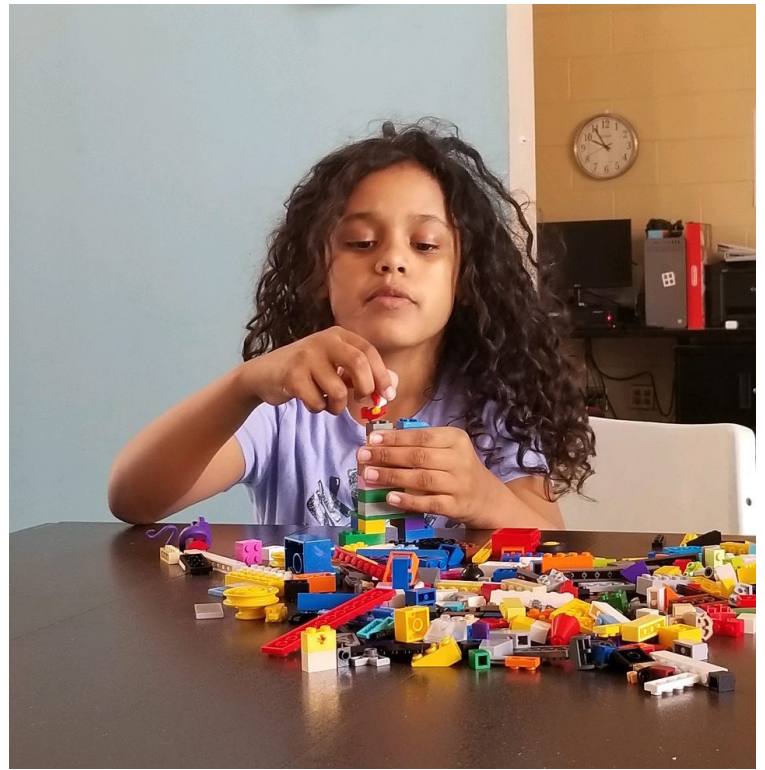


CAMPAIGN GUIDE





Thank You...

for stepping up to inspire your colleagues to make our community a better place. And for becoming a champion of what local love can look like. This guide will help you run an impactful and engaging workplace campaign from start to finish!

What does Konza United Way do?

Konza United Way supports healthy, caring and inclusive communities in the region by strengthening vital connections that support people in need. Representing six counties - Clay, Marshall, Pottawatomie, Riley, Wabaunsee and Washington - our organization serves a population of 130,000 people, with a focus on kids and youth, seniors, poverty, mental health and food security.

Our Vision – Konza United Way envisions a local community where all individuals and families have access to health, education and financial stability resources necessary to support their well-being.

Our Mission – Konza United Way improves lives by mobilizing the caring power of our local communities to advance the common good.

www.konzaunitedway.org

Contents

Introduction	2
Top Reasons to Give	4
8 Steps to a Successful Campaign	5
Plan your Campaign Calendar	10
First Committee Meeting Agenda Checklist	11
Campaign Team	12
Running a Pillar Campaign	13
Fun in Fundraising	14
FAQ	15
10 Steps to Improve Local Lives	16
Konza Unites Way at Work	17
Notes	18

Top reasons to give to United Way

1. Local giving, local results:

By sharing resources and expertise across the region, we can help make a difference in more lives while ensuring local donations are invested in local solutions and services. Our six county region includes Clay, Marshall, Pottawatomie, Riley, Wabaunsee and Washington counties.

2. We focus on creating vital connections:

We bring people together and inspire local action, connecting our strategic based approach with community listening and consultation. We collaborate with local partners and programs to co-create solutions, stepping in where gaps exist and bringing our unique strengths and expertise to help build stronger, more resilient communities that we can all be proud to call our own.

3. More of your money goes to where it should:

Through the work of volunteers and due to our strong partnerships, Konza United Way acts as a community catalyst. We not only support direct fundraising, but we're also able to leverage those dollars to attract other federal, state and private dollars to support local initiatives.

4. It's easy:

You can choose the option (or options) that best suit your workplace's needs.

Payroll giving makes it easy and affordable. By giving a little each pay period, the sum of your donation is a benefit to you and the community. Plus, your gift is tax deductible.



