



**United Way
of Northern Utah**

*Serving Box Elder, Morgan,
Oneida, and Weber Counties*



EMPLOYEE ENGAGEMENT GUIDE

YOUR GUIDE TO A GREAT CAMPAIGN



UWNU.ORG



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THANK YOU!



Tim Jackson
CEO & President

At United Way of Northern Utah, we work to create meaningful, lasting change for every individual in Northern Utah. Our programs and services focus on the health, education, and financial stability of our community members. We take action by preparing children to learn, helping kids succeed in school, and supporting families in need, all while connecting these individuals with the resources they need to have a chance for a better life. Our mission is not simply to feed one person for a night, but to open doors for every individual to have an opportunity for success. By committing to run a workplace campaign, we know your goals are aligned with ours, and together we can make a difference.

Executing a workplace campaign will take time, energy, and commitment. We understand that you have a busy schedule already, so we want to give you all the tools and resources you'll need to run your campaign as smoothly and effectively as possible.



Hannah Kenny
Director of Corporate Engagement

As you head into this year's campaign season, this toolkit is yours to refer to as you prepare to execute your workplace campaign. Please note that this toolkit is also available online at www.uwnu.org/get-involved/workplace.html. We hope it provides you all the help and guidance you need to feel confident in this role. In addition, we have provided various resources to help you stay connected to the impact of United Way, and all of the awesome volunteer opportunities that are held throughout the year. We hope you take advantage of them, and share these resources with other employees who want to see where their donations are going!

The United Way Director of Corporate Engagement will help you find ways to engage employee donors year-round, plan meaningful impact opportunities, teach you about our work, and increase this year's campaign goals. Please refer to her as your United Way Rep, and connect with her so you can learn all you can about making this campaign your best yet.

As we work together, we aim to create meaningful, lasting change for every individual in Northern Utah. This is our goal, and it cannot be done without you. Again, we thank you for your support and appreciate your time and commitment.

Thank you for being our partner!

-Your team at United Way of Northern Utah

OUR IMPACT

Through our community impact work, United Partnerships, we are combining forces with school districts, local organizations, and the Promise Partnership Regional Council. Together we've set a goal to improve entire communities. We do so by working with partners to support prenatal health, parent education, and high-quality preschool, giving every child their best chance for a healthy start. We work with school districts to provide in-school student advocates, one-on-one academic help, and a strong support system to help every child prepare to graduate from high school ready for college or career training. We work with local organizations to help every family and individual have access to food, secure housing, and health services, while supporting programs that promote financial independence and career training.



Angel grew up without a stable family life. By high school, he was involved in drugs and on the way to dropping out. He began working with our Community School Coordinator during his junior year and got the help he needed to stay out of trouble, take care of his sisters, and catch up on coursework so he could graduate on time. He's working on technical career training, leading to a bright future.

IMPACT AREAS

EDUCATION

PREPARE ALL CHILDREN TO SUCCEED IN SCHOOL AND LIFE

INCOME

BUILD A COMMUNITY OF FINANCIALLY STABLE AND INDEPENDENT FAMILIES


HEALTH

SUSTAIN A COMMUNITY OF HEALTHY YOUTH AND ADULTS

2018


BY THE #S

Visited  **297 FAMILIES** to support parenting skills and early childhood learning

Provided high-quality preschool to **94 LOW-INCOME CHILDREN** 

Tutored over **600 ELEMENTARY SCHOOL STUDENTS** at **26 SCHOOLS** through 

Worked with **44 PARTNERS** to directly assist over **2,000 STUDENTS** in need at **7 COMMUNITY SCHOOLS** 

 Answered **6,315 CALLS** in Northern Utah, and made **198,289 REFERRALS** to **2,735 RESOURCES** statewide

Helped over **2,100 PEOPLE** work toward **FINANCIAL INDEPENDENCE** through services at the  **SPARKPOINT CENTER** at **Cottages of Hope**, for an estimated impact of over **\$4.3 MILLION**





BEST PRACTICES

- ➔ **SECURE EXECUTIVE-LEVEL SUPPORT & ENDORSEMENT FROM YOUR CEO**
Encourage senior-level management to participate in campaign events and sit on the planning committee for the campaign. Encourage your CEO to send out communications regarding the campaign, and attend campaign events/meetings to show support.
- ➔ **RECRUIT A PLANNING COMMITTEE**
Recruit an enthusiastic team of employees to be your campaigners and ambassadors for the campaign. Delegate tasks, develop a campaign strategy and timeline, set goals, and make plans that fit your company's size, culture, and needs.
- ➔ **PLAN EVENTS & INCENTIVES**
Enhance your campaign with events and incentives (some ideas listed below!) to encourage employees to donate. Whether your event/incentive is on a small scale or you go all-out, give your employees a chance to be rewarded for participating in a community cause.
- ➔ **UTILIZE YOUR UNITED WAY REP**
Meet with your United Way Rep to plan campaign events, coordinate volunteer opportunities, and collaborate about ways to enhance your United Way experience.
- ➔ **THANK DONORS**
Share donor information with United Way so that they can thank individual donors for their generosity and report back to them on how their gift has impacted the community. Send thank you letters or emails from your CEO, host a donor appreciation event, and give recognition to the planning committee for their hard work.
- ➔ **ENGAGE YEAR-ROUND**
Consider which volunteer opportunities United Way offers that support the corporate social responsibility goals of your company, and collaborate with your United Way Rep to create a volunteer engagement plan. This is a great way for employees to see first-hand where their donations are going, and the impact they're having on the community!

