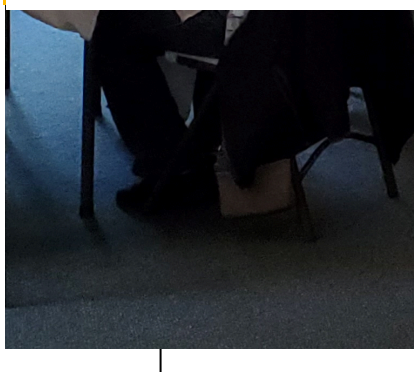
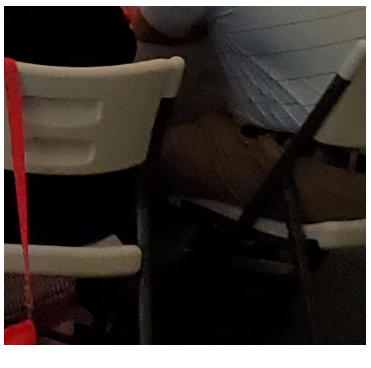
UNITED WAY
Huntington County

2026 Campaign Guide

United is the way we create everlasing change.

By becoming an Employee Campaign Coordinator for your workplace's United Way of Huntington County annual campaign, you're taking on our community's toughest challenges.

With your help, we are building a community where every family is self-sufficient, all children have an equal chance at success, and individuals have access to the resources they need to be healthy.

We hope this endeavor makes a difference in your life, as it has for so many others who have taken on this leadership role.

This guidebook is full of ideas and information to help you manage a successful campaign.

Thank you for making a real and lasting difference in our community.

Sincerely,

Sarah E. Kemp
Executive Director
United Way of Huntington County

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Steps for a successful campaign

Step 1: Prepare

- Set campaign dates. Allow plenty of time to create strategic messaging.
- Assemble a campaign team to help distribute the campaign message across each department or team. A good ratio is one campaign team member for every 25 employees.
- Set key points for distributing company-wide messaging, i.e. announcement of the campaign, launch day, mid-campaign, final push, and thank you.

Step 2: Execute

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership and the United Way of Huntington County's video to encourage donating.
- Send messaging through the campaign on a company-wide level.
- Run team challenges to encourage participation.
- 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.
- Make sure everyone has the opportunity to give; they can't give if they aren't asked! And remember, giving is a personal decision.

Step 3: Wrap Up

- Finalize campaign results with campaign report envelope. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and group of donors.
- Thank your campaign team and celebrate your results.
- Notify UWHC for pick up of campaign report envelope with completed summary of giving.

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Campaign Checklist

- **Meet with UWHC staff** to plan your campaign.
- **Obtain CEO endorsement** and support.
- **Recruit a campaign committee** with representatives from all departments.
- **Set specific goals** for participation, average gift, and leadership giving.
- **Plan a campaign kickoff** announcement or event.
- **Schedule employee meetings** and invite UWHC staff to speak.
- **Obtain incentives** that will help you reach your goal.
- **Determine how pledges will be processed** and reported to United Way throughout your campaign.
- **Decide how you will thank employees** who gave to United Way through your campaign.
- **Find out how your employees can engage** with United Way throughout the year.

5 Steps to Set Your Goal		
1	Calculate your company's total dollar potential by using one of these two formulas:	**A.** .01 x total payroll **B.** .01 x average salary x number of employees =
2	Amount raised last year:	$
3	Percent of total potential acheived	%
4	This year's goal: *Suggested: Last year's goal + 7%*	$
5	Percentage of potential goal:	%

Incentives and Event Tips

- Hold a raffle for everyone who participates (prime parking spots, days off, gift cards, etc.). Use the completed pledge form as an entrance to the raffle, rather than an additional cost for a ticket.
- Offer a casual attire or jeans day to everyone who donates.
- If possible, consider hosting events or sales throughout the campaign to promote donation options and have a little fun.

Event Ideas:

- dress down day
- open mic
- group walk/run
- dress up day (Hawaiian shirt, hat, jersey)
- spelling bee
- daily trivia, prizes, raffles, etc.
- kiss a pig
- cornhole/washers/ladder golf tournament
- cook-off
- bingo

Sale Ideas:

- **bake sale**
- **breakfast**
- **candy bars**
- **candy-grams**
- **car wash**
- **company cookbook**
- **concessions**
- **cookouts**
- **craft sale**
- **coffee bar**
- **ice cream sundaes**
- **plant sale**
- **silent auction**

Voting Ideas:

- cutest baby
- carved pumpkins
- ugliest tie
- cutest high school grad photo
- cutest pet

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Communication Guide

Using your company newsletter or intranet site:

- Prove a link to United Way of Huntington County's website: www.huntingtonunitedway.org
- Post or send daily educational and informational messages about United Way during your campaign
- Share a United Way video
- Ask employees why they give/volunteer, why supporting the United Way to create lasting change is important to them, and post their quotes

Sample e-mail messages:

Announcing your campaign

SUBJECT: Are You Ready to Make a Difference?

