



DIGITAL CAMPAIGN GUIDE



United Way of Midland



STEPS TO A SUCCESSFUL CAMPAIGN

PREPARE

- Set campaign dates. Allow plenty of time to create strategic messaging and to get your online donation portal set up.
- Assemble a campaign team to help distribute campaign messaging across each department or team. A good ratio is one campaign team member per every 25 employees.
- Set a campaign goal that your campaign team and employees can rally behind.
- Set key points for distributing company-wide messaging, ie announcement of the campaign, launch day, mid-campaign, final push and thank you.

EXECUTE

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating.

- Send messaging throughout the campaign on a company-wide level.
- Run team challenges to encourage participation.
- Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders.
- 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.

WRAP UP

- Finalize campaign results with your online giving platform. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.
- Celebrate your results!



BEST PRACTICES

KICKOFF:

- Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are also available to talk about the impact of gifts made to United Way of Midland.

UTILIZE AVAILABLE RESOURCES:

- The Workplace Campaign toolkit is available online at www.uwmidland.org. This toolkit includes sample messaging, video link, pdfs of collateral materials and more.
- Need something that is not available in the online tool kit? Ask your United Way representative.

COMMUNICATIONS:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Have your Campaign Committee make individuals asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well. People give to people.

INCENTIVES:

- Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS:

- Encourage employees to participate in virtual volunteer opportunities on their own, or as a company. Opportunities include writing encouraging notes to health care providers, teachers, or making videos of yourself reading books to be shared with local non-profit agencies supporting children.
- Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO, or have a virtual day of impact.
- If possible, consider having in person events once the campaign is launched to promote donation options and have a little fun.
- Popular events include dress down days, potluck lunches, silent auctions and bake sales.

RECOGNITION AND THANKS:

- Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator, or other team members.
- Send personal thank you notes to each of your campaign committee members.
- Highlight givers of a certain level on a team call or monthly e-newsletter.
- If possible, host an event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

FREQUENTLY ASKED QUESTIONS

What is United Way of Midland (UWM)?

We are a nonprofit, 501(c)(3) agency that brings people together to help our community reach its full potential. We partner with local nonprofits, businesses, government and social service agencies to address our community's most pressing needs related to health, education, and self-sufficiency.

How long should our virtual workplace campaign run?

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, get the message out effectively, and make your ask without overburdening staff.

How can we collect donations online?

United Way of Midland offers a free online giving platform to collect employee donations. This platform offers various level of customization depending on your company's size and needs and can accept payroll deduction and credit card gifts. For more information, contact United Way of Midland.

Are donations to United Way tax deductible?

Yes. For additional information, please contact United way of Midland.

When should our giving campaign run?

Most campaigns take place from August to December, but they can happen at a time that is best suited for your organization.

Why would I give an undesignated gift?

It allows you to help more people than a gift to a single agency could. the direct investment of your dollars designated to United Way of Midland goes further to strengthen education, self-sufficiency and health – the building blocks of opportunity – in Midland.



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