INCENTIVE/EVENT IDEAS

- ★ Coupons/Gift Certificates
- ★ Dress-down days
- ★ Prime parking spaces
- ★ PTO day
- ★ Employee auction
- ★ Bake sale
- ★ Carnival
- ★ Chili cook-off
- ★ Ice cream social
- ★ Pancake breakfast
- ★ Kickball tournament
- ★ Ugly tie/sweater contest

GOAL SETTING WORKSHEET

WHAT MATTERS THE MOST TO YOU?

% EMPLOYEE PARTICIPATION



AVERAGE GIFT SIZE



TOTAL \$ DONATED



EMPLOYEES WHO VOLUNTEER



\$ CORPORATE MATCH/GIFT



% EMPLOYEES WHO RENEW GIVING ANNUALLY



GOALS	PREVIOUS YEAR	CURRENT YEAR
1.		
2.		
3.		



CAMPAIGN TIMELINE CHECKLIST

1. PRE-CAMPAIGN

- ☐ Schedule the initial meeting with your United Way Rep to discuss last year's campaign successes and challenges, and plan for the upcoming year.
- ☐ Meet with corporate leadership to discuss a campaign goal, incentives, and how leadership will support the campaign.
- ☐ Plan a calendar of campaign events and activities.
- ☐ Identify employee "champions" to help you promote the campaign.
- ☐ Recruit a campaign committee to help you carry out various responsibilities.
- ☐ Set the campaign timeline and overall donation goal.
- ☐ Work with your United Way Rep to schedule on-site tours at our Community Schools or Partner Agencies to highlight the impact being made in our area.
- ☐ Plan a campaign kick-off event, as well as a closing campaign celebration.
- ☐ Utilize the online toolkit at uwnu.org/get-involved/workplace.html to access any additional campaign materials needed (i.e. posters, videos, brochures, email templates, etc).
- ☐ Ask someone from your leadership team to send announcements about the campaign to encourage employees to donate.

2. DURING THE CAMPAIGN

- ☐ Hold a campaign kickoff event to encourage pledge participation.
- ☐ Ensure that all employees have access to paper pledge forms, or know how to donate online.
- ☐ Help employees stay informed and excited about campaign plans and events by frequently distributing campaign information and promotional materials (found in the online toolkit) in company newsletters and emails.
- ☐ Invite your United Way Rep to host a campaign rally to share our work with your employees.
- ☐ Ask everyone to donate, then ask again; frequently remind employees about the campaign goal and incentives.

3. POST CAMPAIGN

- ☐ Hold a closing celebration, announce campaign results, and distribute incentives for donating.
- ☐ Send thank-you letters (templates found in the online toolkit) to your employee donors, committee and volunteers.
- ☐ Send out the Post-Campaign Survey (found in the online toolkit) to all employees who participated.
- ☐ Ensure that all employee donations made have been done by using the paper pledge form or the online pledge form so that United Way can thank all donors and respond to their questions.
- ☐ Alert your United Way Rep to let them know that your pledge results are finalized and ready to be submitted.
- ☐ Meet with your United Way Rep to debrief about campaign outcomes, successes, and challenges in preparation for future campaigns.
- ☐ Commit to engage employees in Year of Action volunteer events and other United Way projects throughout the year.
- ☐ Contact your United Way Donor Engagement Manager about which volunteer opportunities would work best for your team.
- ☐ Sign up for our newsletter and engage with us through social media.

GET INVOLVED - VOLUNTEER

Volunteers are the driving force behind community change. With corporate and nonprofit partners, United Way of Northern Utah coordinates volunteers to elevate the success of the entire community. We build on a local sense of pride and readiness to help educate parents, tutor students, clean up neighborhoods, and help families and individuals become financially independent. Together, our volunteers are making a difference by helping us create healthy, stable, and well-educated communities where individuals, families, and neighborhoods thrive.

VOLUNTEER PROGRAMS AND OPPORTUNITIES

- AmeriCorps Education Initiative of Utah
- Welcome Baby
- Connect with a Community School Coordinator and learn how you can support their efforts through tutoring or a supplies drive



In addition to supporting elementary school reading, tutors in the UWNU-sponsored

Read. Graduate. Succeed. *program*

helped at-risk secondary students at Morgan High School. Of 16 seniors who participated, 13 were able to graduate on time with the help of these volunteers. We have expanded support of this program to include four secondary schools in Box Elder County for the current 2018-19 school year.



