

# Champion Your Community

2023 Campaign





United Way  
of Greater Baytown Area  
& Chambers County

2023

## CAMPAIGN GUIDE

United Way of Greater Baytown Area and Chambers County (UWGBACC) is a volunteer-led local charitable organization with a focus on Community Impact and Advancing the Common Good. We focus on Education, Financial Stability (Income) and Health because these are building blocks of a good quality of life – and the pathway to opportunity. Changing an individual’s situation can lead to improvement of their quality of life.



**Mission:** Through strategic leadership and investments, UWGBACC will impact community improvement and inspire collaborations to address critical needs in Education, Financial Stability (Income) and Health.

**Vision:** All people of Baytown, Highlands and Chambers County will have the opportunity to realize their hopes, dreams and potential through our caring community.

United Way brings together people with passion, expertise and resources – from across the community – to get things done.

United Way is uniquely positioned to help employers create economic value – for the entire community – that also adds social value. It’s called *shared value*, and it goes to the core of strong communities. Its central premise is that a company’s competitiveness and the health of the communities around it are interdependent.

**Working together we will make our community  
a thriving place to live, work and play.**



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### KEEP IT SOCIAL

**S SHORT & SWEET** Campaigns are best when kept to 3-6 weeks. The longer the time, the less momentum.

### **O OVERALL GOALS**

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

### **C COMMUNICATE**

**A** picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

### **I IMPACT**

Provide impact statements and share stories of real people to show what your donation makes possible. Photos and stories are available at [uwgnh.org/stories](http://uwgnh.org/stories).

### **A ACCELERATE SUCCESS WITH GAMES**

Daily prizes, trivia, internal 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 wins and keeping the progress of the campaign at the top of all communication.



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### STEPS TO A SUCCESSFUL CAMPAIGN

#### PREPARE

- Set campaign dates. Allow plenty of time to create strategic messaging and confirm a timeline for communications.
- 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, i.e. 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 or price incentive programs to encourage participation. Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

#### WRAP UP

- Finalize campaign results and submit payroll deduction information to your HR or payroll processing department and United Way of Greater Baytown Area & Chambers County's campaign team at [campaign@unitedwaygbacc.org](mailto:campaign@unitedwaygbacc.org).
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.
- Celebrate your results & attend United Way's Annual Meeting for campaign awards & recognition!

### BEST PRACTICES

#### FORM A COMMITTEE

- Recruit volunteers from key areas of the company and those who have a great deal of enthusiasm and energy.
- Consider incorporating volunteers whose responsibilities are shared across business lines: Marketing/Communications, Information and Technology, Payroll, Human Resources, Labor, Training, Union reps, Retirees, geographically and by schedule.
- Establish job descriptions for committee members, including Leadership Giving, Special Events, Training, Marketing, Communications, Pledge Processing, Retirees, New Hires, etc.
- Attend employee campaign coordinator training or schedule with your UW liaison.



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### WORK OUT DETAILS

- Establish dates for campaign to start and end; incorporate a Kick-Off and special events and/or agency fair.
- Develop plan for record keeping and reporting.
- Arrange for payroll deduction procedure.
- Arrange for e-pledge to be set up or have pledge cards available for each employee.
- Develop publicity plan and incentives. Be sure you are prepared to share info about your United Way's work, how volunteers are involved and why people give
- Attempt to keep campaign as short as possible. This will help keep enthusiasm high and momentum strong.
- Establish goals. Consider a goal of 100% solicitation to ensure every employee is educated about United Way and is asked to give.

### KICKOFF

- Engage a senior executive to share a message in person or digitally to be distributed to all employees. Campaigns are most successful when company leadership supports the effort!
- Host an in-person or virtual kickoff for employees to hear from company and campaign leadership. Invite a United Way representative to talk about the impact of gifts made to the United Way of Greater Baytown Area & Chambers County. Make it fun and interactive.
- Attend UWGBACC's annual kickoff event (usually in September).

### UTILIZE AVAILABLE RESOURCES

- The Campaign Toolkit is available online at <https://www.unitedwaygbacc.org/campaign-central-0>. This toolkit includes sample email messaging, video links, collateral materials and more.
- Your United Way Representative can guide you through all steps of running a campaign as well as help you goal set, train your team, and more.
- Need something that is not available in the online tool kit? Ask your Representative!