8 Steps to a Successful Campaign.

1 Determine the type of campaign that best suits your workplace needs.

Consider where your employees are working (i.e. in the office, at a job site or from home) and how best to reach them.

In-person campaigns are fun and fantastic but sometimes it's hard to include everyone.

Virtual and/or hybrid campaigns that include a combination of in-person and virtual events may be a great way to engage more of your employees.

Choose what works best for you and your team!

2 Recruit your team

Involve a cross-section of co-workers from different departments.

Create sub-committees within your team, sharing responsibilities for event planning, campaign volunteers, campaign promotion and engagement.

Campaign volunteers are an integral part of your workplace campaign. These volunteers ask colleagues to donate and answer questions employees might have. They're usually the type of personality that's easy to identify: outgoing, friendly and approachable!

For a sample Campaign Team outline, see page 12.

3 Review last year's results and set your goals

Set ambitious, yet realistic, goals using the challenges and successes of previous campaigns as a benchmark.

For example:

- Increase last year's fundraising or participation by 10% or 15%.

- Increase Pillar gifts (\$1,000 or more) by five individuals.
- See page 11, the First Committee Meeting Agenda Checklist, for a previous campaign review worksheet!
- Increase employee participation through volunteer opportunities to magnify your workplace's social responsibility and impact.

Elevator Pitch

When you approach your colleagues, they'll likely ask you what Konza United Way does and why the organization needs their help. Here is what you should tell them:

United Way is a community of donors, advocates, volunteers, and partners who share the belief that when we work together – all of us – we can improve the health, education, and financial stability of every person in every community.

United Way is more than a fundraiser. United we take on the big problems that none can solve alone. By forging critical partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals like you to join us. That's how we change the odds for thousands in our community.

Our priorities are achieving and maintaining a quality support and collaboration in the areas of education, financial stability, and health for all. Change doesn't happen alone.

You can champion long term positive change right here in the Flint Hills when you Live United.

4 Leadership matters

Start by targeting support from senior management. These influential individuals can help kick-start your campaign and set an example for others.

Inspire co-workers to become Konza United Way Pillar donors (\$1,000 or more each year) and create opportunities for even greater impact in our community.

Recruit an existing Pillar-level donor who can personally ask colleagues to make a similar commitment. Schedule a presentation that gives prospective donors more detailed information on the powerful impact this level of generosity can have.

Leadership Levels

- | | |
|---------------|---------------------|
| » Pillar | \$1,000 - \$2,499 |
| » Platinum | \$2,500 - \$4,999 |
| » Gold | \$5,000 - \$9,999 |
| » Tocqueville | \$10,000 - \$24,999 |

The number one reason people give for not donating:
“I was never asked.”

Use Social Media

Social media can help give your campaign momentum. Share your highlights and results. Add Konza United Way on Facebook, Instagram, Twitter and LinkedIn so we can celebrate with you!

5 Seeing impact

Your co-workers will be much more invested when they can actually see and feel the difference they are making. That means enhanced results for both your workplace campaign and our entire community.

- Invite an Impact Speaker to present at your kick-off or a lunch and learn. This can be in-person or virtually.

We have several great videos, messages, and in-person or virtual activities to help deepen your co-workers understanding of the issues facing our communities.



6 Make it fun

The more fun you can make your campaign, the better chance you'll have at capturing your colleagues' attention and inspiring them to unleash their local love.

Wine Survivor, Plane Toss, an online cooking Challenge or Scavenger Hunt and dressing up the boss are just a few of the great campaign ideas found on page 14.



Campaign Tips and Tricks

Pledge Passports are a great way to create more impact in your campaign. Here's how they work:

- Set a minimum donation to buy a pledge passport. This can be a United Way bracelet provided by your Staff Partner or a card with all of the campaign events listed.
- The pledge passport acts as an 'all-access pass' to all United Way events.
- The minimum donation should be less than the total amount to go to each event separately: e.g. if you have three events that cost \$10 each to attend (\$30 total) a minimum donation of \$25 is charged for the pledge passport.
- Campaigns that use pledge passports generally see an increase in both participation rates and dollars raised because donors don't feel nickel- and-dimed.

