

# United Way Rutland County

## 2023 Campaign Kickoff

2024 LIVE UNITED CAMPAIGN

# UNITED IN PURPOSE

United  
Way



United Way  
of Rutland County



United Way  
of Rutland County  
[uwrutlandcounty.org](http://uwrutlandcounty.org)



# Agenda

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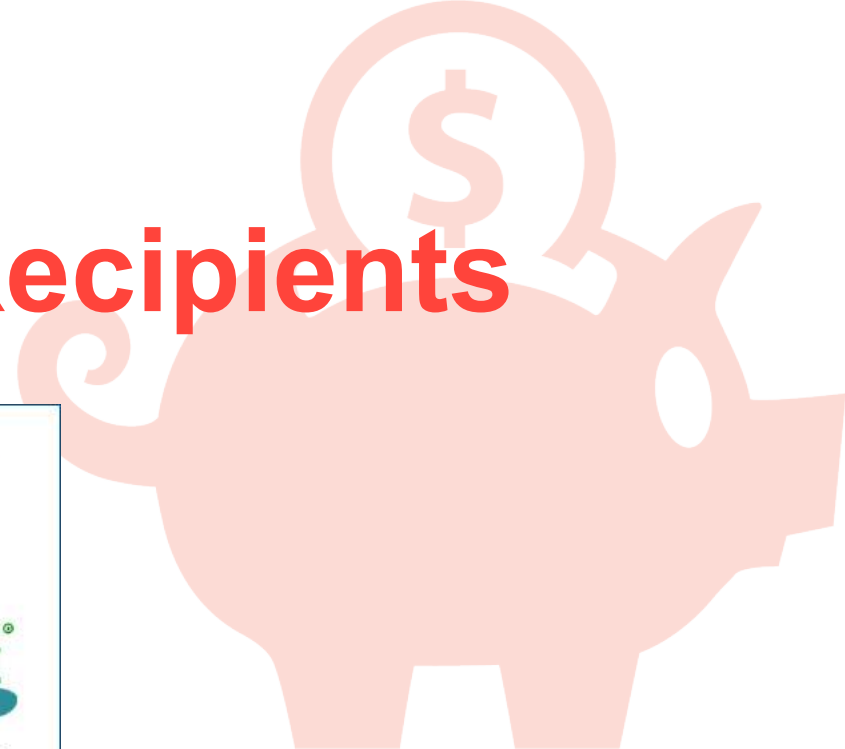
- **Welcome & General Overview** *Cathy Petrini, Board President, United Way of Rutland County*  
Introduce United Way Staff and Board  
President's Message
- **Mayor's Message** *Rutland Mayor David Allaire*
- **United Way Back to Basics!** *Ashley Bride, Executive Director, United Way of Rutland County*  
New Partnerships for 2022-2023  
Introduce: Campaign Video  
Welcome Testimonials – Unique Partnerships
- **Keys to Success – Division Leaders** *Matt Russo, 2023 Campaign Chair*  
Introduce Key People: Campaign Team
- **Workplace Campaigns** *Melissa Norman, Vice President, United Way of Rutland County*  
Tricks of the Trade

# Mayor's Proclamation

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# Community Impact Grant Recipients

