EMPLOYEE ENGAGEMENT GUIDE

Simple strategies to build a team of fundraisers, hand raisers, changemakers, and game changers

GET INVOLVED.
CHANGE LIVES.
LIVE UNITED.
Our mission at United Way of Northern Nevada and the Sierra (UWNNS) is to link the community’s will and resources to improve lives across the 13 counties we serve. At the heart of our work are northern Nevada employers and employees like you volunteering, giving and advocating.

UWNNS is working to improve early literacy to give every child the best start to a lifetime of success. We are investing in multigenerational approaches across literacy-rich programming and inviting stakeholders from different sectors to make lasting change. We also continue to support families and individuals by connecting them with tools and resources to help them meet their basic needs.

Thank you for taking the lead as the Employee Campaign Manager for your workplace. You are key in making our work a success! We truly appreciate you and the time that you are dedicating to make your organization’s involvement with UWNNS a rewarding experience for all. We hope that this Employee Engagement Guide will give you the guidance and resources you need to make your campaign easy and fun!

Thank you for getting involved, changing lives, and living United!

Your Support Team at UWNNS,

Michael Brazier
President and CEO

Melissa Hellmuth
Donor Engagement Director

Ashleigh Foster
Donor Engagement Officer
Campaign Timeline and Checklist

**PRE-CAMPAIGN**

- Schedule a call with UWNNS to get started - we look forward to working with you!
- Meet with previous Employee Campaign Manager(s) to discuss last year’s successes and challenges.
- Meet with corporate leadership to discuss this year’s goals, incentives, and corporate support.

- Meet with UWNNS to strategize, brainstorm, and customize your internal campaign. A great way to get employees excited and engaged is to select a campaign theme and fun events. See Special Events and Theme Ideas in this packet.
- Finalize overall campaign goal and timeline including scheduling your campaign kickoff.
- Begin to plan a Thank You celebration for the close of the campaign.
- Familiarize yourself with the Campaign Toolkit at uwnns.org/campaign.
- Request additional materials from UWNNS such as signage for your breakroom or an impact story.

- Create buzz about the campaign. Post information on company intranet sites, in newsletters, or hang up posters.
- Encourage employees, managers, and executives to attend your upcoming campaign kick-off!
- Ask someone from your executive team (CEOs are perfect!) to send an all-staff email announcing the upcoming campaign and create excitement by announcing prizes, contests, and events (templates in Campaign Toolkit).

**CAMPAIGN**

- Hold employee campaign kickoff event emphasizing goals and incentives!
- Provide employees with pledge materials, instructions and UWNNS contact information to help answer any questions.
- Share goal and progress with staff throughout the campaign.
- Keep in touch with UWNNS. Make adjustments to campaign as needed.
- Have fun and live United!

**POST-CAMPAIGN**

- Send appreciation email to all staff for being a part of a company that gives back (template in Campaign Toolkit).
- Hold a closing campaign celebration to announce your success!
- Send campaign results to UWNNS.
- Share an Impact Thank You Banner to employees, provided by UWNNS when campaign totals are finalized.
- Meet with UWNNS to discuss campaign outcomes, successes, and challenges in preparation for future campaigns.
- Plan out year-round engagement through volunteer opportunities with UWNNS to keep the momentum going!
SECURE TOP-LEVEL SUPPORT AND CORPORATE MATCH
Endorsement from your CEO and company is vital to the overall success of your fundraising efforts.

- Invite CEO/upper management to speak at campaign kickoff
- Encourage CEO/upper management to show support at meetings and volunteer projects, as well as send communications to employees
- Consider a corporate match on employee dollars as a great way to incentivize a donor’s pledge and truly show you appreciate his or her generosity
- Find CEO email template at uwnns.org/campaign

SET A PLAN FOR A FUN AND ENGAGING CAMPAIGN
Let UWNNS help you cultivate philanthropic leaders

- Meet with UWNNS staff to get started
- Familiarize yourself with UWNNS’s work and impact
- Schedule a short presentation by a UWNNS representative during an already occurring all staff meeting, making it a priority to educate and provide the opportunity for every employee to give if they choose. Remember, UWNNS believes that giving is a personal decision
- Share your ideas and make it a fun experience for all involved - giving back should feel good!
- Find campaign invite template at uwnns.org/campaign

LAUNCH YOUR CAMPAIGN
Don’t do it alone! Form a committee and make the campaign fun for employees by incorporating a theme and events.

- Use incentives to help motivate employees to attend activities, increase their giving, and turn special event donations into payroll deductions/monthly pledges
- Educate and inspire before asking: communicate the work of UWNNS from your perspective at employee meetings and send stories of impact via email - templates available
- Promote UWNNS through email, on social media, web pages, and around the office
- Find campaign reminder email template at uwnns.org/campaign

THANK DONORS
The two most important words to remember are THANK YOU.

- Share the details of who gave to the campaign so UWNNS can thank individual donors for their generosity and report back to them on where their gift is invested and the impact it’s making
- Donors who gave $500 or more are recognized as Leadership Donors. Help us engage them, so they can learn about exclusive Leadership Society events and opportunities
- Send thank you letter from your CEO/upper management
- Post thank you posters and impact banners around your workplace
- Find thank you template at uwnns.org/campaign

REVIEW AND WRAP UP

- Inform leadership team of results and publicize results in newsletters, emails, intranet sites
- Plan out year-round engagement with UWNNS like donation drives, volunteer opportunities, and our annual Day of Action in June!
Use incentives, special events and/or themes to help increase participation and excitement. These can be a great complement to your campaign!

