

Campaign Coordinator Guide



Thank You!!

To our Employee Campaign Coordinators:

A United Way employee giving campaign is an engaging, time-tested way for everyone in your organization to donate, advocate or volunteer. Together, you'll help move the needle on the important issues facing our community while creating a sense of teamwork and purpose that strengthens your own workplace community.

As an Employee Campaign Coordinator (ECC), you'll work directly with the Berkshire United Way staff and we will provide you with a variety of support materials to guide you. Whether you prefer to reach out to our employees or seek advice and information through our Campaign Center or our printed materials, you can count on United Way's experience as the leader in workplace campaigns. And when the campaign is over, we're your year-round partner for volunteer opportunities, advocacy, issues education and community involvement. We'll also keep you posted on the impact you and your co-workers are having in our community, thanks to your generosity.

Thank you for being an ECC! Your time and commitment will make a difference in your organization and in the lives of so many of your neighbors. Whether it's your first time as an Employee Campaign Coordinator, or you're a veteran, we hope the information in this guide will help you plan and execute a smooth and successful BUW workplace employee giving campaign.

We're here to support you! Need help?

Contact Szofia Lewis – slewis@berkshireunitedway.org – 413.442.6948 ext. 16

Catherine *Sara* *Chloe* *Karrie*
Gretchen W. *Szofia* *John*

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OUR VISION FOR A THRIVING BERKSHIRE COUNTY

When you have access to the services and support you need to be safe, healthy, and financially secure, you can achieve your goals.

BERKSHIRE UNITED WAY MISSION

Berkshire United Way ignites the collective power of individuals and organizations to build a stronger community together. We magnify your contributions to make lasting, positive change right here in the Berkshires. We are committed to supporting individuals and strengthening families where we live, work and play.

100% of the money raised here, stays here in the Berkshires, to help OUR neighbors.

When you give to BUW, you join a collective effort to strengthen our entire community. Your gift, in any amount, allows you to accomplish more than you can alone. No other organization in the Berkshires has the scope, expertise or influence to bring together human service agencies, education partners and dedicated volunteers around a common vision of achieving long lasting results for a stronger, healthier community.

Giving to BUW is easy!

Most people make an annual pledge in the fall that is paid through payroll deduction, choosing to have a specific amount taken out of each paycheck over the course of a year.

There's something for everyone.

Last year, over 20,000 Berkshire County residents were impacted by programs funded by Berkshire United Way. Almost everyone will know someone who's benefitted from community programs supported by BUW. You might be one of them.

What Does an Employee Campaign Coordinator Do?

As an ECC, you empower your coworkers to change our community through giving, volunteering and advocating for Berkshire United Way!

Key Responsibilities:

- Connect with BUW Employee Campaign staff for an update and to begin planning this year's employee giving campaign.
- Meet with your company/organization's leaders/owners to get any information on special event budget, and goals (dollars raised, % of employee participation) for the campaign.
- Develop a plan for success for your employee giving campaign, including kick-off and ending dates, goals, staff communications, special events and BUW/Community partner presentations.
- Determine the online and printed materials you'll need for your campaign – visit www.berkshireunitedway.org/workplace-campaign - to learn what's available, or ask your BUW contact for other information you think would be helpful.
- Distribute and collect pledge forms and donations and return to BUW.
- Share BUW impact stories, eblasts, social media posts and volunteer opportunities with your company to build awareness on how donors like themselves impact the lives of their neighbors.

Most importantly, make it fun for your coworkers and YOU!!



Your Contribution Supports ...

When you support BUW, you help us:

- ✚ Vet and invest in the important work of high-quality local nonprofits and provide hands-on, organization-building expertise that helps them achieve their missions.
- ✚ Advocate with state and local legislators to help drive an equitable share of resources to the Berkshires.
- ✚ Bring together leaders from nonprofit organizations and businesses throughout the Berkshires to create and implement solutions that amplify our impact.
- ✚ Connect passionate community members to a wide range of opportunities to help.

Our Strategic Priorities

School and Career Readiness	Every child and young person in Berkshire County has a strong foundation for success
Household Stability	Everyone in the community deserves equitable access to economic prosperity, and to have a stable and secure household.
Mental Health	All our neighbors deserve to be healthy and supported in building and strengthening their quality of life.