### COMMUNICATIONS

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Have your campaign team make personal asks of their colleagues. People give to people!

### INCENTIVES

- Popular prizes include a day off with pay, a prime parking spot, rewards, or a prize drawing.
- Incentives are best utilized when connected to an employee's gift. For example, you could have all new donors entered to win a UW t-shirt and then pick 3 winners on the last day of the campaign.



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### MEETINGS & EVENTS

- Include a 15-minute presentation by United Way at an already scheduled group meeting to raise awareness, educate, inform, and inspire your associates. These can be coordinated through United Way.
- Host special events that are fun and interactive. Have a special event or “fun”-raiser to supplement your payroll deduction pledges, raise awareness, and build camaraderie.
- Find opportunities to create impact events. Host a lunch & learn or virtual day of impact.
- Host an agency fair to give employees the opportunity to learn more about agencies serving our community.
- In lieu of or in addition to presentations, conduct an e-mail blitz throughout your campaign highlighting the impact their United Way gifts make.
- Post United Way announcements and stories on bulletin boards, in employee publications, and staff lounge.

#### **Typical 15-Minute Meeting Agenda**

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|-----------|--|
| 2 minutes | Welcome and Message from Leadership <i>CEO or member of senior team or Employee Campaign Coordinator</i> to include campaign specifics                 |
| 5 minutes | Message from your <i>United Way Representative</i>   |
| 5 minutes | Message from <i>Grant Funded Agency</i>  |
| 3 minutes | Wrap up from <i>United Way Representative &amp; Campaign Coordinator</i> , address any questions and to thank the group for attending the presentation |

### VOLUNTEER

- Encourage employees to participate in volunteer opportunities on their own, or as a company. Virtual and in-person opportunities are available.
- A full list of opportunities can be found at: <https://volunteer.unitedwaygbacc.org/>.

### RECOGNITION AND THANKS

- Send thank you notes from leadership other team members. Send personal thank you notes to each of your campaign committee members.
- Spotlight an employee/department that has given or an employee who has volunteered for United Way in your newsletter or company meeting.
- If possible, host an event for donors who give at a certain level.

### CAMPAIGN TOOLS FOR SUCCESS

- **Brochures** include local information about the work of United Way – useful information to help individuals better understand how their donation can make a difference.
- **Pledge forms** Be sure all employees have access to the e-pledge or a paper pledge form, encourage use of home address to ensure thank you letters are received to acknowledge the gift as well as to use for annual taxes.
- **Reporting envelope** Please fill out the report, return all completed pledge forms, checks, and monetary donations in this envelope. Even companies strictly using e-pledge should submit this reporting envelope. Information from reports is used by United Way for end of campaign recognition, usually announced at the annual meeting.



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## FREQUENTLY ASKED QUESTIONS

### **Q: What is United Way?**

A: United Way of Greater Baytown Area & Chambers County is a volunteer-led, local, human service charitable organization with a focus on Community Impact, focusing on Education, Financial Stability, and Health because these are the building blocks of a good quality of life and the pathway to opportunity.

### **Q: Who runs United Way? Does it belong to any other company or agency?**

A: United Way is governed by a local Board of Directors comprised of individuals who live and/or work right here in Baytown, Highlands and Chambers County. They all serve as volunteers without any compensation. United Way is managed locally and not by a parent or national organization.

### **Q: What is the United Way Campaign?**

A: United Way runs an annual workplace giving campaign in which donors make a monetary gift to the United Way of Greater Baytown Area and Chambers County that is then invested into the community by way of grants to local non-profit agencies who have programs designed to tackle the community's most urgent social needs. Donors also have an option to designate a portion or all of their contribution to any human service non-profit of their choice.

### **Q: There are so many charities these days. What makes United Way different?**

A: No single non-profit alone can effectively improve our community - United Way works across the community to leverage resources, businesses, experts and other service providers to advance the common good. United Way is a leader and catalyst for change. Donations are from community members, invested by community volunteers, and go to work within our local area. A gift to United Way Community Impact Fund will support a network of programs that address the highest priority needs in Baytown, Highlands and Chambers County.

