

# 2024 ECC GUIDE

Thank you for serving as your company's Employee Campaign Coordinator (ECC)! Not only are you helping your company be a more socially responsible workplace, but you are making a difference in our community!

As the ECC, you are responsible for running a United Way employee campaign at your workplace. This includes three main responsibilities:

- 1. Educate** – Inform your employees of the impact United Way of Racine County (UWRC) makes in our community. Lay the foundation for WHY they would want to give. Resources are provided, and your Investor Relations Team Member (IR Team Member) is happy to come do a presentation for your employees.
- 2. Ask** – Once employees know about UWRC, ask them to donate and facilitate that process. Your IR Team Member will work with you to implement the best strategy for your company. Getting endorsements from the top of your organization (through a letter/email/speech) can be a powerful motivating tool. Additionally, incentives and fun activities are good ways to strengthen your campaign.
- 3. Collect and report** – You are the connection point between your company and UWRC. Please turn in your campaign envelope to your IR Team Member and turn over pledge information to your payroll department when campaign closes. In addition to reporting results to UWRC, it's good to celebrate your company's efforts together.

As you are working on your campaign, recruit enthusiastic volunteers to help. You are the ECC, but that doesn't mean you have to do everything alone! Inject fun wherever possible, and thank donors and volunteers throughout the process. Your United Way of Racine County IR Team Member is happy to assist you however possible throughout your campaign.

## IR TEAM MEMBER CONTACT INFO

**Stephanie Buchanan:** sbuchanan@unitedwayracine.org or (262) 664-4721

**Traci Blom:** tblom@unitedwayracine.org or (262) 994-4123

## STAY UP TO DATE WITH UNITED WAY

### Follow us on social media!

- Facebook: @UWRacine
- Instagram: @unitedwayracinecounty
- Twitter: @UnitedWayRacine
- LinkedIn: @United Way of Racine County
- TikTok: @united.way.racine

Sign up for our monthly newsletter, **The Handraiser!**



United Way  
of Racine County

## RUNNING A SUCCESSFUL CAMPAIGN

### HOST A KICKOFF

Here's an example format:

Topic	Presenter
• Welcome/opening	ECC
• Campaign endorsement	CEO
• UWRC overview and ask	IR Team Member
• Explanation of incentives and how to give	ECC
• Say thank you!	ECC

To take your kickoff to the next level:

- Add food! You could provide a snack like donuts, cookies, popcorn or a full meal - anything from a budget-friendly potluck to a catered lunch.
- Add a current employee to the presenter lineup to briefly share why they're a supporter of United Way.
- Add a fun activity or theme!

### INCENTIVES

Use these incentive ideas to enhance employee participation and encourage gift increases. These can be used for all donors at a certain giving level, for new donors, for departments that achieve a certain percentage of participation, for gifts that increase a certain percentage from the previous gift, turning forms in quickly or as a raffle for eligible donors.

- Sleep-in passes (come in late)
- Flee by 3 passes (leave early)
- Paid time off
- Prime parking spaces (especially in winter)
- Company swag
- Company or department lunch
- C-Suite/ECC incentive (wear a funny costume, dye hair a bright color or pie in the face)
- Offer a company match and promote it to employees

### CAMPAIGN EVENTS AND ACTIVITIES TO RAISE MONEY AND INCREASE EXCITEMENT

- **Baby picture contest** – Employees provide a baby photo of themselves and staff guess who is who. Those who want to guess must pay per guess. The person with the most correct guesses wins a prize. This could also be played matching pets with employees.
- **Basket raffle** – Ask each department to sponsor, create and fill a theme basket (spa, chocolate, lottery, gourmet cooking, home improvement, entertainment, sports, night on the town, dog/cat-oriented, kids/game-oriented, etc.). Sell raffle tickets for \$1 each or six for \$5. Employees can select which basket or baskets they'd like to win. You can auction the baskets if you prefer.
- **Brown bag lunch day** – Encourage employees to bring their lunch to work one day and to donate the money they would have spent had they gone out to lunch. Hold the brown bag lunch as a group event and socialize while eating, invite a speaker or watch a hit TV show.
- **Dress up day** – Instead of doing a Casual Day or Jeans Day, have everyone in the office dress up fancy (tuxes, suits, dresses, etc.). Similar options could be Pajama Day, Jersey Day or Work-from-Home Apparel Day (nice business shirt with sweatpants or pajama bottoms).