Nickel-and-dimed vs. pledge-based

Nickel-and-dimed: Sarah pays \$5.00 to enter into the Office Olympics golf game, \$8.00 for raffle tickets and \$2.00 for Jeans Day. Because Sarah has already made three donations she does not submit a pledge form.

Total donation = \$15

Pledge-based: Sarah fills out her pledge form (for any amount) to get a pledge passport, which includes entry into all the Office Olympics games, Jeans Day and five free raffle tickets. Sarah pledges \$1/day = \$365 gift and freely enjoys all the fun!

Extra impact for our community = \$350.00

Online Tools and Resources:

Check out our online Campaign Toolkit for more resources, including:

- United Way videos and customizable marketing materials to inspire your colleagues
- Social media shareables

For these tools and more go to the Workplace Campaign tab at konzaunitedway.org

7 Make the “Ask” and follow-up

The “Ask”

Asking people for their support is one of the most important, but often overlooked aspects of fundraising. By committing to a face to face ask, either in person where possible, or via a virtual meeting, you give everyone the opportunity to support our community.

Follow-up

Talk to individuals who may have given in the past, and follow-up with donors whose pledges you haven’t received as your campaign nears conclusion.

More Helpful Tips

Be positive!

A smile can go a long way.

Call on co-workers you know first.

Start by approaching the people you’re most comfortable with first. You’ll gain confidence and be ready to approach those you don’t know as well after.

Mention the ease of giving.

Encourage giving through payroll. Emphasize how their gift can be spread over 24 or 26 pay periods. This could also be a good time to remind them about tax breaks: charitable giving gives back.

Contributing is voluntary.

Share your enthusiasm and be a resource to help your co-workers make an informed decision about giving. But don’t pressure people to give.

See page 3 for *Top reasons to give to United Way* and page 15 for FAQs and tips on how to handle objections.

Sample “Asks”

In Person:

“I just wanted to come by and drop off this United Way pledge form and information about some key United Way-supported programs that are happening right now, locally! You may also have received an email pledge form so you can donate online.

Your gift can make a difference right in your neighborhood — it’s a great way to show that you love your community. To help the most people, we are striving for 100% employee participation.

If you have any questions about United Way, please let me know. Thanks for considering a pledge this year.”

Via email:

“Hi [Name],

Thank you for considering taking part in our United Way Campaign this year. Your gift can make a difference right now and in your own neighborhood. It’s a great way to show support for your local community and to help make the vital connections needed to improve the quality of life for everyone in our community.

To help the most people within our communities and to create the most impact possible, we’re striving for 100% participation.”

8 Close the deal

Congratulations! You've run your events and excited your colleagues about Konza United Way. You've made the ask and followed up. Now it's time to collect pledges from those who gave because you've inspired them.

1. Say "Thank You!"

Two of the most important words in fundraising are "Thank You." Plan a celebration or wrap-up event to announce your campaign achievements and to thank each and every employee for their support and participation. It's also a great idea to give individual thank you notes to everyone who donated.

Remember to thank everyone you've contacted, even those who did not contribute. Each person's time and gift is appreciated and a heartfelt thank you is an important part of your efforts.

The impression you leave is the one people will remember when they think of Konza United Way.

2. Collect pledge forms, special event funds, cash donations and cheques as needed.

Have team members collect any paper pledge forms if you have them at your workplace. Send out an all-staff email update letting people know where, when and to whom they can bring their forms, donations and checks. If you do not have pledge forms but have had special events, collect those funds to review and give to your Konza United Way Staff Partner.

3. Submit the dollars.

For paper pledge forms, tally the donations and complete a paper or online version of your Campaign Report to review with your Konza United Way Staff Partner.



Plan your campaign calendar

United Way campaigns generally take place over 1-2 weeks, but can be whatever length is best for your workplace. Always make sure you have a great campaign kick-off! Check out our sample timelines.

