

Welcome Employee Campaign Coordinators (ECC)!



Neighborhood Heroes, Unite!

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Our Purpose:

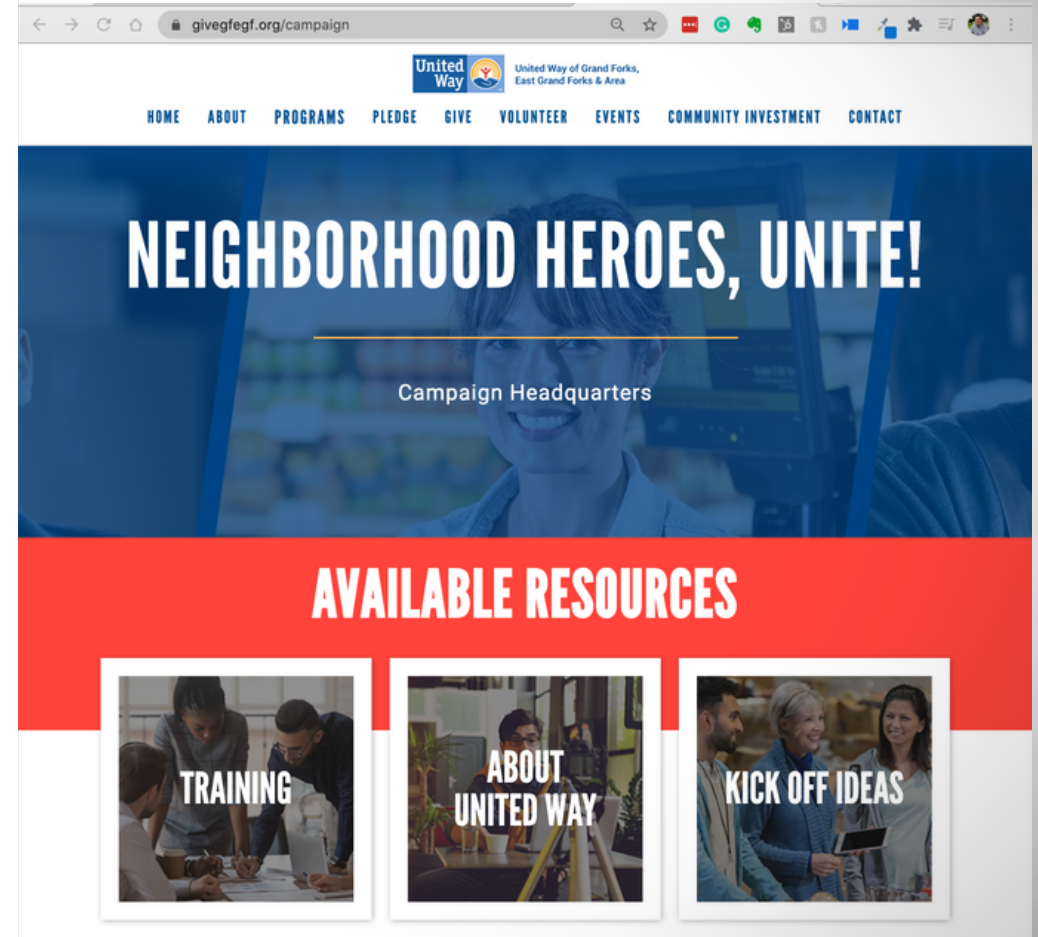
*Providing our Neighbors with
opportunities to thrive!*

Completing a Successful Campaign

- Visit Givegfe.org/Campaign
- Get Leadership Buy-in
- Coordinate with Human Resources
- Plan Campaign
- Turn in Pledge Packet to United Way
- Coordinate with United Way on Appreciation Steps

Visit Givegfegf.org/Campaign

- Training Videos
- About United Way
- Kick Off Ideas



Leadership Buy-in

- Ask CEO or Leadership team about corporate gift or match

Check out sponsorship packages

- Ask CEO or Leadership Team to send email or make video supporting United Way Campaign

- Let your employees know how the leadership team is getting involved

Include the amount

Corporate Gift - Sponsorship Packages

- **Be Generous - \$10,000**

- MGM Grand Forks – **All-In Sponsor**
- Trike Wars - **Double Team Entry**
- New Day Event - **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 Event- **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 Event - **Rise Sponsor**
- Giving Hearts Day- **\$250 Matching Sponsor**

Sponsor/Attend an Event

- **Trike Wars**

Campaign Kick Off

August 27, 2020

- **A New Day with United Way**

Annual Breakfast

October 29, 2020

- **Giving Hearts Day**

Statewide Day of Giving

February 11, 2021

- **MGM Grand Forks**

Spring Casino Night Fundraiser

April 16, 2021

Plan Campaign

1 Visit givegfegef.org/campaign

- Kick Off Event Ideas
- Campaign Videos
- Training Videos
- Copy about United Way
- And More

2 Let UW know if you are going to do the #herochallenge

3 Invite UW to the kick off event

4 Plan 2-4 week campaign with small events and information to employees

#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



Coordinate with Human Resources

- **Verify with HR what information they need to implement payroll deduction**
- **Pledge Forms**
 - Verify with United Way the # of printed pledge forms needed
 - Go Green: Have employees utilize the online pledge form at givegfegf.org/pledge
- **Online Campaign**
 - Visit givegfegf.org/campaign for information about virtual campaigns
- **Designated gifts accepted with cash or check donations**

Turn in Pledge Packet

- Drop off Packet at United Way office
- Visit givegfegf.org/campaign for instructions on how to complete pledge packets

Say Thanks!

- Nominate Super Star Employees
- Send email or announcements on results of the campaign
- Visit givegfegf.org/campaign for appreciation ideas

Materials for Employee Campaigns

- **Pledge Packet**

All the printed pledge forms and a tracking sheet

- **Online Pledge Form**

givegfegf.org/pledge

- **givegfegf.org/campaign**

Trainings, Videos and Campaign information

Questions?

1 Visit givegfegf.org/campaign

2 Contact Your United Way
Team Member

3 Contact United Way Staff

Courtney Engel
courtney.engel@unitedwaygfegf.org
701.775.8661 ext. 105



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

