

# Campaign Toolkit

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The tools on this page are here to help United Way of Norman Campaign Coordinators run a successful employee drive campaign. If you have any questions about running a campaign or need additional information, please call United Way of Dickinson at 701.483.1233 or email [unitedway@ndsupernet.com](mailto:unitedway@ndsupernet.com) (Nichole De Leon).

If you need to schedule a campaign kickoff event, [click here](#). (have this link to this information and be emailed to the United Way email

## Campaign Kickoff Form

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Organization

Contact Person

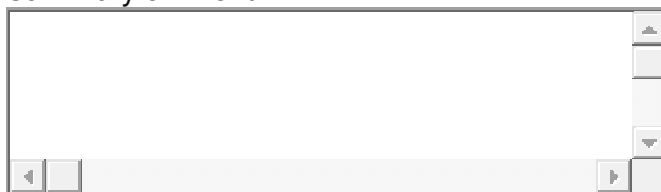
Phone

Email

Date of Event

Time of Event

Summary of Event

Number of People Expected

Total Time Allotted for Speakers

Additional Info


### [CAPTCHA](#)

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

SUBMIT)

## Campaign Toolkit

*Click any box below to expand that section*

Here are the boxes for this section and each break down:

### What Campaigns Look Like

#### **TRADITIONAL CAMPAIGN**

Most campaigns look like this every year. Your organization holds one campaign kickoff attended by all your employees.

You have the option to pass out paper pledge cards or print and mail/email pledge forms. You may also make your donation online.

Set a deadline for employees to complete pledges and report your campaign total to the United Way. This is typically around 2 weeks

#### **CUSTOM**

If this isn't exactly right for your organization, let's talk about what works best for you and customize your campaign. We want your United Way campaign as easy as possible.

Please contact Nichole De Leon at [unitedway@ndsupernet.com](mailto:unitedway@ndsupernet.com) or call the United Way of Dickinson office at 701.483.1233 to set up the perfect campaign for your organization.

### Campaign Coordinator Guide



**United Way of  
Dickinson, Inc.**

**United Way of Dickinson  
Annual Campaign  
General Instructions**

- **Your packet will include:** A label on front of envelope with business name, address, phone number and amount they gave last year. Inside is a corporate pledge card. A few will have employee pledge cards. If you get one of those, please feel free to ask any questions.
- You will receive a brochure so you can be familiar with United Way and the programs we support. **Please review this in advance, so that you can answer questions.** Plan ahead for what information you are most comfortable and interested in saying.
- Please stick to the businesses on your list. These have all received the advance letter. We've eliminated those that already support United Way. If there is a business that you'd really like to solicit, please call the office first to check.
- When you enter a business, allow customers to finish their business and then approach an employee. Identify yourself as a United Way volunteer. If there is a contact name on your list, ask to speak to that person. If not, *"May I speak to the person who makes decisions about donations?"*
- Use the following Script and Talking Points to ask for a donation and provide more information.
- Once outside of the business, write down on your envelope the amount of the donation/pledge or their refusal. Please sign your envelope. If you need to follow up, please indicate that.
- Thank business, whether or not they donate.
- Leave United Way info (if business is at all interested) whether or not a donation is made.
- Regardless of the outcome of any visit, **ALWAYS wear a smile**, and whether a business is able or unable to donate, **YOU ARE MAKING A DIFFERENCE! THANK YOU AND GOOD LUCK!**

## SCRIPT

Hi, I am (your Name), from *Agency/Business*, volunteering today for United Way of Dickinson.

I am here as part of United Way's Annual Campaign.

We're going to businesses today asking for pledges to United Way.

Can we count on your donation today? Or can I tell you more about the work United Way does in our community?

*(Possible Talking Points, depending upon interest of Business)*

- Did you know that United Way of Dickinson supports effective health and human service programs that serve over 10,000 people in our community?
- Did you know that all of the funds raised stay in our community?
- Did you know that United Way of Dickinson supports programs at 15 local funded partner agencies and 3 of our own programs? *(list on back of brochure in packet)*

**Even a small gift does a lot.**

**What your support provides:**

**\$3 a week** will allow two kids to get mentorship.

**\$5 a week** provides a meal for a student in our local schools.

**\$7 a week** allows a senior citizen one hot delivered meal to their home.

**Our Goal is \$300,000!**

The community need is increasing and so is the need to increase support of effective health and human service programs.