Sample Timeline: 1 week

<p>Pre-campaign</p> <ul style="list-style-type: none">Analysis and planning «ECC and Committee training «Launch emails for staff « <p>Day 1</p> <ul style="list-style-type: none">Kick-off event & United Way presentation « <p>Days 2-3</p> <ul style="list-style-type: none">Committee reaches out to staff « <p>Day 4</p> <ul style="list-style-type: none">Early Bird Donor Draw «Special event «	<p>Day 5</p> <ul style="list-style-type: none">» Mid-campaign review» Report results to your United Way Staff Partner» Reminder email to staff <p>Day 6</p> <ul style="list-style-type: none">» Follow up with staff <p>Days 7</p> <ul style="list-style-type: none">» Wrap Up Event
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Sample Timeline: 2 weeks

<p>Pre-campaign</p> <ul style="list-style-type: none">Analysis and planning «ECC and Committee training «Launch emails for staff « <p>Day 1</p> <ul style="list-style-type: none">Kick-off event & United Way presentation « <p>Days 2-5</p> <ul style="list-style-type: none">Committee reaches out to staff « <p>Day 6</p> <ul style="list-style-type: none">Early Bird Donor Draw «	<p>Day 7</p> <ul style="list-style-type: none">» Mid-campaign review» Report results to your United Way Staff Partner» Reminder email to staff <p>Day 8-12</p> <ul style="list-style-type: none">» Special events» Follow up with staff <p>Days 13</p> <ul style="list-style-type: none">» Draw for new donors and those who increase by 15% <p>Days 14</p> <ul style="list-style-type: none">» Wrap up event
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Sample Timeline: 3 weeks

<p>Pre-campaign</p> <ul style="list-style-type: none">Analysis and planning «ECC and Committee training «Launch emails for staff « <p>Day 1</p> <ul style="list-style-type: none">Kick-off event & United Way presentation « <p>Days 2-5</p> <ul style="list-style-type: none">Committee reaches out to staff « <p>Day 6-10</p> <ul style="list-style-type: none">Early Bird Donor Draw «Special Events «	<p>Day 11</p> <ul style="list-style-type: none">» Mid-campaign review» Report results to your United Way Staff Partner <p>Day 12-17</p> <ul style="list-style-type: none">» Special events» Follow up with staff <p>Days 18</p> <ul style="list-style-type: none">» Draw for new donors and those who increase by 15% <p>Days 21</p> <ul style="list-style-type: none">» Wrap up event
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First Committee Meeting Agenda Checklist

Looking back and planning forward

Here is a checklist of items you can use when planning your first committee meeting to help set you up for success for your upcoming campaign.

Previous Campaign Details

- ☐ Campaign dates
- ☐ Overall theme
- ☐ What kind of campaign did you have – in-person, virtual, hybrid?
- ☐ Pledge forms – paper (personalized?)
- ☐ Kick-off event
- ☐ Wrap-up event
- ☐ Special events
- ☐ Speakers – general, leadership
- ☐ Attendance at events
- ☐ Volunteering
- ☐ Communications plan
- ☐ Number of committee members; was it enough? Too many?
- ☐ Amounts raised the previous year:
 - ☐ Pledges; Special Events; Corporate gift or match
 - ☐ Total funds raised?
 - ☐ Funds that went to United Way?
- ☐ # of employees; participation rate (# of employees/# of donors)
- ☐ # of leadership donors (\$1000 and above)

The Team

- ☐ Positions needed; Gen-Next lead, leadership donors lead, events lead?
- ☐ Was management representation on the company leadership team?
- ☐ Did the ECC lead the pledge collections/processing?
- ☐ Do you have enough campaign representatives for follow up (recommend one for every 10-20 employees)

Events and Pledges

- ☐ What kind of kick-off would you like to have?
- ☐ What kind of special event or activities would you like to hold this year?
- ☐ Prizes for Early bird, leadership giving, end of campaign draws
- ☐ How were donors thanked?

Setting your Campaign Goals

- ☐ Has your number of employees gone up or down?
- ☐ How many donors (leadership and otherwise) have moved on from your workplace?
- ☐ How is the company doing financially?
- ☐ What is the state of your industry?
- ☐ Setting participation rate: Multiply current # of staff x last year's participation rate = goal for # of doors.
- ☐ Setting fundraising goal: Multiply Last year's total funds raised x 10% and add together.

