

2022



United Way of Clallam County

CAMPAIGN GUIDE



2022



United Way of Clallam County

CAMPAIGN GUIDE



WHAT IS UNITED WAY?

Established in 1952, United Way of Clallam County's mission is to strengthen our community by helping people live safe, healthy and productive lives.

OUR FOCUS IS ON
EDUCATION, FINANCIAL
STABILITY AND HEALTH -
THE BUILDING BLOCKS TO
A GOOD QUALITY OF LIFE.



We make an impact in our community by funding programs and projects that align with our mission and focus. We support programs in **Education** that encourage academic achievement. We increase economic mobility by helping everyone achieve greater **Financial Stability**. We promote good **Health** by partnering with others to maximize physical and mental health and well-being across all of Clallam County.



WHAT IS UNITED WAY?

We work with 23 local nonprofits in the areas of Education, Financial Stability and Health:

- American Red Cross - Olympic Peninsula Chapter
- Boys & Girls Clubs of the Olympic Peninsula
- Camp Beausite NW
- Clallam Mosaic
- Concerned Citizens
- First Step Family Support Center
- Mariposa House
- Forks Food Bank
- Habitat for Humanity of Clallam County
- Healthy Families of Clallam County
- Lutheran Community Services
- North Olympic Regional Veteran's Housing Network
- Olympic Community Action Programs
- Olympic Peninsula YMCA
- Peninsula Behavioral Health
- Peninsula Dispute Resolution Center
- Pro Bono Lawyers
- Saint Andrew's Place Assisted Living
- Sequim Free Clinic
- St. Vincent de Paul Sequim
- Serenity House
- Volunteer Chore Services
- West End Youth & Community Club

The funds raised through the annual campaign are distributed to the nonprofits listed above through an allocation process done by local volunteers on our Funds Distribution Committee.



STEPS TO A SUCCESSFUL CAMPAIGN

United Way of Clallam County's Campaign is every September through December, with a kickoff on or around September 11th. The annual Campaign is a uniquely focused and highly charged multi-week fundraising event that elevates the community's awareness of our impact. United Way of Clallam County allocates donations from the campaign to partner agencies that provide programs benefiting the lives of more than 46,000 families and individuals in our county. **We are here to help make YOUR Campaign a SUCCESS!** Please review this guide to help organize this year's campaign and reach out if you have any questions.

PREPARE

- Set campaign dates and pick a theme. Allow plenty of time to create strategic messaging and educate if using new virtual or rollover processes.
- Assemble a campaign team to help distribute campaign messaging across each department or team. A good ratio is one campaign team member per every 25 employees.
- Set a campaign goal that your campaign team and employees can rally behind.
- Set key points for distributing company-wide messaging, ie. 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 or department with the highest participation wins lunch for the department or gift certificates.
- Utilize the campaign team members to keep the campaign top of mind on conference calls or personal email asks.

WRAP UP

- Finalize campaign results with United Way. 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.
- **Celebrate your results!**



MAKE IT S.O.C.I.A.L.

It's easy to take your campaign virtual!

Here are some tips:

S

SHORT & SWEET

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

O

OVERALL GOALS

Clearly state your goals - dollars raised, number of participants, average donation, volunteer hours, etc.

C

COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect with the mission. United Way can help provide images or stories if needed!

I

IMPACT

Provide impact equations - what does my donation do at various levels? See "Donation Impact Document" for examples.

A

ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

L

LIVE UPDATES ON GOAL PROGRESSION

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

CAMPAIGN BEST PRACTICES

KICKOFF

- Record a video from a senior executive to be distributed electronically to all employees or meet in person. United Way speakers are also available to talk about the impact gifts made to United Way of Clallam County.



UTILIZE AVAILABLE RESOURCES

- The workplace Campaign toolkit is available at www.unitedwayclallam.org/campaigntoolkit. This toolkit includes sample email messaging, campaign materials, social media templates and more!
- Your United Way can guide you through all steps of running a digital campaign as well as help you goal set, train your team and more.
- Need something that is not available in the online toolkit? Reach out!

INCENTIVES

- Popular prizes include a day off, rewards, or raffles for unique experiences. United Way swag available by request!
- Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket. Holding a drawing for individuals that turn in pledge cards early. Departments can win prizes for 100% participation.

THANK YOU!!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting change in our region.

You are an essential volunteer who raises awareness about the vital role United Way of Clallam County plays in the community. Together with passionate supporters like you, we're leading the charge to strengthen our community by helping live safe, healthy and productive lives.

Please reach out if you need additional support and guidance throughout your campaign.

CAMPAIGN BEST PRACTICES

COMMUNICATIONS

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Distribute Campaign materials to all departments by email in paychecks or during presentations to staff.
- Have your Campaign Committee make individual asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well. People give to people. The number one reason why people say they didn't give to the campaign is because they weren't asked!

RECOGNITION AND THANKS

- Send thank you e-cards from your CEO, Campaign Chair, Campaign Team or other leadership team members.
- Send personal thank you notes to each of your campaign committee members.
- Highlight givers of a certain level on a team call or monthly newsletter.
- If possible, host an event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

EVENTS

- Encourage employees to participate in virtual volunteer opportunities on their own, or as a company. Opportunities include writing encouraging notes to teachers or elderly community members.
- Find opportunities to create virtual or if safe, in person 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 a delivered lunch. Popular events include:
 - Dress Down Days
 - Prime Parking Spaces
 - Department Pizza Party
 - Extra Time Off Goodie Bags - assemble and sell bags of candy. Each bag includes a slip of paper with messages such as "Congrats! You won 4 hours of extra time off" or "Sorry, you didn't win extra time off. Please play again"
 - E-Bingo - Sell Bingo cards for a small fee. Send emails sporadically throughout the week with one or two bingo numbers each time. The first person to get Bingo emails everyone and they win a prize!



FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one to 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. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN? WHEN DOES PAYROLL DEDUCTION START?

A: United Way of Clallam County's Campaign takes place from September to December. Payroll deduction usually runs from January 1 - December 31.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: We offer an online pledge form where we will gather your employees pledge details through our website and email you an excel document with their information for payroll deduction or cash/check pledges.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: As a service to donors, we make it possible to specify a non-profit program to receive your donations. United Way also offers the direct investment of your dollar to the Community Care Fund which goes to further strengthen education, income and health - the building blocks of opportunity - in Clallam County.

LEAD UNITED LIVE UNITED

UNITED WAY OF CLALLAM COUNTY STAFF

CHRISTY SMITH, CEO

JAYCIE WAKEFIELD, DEVELOPMENT DIRECTOR

MARY BETH GREGORY, DIRECTOR OF COMMUNITY IMPACT

MEGAN BEGLEY, ADMINISTRATIVE AND OPERATIONS ASSISTANT

AMBER TATAREK, ADMINISTRATIVE ASSISTANT

WWW.UNITEDWAYCLALLAM.ORG | (360) 457-3011

EMAIL: INFO@UNITEDWAYCLALLAM.ORG

MAIL: PO BOX 937, PORT ANGELES, WA 98362

OFFICE: 905 W 9TH ST, SUITE 230, PORT ANGELES, WA 98363



United Way
of Clallam County