**Please consider giving a donation to the United Way at this time.**

**EVERY DOLLAR counts and your contribution WILL help improve the lives of residents in Union County.**

### **FURTHER INSTRUCTIONS & SCRIPT**

#### **If the contact person is not in,**

*Has anyone been authorized to make a donation to the annual campaign? May I speak to the person who makes decisions regarding community contributions?"*

If yes, speak to them. If not:

*When would be a good time to reach them? OR Can I leave a brochure and pledge form for you to give to the boss?*

#### **IF THEY SAY YES TO A DONATION/PLEDGE**

- *THANK THEM* and write the amount on your envelope. **Fill out the donation/pledge card and have them sign it.** This will really help our record-keeping and follow-up. You can accept gifts of checks, cash or enter their credit card information on the donation form. They do not have to write a check at this time.
- Put the filled-out forms and any checks or cash into your envelope.
- *THANK THEM AGAIN.*

#### **IF THEY SAY NO**

**Our donation budget is already spent for the year**

- *Would you consider making a pledge to be billed early in 2022?*

If a pledge is made, THANK THEM, write this on your contact list and fill out the pledge card indicating "Bill Me."

- If the business says no, don't take it personally. Be gracious and *THANK THEM* for their time. A friendly interaction may make enough of an impression that they'll give next year, or sometime in the future. Keep their impression of the United Way positive!

## Annual Campaign Points to Remember

- Have fun – enjoy the day!
- **DO** call the office at 701-483-1233 if you need extra supplies or if you have any questions at all.
- **DO** ask businesses to increase their gift from last year!
- If you have a business that has never given and they ask for a suggested amount, you might tell them that the average small business gift is about \$150, which is a little over \$10 per agency.
- **DO** give businesses the **pledge cards** if the business has 10 or more employees and encourage the owner to have their employees give also.
- **Do NOT call on any businesses you were not assigned, unless you call the office first.**
- Prizes will be awarded for **Most New Money, Most Total Dollars Raised** and **Most Completed Pledges**. **To be eligible for prizes, accounts (pledge, cash, check) must be received by 4 p.m. on January 2<sup>nd</sup>, 2022.**
- **Do** your best to make contact and **get a commitment/pledge TODAY!** You may have to make more than one trip to a business to make contact with the person with the authority to make the decision.

- Please turn in your completed pledges to the United Way office, 135 Sims St #209 or mail them to PO Box 501, Dickinson, 58602 by **4 p.m. 02/28/2022.**
- **Please follow up with all businesses. All accounts must be received by noon on 02/28/2022.**
- **Don't** forget to make corrections on the account envelope if there are name changes or address changes.
- If after numerous attempts you cannot make a connection with the contact person, **as a last resort**, leave a return envelope.

## Common Coordinator Questions

### When should our campaign take place?

Workplace campaigns occur between mid- September and mid-November. However, they can take place any time of the year.

### I have limited time. How can I work the campaign into my busy schedule?

Reach out to us. United Way of Dickinson staff and volunteers are here to help you every step of the way. Let us know your limitations and we will come up with a plan together to make it easier for you. Another way to ease the strain is to recruit a campaign team. Assign tasks and assume a management role. Most importantly, start planning early. The earlier you start the easier the process will be for you.

### How long should our campaign last?

Most campaigns can be wrapped up in two or three weeks. The goal is to distribute and collect pledge cards while the United Way message is still fresh in employees' minds.

### How can I involve our employees in the campaign experience?

Take the campaign to them. Some ideas are to use e-mail, voice mails, videos and/or letters from the CEO/Leadership to get the word out. Attach balloons with United Way messages to the employees' desks. Designate one room as the United Way Room and have participants play games on their breaks and turn in pledge forms for prizes. Use your company's intranet to provide information and results. Create and distribute a company video starring your colleagues sharing their reasons for Living United in prior campaigns.