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VALUE
32,203 HOURS
WORTH
\$785,000
AND \$1,756,800
TAX REFUNDS
RECEIVED THROUGH
VOLUNTEER TAX
PREPARATION AT
SPARKPOINT CENTER

Please reach out to our Donor Engagement Manager for more information about awesome volunteer opportunities!

Liz Corona
Donor Engagement Manager
lc corona@uwnu.org



VOLUNTEER EVENTS

United Way
of Northern Utah

YEAR of ACTION

Join volunteers from all over Northern Utah as we dig in, get to work, and build healthier families and stronger communities. Whether you sign up as an individual, a group of friends or family, or with coworkers, your efforts will make a difference.

MARCH

DR. SEUSS DAY

Promote childhood literacy through book drives and volunteer events in local schools.

APRIL

COMMUNITY BABY SHOWER

Host a shower to collect new baby essentials for local moms and new babies.

JUNE

DAY OF ACTION

Volunteer at our annual project to support education and healthy communities.

AUGUST

BACK-TO-SCHOOL DRIVE

Gather donations all summer, then help us pack our school bus with backpacks and school supplies for children in need.

SEPTEMBER

DAY OF CARING

Roll up your sleeves and work with hundreds of volunteers to make an impact through service in our communities.

NOVEMBER & DECEMBER

SEASON OF SERVICE

Help make the holidays bright for local kids and families by donating food and new coats or volunteering at an event.



www.uwnu.org/volunteer

FAQ'S



What does United Way of Northern Utah do?

Our mission is to unite people and organizations to build a healthy, stable, and well-educated community where individuals, families and neighborhoods thrive. We focus on preparing children to learn, helping children succeed in school, and supporting families in need. We accomplish this by creating partnerships with local nonprofit agencies to connect children and families with the resources they need to give them a chance for a better life, ultimately creating an impact that changes not just one child's life, but generations to come. Our service area covers Weber, Morgan, Box Elder, and Oneida counties.

What are the benefits of running a workplace campaign?

Running a workplace giving campaign will provide you and your employees with an opportunity to donate, volunteer, and speak out for causes that matter to you. Workplace campaigns also build employee morale and teamwork. Supporting our work through workplace giving shows that your company cares about the health and well-being of your community. Campaigns last anywhere from two weeks to two months at any time during the year, can be shaped around your company's needs and culture, and can be simple and fun.

What does it mean to be an Employee Campaign Manager?

Every campaign needs a team captain. Your role as the Employee Campaign Manager is to organize your company's workplace giving campaign. As you work to plan your campaign, you will set goals, plan events and incentives, and gather the campaign results. Your main goal is to be a liaison for other employees: educate them, motivate them, and help them understand the reasons why they should give to United Way.

Why should I give to United Way and not directly to an agency?

Our goal is to create lasting impact in the community. No other single organization is working to bring thousands of partners and individuals together to reach all of the needs of the Northern Utah region in one mission. We will ensure that your donations are being used to make the greatest impact because we have the data, expertise, and influence to meet those needs. When you give to a specific agency, you support one cause. When you give to United Way, you join our collective effort to change our entire community. However, if employees choose to designate their donations to a specific 501(c)(3) nonprofit agency, we will always pass that donation to the correct organization.

How do I donate?

There are a few different ways to donate. These include signing up for payroll deduction, giving a one-time donation, and/or agreeing to sponsor a United Way event. You can make a donation via paper or online pledge form. If your company would like to sponsor an event, please let your United Way representative know and we can work together to plan the details.

Is my gift tax-deductible?

Yes, United Way is federally registered as a 501(c)(3) not-for-profit organization. All donations to United Way are tax-deductible. United Way will pass through all designated donations to 501(c)(3) organizations.

How do I stay involved with United Way during the year, and not just during the giving campaign?

We invite you to GIVE, ADVOCATE, and VOLUNTEER in as many ways as you can. Join us for one of our Year of Action volunteer events, advocate for us as a brand ambassador, become a Welcome Baby home visitor, or sign up to become a reading tutor at a school near you. There are so many options to join this cause. Please contact our Donor Engagement Manager if you would like to learn more about engagement opportunities.





RESOURCES

ONLINE CAMPAIGN TOOLKIT

uwnu.org/get-involved/workplace-giving/toolkit.html

ONLINE MATERIAL ASSET LIBRARY

uwnu.org/get-involved/workplace-giving/asset.html

VOLUNTEER OPPORTUNITIES

uwnu.org/get-involved/volunteer/

ANNUAL REPORT

uwnu.org/who-we-are/reports.html

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@unitedway_northernutah



UnitedWayNorthernUtah

UNITED WAY OF NORTHERN UTAH

2955 Harrison Blvd.
Suite 201
Ogden, Utah 84403
(801) 399-5584

UNITED WAY REP

Hannah Kenny

Director of Corporate Engagement

hkenny@uwnu.org

(801) 399-5584



**WE UNITE PEOPLE AND ORGANIZATIONS TO BUILD A HEALTHY,
STABLE, AND WELL-EDUCATED COMMUNITY WHERE INDIVIDUALS,
FAMILIES, AND NEIGHBORHOODS THRIVE.**



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Ogden, UT 84403
801-399-5584



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