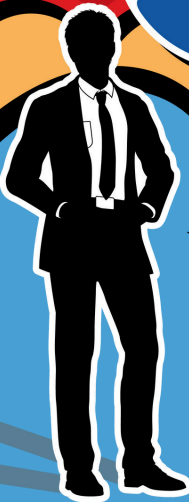


CAMPAIGN PLAYBOOK

GUARDIANS OF THE COMMUNITY



UNITED WAY OF CENTRAL OKLAHOMA

2024

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A Message from the President & CEO



RACHEL C. HOLT
PRESIDENT & CEO
UNITED WAY OF
CENTRAL OKLAHOMA

Dear Employee Campaign Coordinator,

I am so excited to be kicking off my first full fundraising campaign with you! 2024 is going to be an amazing campaign year!

More than 600 companies in central Oklahoma run employee campaigns, and we are beyond grateful that yours is one of them. Without the hard work of ECCs like you, successful employee campaigns do not exist.

We support 76 of the best nonprofit agencies across central Oklahoma, Canadian and Logan counties because we believe they know how to address the most pressing needs in our community – they just need the resources to do so. Through employee campaigns, we can rally together with compassionate individuals all over the city to provide these resources.

You are ensuring our United Way remains able to continue its mission in connecting people and resources to improve the well-being of those in our community. This year's Campaign Playbook provides new ideas to engage team members and best practices for structuring a workplace campaign.

Please review the content in this guide and connect with your United Way Account Executive to map out your organization's campaign. No matter the size, scope, or tone of your campaign, the United Way team is here to help.

Thank you so much for your commitment as an Employee Campaign Coordinator – you are a superhero!

STEPS FOR A SUCCESSFUL CAMPAIGN

Thank you so much for taking the role as the Employee Campaign Coordinator (ECC)! Not only are you providing a tremendous service to your company or organization, your efforts make a difference by improving lives and building a stronger community in central Oklahoma.

We created this guide to help you achieve a successful campaign, whether that be 100% in-person, 100% virtual or a hybrid of the two. The United Way campaign team is also available to help you access tools and discuss the ideas in this guide. Contact us at ECC@unitedwayokc.org for additional information.

STEP 1 Connect with Us

We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy to support our community through employee campaigns like yours.

- Contact your United Way representative to get started. If you don't know who your contact is, reach out to us at ECC@unitedwayokc.org.

STEP 2 Make a Plan

The keys to campaign success are preparation and teamwork.

- Determine which dates work best for your campaign.
- Assemble a team to help distribute campaign messaging across departments. A good ratio is one team member per every 25 employees.
- Organize the donor experience that works best for your team, whether it is paper pledging, virtual or both.
- Set fundraising and participation goals.
- Get creative with messaging, incentives and special events to make your campaign fun and engaging.

STEP 3 Inspire Co-Workers

Tell people how their dollars are making a difference.

- Plan a rally for a United Way staff member to share about the programs your fundraising will support. Include a Partner Agency speaker to get more in-depth on a topic your organization is passionate about.
- Promote a culture of giving back. A successful campaign requires frequent communications and reminders.
- Share your own story about why you support United Way.

STEP 4 Make the Ask

The number one reason people don't give is that they were never asked.

- Kick off your campaign with a fun event featuring an energetic and inspiring ask to give! We can help you do that virtually or in-person.
- Create fun activities to drum up support and provide incentives for your colleagues to participate. Get competitive while giving back!
- Have your company CEO write a letter or make a speech. CEO commitment and leadership helps drive participation.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails.

STEP 5 Wrap Up & Thank

Thank the generous donors and celebrate your results!

- Finalize campaign results. Submit payroll deduction information to your HR or payroll processing department and work with your United Way staff to ensure they receive totals and donor detail.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channel or a message from the CEO. **Remind donors that United Way makes it easy to make a difference.**
- Send individualized thank-you notes to each donor.



MAKE IT SOCIAL



S SHORT AND SWEET

Campaigns are best when kept to two weeks or less. The longer the time, the less momentum.

O OVERALL GOALS

Clearly state your goals – dollars raised, number of participants, average donation.

C COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I IMPACT

Provide impact statements – what does my donation do at various levels? See the Action PDFs at the end of this packet for options.

A ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having prizes for those teams who reach their goals.

L LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating wins and keeping the progress of the campaign at the top of all communications.