The agencies/organizations BUW currently funds include:

18 Degrees	Community Health Programs Dalton Community
Arts in Recovery for Youth	Recreation Association
Barrington Stage Company	Elizabeth Freeman Center
Berkshire Community Diaper Project	Flying Cloud Institute
Berkshire County Head Start	The George B. Crane Memorial Center
Berkshire County Kids' Place and Violence Prevention Center	Gladys Allen Brigham Community Center
Berkshire Hills Regional School District	Greenagers
Berkshire HorseWorks	Lee Youth Association
Berkshire Nursing Families	Literacy Network of South Berkshire
Berkshire Pulse	Pediatric Development Center
Berkshire South Regional Community Center	Railroad Street Youth Project
Berkshire Theater Group	Roots & Dreams and Mustard Seeds
Central Berkshire Habitat for Humanity	Roots Rising
Childcare of the Berkshires	R.O.P.E. Rites of Passage + Empowerment
	Volunteers in Medicine Berkshires

Best Practices for Your Workplace Campaign

- 1. Engage the CEO and organization leaders. Campaigns are more successful when from the top-down.**
 - Committed and informed leadership teams are key to your success. Meet with your CEO, or other senior staff at your company, to learn about the budget for your kick-off, employee incentives to encourage giving and special events.
 - Leadership donors drive a campaign's success by creating momentum. When the CEO and senior managers are the first to give, others will follow their example.
 - Assign a special Leadership giving chairperson to target those able to give at a higher level.
- 2. Set your campaign dates**
 - Keep it short and sweet - 2 to 4 weeks. The longer the time, the less the momentum.
 - Choose a campaign kick-off time when you know your fellow employees and leadership will be most engaged.
- 3. Assemble a campaign team** to help share campaign messaging across departments and to support special events.
 - Encourage committee members to keep the campaign top of mind by mentioning it at meetings, making personal asks and leading departmental contests.
 - Conduct regular meetings with the team to discuss strategies, special events and needs for their team.
- 4. Create specific events that inspire action.**
 - Create competition. Whether between departments, locations, or branches, create a contest to see who raises the most money, has the highest participation rate, or signs up the most volunteers. For example, the department with the highest participation wins lunch with the CEO or gets an extra day of PTO.
 - Accelerate success with special events, games and challenges. Ideas for special events and games are included in this guide below.
 - Hold an auction. Whether it's online, silent or traditional, ask employees, customers, and vendors to donate items and invite everyone to bid.
- 5. Be sure to ASK everyone** at your company to give to the campaign.
 - "Not being asked" is one of the top reasons for not giving. Personal contact and a positive attitude are critical to your campaign team's success.
 - Start off with people who already give. Their participation will build momentum.
 - Encourage payroll deduction. It's easier to give smaller amounts consistently. Asking people to give \$2 per week sounds easier than \$100 all at once.
- 6. Thank everyone that participated! Recognize everyone's contributions to the campaign, not just their donations. Celebrate your results!**

Ideas for Special Events and Games

Here are a few ideas for special events to hold at your company or organization. You'll find a flyer with additional ideas separately -

Prizes and Drawings

- * 50/50 raffles
- * Restaurant, movie, gas gift cards for participation
- * An extra PTO day

Games and Contests

- * Cornhole tournament
- * Office Olympics
- * Departmental Penny/Coin wars
- * Thanksgiving Football squares
- * Dunk a manager dunk tank

Fun with Food

- * Chili or soup cook-off
- * Bake sale
- * Wine/Beer tasting
- * Ice cream social

Using Incentives to Increase Giving

Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace.

Here are a few ideas:

- ✚ Company match for donations
- ✚ Pizza party/free lunch
- ✚ Casual/Jeans Day passes
- ✚ Prime parking spaces
- ✚ Donuts and coffee
- ✚ Company SWAG and gear
- ✚ "Sleep-in"/Leave work early passes
- ✚ Gift baskets
- ✚ Restaurant gift cards



How to Give to BUW

Through your workplace campaign, employees can opt to contribute to Berkshire United Way through –

Payroll deduction – your company has agreed to give employees the option of making their BUW pledge/contribution through a payroll deduction.

One-time or recurring credit card contributions – employees can also choose to visit our website – www.berkshireunitedway.org – or your customized company website to donate using their credit card.

One-time check/cash contribution – employees can choose to make a one-time donation with a check or cash; a bank bag will be provided to hold any check or cash donations you receive.