**Incentive Ideas:**
- Coupons or gift certificates
- Dinner, lunch or a round of golf with the CEO
- Dress down days
- Movie or sports tickets
- Mugs, t-shirts, key chains, etc.
- Prime parking spaces
- PTO-hour, half or full day
- Sleep-in-late or leave-work-early days

**Special Event Ideas:**
- Auction/garage sale
- Baby/pet picture match game
- Bake sale
- Bike race, fun run/walk
- Bingo
- Bowl-a-thon
- Carnival
- Car wash
- Company cookbook
- Chili cook-off
- Dunk tank
- Employee funniest home video
- Ice cream social
- Pancake breakfast
- Pizza party
- Prize drawing
- Pumpkin carving or decorating activity
- Remote control car races
- Softball tournament
- Tug-of-war
- Ugly tie, sweater, prom dress, or earrings contest

**Campaign Theme Ideas:**
- Broadway/Hollywood/Movies
- Carnival/Mardi Gras
- Decades/History
- Hawaiian/Beach/Exotic Locales
- James Bond/Detective
- Music
- Olympics
- Pirates/Cowboys
- Sports/Local Teams
- Superheros

**Post Campaign Thank You Ideas:**
- Pizza Party
- Lunchtime BBQ
- Casual/Jeans Day
- Appreciation Notes on Desks-Mailboxes
- Leadership Dinner
- Raffle

**PHOTOS:** Capture the fun and creativity of your campaign and share with UWNNS! We may even feature your photos in future social media posts or marketing pieces, with your permission of course. Please send photos to Ashley Cabrera at ashley.cabrera@uwnns.org.
Strategies for a Successful Ask

#1 Reason people do not give? They are not asked.

HOW TO ASK FOR A GIFT

Educate about UWNNS and why you support us

• Get donors’ undivided attention by using an all-staff meeting or incentivize attendance with food and/or prizes.
• UWNNS is happy to coordinate a presentation with your team.
• Explain your WHY: “Our company gives employees the opportunity to give back because...”
• Make UWNNS fliers, handouts and signs available/visible.
• Share a personal story, impact story, or UWNNS facts.

Ask for a Gift

• With new donors, ask for a first time gift and offer an incentive for giving.
• For annual donors, encourage or incentivize them to increase their gift—consider asking for a specific increase, such as $1 more per week or per pay period, or a 10% increase.
• Remember, you are not asking for yourself; you are asking on behalf of the 9,000 children, families, and individuals UWNNS serves in our community each year.

Answer Questions

• Know your materials and use FAQs included in this guide to help answer questions. It’s okay to say you don’t know and pass along questions to UWNNS contact when needed.
• Recognize some donors have real concerns; people should feel good about their gift.

Say “Thank You” and Inform

• Regardless of what the donor decides, thank them for their time and consideration.
• Be sure to follow up with communications about how their gift is making an impact in our community. After campaign totals are shared with UWNNS, we will send your company’s personalized Impact Thank You Banner.
What does United Way of Northern Nevada and the Sierra do?

Since 1942, United Way of Northern Nevada and the Sierra (UWNNS) has invested in our 13-county region by bringing people together to give, advocate and volunteer. Our mission is to link the community’s will and resources to improve lives. UWNNS believes that when the community comes together and puts our resources to work, we can solve our most pressing issues and create opportunities for a better life for all. After doing a community listening tour in 2014, UWNNS decided to focus our effort and funds early childhood literacy knowing that strong early readers mean a successful northern Nevada. UWNNS will continue to strive to expand its programs and services to the community through listening to the community’s needs and wants.

Why early literacy?

Literacy is the foundation for lifelong learning. We want every child in Nevada to be a strong reader, but over half are not reading at grade-level. Our goal is to increase the number of children who are reading proficiently by the end of 3rd grade. Reading is a key predictor of high school graduation, impacting career success and our region’s economy.

What financial safeguards are in place at United Way?

UWNNS is committed to the highest standards of accountability and transparency when investing donor dollars. Among other controls, as a matter of practice, no single staff member is able to process any transaction from start to finish. The Finance Committee and Board of Directors review financial statements monthly and ensure adherence to the budget. An independent accounting firm audits UWNNS once a year and the Audit Committee and Board of Directors must review and approve each audit. You can find UWNNS financial documents online at: www.uwnns.org.

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

UWNNS has the scope, expertise, or influence to bring many partners, from all sectors, around the common vision of achieving long lasting results for a thriving community. UWNNS is able to leverage the donor’s dollar and ensure it goes into the community where it can have the most impact. Your gift to UWNNS allows you to accomplish more than you could alone or through a single charity.

Is my gift tax-deductible?

YES! UWNNS is a federally registered 501(c)(3) not-for-profit corporation. Donations to United Way are tax deductible to the extent allowed by an individual’s or corporation’s circumstances. Please consult with your tax advisor and keep a record of your gift.

Will the money I give to United Way stay in my local community?

Yes. The money raised in our service area, stays here, unless you, as the donor, request that it be sent elsewhere. Make sure your zip code on your pledge form is correct, because that is how we keep your donation in your community.

Are there other ways I can contribute to United Way?

YES! Please join us and GIVE, ADVOCATE, and VOLUNTEER. There are options available for you to use your skills and passion to change lives with United Way.