TIMELINE FOR ONE-WEEK CAMPAIGN

MONDAY

Host a kickoff event with United Way staff, show campaign video and host an agency speaker. Open up pledging and discuss plans for the next event. **Incentive Idea:** If you make your pledge by 2 p.m. today, you will be entered into a special gift card drawing.

TUESDAY

Thank event attendees and share new information (video, materials). If kickoff was virtual and recorded, invite those unable to attend to watch recording.

WEDNESDAY

Email touchpoint (video, materials). Don't forget to make your pledge by Friday, we will be having a drawing for all pledges turned in.

THURSDAY

Final push! Share where the company is on reaching the campaign goal.

FRIDAY

Wrap-up Event (Pictionary, trivia, etc.). Recap week and share what was raised by the company, have leadership thank the team for their contributions.



TIMELINE FOR TWO-WEEK CAMPAIGN

MONDAY

Host a kickoff event with United Way staff, show campaign video and host an agency speaker. Open up pledging and discuss plans for the next event. **Incentive Idea:** If you make your pledge by 2 p.m. today, you will be entered into a special gift card drawing.

TUESDAY

Thank event attendees and share new information (video, materials). If kickoff was virtual and recorded, invite those unable to attend to watch recording.

WEDNESDAY

Email touchpoint (video, materials).

THURSDAY

We encourage you to take a break from messaging to prevent donor fatigue.

FRIDAY

Recap week and what activities are ahead.

MONDAY

Show video, email campaign updates (possibly coming from leadership) and encourage everyone to pledge before Friday.

TUESDAY

We encourage you to take a break from messaging to prevent donor fatigue.

WEDNESDAY

Virtual or in-person event, such as panel discussion with agencies or trivia game at the end with a prize.

THURSDAY

Final push to encourage pledging. Email touchpoint (video, materials).

FRIDAY

Reminder email in the morning to pledge. End pledging in the afternoon and announce total!

KICKOFF

Invite employees to a virtual or in-person kickoff, or record a video from a senior executive to distribute electronically to all employees. United Way and Partner Agency speakers are also available to join virtual or in-person kickoffs to share the impact of gifts made to United Way.

UTILIZE AVAILABLE RESOURCES

This ECC guide and more are available online in our [Campaign Toolkit](#). These documents include sample email messaging, video links, PDFs of collateral materials and more.

Your United Way Account Executive can guide you through all steps of running a virtual or in-person campaign, as well as help you set goals, train your team and more. Find who supports your campaign by emailing ECC@unitedwayokc.org.

COMMUNICATIONS

Coordinate outgoing communications to avoid overwhelming employees. Be sure to promote any corporate match, corporate gifts or other incentives to increase contributions.

Have your Campaign Committee make individual asks of their team. If possible, this is always done best face-to-face or video-to-video. Consider phone calls instead of emails to facilitate interpersonal communication.

INCENTIVES

Popular incentives and prizes include a day off with pay, rewards or raffles for unique experiences.

Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS

Consider having in-person events once the campaign has launched to promote donation options and have a little fun.

Host a virtual or in-person kickoff for employees to hear from company and campaign leadership, have a silent auction with prizes like gift cards or host a virtual bingo game. For more event ideas, check out Page 18.

Be sure to mark your calendar for United Way events throughout the year, as well!

AFFINITY GROUPS

United Way Affinity Groups are a way for employees to extend their impact and deepen their engagement with United Way. Based on giving level and personal interests, employees can join the following Affinity Groups and take part in meaningful, year-round events, volunteer opportunities and engagement.

- **Emerging Leaders (\$500+)**
- **Women's Leadership Society (\$2,500+)**
- **Tocqueville Society (\$10,000+)**

To learn more about our Affinity Groups, [click here](#).

RECOGNITION AND THANKS

Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator or other team members.

Send personal thank you notes to each of your Campaign Committee members.

Highlight givers of a certain level on a team call or monthly e-newsletter.

If possible, host an event or have a special thank you for donors who give at a certain level.

Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

KICKOFF PLANNING SCHEDULE



FIRST

Confirm CEO Attendance

Before picking an event date, work with your CEO's team to book their time and ensure they are available to host the kickoff event(s). Great leadership inspires others!

3-5 WEEKS BEFORE

Prepare Event Invitation and Attendee List

Draft up your invitation. If you need approval from others, consider starting a week earlier. Include a calendar invite that will remind everyone the day of the event.

