



2024 EC GUIDE



➔ 5 Steps to Running a **Successful Campaign**

Thank you for stepping up to the place for United Way! We stand prepared with tools and resources to execute a successful campaign, with the underlying structure of **Plan, Inspire, Ask, and Thank!**



STEP 1 **Connect with Us**

We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy for building stronger, more equitable communities!

- Call our United Way CEO Brett White to get started. He can help you get started and provide support: 304-366-4550 or email brett@tvunitedway.org



STEP 2 **Make a Plan**

The keys to campaign success are preparation and teamwork. Having the right group of campaign volunteers will increase the success of your campaign and make your role much easier.

- Set fundraising and participation goals, objectives, and a timeline, and identify and recruit your team.
- Learn about various strategies to make your campaign fun and engaging. Call us—we have many options for in-person, virtual, or hybrid activities!



STEP 3 **Inspire Co-Workers**

Tell people how their dollars are making a difference. Share stories about our neighbors who are struggling to make ends meet.

- Promote a culture of giving back. A successful campaign requires frequent communications and reminders.
- Engage co-workers in the campaign through virtual engagement and volunteerism. Don't talk *at* them; get them talking with each other, learning, and sharing.
- Share your own personal story about why you support United Way.



STEP 4 **Make the Ask**

The number one reason people don't give is that they were never asked.

- Kick off your campaign with a fun event featuring an energetic and inspiring ask to give! We can help you do that virtually or in person.
- Create fun activities to drum up support and provide incentives for your colleagues to participate, such as earning an extra vacation day if you give in the first 24 hours, purchasing raffle tickets to win a free lunch delivery, or a subscription to Spotify. Get competitive while giving back!
- Have your company CEO write a letter or make a speech. CEO commitment and leadership help drive participation.



STEP 5 **Convey Gratitude**

Let us help you thank your donors. Remember, we can't thank them if we don't know them! Sharing data is encouraged!

- Review campaign results with your United Way team.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channels, or a message from the CEO.
- Send individualized thank-you notes to each donor. Don't forget to say "Thank You!"

Online Campaign Resources

Campaign Toolkit (Print and Digital) ➔ tvunitedway.org/campaign-toolbox

Contact United Way CEO Brett White ➔ brett@tvunitedway.org

Social Media ➔ [f](#) [v](#) [t](#) [i](#) [i](#) [i](#) @TVUNITEDWAY

Possible **Hesitations**

I/We Give to Other Nonprofits

United Way provides you and your employees with many options. You can give directly to United Way's Community Fund or nonprofits that you care about. The United Way Community Campaign is a well-organized opportunity for individuals to make a strategic investment and for employees to feel connected to the community .

Our Workforce is Offsite OR We Don't Have Time for a Campaign

United Way is dedicated to helping with workplace campaigns and can deliver materials and presentations at any location. We also provide videos and electronic tools that are easy to access.

Our Employees Aren't Interested OR We Don't Want to Pressure Employees

United Way does not want employees to feel pressured to give either; however, we often hear that the number one reason people don't give is because they were never asked.

I Can't Give a Large Donation

It's not the size of one gift - it is all of us giving together that makes United Way a unique and powerful concept. Every donation matters! Over 49% of our donors give \$100 or less annually.

I Want to Target My Gift

Investments made from United Way's Community Fund are monitored to ensure the programs are effective, meet current needs, and are financially stable. Should you choose to designate your gift, it is distributed to the agency of your choosing, but not monitored by United Way.

The **Myths**

United Way is Just a Middleman

Donations made to United Way's Community Fund make the greatest difference and help the most people. United Way monitors results to ensure the programs are making an impact. You can be certain your money is well invested.

Local Dollars are Spent Nationally

Over 99% of the dollars raised here stay here in the community. Less than 1% goes to United Way Worldwide to provide services and support to our United Way and other local, independent United Ways. Tygart Valley United Way has its own 501(c)(3) certification and is governed by a local board of directors.

United Way Funds Planned Parenthood

Tygart Valley United Way does not and has never funded any Planned Parenthood organizations. For a complete list of the programs funded by our United Way, visit: <http://www.tvunitedway.org/our-partners>

I heard about a financial scandal at United Way.

Every United Way is local and independent, including your Tygart Valley United Way. A volunteer board of directors comprised of industry professionals and leaders in the Tygart Valley United Way makes decisions about investments for our region, and TVUW has never experienced any financial abuse. Over 25 years ago, a former United Way of America president, William Aramony, and two associates, were indicted for misusing funds. Neither United Way of America as an organization, nor any local United Ways, were charged with any wrongdoing in this matter. United Way instituted major governance and structural changes, and has become a model of accountability in the non-profit sector. Forbes magazine has since named United Way among the top five all-star charities for financial efficiency.

United Way and collaborative partners identify and prioritize our community's most pressing needs

Your gift is combined with others, including corporate and grant support

With the help of local expert volunteers, funds are strategically invested in Education, Health, and Financial Stability

United Way monitors and helps strengthen programs to ensure results

Lives improve and our community grows stronger

→ Campaign Timeline

PRE-CAMPAIGN

3 TO 5 WEEKS BEFORE CAMPAIGN KICKOFF

- Meet with United Way staff and prepare for campaign
- Analyze past results and set campaign goals with your team: dollar amounts and/or number of participants
- Recruit your campaign team for additional support
- Attend our Annual Kickoff Celebration

DURING CAMPAIGN

DURATION 1 TO 2 WEEKS

- Host a kick off event with your employees
- Ask your United Way CEO if a partner agency can visit your site and share knowledge of their program(s) in person
- Encourage team members to talk about the campaign and giving options/levels
- Schedule personal asks with your audience – tailor your approach
- Communicate through email, social media, internal meetings about each of your activities to include a final day of giving
- Collect pledge forms; work with your HR department to keep a record of all pledge and cash gifts

POST-CAMPAIGN

WITHIN 2 WEEKS AFTER CAMPAIGN ENDS

- Finalize results with your United Way CEO
- Announce results to your company/organization
- Thank your team and employees with an event, email, or letter
- Begin thinking of year-round engagement activities for your employees