- **eBingo** – Sell virtual Bingo cards for a small fee. Email squares through the week. Talk to your IR Team Member about getting a United Way facts and trivia Bingo card instead of standard numbers. Give a prize to the winner.
- **Holiday-themed event** – Plan an event around the seasonal festivities such as pumpkin carving, costume contest, haunted hallway, flannel fest, chili cookoff or hot chocolate bar.
- **Ugly office décor** – Get an ugly sculpture/statue/lamp and have employees pay to send it to someone else’s office or get it removed.
- **Y.C.J.C.Y.1.D. fundraising** – Place signs around your building that are printed with “Y.C.J.C.Y.1.D.” People will ask what the sign means. Tell them that for \$1 they can find out. After they pay the dollar give them a card, and tell them they cannot tell anyone else. The card reads, “Your curiosity just cost you one dollar.”
- **Additional ideas** – Pinewood derby races, Wii Sports tournament, art project, cornhole tournament, board games, trivia, name that tune, scavenger hunt, chili or food contest, bake sale, etc.

**Tip:** If your office has a competitive spirit, plan events that have teams or departments compete against each other.

## GOING VIRTUAL

If your company has remote or hybrid employees, campaign kickoff meetings, presentations and activities can be hosted virtually or adjusted to accommodate your specific needs. You can still run a fun, robust campaign even if you aren’t all together in person.

## SAMPLE CAMPAIGN SCHEDULE

Unless you are a very large company, most campaigns only need to run for one or two weeks. Here’s a sample schedule. Feel free to shuffle days to fit your schedule or stretch the activities over two weeks if you are concerned about employees being out for vacations.

### Monday – Campaign kickoff

Have a kickoff meeting for all of your employees. This kickoff will build excitement for your campaign and awareness of the work United Way is doing in the community. If you opt not to meet, start by sending your kickoff email.

- **Large company** – Consider having smaller meetings by department.
- **Small company** – Even if you are small, gathering for a kickoff meeting can help build excitement for your campaign and awareness of the work United Way is doing in the community.

### Tuesday – Email

Share a fact and/or story from the Talking Points section of the guide. Resend the donation link if you are running an online campaign. Remind employees of any details regarding special events you have coming up and the campaign deadline.

### Wednesday – Campaign event

Plan a FUNdraising event. See the Campaign Events and Activities To Raise Money and Increase Excitement section for ideas.

### Thursday – Email

Share another fact and/or story from the Talking Points section of the guide. Resend the donation link if you are running an online campaign. Remind employees of any details regarding your closing celebration and of any incentives offered and the upcoming deadline.

## Friday – Closing celebration

Have a meal or snacks to celebrate the end of campaign. Do a final reminder for donations. Do drawings for incentive prizes and announce raffle or auction winners. Thank everyone who participated and donated.

## All week

- Choose one of the options from the Events and Activities section that runs all week.
- Put out flyers, posters and table tents in break rooms, cafeterias, bulletin boards and your Intranet.
- Consider tying everything together with a theme.
- Remind and thank donors regularly.

**Did you know...** You can set a week or two to run your pledge campaign and turn everything in to your IR Team Member. Then you can still hold special events throughout the rest of the campaign season or the year. Just communicate with your IR Team Member so they know what to expect.

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## TALKING POINTS

- By funding local programs, special projects and its own initiatives, United Way of Racine County has been creating impactful change in the Racine County community for over 100 years.
- United Way of Racine County funds more than 35 high-performing partner programs run by local nonprofits.
- \$1,166,955 in state and federal tax refunds was returned to the Racine County community through VITA in 2023.
- 59,071 emergency shelter nights were provided by United Way-funded programs in 2023.
- United Way of Racine County delivered 69,520 books to children through Imagination Library in 2023.
- Just \$1 per week (\$52 annually) provides 13 bus passes to domestic abuse survivors.

