Head of the Lakes
UNITED WAY

STARTING A WORKPLACE FUNDING CAMPAIGN

HOW TO START!

1) **Choose an Employee Campaign Coordinator (ECC).**

EMPLOYEE CAMPAIGN COORDINATOR (ECC)

Employee Campaign Coordinators (ECC) are key to the success of every organization's Head of the Lakes United Way (HLUW) fundraising campaign. As the ECC, you serve as the bridge between HLUW and the employees of your organization. With the materials and support we provide, you can educate your colleagues about HLUW's vital role in the community and provide them with an opportunity to give, partner, and volunteer with us.

2) **Your designated ECC consults with your payroll department to determine if recurring payroll deduction is an option.**

CAN YOU DO PAYROLL DEDUCTIONS?

YES - LET'S TALK

- When does your payroll department need pledge information to make the deductions?
- When would payroll want deductions to start?

NO - THAT'S OKAY!

There are other ways to run a campaign:

- Encourage one-time donation
- Set up recurring donations on our website
- Learn more about our round-up program
- Plan a fundraising event

CHECKLIST FOR A SUCCESSFUL CAMPAIGN

- [ ] Set campaign start and end date, and share with your HLUW contact.
- [ ] Set a campaign goal that makes sense for your organization.
- [ ] Plan activities and schedule an informational presentation with your HLUW contact.
- [ ] Promote the campaign by utilizing campaign materials.
- [ ] Wrap up your successful campaign by completing the campaign envelope and set up a time with your HLUW contact to finalize your campaign.

INSPIRE

Send emails to employees to educate and motivate them and include materials such as HLUW's campaign video. Also, include a message from your President/CEO or consider hosting a company-wide event with a presentation from your HLUW contact and have a CEO appearance.

ASK

The #1 reason people do not give is that they are not asked, so please ask everyone.

THANK

Thank all those who participate at every step along the way. Sharing gratitude is a great way to encourage people to continue giving. HLUW appreciates the chance to thank your team, including individual donors when they share their contact information.

CAMPAIGN TEAM CONTACTS

Erin Grabinger
Development Director
egrabinger@hlunitedway.org
218.726.4771

Robert Peacock
Community Campaign Coordinator
rpeacock@hlunitedway.org
218.726.4772

OFFICE

Head of the Lakes United Way
314 W. Superior St #750
Duluth, MN 55802
218.726.4770

hlunitedway.org

@hlunitedway

Learn more on our website: hlunitedway.org/get-involved

PRINTED IN HOUSE