

United Way of Coastal Georgia Workplace Champions Manual 2022-2023



**United Way
of Coastal Georgia, Inc.**

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ROLE OF THE WORKPLACE CHAMPION

WHAT DOES A WORKPLACE CHAMPION DO?

A workplace champion is someone who helps to plan, coordinate, and implement an effective United Way of Coastal Georgia (UWCGA) workplace campaign, inspiring colleagues to **LIVE UNITED**. You will work with UWCGA to manage logistics, promote your campaign across the company, and evaluate the campaign upon completion. Specifically, you may expect to:

- Develop an effective and customized campaign plan, including an internal goal
- Coordinate the distribution of campaign materials and the collection of pledge forms
- Communicate the specifics of your campaign
- Coordinate any kickoff and/or recognition events
- Promote the campaign and educate colleagues about UWCGA's local impact
- Publicize results throughout the campaign
- Provide all colleagues and retirees the opportunity to give
- Thank donors and volunteers for their generosity
- Submit the Campaign Report Envelope (CRE) and pledge forms to UWCGA
- Evaluate and make recommendations for next year's workplace campaign

WHY BECOME A WORKPLACE CHAMPION?

Being a workplace champion is not only a rewarding experience, but also an opportunity for you to work for the betterment of your community and inspire others to take action alongside you. Taking on the role of a workplace champion allows you to demonstrate your leadership and project management skills, network closely with all levels of colleagues, and create positive impact in the community.

WHAT TOOLS ARE AVAILABLE TO A WORKPLACE CHAMPION?

No workplace champion works alone. UWCGA is with you every step of the way, assisting in planning and managing your workplace campaign – including ideas and guidelines in this manual! From coordinating a workplace presentation, and customizing marketing collateral, to creating events, engaging colleagues, or thanking donors, we ensure you have the tools necessary to create a rewarding and successful campaign.

YOUR CAMPAIGN CHECKLIST

People give to United Way of Coastal Georgia because they believe in what we do. Your knowledge, enthusiasm, and commitment to supporting UWCGA are key to encouraging employee contributions and pledges. Use this checklist as a guide to planning and executing a successful workplace campaign.

PLAN YOUR CAMPAIGN

- Meet with UWCGA to review last year's campaign results and to discuss strategies and recommendations
- Recruit a campaign committee
- Meet with your executive or management team to determine how they will be involved in the campaign and to establish goals and campaign dates
- Ask leadership to endorse the campaign and ask if your company will match funds raised or give a corporate donation

- Plan special events and/or activities to raise awareness of the impact employee contributions have on the community
- Plan a campaign kickoff or special presentation including UWCGA staff

EXECUTE YOUR CAMPAIGN

- Host a fun, unique kickoff celebration to excite your colleagues about the campaign and educate them about UW, our impact work in the community, and ways they can get involved
- Distribute pledge forms to every employee (either at the kickoff or individually)
- Engage colleagues through special events/activities and execute different challenge opportunities (see below for examples)
- Share stories, flyers, and other collateral to drive home the impact of supporting UWCGA
- Keep colleagues informed of goal progress and deadlines

FINALIZE YOUR CAMPAIGN

- Collect all pledge forms, cash, and checks
- Complete the campaign report envelope and work with UWCGA to arrange pickup
- Hold a “thank you” event to celebrate results
- Recognize colleagues and keep them engaged year-round with volunteer opportunities

IDEAS FOR EVENTS/ACTIVITIES/CHALLENGES

DEPARTMENT CHALLENGE

Create challenges among departments including highest percentage of donors, largest contributions, first to turn in all of their pledge forms, etc. Winning departments receive prizes.

EMPLOYEE TRIVIA

Collect unusual facts about employees. Each staff member submits their guess. There is a \$5 donation per trivia sheet. Other themes could include music, organizational history, sports, etc.

UGLY LAMP

Have employees decorate a lamp and make it as ugly as possible. Employees can then pay \$5 to move it to another co-worker’s desk. No limit to how many times the lamp(s) is(are) moved!

TEAM SPIRIT DAY

Have employees pay \$5 to be able to wear their favorite sports team apparel. This can be done multiple times throughout the campaign.

