

# Unite to fuel Change



Greater Twin Cities  
United Way

## 2020 BEST PRACTICES

### CREATE A PLAN

Develop a timeline or checklist (see Campaign Worksheet)

### GET LEADERS INVOLVED TO ACTIVATE YOUR CAMPAIGN

Engaged executives encourage employee participation. Examples include: Publicly endorsing the campaign, participating in special events, and developing a succession strategy for campaign chairs.

### BUILD A CAMPAIGN COMMITTEE

Create a committee to activate on campaign deliverables. Members from various levels and departments across the company are represented. Examples include: marketing, finance, communications, labor, etc.

### EDUCATE AND ASK

Educate employees on the impact of United Way dollars in the Twin Cities area. Ask employees to consider how they can contribute and connect. Examples include: sharing a personal story or talking about 211.

### HAVE FUN

Generate momentum and energy by using special events during your campaign. Plan ahead to best leverage your time and strategic opportunities. Examples include: potlucks, competitions, and silent auctions.

### SECURE A CORPORATE GIFT

Your company's support will boost participation and impact. Examples include: matching employee pledges or giving a direct corporate gift.

### SEGMENT DONORS

Customize communications, target solicitations, and tailor engagement strategies to specific employee groups. Examples include: management, labor, manufacturing, remote workforce, and employee resource groups.

### SAY "THANK YOU"

Share results with employees including total amount raised, participation percentages and volunteer hours. Give a special thanks to campaign committee, volunteers and donors that helped achieve the goals.

### SHARE DONOR DETAIL

Thank and connect donors to the impact of their giving by sharing donor contact information with United Way. Each donor receives a thank-you with tangible examples of how their donation makes a difference.



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## 2020 BEST PRACTICES | MAKING AN ASK

HERE ARE SOME TIPS AND TOOLS TO HELP YOU MAKE THE MOST OF YOUR FUNDRAISING ASK:

### Presenting to a group

- Educate individuals about the critical needs in the community.
- Inspire the group with a story or an example of the impact created by investing in United Way.
- Emphasize that gifts and generous acts of any amount make a difference.
- Explain how donations build the foundation for a brighter future where all people can thrive.
- Thank them for their time.
- Follow-up with donation links, upcoming events, and volunteer opportunities.

*Materials include: United Way PowerPoint template, United Way video, United Way brochure, United Way table tent, United Way stories, United Way pledge form (digital and electronic)*

### Meeting face to face

- Ask about causes and community passions that are close to their heart.
- Explain how donations build the foundation for a brighter future where all people can thrive.
- Inspire with a story or an example of the impact created by investing in United Way.
- Emphasize that gifts and generous acts of any amount make a difference.
- Be prepared for a variety of responses:
  - If “yes”, be prepared to show how gifts can be made
  - If “maybe” or “unsure”, follow up later and answer any questions
  - If “no”, thank them, and do not push further
- Thank them for their time
- Follow up with donation links, upcoming events and volunteer opportunities.

*Materials include: custom United Way PowerPoint template, United Way brochure, United Way stories, United Way pledge form (digital and electronic)*

### Communicating digitally

- Share videos, stories, and links to inspirational and informative content.
- Personalize your message by sharing why you’re involved.
- Emphasize that gifts and generous acts of any amount make a difference.
- Thank them for their time.
- Include donation links, upcoming events, and volunteer opportunities.

*Materials include: United Way videos, United Way stories, sample communication kit, United Way pledge form (digital), United Way brochure, etc.*



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## ENGAGING LABOR THE UNION EMPLOYEES

United Way's partnership with organized labor spans more than 75 years. We partner with the Minneapolis Regional Labor Federation, St. Paul Regional Labor Federation, and Teamsters Joint Council 32 to reach approximately 195,000 union employees.

United Way supports the labor-affiliated nonprofits Minneapolis Working Partnerships, Saint Paul Labor Studies and Resource Center, and Minnesota Teamsters Service Bureau by funding programs that provide direct support and community services to nearly 13,000 union members and families annually. Through our partnership, labor and United Way build pathways to prosperity and equity for all through advancing educational success, increasing household stability, and fostering economic opportunity.

### BEST PRACTICES AND STRATEGIES FOR REACHING UNION EMPLOYEES:

**Highlight the partnership between labor and United Way:** It provides a strong opportunity for labor and management to work collaboratively toward a common goal: improving our communities.

**Involve your union(s) in campaign planning and activation:** The most successful committees are made up of representatives from all areas and levels of your organization.

**Encourage a campaign kickoff meeting for union members:** Schedule a union speaker through United Way to inspire members about the labor and United Way partnership.

**Create a message from management and labor:** A joint letter from management and the local union(s) in your company endorsing the campaign shows unified support and can boost participation.

**Use United Way's labor-specific materials:** Organized labor and United Way's customized materials emphasize the partnership and encourage collaboration for a successful workplace campaign. Order materials today: (<https://junction.gtcuw.org/Ambassador/Orders/Pages/default.aspx>).

**Include labor success stories in your communications:** This is a great way to educate your donors about how their contributions and volunteer efforts are impacting our community. See examples: ([gtcuw.org/about\\_us/partners/organized\\_labor/](http://gtcuw.org/about_us/partners/organized_labor/)).

**Encourage volunteerism:** Be sure to include union members as you plan your volunteer projects within your company. Opportunities can be found through Volunteer United ([gtcuw.org/volunteerunited](http://gtcuw.org/volunteerunited)) or by contacting [volunteerunited@gtcuw.org](mailto:volunteerunited@gtcuw.org).

**Thank and recognize:** Recognize the union(s) within your company as an integral and vital part of the campaign success.

**Share your donor data with United Way:** United Way works to thank and recognize all our donors. Please help identify your union employees, so we can thank their union(s) and continue the collaboration.

If you have questions about engaging labor and union employees within your company's campaign, please contact Megan Dvorak at [Megan.Dvorak@gtcuw.org](mailto:Megan.Dvorak@gtcuw.org) or 612-340-7523.



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## 2020 WORKSHEET

PRE-CAMPAIGN

### RECRUITMENT AND PLANNING

Members and roles: \_\_\_\_\_

Campaign start date: \_\_\_\_\_ Campaign end date: \_\_\_\_\_

### SET CLEAR GOALS

Total pledge last year: \_\_\_\_\_ This year's total pledge goal: \_\_\_\_\_

% participation last year: \_\_\_\_\_ This year's % participation goal: \_\_\_\_\_

Other goals: \_\_\_\_\_

### PROMOTION AND COMMUNICATION

ORDER MATERIALS

INTRANET

EMPLOYEE COMMUNICATION

EVENT POSTINGS

CEO/UNION ENDORSEMENT LETTER(S)

INTERNAL PROMOTIONS

Notes

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

DURING CAMPAIGN

### CAMPAIGN EVENTS

Campaign kickoff: \_\_\_\_\_

#### Volunteer events

Project names and volunteers needed: \_\_\_\_\_

Project dates and locations: \_\_\_\_\_

Additional events

\_\_\_\_\_

\_\_\_\_\_

### ASK! EDUCATE AND SOLICIT CONTRIBUTIONS

My donor segments (leadership, labor, ERGs): \_\_\_\_\_

Meeting date(s)/location(s) and presenters: \_\_\_\_\_

\_\_\_\_\_

POST-CAMPAIGN

### WRAP IT UP AND SAY "THANK YOU"

Campaign close event: \_\_\_\_\_

Thank you activities and/or events: \_\_\_\_\_

\_\_\_\_\_

Remit campaign contributions and results to United Way by: \_\_\_\_\_