Campaign Team

Each workplace campaign team is unique. Below is an example of a standard team structure.



Campaign Roles and Responsibilities

Employee Campaign Chair (ECC)

- Project Coordinator for the United Way campaign
- Connect with past ECC
- Plan and set campaign goals and activities with your Staff Partner
- Attend an ECC Training
- Recruit Campaign Committee and arrange team meetings
- Work with Leadership Chair and team to schedule a Leadership presentation
- Schedule Impact Speaker(s)
- Monitor progress and report results
- Distribute thank you notes/gifts/awards

Campaign Committee Members

- Representative for each worksite, floor and/or department
- Attend orientation
- Ask each employee to donate or increase past support
- Monitor campaign progress in department/site and report back to ECC

Senior Management

- Support and endorse the United Way campaign
- Endorse Leadership Program

Leadership Chair & Team

- Coordinate Leadership Giving campaign
- Recruit leadership canvassers, if required
- Canvass Leadership donors (previous donor list provided by United Way)
- Arrange and attend a Leadership presentation
- Thank Leadership donors

Finance & Payroll

- Provide updated employee lists
- Receive copies of pledge forms to be deducted from payroll.

Running a Pillar Campaign (Gifts of \$1,000+)

Pillar giving is important, and your Leadership giving campaign can be as simple as an event asking Pillar donors to give. The objective is to encourage and recognize personal contributions of \$1,000 or more.

Best practices for Pillar Giving

Recruit a Pillar team

Your Leadership team members are ideally Leadership donors

Team members make 1:1 asks of all Leadership donors and prospects

Communicate with your Pillars (and potential Pillars!)

Share the impact of a \$1,000+ gift

Thank your Pillar donors pre-campaign (for their past gift)

Encourage gift increase (highlight tax benefits)

Drive Pillar activity and messaging

Host a Pillar event before your campaign kick-off to build momentum

Book an Impact Speaker

Ask your Pillars to give

Make your ask right after your Pillar event or kick-off

Recognize your Leaders

Thank your Pillar donors!

Pillar giving helps us maximize our resources

By securing one larger investment Konza United Way frees up time and resources that would otherwise be spent fundraising for many smaller gifts.

Pillar gifts help ensure more dollars get to the most vulnerable kids and seniors in our community.



Fun in Fundraising

Your Konza United Way campaign can be a great way to boost staff morale and build stronger teams because it brings people together and builds awareness and excitement. The more you inspire your co-workers about Konza United Way (and have fun doing it), the more success you will have. If you choose to have special events, make sure they are not the sole focus of your fundraising campaign. Use events to encourage pledges.

Acts of Service

We know some of our workplaces have limited budgets to host events or provide prizes. Each employee may have a skill set and talent that co-workers don't know about. Auction off these talents! Maybe someone can donate an hour of garden work, host a cocktail night, or offer two hours of helping someone move.

Here are some examples of fun events you can hold for your campaign.

Some of these can be in-person, others done virtually, and some could be either!

Balloon Pop

Employees donate prizes for this event. Before filling a balloon, place a note with the name of the prize inside. Employees make a payroll pledge or donate \$10 for each balloon and pop it to see what they have won!

Casual Day

For a minimum pledge, employees are given the "I'm dressed this way for United Way" badges or stickers — allowing employees to dress casually. United Way Apparel is also available. Please see your United Way staff contact to discuss options to include in casual day.

Dress Up the Boss

Including management is a great way to boost employee engagement. Set specific goals and have senior management dress up in silly costumes (how about a cow costume?) once targets are met.

Plane Toss

Departments and/or individuals are given 10 minutes to assemble their paper planes. Winner can be determined by distance and accuracy of plane toss. Entry is by completed pledge forms.

Virtual Events

- Hold a virtual run or walk: make it a peer to peer fundraising opportunity or create a team
- Online galas, open mics, talent contests, dance parties and/or entertainment events provided by colleagues from their homes
- Online learning activities: cook like a chef, flower decorating, learn a new skill, making a cocktail or mocktail led by celebrity contacts, professional volunteers or colleagues (don't forget to include a list of supplies!)
- Scavenger Hunt: bring a phone and explore your neighborhood! Encourage your workplace to get outside (or stay inside) with this game that can involve their families or roommates.
- Cooking Challenge – what can your team cook with a mystery set of items? Can items be dropped off? Can you encourage your team to clear their cupboards?