Pull and sort your invitation list. Work with your HR department to ensure you have captured all staff. Divide up the list (e.g., by department) if you are hosting multiple events.

Request Agency Speaker(s)

Work with United Way staff to request a Partner Agency speaker as a direct example of how your fundraising will impact the community.

Prep How You Will Give

If you haven't started already, take steps to decide the best way for your organization to donate, whether that be paper or virtual pledging.

2 WEEKS BEFORE

Send Invitation

Include information, such as an agenda, presentation or list of speakers. United Way staff has examples. Don't forget to provide in-person and virtual information if necessary.

Collect RSVPs

Track RSVPs to have an idea of how colleagues are responding to your invitation.

1 WEEK BEFORE

Send a Reminder

Consider sending a reminder invitation email that includes the calendar invite if many colleagues haven't responded to your initial invitation.

Confirm Key Speakers

Ensure that anyone speaking from your organization (e.g., CEO, department head, yourself) feels prepared. Work with United Way staff to confirm they and/or the Partner Agency speaker feel prepared, as well.

3 DAYS BEFORE

All Systems Go

Complete an 'all systems go' run-through to test your conferencing system and presentation documents. This will put your mind at ease and may help you to identify issues that you can rectify before event day.

EVENT DAY

Last Minute Test

Test your conference system and any other technology. If needed, print out necessary documents (agenda, events calendar, etc.) and set up your space.

Share Incentives at Events and via Email

We hope your event is attended by many and goes off without a hitch! Thanks to you, your organization is inspired to support their community and participate in this year's campaign.

POST EVENT

Send Donation Link Immediately Following

Now that you've inspired everyone, give them the means to support their community by sending out the donation link. If you've hosted multiple events, send the link out after the last kick-off event has concluded.

Continue Communication

To keep inspiration going strong after your event, use provided sample emails to remind your team of events, incentives and the resources their donations are impacting.

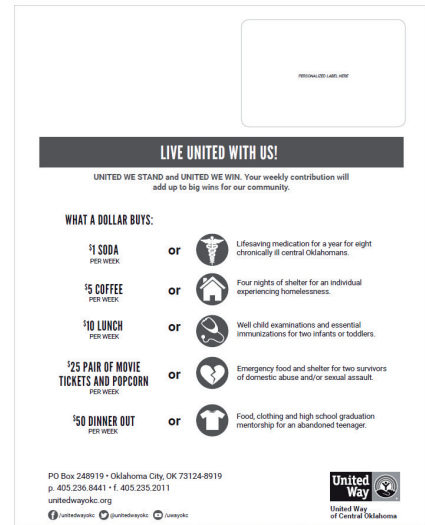
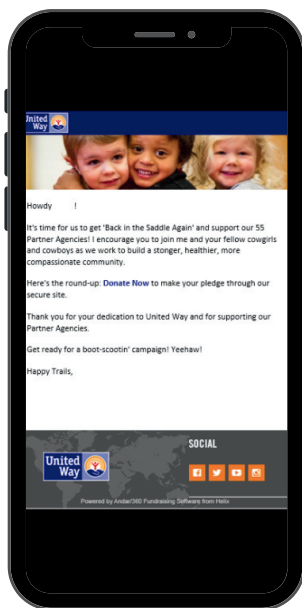


PLEDGING TOOLS



PAPER PLEDGE FORMS

- Best if your company is running the campaign in-person
- Requires no set up – just let your United Way contact know how much you need
- Can be personalized
- A great tangible reminder for donors



VIRTUAL (EZ-Pledge or ePledge)

- Ability to send follow-up emails to non-respondents
- Company-branded
- United Way staff handles spreadsheet of results and payroll information

	Paper	EZ-Pledge	ePledge
Option to give via payroll, credit card or cash	X	X	X
Can be personalized and/or company branded	X	X	X
Ready in 24 hours	X	X	
Ability to check status/get results any time		X	X
Link to brochure, video and website on site			X
Real-time results thermometer			X

FREQUENTLY ASKED QUESTIONS



Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please visit unitedwayokc.org/about/accountability/.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place sometime between July and November, but they can happen at a time best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from Jan. 1 – Dec. 31. However, United Way does not set your payroll schedule; it is a company's decision. Also, just a reminder that these are pledges only; employees are not liable to pay them if they leave their job for any reason.

Q: IF EMPLOYEES WORK REMOTELY, CAN WE STILL RUN A CAMPAIGN?