Mark your calendars! [Insert Company]'s United Way campaign starts [Insert Date]. As Employee Campaign Coordinator, I look forward to making this a fun and impactful experience for everyone.

United Way's campaign is our opportunity to create lasting change and help provide individuals with educational opportunities, food security, and financial stability. I am excited for our United effort in the next few weeks and I encourage your participation and support!

More details to come!

Announcing campaign kickoff

SUBJECT: Let's Create Lasting Change!
Join us! **United is the Way** we can help ensure that all our neighbors have access to basic needs to live their healthiest lives.
Everyone is invited to join us in as many of the following events and activities as you can:

[Insert activities that you are having]

And make sure to look for more ways to **Get Involved, Give Back, & Take Action** with United Way because great things happen when we come together for our community!

Campaign progess update

SUBJECT: We Are Almost There!

Congratulations [Insert Company] employees! We've reached ___% of our goal. UNITED, we are working for change to occur right here in Huntington County. That is what your dollar does.

Please turn in your pledge cards by [Insert Date] so that we can reach our final goal of [Insert Amount]. **United is the Way** we can equip everyone with the tools to succeed, as we boldly impact so many individuals.

Please let me know of any questions you have!

What do your dollars do?

SUBJECT: Every Dollar Makes an Impact

Your donation helps provide:

- meals for food-insecure families
- access to mental health resources
- crucial educational opportunities for children and adults in Huntington County

United is the Way to build a stronger future for us all.

To find out more about United Way, please visit huntingtonunitedway.org.

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Social Media Guide

We want to connect with you on Social Media! Please remember to tag and mention us on your company and individual social media pages. You can even send us photos or comments from your campaign and we will share them on our social media pages. Highlighted opportunities to share include your campaign events and campaign successes. If you have not done so already, be sure to follow our social media accounts!

social media tag:

@unitedwayhc

website links:

www.huntingtonunitedway.org

Give Here

Dolly Parton Imagination Library sign up

example posts:

- [Insert Company] is proud to partner with @unitedwayhc to break down barriers and give back! We are off to a great start in our campaign. Our goal is to raise $_____! #UnitedIsTheWay #UnitedWay
- Supporting our local community is a core value at [Insert Company] and that is why we proudly support @unitedwayhc! Learn more at huntingtonunitedway.com.
- Today is the official kickoff of [Insert Company]'s United Way campaign! We can't wait to create lasting change with @unitedwayhc!
- At [Insert Company], we get involved, give back, & take action with @unitedwayhc to improve our community! We have a goal to raise $_____!

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Frequently Asked Questions

Q: How Long Should Our Workplace Campaign Run?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, effectively relay the message, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company :

Q: How Can We Collect Donations Online?

A: United Way of Huntington County has various options to allow for a virtual giving experience that will best suit the needs of your organization. Please reach out Sarah Kemp, Executive Director at skemp@huntingtonunitedway.com if you would like to explore options.

Q: When Should Our Campaign Run?

A: Campaigns can be run anytime during the year. The goal for United Way of Huntington County is to work with your company to find out what needs your employees have and how you want to engage in philanthropy as an organization. Then, a date that is most convenient for your organization and the goals you have in mind can be set.

Q: When Should Payroll Deductions Begin?

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

Q: Can Employees Designate Their Donation?

A: As a service to donors, we make it possible to specify a United Way of Huntington County initiative to receive your donation with a minimum donation of $25. However, the direct investment of your dollars designated to United Way of Huntington County goes further to strengthen Educational Opportunities, Healthy Families, and Financial Stability, - the biggest barriers that our community faces.

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United Is The Way To Create Lasting Change

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of leaders creating lasting change in Huntington County.

You are a frontline volunteer who raises awareness about the vital role that United Way of Huntington County plays in the community. Together, with passionate supporters like you, we're leading the charge to break down barriers for all of Huntington County.

We hope this guide will provide you with the necessary resources to run your campaign. Please reach out to Sarah Kemp at skemp@huntingtonunitedway.com for additional support and guidance throughout your campaign.

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