

Campaign Basics



Neighborhood Heroes, Unite!

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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

7 STEPS TO A SUCCESSFUL CAMPAIGN



- 1 Connect with the CEO
- 2 Engage Employee Coordinator
- 3 Accept #HeroChallenge
- 4 Host Kick Off Event
- 5 Complete Campaign
- 6 Volunteer
- 7 Give Thanks

3 WAYS TO WIN

Show Up *Get Involved*

- Deliver packets to employee coordinators in person
- Attend Kick Off events and employee meetings
- Invite United Way to Kick Off events and employee meetings

Shout Out *Express Gratitude*

- Give the CEO/employee coordinator a quick call to connect personally and say Thank You
- Make a habit out of showing your appreciation on a regular basis to let your businesses know how much we value them.
- Inform United Way of any campaign superstars. We will highlight them on social media!

Share Often *Stay Up to Date*

- Is there a new CEO?
- Has the Business agreed to do the #HeroChallenge?
- Having trouble connecting with the company?

We want to know!

GIVEGFEFGF.ORG Keep United Way and your team leader informed on how things are going.

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 **701.775.8661**

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How to Get Started

- 1 Visit givegfegef.org/campaign for how to get started
- 2 Get CEO/Leadership buy-in
- 3 Team leads work with team members to support Employee Campaign Coordinators (ECC)
- 4 ECC runs a 4-6 week employee campaign for their business
- 5 Turn in pledge packet & results to United Way
- 6 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



United Way
United Way of Central Florida
East Orlando Parks & Recreation
1401 Lake Nona Blvd., Suite 100
Orlando, FL 32827
Phone: 407-775-8661
Fax: 407-775-8661

Business Brief

Business Name:	
CEO/Manager Name:	
CEO Phone:	
CEO Email:	
Employee Campaign Coordinator:	
ECC Phone:	
ECC Email:	
Total Number of Employees:	
Est. Campaign Completion Date:	

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- **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?

1 Visit givegfegf.org/campaign

2 Contact Your Team Lead

3 Contact United Way Staff

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THANK YOU
FOR GETTING INVOLVED.
CHANGING LIVES.
LIVING UNITED.

