Campaign Basics



Neighborhood Heroes, Unite!



6 Stages of the Neighborhood Heroes, Unite! Campaign

Registration

Recruiting and registering all teams

Orientation

Orienting teams about United Way and the Campaign

Preparation

Training volunteers on their respective roles (Team Lead, Team Member, ECC)

Implementation

Kick off campaign

Appreciation

Celebrate after successful campaigns

Evaluation

What can we do better next year?

Opportunities for Each Business

Corporate Gift
 Sponsorship Packages

Sponsor an Event
 Sponsor and Attend a United Way Event

Hero Challenge
 Social Media Blitz

Employee Campaign
 Payroll Deduction



Corporate Gift - Sponsorship Packages

• Be Generous - \$10,000

- MGM Grand Forks All-In Sponsor
- Trike Wars Double Team Entry
- New Day with United Way Thrive Sponsor
- Giving Hearts Day \$1,000 Matching Sponsor

• Be Kind - \$5,000

- MGM Grand Forks Royal Flush Sponsor
- Trike Wars Single Team Entry
- New Day with United Way Shine Sponsor
- Giving Hearts Day \$500 Matching Sponsor

• Be There - \$2,500

- MGM Grand Forks Full House Sponsor
- Trike Wars Single Team Entry
- New Day with United Way Rise Sponsor
- Giving Hearts Day- \$250 Matching Sponsor



Sponsor/Attend an Event

Trike Wars

Campaign Kickoff August 27, 2020

A New Day with United Way

Annual Breakfast October 29, 2020

Giving Hearts Day

February 11, 2021

MGM Grand Forks

Casino Themed Spring Fundraiser April 16, 2021

#HeroChallenge

Adopt a "Be Kind" Culture

Ice Water War

- Nominate three heroes from your company
- Vote via donations for one of them to be doused with a bucket of ice water at your Kick Off event

Super Hero Slime

- Nominate three heroes from your company
- Vote via donations for one of them to be "slimed" at your Kick Off event

Super Hero Shout out

- Nominate three heroes from your company
- Vote via donations for one of them to be recognized with a gift/card and United Way T-Shirt
- Share a Hero Story via Social Media



7 Steps for Success

- Connect with the CEO
- Engage Employee Coordinator
- Host Kick Off Event
- Complete Campaign
- Volunteer
- Give Thanks



United Way of Grand Forks.

East Grand Forks & Area







How to Get Started

- Visit givegfegf.org/campaign for how to get started
- 2 Get CEO/Leadership buy-in
- Team leads work with team members to support Employee Campaign Coordinators (ECC)

- 4 ECC runs a 4-6 week employee campaign for their business
- Turn in pledge packet & results to United Way
- Coordinate with United Way on appreciation steps



Tips for Connecting with a Business

Connect directly with CEO

If you do not have a connection with the business, this is a great place to start

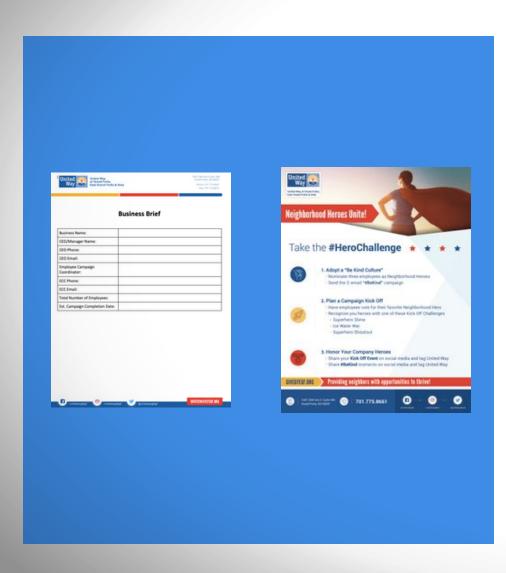
Connect with a friend

If you have a contact or existing relationship, reach out to your company connection

Connect with previous ECC

Talk with UW about previous ECC contact

Materials for CEO Calls



Business Brief

Historical data regarding giving history and contact information

CEO Call Sheet

An outline of talking points and a leave behind for the CEO

• Reply Device

Track how the business wants to be involved by having the CEO fill this form out

Sponsorship Package Brochure

List of sponsorship opportunities through United Way

Trike Wars Event Flyer

August 27th in Mall Parking Lot

Materials for Employee Campaigns

Pledge Packet

All the printed pledge forms, campaign brochures and a tracking sheet

- Online Pledge Form givegfegf.org/pledge
- Link: givegfegf.org/campaign

Trainings, videos and campaign information

Shout Out - Express Gratitude

Superstars

Recognize outstanding performers

Appreciation Plan for Business

Find creative ways to say thank you

Questions?

- Visit givegfegf.org/campaign
- 2 Contact Your Team Lead

3 Contact United Way Staff

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