Workplace Campaign Options

Paper pledges – BUW can provide paper pledge forms for your company or organization. The forms can be printed and delivered to you or we can share them electronically as a fillable pdf so that you're able to add identifying information, such as employee names, to the forms before you distribute them.

Customized web form – BUW can create a campaign web form that is specific to your company or organization including your company's logo and a photo that represents your company. We can also design the form to enable donors to identify the department or site they work with and any other information you would find helpful. At the end of your campaign, BUW will generate a report with the information needed by your payroll department/provider to begin payroll deductions in the next year.

Hybrid – paper + online form – If a combination of paper and online forms work best for your company, we can provide both paper pledge forms and create an online form for your employees.

Workplace Campaign Toolkit

The Workplace Campaign Toolkit is available online at www.berkshireunitedway.org/campaign-center.

Here you'll find:

- Sample email messaging
- United Way info sheet including a list of the agencies/organizations that BUW contributions support
- Pledge forms
- Digital campaign set up form
- Impact stories that can be included in employee emails throughout your campaign
- Sample - New Hire pledge form that includes a note describing the impact donations have on the lives of our neighbors from Katherine von Haefen, Interim President & CEO
- Campaign Response Report (for paper pledge campaigns)

New Hire Donor Program

One way to increase employee engagement at your company and support our community is by starting a New Hires Program to encourage recently hired employees to sign up for payroll deductions to Berkshire United Way. A New Hires Program can be a powerful tool for your annual campaign and can be especially helpful for companies who hire employees throughout the year.

To implement a New Hires Program -

1. Share BUW materials and stories with newly hired employees and invite them to sign up for payroll deductions to BUW during employee orientation or include the pledge form with new hire paperwork.
2. Collect completed pledge forms, if using paper forms.
3. Scan the form and email to Szofia Lewis, slewis@berkshireunitedway.org and share it with your organization's HR/payroll to begin payroll deductions. If you are using a digital campaign, you will be sent a report to forward to HR/payroll with new donors.

How to be Recognized as a BUW Pinnacle Organization

We love to recognize the generosity of organizations that encourage their employees to support our community through BUW. Partners who, through their annual **Employee Giving Campaign**, successfully complete six (6) out of the eleven (11) criteria below will be recognized as a BUW Pinnacle organization.

Pinnacle organizations receive special recognition throughout the year, including:

- Recognition on BUW social media channels and the BUW website.
- Announcement in local print/digital media.
- Invitation to and announcement at annual Berkshire United Way events.
- Recognition at BUW Annual Campaign Kick-Off Breakfast.
- Knowledge that you and your employees are supporting the critical needs of their Berkshire neighbors.

✓	Criteria	✓	Criteria
	1. Employee Campaign Coordinator(s) meets with BUW staff to plan their campaign or attends a BUW training/strategy session		6. Leadership level giving (\$1,000+) – 1 person per 100 employees donates a minimum of \$1,000 annually
	2. Berkshire United Way is invited to present at Workplace Campaign Kick-off (virtually or in-person) or to attend another relevant/special fundraising event		7. Corporate gift or employee giving match
			8. Campaign results reported and returned to BUW by December 15 th
	3. Conduct at least one special fundraising event (e.g., raffle, cook or bake off*) to enhance Workplace giving beyond employee and corporate giving		9. BUW pledge forms are offered to new employees during onboarding process, submitted monthly to BUW
	4. Employee giving participation is 50% or above		10. Support of a BUW Community event/project as a sponsor, host and/or volunteer participants during the year
	5. Overall campaign dollar growth of 3% year over year		11. Representation on a BUW Committee or Board of Directors

Thank You!!

Thank you again for your efforts to support Berkshire United Way! By agreeing to lead your company's workplace campaign, you join a passionate group of problem-solvers and trailblazers creating lasting change in the Berkshires.

You are a frontline volunteer who raises awareness about the vital role Berkshire United Way plays in our community. Through Berkshire United Way, your contribution joins with those of others to have a more meaningful impact on the community. Together, we're unleashing the collective power to build a stronger community! We're leading the charge to improve the lives of thousands of people in our community.

Please reach out to Szofia Lewis, Development Coordinator – slewis@berkshireunitedway.org, 413.442.6948 ext. 16, if we can provide any additional support and guidance throughout your campaign.