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## UNITED WAY SUCCESS STORY

Alex experienced homelessness for more than two years. During this time, he felt hopeless. He was unable to move his life forward. During one of his early case management sessions, he stated that he'd gotten very comfortable being homeless and without a job. He then began participating in a self-motivation group offered by RVM. Little by little, he began to be inspired by the stories he heard from others in the group. He realized that he was gaining strength and courage to tackle the difficulties in his life. In the last few months, Alex has made substantial progress. He is now in his own apartment, which was furnished by Feather-A-Nest and has found a job that he loves – employed by Aramark cooking for Racine Unified School District. RVM also helped him acquire a refrigerator and a microwave. He recently opened a bank account and is starting a savings plan. At every visit, Alex shares how grateful he is for the service and support he has received through RVM.

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## WRAP UP

- When your campaign is closed and all the forms are collected, complete your campaign envelope. On the outside, record the totals for each kind of donation (cash, check, credit card, payroll deduction and direct bill) and the number of donors for each category. Add up your totals and add any special event and corporate contributions you have.
- Place all the forms, cash and checks in the envelope when you are done with the totals on the face of the envelope. Seal it and sign it.
- Notify your IR Team Member that you are ready for them to come pick up the envelope.

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## RESOURCES

Scan this QR code to go to our Campaign Toolkit page.



Scan this QR code to go to our website.



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## CAMPAIGN PLANNING CHECKLIST

**DATES:** \_\_\_\_\_ **GOAL:** \_\_\_\_\_ **PREV. YR:** \_\_\_\_\_

### BEFORE THE CAMPAIGN

- Set the dates for your campaign.
- Meet with your United Way IR Team Member to discuss dates, goals, plans and resources.
- Build a committee. Include different departments. Work together for planning and promotion.
- Set a goal. Consider last year's campaign and changes in staffing/company climate.
- Determine events, activities, themes and incentives.
- Create a timeline or campaign calendar.
- Meet with your CEO or HR.
  - Get approval for your campaign budget.
  - Get approval for any campaign incentives.
  - Get approval for any company matches or incentives.
  - Get an endorsement from leadership. Determine how to share either by speaking at kickoff/closing, letter, video, etc.
- Submit info to your IR Team Member for your online giving page, if applicable.
- Schedule and invite employees to kickoff.
- If you decide to include retirees in your campaign, send out retiree letters ahead of the company campaign launch to allow time for the mail to return.

## DURING THE CAMPAIGN

- Hold a kickoff event with your IR Team Member as a speaker.
- Share donation forms (hardcopies or online).
- Take pictures and videos of campaign activities.
- Post pictures on social media and share with your IR Team Member. Tag United Way of Racine County!
- Send reminder emails about events, incentives and deadlines. Include the giving link if employees are donating online.
- Send a targeted reminder to employees who have not yet donated.
- Hold a special event.
- Encourage employees to follow UWRC on social media and sign up for the monthly newsletter (The Handraiser) to stay up-to-date on impact and opportunities.
- Thank employees for giving.

## AFTER THE CAMPAIGN

- Collect all pledge forms. If your campaign was online, get the report from your IR Team Member.
- Give paper pledge forms or online reports to payroll for processing.
- Complete the Campaign Report Envelope.
  - Total employee donations by type, special events and corporate contributions.
  - Complete the rest of the report with contact info, employee data and signatures.
- Contact your IR Team Member when your campaign is complete to coordinate pickup.
- Announce results and incentive winners.
- Thank everyone who participated and donated.

## THROUGHOUT THE YEAR

- Work with your IR Team Member to plan a volunteer event or supply drive.
- Participate in United Way events and share opportunities with your employees.
  - Share an impact update mid-year with your employees.
  - Schedule a Lunch and Learn (ask about potential topics).
  - Share the quarterly ECC Connection with your employees