done.
- Giving to United Way's Community Care Fund is the most efficient and powerful way for you to invest in our community.
- United Way is not a short-term investment; it's about lasting change. We work together to address our community's most critical programs for the long term.
- United Way is:
 - **EFFECTIVE.** We only invest in programs with results that are measurable, sustainable, and meet current community needs.
 - **EFFICIENT.** Donor dollars are leveraged with others to meet the most pressing needs in our community.
 - **LOCAL.** We have been investing in Franklin County for over 80 years.

BEST PRACTICES

SHORT & SWEET

- Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

OVERALL GOALS

- Clearly state your goals—dollars raised, number of participants, average donation, volunteer hours.
- The Campaign Tool Kit is available on our website at www.uw-fc.org/campaign-tool-kit. The Campaign Tool Kit is your one-stop shop to get to know United Way and access the materials and support you need—including sample email messages, video links, images,, and more—to coordinate a stellar United Way Campaign.
- Need something that is not available in the online tool kit? Just ask!

COMMUNICATE:

- A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. Create your own, or find some in the Campaign Tool Kit. This helps connect people to the mission.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.

IMPACT

- Provide impact equations—what does my donation do at various levels?
 - ◆ \$3
 - ◆ \$20
 - ◆ \$40
 - ◆ \$100

INCENTIVES

- Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- Consider using their completed pledge forms as entrance into the raffle, rather than a cost for a ticket.

EVENTS:

- Encourage employees to participate in virtual volunteer opportunities on their own, or as a company. Opportunities include writing encouraging notes to health care providers, teachers, or making videos of yourself reading books as part of our reading program.
- Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO, or have a virtual day of impact.
- Popular events include dress down days, potluck lunches, silent auctions and bake sales. Your United Way Campaign Manager can provide you with messaging and talking points for these events.

LIVE UPDATES ON GOAL PROGRESSION

- Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.

RECOGNITION AND THANKS

- Send thank you e-cards from your CEO and Campaign Coordinator or other team members.
- Publicize results and reiterate the impact of gifts via your company newsletter, email, or intranet.

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