Prizes and Incentives

Employ your Campaign Committee members to solicit management, local businesses, friends, family and co-workers for prizes. These could include: tickets to an event, a vacation day off, lunch at a local restaurant. Prizes can be used to award many things, including:

- Rewarding early-bird donors for pledging in the first two days of campaign
- Acknowledging returning donors who increase their gifts by 10-15% from the previous year
- Creating raffle prizes, which encourage further donations towards the campaign

Wine Survivor

You can use wine as the prize or items such as grocery store gift cards, online store gift cards. To play, an employee needs to bring a bottle of wine (\$15-20 value), a business card and a completed pledge form. Pull one or more business cards per day and send an email or announcement to participants with the withdrawn names. The last name in wins all the wine! This event can also be done using internal communication methods and drawing names virtually.

Frequently Asked Questions

How much are Konza United Way's fundraising and administrative costs?

Every charity has administrative costs, some more than others. Konza United Way is on the lower side. As a percent of total revenue, United Way's administrative and fundraising costs are about 20%. That means 80 cents of every dollar goes directly to supporting vulnerable kids, families and seniors.

The true measurement of a charity is the amount of good they do with the donations they receive.

Can I give to a different charity through Konza United Way?

Yes. Konza United Way supports dozens of agencies and initiatives. You can designate what your donation should be spent on, but we encourage you to give your gift to Konza United Way's Community Impact Fund and allow us to invest in where it is most needed.

How do I get a tax receipt for my donation?

If your gift to Konza United Way was by payroll deduction, you will not receive a separate tax receipt as the donation is recorded on the W2 statement from your employer. Otherwise, you will receive your receipt by mail sent to the address on your pledge form by the end of February.



Handling Objections

Occasionally, you may speak to someone who has misconceptions about Konza United Way. You may find these responses helpful:

"In this tough economy people aren't giving as much to charity."

By providing funding to programs and vulnerable people in our community, Konza United Way is creating the social safety net desperately required during difficult economic times. Your community needs the support now more than ever.

"I don't make enough to give."

Every donation counts! Even a few dollars per pay period adds up.

"I gave a donation already."

That's great, thank you! Did you know that by signing up for payroll deductions, your contributions won't actually start until January?



10 Easy Steps to Improve Local Lives through your Workplace Campaign

Plan

1. Contact us, we're here to help!

Call or email your Konza United Way partner to help you customize your campaign, ask questions, and get more resources!

2. Get Approval

from senior leadership on an attainable fundraising and participation goal, staff communications, and time allowed for virtual or in-person events.

3. Assemble a Team

This is a great team-building project. Meet virtually or safely in person to brainstorm, plan, and assign roles.

4. Brainstorm

the strategies you'll use to reach your goal. Consider in-person or virtual events or challenges to encourage participation.

5. Plan

and assign roles for announcing your campaign start and end dates, distributing pledge forms or links, any staff events or meetings, and email communications.

6. Ask

to leverage an existing staff meeting to talk about your local impact and kick-off your campaign. Your Konza United Way partner can join virtually, if desired.

Execute

7. Provide staff with your donation method

Paper pledge forms. Start with your potential Pillar donors (\$1,000+) who can lead by example!

8. Inform

employees about the issues facing our communities and the impact we can make together. Work with your Konza United Way Staff Partner for email templates, videos and blog posts you can send to your staff.

9. Have Fun!

Whether it's in-person or virtual, encourage participation and enjoy some charitable team-building.

Wrap Up

10. Announce the impact made by your colleagues' collective generosity!

Thank donors, award any prizes, and remit funds to Konza United Way.

Konza United Way at work in our communities

Thanks to your help, we strengthen vital connections that support people in need in our local communities. We simply couldn't do what we do without you!



Notes



KONZA UNITED WAY

SERVING CLAY, MARSHALL, POTTAWATOMIE, RILEY,
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