SCHOOL PICUTRE CONTEST

Have employees submit yearbook pictures from when they were in school and play guess who, or vote for best hair, best clothes, most school spirit, etc. Contestant pays a \$5 entry fee, and participants pay \$1 per guess. The winner of the contest receives a prize, while participants receive a chance to win a raffle drawing (1 chance per \$1 guess).

“APPLES AGAINST HUMANITY”

Send out an email to all staff with a word or phrase and people respond with their best .gif or meme that summarizes the phrase. \$1 per entry. Winner receives a prize.

TAILGATE PARTY

Create a sports team party to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips, soda, and play a game of flag football.

PAPER AIRPLANE CONTEST

Charge a fee per piece of paper to make a plane and award the plane that flies the longest distance.

LEADERSHIP CHALLENGE

Have the CEO or management challenge the company to raise a certain amount. If successful, leadership agrees to a company-wide prize/event/outing.

PUTT-PUTT CONTEST

Design and set up your own wacky mini golf course within your office, lobby, work, or other company space. Charge each person to play and award a prize to the player with the highest and lowest scores.

JEANS DAY

Have employees pay \$5 to be able to wear jeans to work for a day or \$20 to wear jeans for a week.

SUPERHERO DAY

For this popular event, encourage employees to dress up as their favorite superhero for the day. Participants pay \$5 or \$10 to compete; audience choice wins a prize.

CHILI / BRUNSWICK STEW COOK OFF

Employees cook their favorite recipe and enter it into a cook off contest. Employees vote for the winner with tickets they have purchased or through donations to their favorite recipe.

FOOD & FUN

Have a baked goods sale or sell ice cream floats, popcorn, cotton candy, hot cocoa, or other desserts to employees.

POTLUCK LUNCHEON

Participating employees bring a hot dish, appetizer, salad, side, dessert, etc. This could be a great option for the kickoff celebration.

CAKE WALK

Have employees bake cakes and hold a cake walk for a fee.

PIE IN THE FACE

Employees pay \$5 for a pie to be thrown in the face of a person in management.

COSTUME OR ROOM/OFFICE DECORATING CONTEST

TRIVIA OR RIDDLES VIA EMAIL – Bonus for United Way themed trivia!

PRIZES AND OTHER INCENTIVES

Many companies have demonstrated that it doesn't take a lot of money to offer great prizes to reward employees for participating in campaign events. Not every prize has to be huge – the important thing is that, ultimately, people just like to be recognized. Some examples include:

- Lunch party / Pizza party
- Paid time off
- Casual Fridays
- Call in "Well" day
- "Sleep in late" coupon(s)
- Prime parking spaces
- Open soda and candy machines
- Free oil change
- Beauty or barber shop coupons
- Popcorn breaks
- Gift certificates / gift cards
- Gas cards
- Coffee served at donor's desk each morning
- Cocktail party or dinner at the CEO's home or other site
- Ice cream breaks
- Logoed clothing and merchandise (company or UW)
- Lottery tickets
- Golf / tennis / pickleball lessons
- Tickets to plays, sporting events, or concerts
- Demerit reduction

COMPLETING THE PLEDGE FORM

The pledge/contribution form is completed by all donors (regardless of the size of the donation) and submitted to the Workplace Champion, along with any checks or cash in the case of a one-time gift. It is important that the forms are completed entirely, that they are legible, and that the contribution information is accurate. A fully completed form allows United Way of Coastal Georgia to thank the donor directly and keep them updated and involved throughout the year.

FINALIZING THE CAMPAIGN

WHEN YOUR CAMPAIGN IS COMPLETED

- A. Collect all contribution forms, ensuring they are filled out properly (and legibly).
- B. Complete the Campaign Report Envelope (CRE) and submit to UWCGA as a summary and record of contributions made. Completed pledge/contribution forms, cash, and checks should be enclosed in the envelope. Please include pledge/contribution forms for all types of gifts. Count the number of donors and the amount raised in each category (cash, check, online payment, and payroll deductions) and record on the CRE.
- C. Return the CRE with enclosed forms, cash, and checks **IN PERSON** to the address below or contact UWCGA and we will schedule a pick-up. **Please do not submit any packets by mail or e-mail.**
United Way of Coastal Georgia
3400 Parkwood Drive, Suite A 2nd Floor
Brunswick, GA 31520
- D. Keep in mind that once your CRE is received, it goes through an auditing process and UWCGA staff may follow up with questions. If people turn in their pledge/contribution forms after you've sent your envelope, please arrange pick up or deliver additional forms and additional CRE to the UWCGA office at the above address.