### **Q: What are my donation options when I participate in my company's United Way Campaign?**

A: Unless your company has specified options, you can choose to donate via:

- Payroll deduction
- By cash or check as a one-time amount
- Using any major credit card for a one-time or scheduled giving year-round
- Donate stock

### **Q: How does the payroll deduction work?**

A: When you choose to make your United Way donation through a payroll deduction, 1) you give permission for a set amount that you determined by completing the pledge form, 2) this amount will be taken out of your paycheck each pay period. You will make your own decision about the amount you give based on your particular financial situation and the significance you place on supporting your community. For many people, \$3, \$5, \$10, or \$20 deducted from each paycheck is not noticed.



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### **Q: What if I can't afford to give much?**

A: Every person's donation makes an impact, and when combined with others can add up to a life changing difference for someone in need. A little bit goes a long way for the programs supported and helps them focus on providing much needed services. Even the equivalent of one hour's pay per month is a generous and affordable gift and can make a significant impact in improving our community.

### **Q: Where does the money go once United Way receives it?**

A: Unless designated by the donor, money raised locally stays in the service area to benefit this community. If your company works with more than one United Way, be sure to specify United Way of Greater Baytown Area & Chambers County.

### **Q: How are funding decisions made?**

A: Each year, funding decisions are made through an extensive Community Investment process led by volunteers. Local health and human services agencies engage in a competitive grant process and submit funding requests annually that fall within our key focus areas of Education, Financial Stability and Health.

After volunteer-led committees review requests and compare requests with community needs, recommendations are made to the Board of Directors. Upon approval, funds are distributed as annual grants for specific programs within agencies that address the most pressing needs in our community.

United Way partners must meet strict standards of accountability in order to be considered for funding and are required to report quarterly on the efficiency of their programs. Donors are provided updates on these grant funded programs to show ROI including results, outcomes and impact.

### **Q: How long should our workplace campaign run?**

A: It depends on how large your company is, number of employees and how many are on your team to help with coordinating campaign efforts. Many campaigns run for three to six weeks to include pre-campaign communications, hosting some type of kick off and scheduled check-ins without overburdening your team.

### **Q: How can we collect donations online?**

A: United Way of Greater Baytown Area & Chambers County offers a free online giving platform to collect your employee donations. This platform offers various levels of customization depending on your company's size and needs. For more information, or a demonstration of the site, contact your United Way Representative. If you choose to go with this option, please schedule several weeks in advance to allow for the site to be created, reviewed, tested, and approved.





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### Q: Are donations to United Way tax deductible?

A: Absolutely! United Way of Greater Baytown Area & Chambers County is a tax- exempt organization as defined by section 501c3 of the Internal Revenue Code. We are a 4-star charity with Charity Navigator, we have received the Platinum Transparency seal from Candid, and we are an accredited charity with BBBHouston.org.

### Q: When should our giving campaign run?

A: Most campaigns take place from September to November, but they can happen at a time that is best suited for your organization. Work with your leadership team to avoid conflicting with other organizational activities and find the best time for their engagement.

### Q: When does payroll deduction start?

A: Payroll deduction usually runs from January 1 – December 31. However, United Way does not set your payroll schedule; it is a company decision.

### Q: Can employees choose how to invest their donation?

A: Yes! Donors have many options. These include giving to the Community Fund, or any of our focus areas, as well as an approved registered 501c3 nonprofit health and human service organization serving our community. Please review the designation policy at <https://www.unitedwaygbacc.org/sites/unitedwaygbacc/files/Designation%20Policy%20Final%20May%202020.pdf> to review donor requirements and agency eligibility.

### Q: Should we set a 100% participation goal?

A: NO. United Way of Greater Baytown Area and Chambers County believes individuals should be given the opportunity to learn about the work of United Way, the needs of the community and the resources available; the person who is informed and involved is more likely to contribute. A well-planned campaign with effective communications program that is run by committed volunteers will increase participation and donations. Fundraising should always be conducted in a voluntary manner, without pressure. It should be fun. Giving is a personal decision and coercion is not the practice of the United Way.

Do you have more questions? Please email [campaign@unitedwaygbacc.org](mailto:campaign@unitedwaygbacc.org) or call 281.424.5922.



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