## When do payroll contributions start?

The most common payroll contribution period usually runs from January 1 through December 31. Some companies use their fiscal year as their schedule for payroll contribution. United Way does not set your payroll schedule. It is a company decision.

## How do I get a speaker at my event?

United Way can work with you to secure a speaker for your campaign kickoff. We can recommend speakers for your rally based on the interests of your workforce. For planning purposes, please allow at least two weeks to process your speaker request. Since most speakers are doing numerous events throughout the campaign, it is not always possible to get the speaker you request. Email us to schedule a speaker at [unitedway@ndsupernet.com](mailto:unitedway@ndsupernet.com)

### Campaign Materials

Please put the brochure and pledge form here

### Logos



### Samples

#### Sample Meeting Agenda

*(Don't forget the pens for signing the pledge forms!)*

Coordinator and/or CEO welcomes and endorses the campaign.

Coordinator explains how the pledge cards will be distributed and collected and then introduces UW rep.

Coordinator shares a personal story or one of the following speaks: United Way rep, partner agency rep or client.

Show United Way video.

United Way rep and Coordinator extend invitation to give and ask for employees' support.



Coordinator collects pledge cards and thanks employees.

### **Minutes**

1  
2  
8  
3  
2  
2

**Total 18**

### **Sample Email**

**TO:** All Staff

**SUBJECT:** United Way Campaign

Dear <employee name>

Mark your calendars! (Organization's) United Way campaign begins (date). As Employee Campaign Coordinator, I look forward to the many fun and interesting activities we have planned. This year's campaign focuses on fighting to make our community better for every person.

Stay tuned for more details. Meanwhile, learn more about United Way at [dickinsonunitedway.com](http://dickinsonunitedway.com).

### **Sample CEO Endorsement Letter**

Dear (Employee Name):

It's that time of year again when we have the opportunity to LIVE UNITED. When we come together under the umbrella of our local United Way, we share our blessings with those less fortunate here in our community.

Being a good corporate citizen is a core value here at (organization name). It makes me proud of our team year after year to see so many of you participate in our annual United Way Campaign.

For me, giving to our local United Way makes sense. It impacts so many different organizations and helps people with a variety of different needs. When you give to United Way of Dickinson, you give people a chance to make a bad situation better. You give them the power to believe in themselves. You give them hope. I encourage you to learn more about how incredibly effective and efficient our local United Way is by visiting online at [dickinsonunitedway.com](http://dickinsonunitedway.com).

Thank you for being a part of our (organization name) team. I appreciate your thoughtful consideration in joining me this year in support of United Way of Dickinson. Let's continue to LIVE UNITED and change lives for the better!

Sincerely,  
(CEO Signature)

## Sample Thank You Letter

Dear (Employee Name):

Thank you for participating in this year's (Organization Name) United Way Campaign! I'm extremely proud of our team's efforts to LIVE UNITED!

All of us at (Organization Name) understand that our strength is in our staff. We sincerely appreciate your dedication and willingness to help us continue our tradition of civic involvement through your participation in this year's drive. Thanks to you and your co-workers, we've successfully raised (Insert Amount) this year!

We're extremely proud of this achievement and all the good it will accomplish through our United Way in the coming year, providing funding to more than three dozen local health and human service programs at more than 15 non-profit agencies and programs.

Thank you again for the care and concern you have shown for others through your participation this year. Certainly, you understand how much more we can do together when we LIVE UNITED.

Sincerely,  
(CEO Signature)

## Impact of Giving

- United Way supported the following Community Impact programs in 2017:
  - 118 local abused children and adults had a voice and received advocate assistance
  - 117 local school aged children got matched with a mentor
  - 144 local people received financial assistance, including help paying for past due rent and utilities
  - 200 local elderly community residents were given daily meals and van rides
  - 59 local children learned the value of life skills and safety
  - 34 local children were able to receive foster care
  - 19 local elderly community residents were supported through companions who visited them at home; enabling them to stay in their homes longer
  - Over 11,000 local people in need receive assistance through clothing, household goods, and other basic living necessities
  - 60 local elderly community residents were supported through the provision of guardianship services; which help prevent abuse, neglect, and exploitation
  - 300 local children in need were provided healthy food to sustain them through the weekend or during a school break.