FAQs

How is United Way of Coastal Georgia connected to United Ways in other cities?

Each United Way is an independent and self-governing organization tied to each other through the desire to provide each of our communities with a chance at a better future. The money raised by United Way of Coastal Georgia (UWCGA) stays in Coastal Georgia.

Who decides where my contribution goes?

The Community Investment Committee, which consists of approximately 25 community volunteers from throughout our service area, serves as the eyes and ears in deciding how to invest in our community. They consider the needs of the community and the overall impact of the programs when making their investment recommendations.

I give directly to XYZ charity/organization. Why should I give to UWCGA?

- UWCGA adds value to your contribution through its rigorous and competitive grant process. Community Investment Committee members thoroughly evaluate each applying program, ensuring they meet eligibility standards related to operating budgets/finances and the impact of their programs. You know your gift is being used effectively and for program-related expenses only.
- Our annual campaign efforts give area nonprofit organizations an opportunity for funding without having to allocate scarce resources to solicit hundreds of individual contributions. These organizations can count on UWCGA to cost-effectively promote and administer a single campaign that raises money for many causes at once.
- While you may give to other worthy causes as well, view your United Way of Coastal Georgia gift as a “gift to the community” because it supports a network of partner agencies with wide-reaching impact throughout Coastal Georgia.
- When you contribute to UWCGA directly, you are investing in targeted solutions within our community, focused on making a significant impact in the areas of education, health, and financial stability.

How do you know the money you give to UWCGA is being used effectively?

UWCGA considers itself an investor. We feel that we have a fiduciary duty to our donors to not only invest in, but also connect and support the region’s most effective agencies and programs. Our Community Investment Committee and members of our Board of Directors are involved in every step of our community investment plan helping to ensure that we understand the unique community needs and respond with appropriate and effective investment.

I never use agency services. Why should I give?

The strength of a community is directly influenced by the health and well-being of its residents. Every day, United Way works with community partners and programs help people – including some who may be your friends and neighbors – improve their lives. Your support ensures that help is available for someone who needs it now or in the future.

If I stop working for my current employer, what happens to my payroll-contribution pledge?

Your pledge will not automatically be routed to your new place of employment or to your home. If you do change jobs or are no longer working, please contact United Way of Coastal Georgia at (912) 265-1850. At that time, you can decide whether you are able to fulfill your original

pledge or adjust it. If you have switched jobs and your current employer runs a United Way campaign, it is possible to set up a payroll contribution through the new employer.

My spouse gives for both of us, why should I give to United Way of Coastal Georgia?

Research indicates that donors perceive one of the most significant benefits of personal giving is the feeling of being part of a collective effort to solve problems and make a difference in their community. Be a part of your workplace community by joining with fellow employees in the United Way effort.

I'm never going to use these services, so why should I give?

One in three people in the Coastal Georgia area benefit from the services and programs supported or directed by United Way of Coastal Georgia. At one time or another, almost everyone has a health and human service issue and may need help. Even if you do not currently have a need, many local residents do. It is likely that someone in your network, a friend, a neighbor, or a colleague, has or will experience a need for assistance.

Some of our employees and their families are on tight budgets; should we invite them to be part of the campaign?

Yes, most people appreciate the opportunity to participate. Giving through payroll contribution is easy and convenient. Payroll contribution allows everyone to participate by spreading the contribution over time. This allows those on tight budgets to participate and be part of the solution. Even a small amount per pay period makes a difference.

Does United Way fund the same agencies every year?

United Way of Coastal Georgia provides annual grants, not lifelong entitlements. The Community Investment process is open to any agency that meets eligibility criteria for program funding. This allows United Way to fund the best available programs to address the unique needs of the community.

Can I designate my gift?

Yes, donations over \$250 may be designated to any currently funded partner agency (listed on our website). However, by donating to the United Way Community Fund, your contribution supports all of the work we do, and the collaboration and program grants which meet various human service needs to improve our community.

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