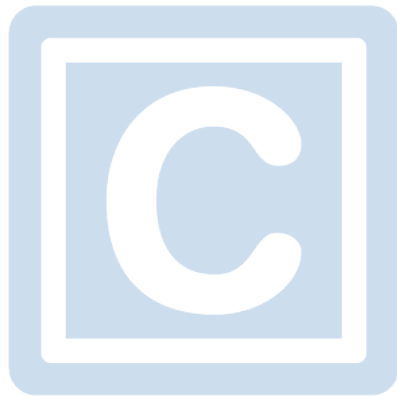


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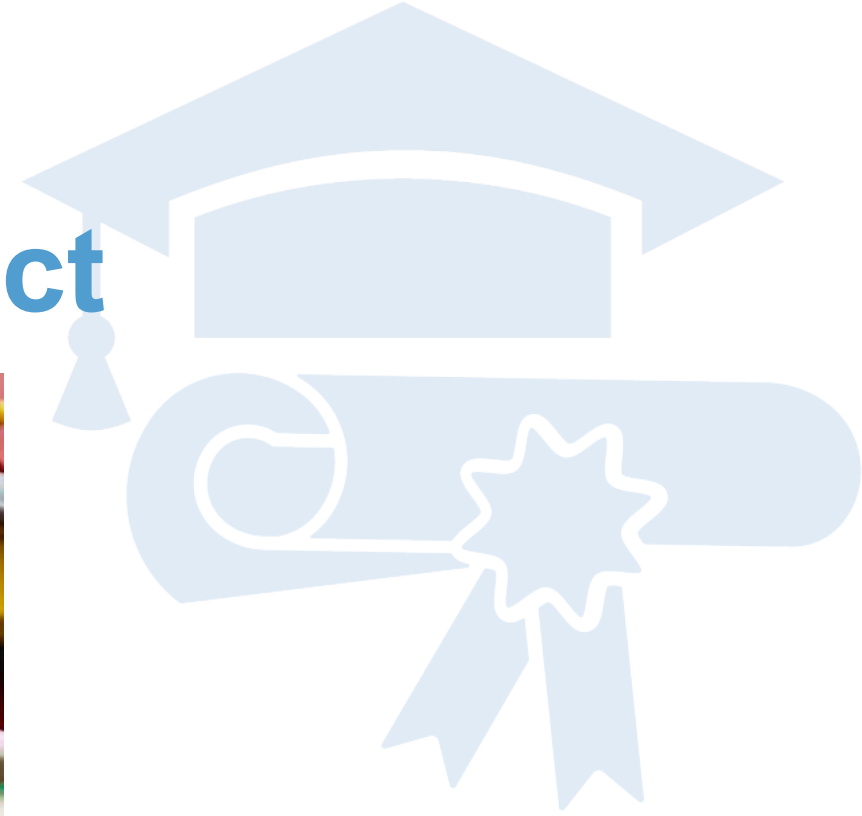
# Welcome to Winter: Targeted Impact



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# Happy Feet: Targeted Impact





# Workplace Campaign Toolbox

We've got all the tools you'll need to build a successful 2023 Campaign!

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# Importance of Workplace Campaigns

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## Why hold a United Way Workplace Campaign?

- This is your opportunity to harness the collective power of people in your workplace to make a difference in your community.
- Your workplace campaign is a way to experience the excitement of being part of the change, to belong to something bigger than any one individual.
- You can create a community where everyone can thrive. That is no small vision, and we need each person's help to create a place where communities are healthy, families are stable, and kids are ready to achieve their greatest potential!



# Rutland County's Areas of Need

We fight for the health, education and financial stability of every person in every corner of Rutland County from Sudbury to Mount Tabor, Fair Haven to Killington, and every town in between.



# Workplace Campaign Toolbox

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## Your Role as Workplace Campaign Leader

As the Workplace Campaign Leader, you are the employee ambassador for United Way of Rutland County for your company. You are in the unique position to educate, inspire, unite and lead your company leaders and employees to Live United! How do you do that? It's as easy as 1-2-3!

### 1 - Educate

- *Ensure that ALL employees understand how UWRC works to improve lives in our community. Our Impact Report is specifically created to help you understand the many ways we accomplish our work across our region.*

### 2 - Unite

- *Bring your colleagues together and make sure everyone has the opportunity to give.*

### 3 - Lead

- *Provide information, planning, energy and motivation for your campaign.*

# How Your Workplace Campaign Works

## Here is a Step-by-Step Checklist

### 1. REVIEW YOUR ORGANIZATION'S PAST CAMPAIGNS

- We can provide your organization with a giving history for the past 2-5 years.
- Set up a meeting to talk about past campaigns, to consider how this year's campaign can be positively influenced by the work you do and to set a goal.
- Email [ed@uwrutlandcounty.org](mailto:ed@uwrutlandcounty.org) or call 802.773.7477 for assistance or information.

### 2. ENCOURAGE SUPPORT FROM MANAGEMENT OR YOUR CEO

- Talk with your company's leadership about approving a campaign committee, budget and allowing time for meetings and activities.
- Ask your management team and CEO to publicly support the campaign, endorse and participate in events. Management participation helps to set a positive tone for the campaign and thank-you emails are appreciated by employees.
- Discuss implementing a program that matches a percentage of employee gifts.
- Leverage corporate social responsibility – your organization is helping to create strong communities throughout your region!

### 3. BUILD YOUR CAMPAIGN COMMITTEE TEAM

- Recruit a team from all departments in your organization. The best candidates are people who are organized, enthusiastic, creative and interested in improving our community.
- Get management approval for meetings, events and gatherings to support your campaign.

# How Your Workplace Campaign Works

## 4. PLAN AND PREPARE

- Meet with your committee to plan fun activities and events, create incentives and choose strategies that are best for your organization's culture.
- Set your campaign Goal or Goals. You might want to increase fundraising or make an impact by focusing on increasing participation. Talk with your United Way contacts, Ashley and Kathleen, for information about past campaign targets and ideas.
- Work with us to ensure you have pledge forms and other materials you need for your campaign.