- Over 1400 local people were able to take Public Transit to work, medical care appointments, education, etc...
- Over 3000 local elderly community members were provided meals to help them remain independent in their own homes for as long as possible
- Over 4000 local parents and families in our community received information, education, and support with raising their family and children
- 200 local girls were able to partake in Girl Scouts
- 400 local children were able to partake in Boy Scouts
- And supported additional programs through Live United Mini Grants (such as a handicap ramp, suicide prevention training, and the Badlands Baby Fair)
- YOUR GIFT STAYS IN OUR COMMUNITY. UNITED WAY OF DICKINSON GRANTS ARE INVESTED IN SOLUTIONS TO LOCAL NEEDS!

#### United Way Initiatives:

- Annual Day of Caring
- Annual Food Drive (with Menards)
- Annual School Supply Drive (with Menards)
- Annual Toys, Book, and Pre-Teen gift drives (with Menards and Serendipity)
- Free Through Recovery Provider – advocating for local people who are transitioning out of prison, on probation and parole, struggling with addiction and mental health concerns, and at risk of incarceration.
- Project H.E.R.O. – helping local students afford school lunch and safe transportation
- Drug Free Community Coalition – the leading organization bringing together all the community sectors to create a safe, healthy and drug free environment in our LOCAL community for our youth and families.
- Born Learning Initiative - makes it simple and easy for parents, grandparents, informal caregivers and professional childcare providers to find, understand and apply the latest research to help children come to school ready to succeed.
- Stark County Emergency Management Fund coordination- coordinating funds donating to local families who have suffered a traumatic event such as a fire.
- Emergency Dental and Eye Glass Fund – paying for local people who cannot afford emergency painful dental care. Paying for local people who cannot afford eye glass exam and eyeglasses.

#### **Fun Ideas**

Please use the attached document titled 2021 Fundraiser Incentive and Appreciation pages 2-6 (end before the thank you). We have been given permission to borrow this from another United Way so please make sure to remove any of their contact information and name prior to making it live.

#### **Leadership Giving**

Leadership givers are United Way of Dickinson's most generous supporters and are an integral part of our efforts to solve community problems and bring measurable, lasting change to the lives of thousands of residents in our community each year. Leadership giving contributions can be combined with a household member, given as a one-time gift or given through payroll deduction.

### **110% Club**

Any person who increases their pledge by 10% from the year before becomes a part of the 110% Club, regardless of gift size

### **Young Leaders Society**

Donors who give an annual gift of \$250 or more and are under the age of 40

### **Leadership Society**

Donors who give an annual gift of \$500 - \$2,499

### **Legacy Society**

Donors who give an annual gift of \$2,500 - \$4,999

### **Visionary Society**

Donors who give an annual gift of \$5,000 - \$9,999

### **Alexis de Tocqueville Society**

Donors who give an annual gift of \$10,000 or more

### **Fair Share Giving**

A small deduction from each pay period adds up to make a large impact. There are two ways to be a Fair Share giver. Donate 1% of your annual salary or donate one hour's pay per month.

### **1% of Annual Salary Example**

Annual salary of \$30,000

$\$30,000 \times 1\% (.01)$

**\$300 Annual Contribution**

### **1 Hour's Pay Per Month Example**

Hourly salary of \$10

$\$10 \times 12$

**\$120 Annual Contribution**

## Campaign Growth Opportunities

### Win Back Lapsed Donors

A lapsed donor is someone who gave the previous year but did not give during the current fundraising campaign. As you turn in final numbers for your company's drive you will be given a list of lapsed donors. Once you review the list you will be able to quickly identify whether that person has left your company or was absent on the day of your kick-off.

It is important to follow up with those employees to allow them to participate. This can help your company's total campaign dollars go up. If the person is no longer employed at your company, please let your United Way contact know to help United Way maintain accurate and updated donor information.

### New Hires Program

Through employment changes, job loss and moving, United Way incurs contribution losses. A New Hires Program can help replace those contributions. Please help your community by making sure your company holds a New Hires Campaign through which new employees are asked to support United Way at the time of hire. Materials are available for your orientation packets. Email us at [unitedway@ndsupernet.com](mailto:unitedway@ndsupernet.com) for info!

### Retirees Program

United Way relies on the support of retirees as the needs in the community grow. Many retirees have the support of pensions and benefits; there are many more who live around us who don't have that security. Ask your CEO and United Way rep to help you get a Retiree Program started.

## Tips from Top Performers

### Recruit a Campaign Team

Don't rely on one person. Recruit a team to lead your campaign and increase awareness of the United Way campaign.

### Set Goals

Set goals for your United Way campaign. And not just for a total amount raised. You could set a goal for participation or leadership givers.

### Pick a Theme

Brand your United Way campaign with a theme. You can find ideas here- [\(PLEASE USE THE NEW LINK TO OUR CAMPAING INFO\)](#).

### Campaign Kickoff

Invite your employees to a campaign kickoff. Food or snacks are always a good way to get them there! Bring in a speaker from one of United Way's Funded Partners.

## Support from the Top

The most successful campaigns are the ones with visible support from the CEO. Have them speak at your campaign kickoff. They can also send a company-wide email about supporting United Way.

## Culture of Giving

Create excitement in your office and make sure employees have fun while raising funds for a great cause!

## Target Commuters

Does your company have people who live in Norman but work in another city? Send them a letter encouraging them to designate their United Way gift back to the community they live in. Commuters can use designation code 58601 to give where they live.

## Incentives to Give

Most successful campaigns include an incentive to give. A few examples:

- Paid time off for Fair Share and Leadership Givers.
- Fair Share givers are eligible for a daily gift card drawing
- Prizes given to donors such as a scooter, gas gift cards and grocery gift cards
- Employees who turn in their pledge card at the Fair Share level on the first day are eligible to be entered into a drawing for a prize

## Fundraisers

All of our most successful campaigns do a number of fundraisers in addition to collecting pledges from employees. These range from chili cookoffs to pie in the face contests to gift basket auctions.

## Frequently Asked Questions (From Employees)

As a Company Coordinator, you encounter some questions about United Way that are hard to answer. We have listed the most frequently asked questions below to help you. Of course, if you come across another question that you cannot answer, please don't hesitate to contact your United Way of Dickinson representative. We would rather be asked tough questions than leave people with a misunderstanding or misconception of United Way.

## What is United Way's overhead Ratio?

United Way of Dickinson is committed to responsible stewardship of your donations. More than 89-cents of every dollar goes directly to those most in need. United Way has taken many steps in the past year to reduce expenses and our overhead ratio, defined as fundraising and administration expenses divided by total revenue. Based on the current IRS

990 Form, United Way of Dickinson's overhead is 10.74%. That is well below the Better Business Bureau standard for nonprofit organizations, which is 35% or less.

### **Are all United Ways the same?**

No. There are more than 1,200 separate, autonomous United Ways. United Way of Dickinson is one of 8 United Ways in North Dakota. We have our own local Board of Directors, which establishes policies. We support United Way Worldwide with dues that help provide training and national advertising, but it has no authority over your local United Way.

### **Does United Way fund abortions?**

No. No single United Way anywhere in the country has ever provided funding for abortion services. The abortion issue is a divisive one on which United Way takes no position.

### **My friend wasn't helped, so I'm not giving!**

Last year, United Way of Dickinson helped thousands of people. We came to the front of the line and helped those most in need during the COVID-19 pandemic and our work is not done! However, there are still people who will not be served due to the limited funds that our partners have available. That is why it is so important to participate.

### **Can I designate my gift?**

Yes! We allow designations to support programs of any of our current funded partners. You find those partners and their designation codes in the United Way of Dickinson brochure. Designations not meeting requirements will be redirected to United Way of Dickinson's Community Fund.

### **Is giving to United Way voluntary?**

Yes! Our United Way has a written policy against coercion.

### **Why do some United Way partners charge fees?**

United Way funds provide only a portion of the money agencies need to provide services. Some agencies charge sliding scale fees so they can help more people.

### **I never use agency services - why should I give?**

You never know when you, a member of your family or a neighbor may need a United Way service due to job loss, loss of a loved one, illness, disabilities or family problems. Your gift helps ensure that United Way services are available to as many people as possible when they're needed the most.