## 5. PROMOTE AND KICKOFF YOUR CAMPAIGN

- Invite all staff to a kickoff event to highlight campaign goals, campaign activities, management support and how to give.
- Ask UWRC staff or community speaker to speak to your staff – by sharing personal stories about how our work has touched the community, we are able to demonstrate how contributions are used to make a difference.
- Communicate and Celebrate – use your company's newsletter, intranet, internal emails or website to share stories, sample emails and promote campaign activities and accomplishments.
- Continue to communicate throughout the campaign by sharing UWRC's regular impact emails.

## 6. MAKE THE ASK

- Contributing is a personal matter and should be confidential. Make your pledge to the United Way before you encourage your team to give. It's easier to ask if you've already given.
- For suggestions about how to ask without pressure, ask your United Way contact or email us at [campaign@gmunityway.org](mailto:campaign@gmunityway.org).

# How Your Workplace Campaign Works

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## 6. MAKE THE ASK (continued)

- Take time to help employees understand how giving to UWRC impacts their community (see our Impact Report for details).
- Make sure your staff knows where to find pledge forms, access e-pledge forms, and where and when to return forms after they've been filled out.
- Make sure to ask everyone to contribute a gift through group events, meetings or personal conversation.
- The #1 reason people state for not giving is that they were never asked.

## 7. MONITOR YOUR PROGRESS

- Keep a running total as pledges are collected
- Check in mid-campaign to track your progress against your goal and follow-up with those who did not return pledge forms.

## 8. SHOW YOUR GRATITUDE

- Report final totals to your employees and thank everyone! Use the poster included in your packet on bulletin boards, or lunchrooms, say thanks in your newsletter, send personal letters or email from you or the CEO
- Hold a Thank You event
- Meet with your committee to evaluate the campaign, say thank you and wrap up!
- Congratulate yourself on a job well done!

# Best Ideas for Campaign Success

Use incentives to increase participation, meet goals, or encourage increased contributions from employees. The possibilities are endless but here are a few ideas to get you started!

## INCREASE PARTICIPATION:

- **Paid time off** (extra paid vacation day for pledging a full day's pay, create your own 3-day weekend, sleep in and come to work late, etc.)
- **Casual Friday** or Jean-Friday privileges for those who return their pledge cards.
- **Special parking privileges** for a week or a month or a year!
- **Hold a raffle** for all participants who return pledge cards on the first day, or by the end of the campaign. Use what you have or seek goods donated from vendors, clients, employees, friends or family.
- **Hold a drawing** at the end of each week for all who returned their pledge cards.
- **Reward all participants** with a party if you reach your goal!

## INCREASE CONTRIBUTION:

- **Ask** all employees to give \$1 more per week.
- **Offer employees extras** like time off if they increase their gift more than 10% over last year.
- **Make it easy to give** with payroll deduction.
- **Hold a leadership campaign** and establish a company leadership level. The United Way recognizes Leadership Givers as those who give at or above the \$500 level. These givers are recognized in a variety of ways by each United Way.

# Best Ideas for Campaign Success

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## INCREASE “FUN” and “FRIEND” RAISING:

- Create a Theme or Motto, for example “Measure your impact!” then hand out mini tape measures on desks the day you kick off the campaign.
- Raffle or 50/50 money raffle during the campaign.
- Barbeque or Pizza Party or Breakfast
- Silent Auction – use sites like 32Auctions to facilitate automated bidding.
- Bake Sale/Book Sale/Yard Sale – proceeds go toward your campaign.
- Cake Walk – create a cake auction with photos of cakes, pies, breads and more.
- Cooking Contest – whether it’s a chili cookoff, pie contest, or a cupcake war – a little friendly competition goes a long way!
- Trivia Contest
- Executive Dunk Tank
- CEO/Executive Car Wash – people pay to have executives wash their car.
- Golf tournament or office putt-putt contest – set up a mini golf course in your office, award prizes for lowest score.
- Use your own creative ideas! Almost anything goes, have fun, be creative, find things that fit your company culture.
- Create a special raffle for new donors.

# Tools in Your UWRC Toolbox

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**Beginning Monday, October 31<sup>st</sup>**

- Workplace Campaign Champions will receive an email with a link to access this presentation
- The following templates will be available on the UWRC Website
  - UWRC Workplace Campaign Toolbox
  - Digital Campaign Brochure
  - Campaign Goal Thermometer
  - Template Letters
  - Template Emails
  - In-person Testimonials
  - UWRC Program Flyer
  - Employee Contribution Pledge Form
  - Campaign Reporting Workbook (in excel format)



# Workplace Campaign Champions

- Betty Kapitan: “I love what you've done with the online tools!”



**Rutland City  
Public Schools**