A: Absolutely! This Campaign Playbook is filled with tools to equip any company to run a successful campaign no matter what the work environment is.

Q: IF I NEED SOCIAL SERVICES ASSISTANCE, WHERE CAN I GET HELP?

A: United Way of Central Oklahoma supports an information and referral service called HeartLine 2-1-1. Simply dial 2-1-1 and a trained professional will gladly refer you to resources in your area.

THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers creating lasting change in the central Oklahoma area. Together with passionate supporters like you, we're uniting people and resources to improve lives and strengthen communities in central Oklahoma! We hope this provides the necessary resources to run your campaign. Please reach out to your United Way Account Executive for additional support and guidance throughout your campaign at ECC@unitedwayokc.org.

SAMPLE EMAILS



These sample emails are available to use as-is or tailored to your needs to help generate excitement, provide updates and share information during your United Way campaign. Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

PRE-KICKOFF EMAIL

Purpose: Generate excitement about the campaign by notifying employees of the kickoff

Recommended send time: 2 weeks prior to campaign kickoff

From: [company ECC]
To: [employees]
Subject: Get Ready for This Year's United Way Campaign

Hi team,
We invite you to join us in helping our community become stronger, healthier, and more compassionate by making your pledge to support United Way of Central Oklahoma!

Your pledge is vital to support 124 programs administered by 76 United Way Partner Agencies addressing needs, such as homelessness, grief counseling, domestic violence, female incarceration and other critical challenges in our community.

We will kick off our United Way Campaign on [Kickoff Date] Don't miss out on all the fun activities we have planned in support our local United Way's Campaign!

Thank you,
[ECC]

KICKOFF PRESENTATION EMAIL

Purpose: Invite employees to the campaign kickoff and provide a sneak peek into the event

Recommended send time: 3 days before campaign kickoff

From: [company ECC]
To: [employees]
Subject: Three, Two, One... Kickoff! Join us on [kickoff date]

Hello everyone,
We are officially kicking off our United Way Campaign on [date, time] with [event]. Watch this year's campaign video to hear the life-changing stories from local clients who will share how United Way's support has changed their lives. (Get link from United Way staff).

Join us [time, place, date] to hear more about United Way of Central Oklahoma and how your giving makes a tremendous difference in our community.

See you then!
[ECC]

SAMPLE EMAILS

PLEDGE EMAIL

Purpose: Follow-up after kickoff meeting and notify employees of the campaign goal

Recommended send time: Immediately after kickoff meeting

From: [company leadership team member]

To: [employees]

Subject: Make YOUR Impact!

This year, we are aiming to do everything we can for the community. Our goal is [\[insert \\$ campaign goal\]](#). Your support of United Way of Central Oklahoma helps local individuals and families find healing and recovery through therapy, overcome challenges to employment, receive low-income health care, provide housing for those experiencing homelessness and so much more. [\[donate link if EZ-Pledge\]](#)

We want to reach or even exceed our goal! Stay tuned for upcoming events and volunteer opportunities.

Unable to attend the kickoff? Watch the recording here [\[link recording if recorded\]](#). Thank you for supporting your local United Way of Central Oklahoma!

[\[ECC or Leadership team member\]](#)

MAKE A DIFFERENCE EMAIL

Purpose: Demonstrate to employees how their donations are making a difference

Recommended send time: 3 days after kick-off meeting

From: [company ECC or leadership team member]

To: [employees]

Subject: Watch the 2024 United Way Campaign Video

Because of you, United Way of Central Oklahoma can keep the social safety net strong for thousands of individuals and families just as they have for the past 100 years. With that in mind, I hope you'll watch the 2024 campaign video at [\(Get link from United Way staff\)](#).

United Way of Central Oklahoma supports 124 life-changing programs at 76 local Partner Agencies, and last year, 1 in 3 Oklahomans received help through the resources provided by these programs.

John spent 15 years incarcerated and upon release, he was dropped off at the bus station with no identification, no money and no one to call upon. His journey of recovery included three UWCO Partner Agencies that collaboratively worked to get him back on his feet.

I hope you'll watch this year's campaign video to learn that United Way makes it easy to make a difference.

[\[ECC or Leadership team member\]](#)

SAMPLE EMAILS

YOUR DONATIONS AT WORK EMAIL

Purpose: Show what outcomes were made possible through employee giving

Recommended send time: Halfway through the campaign

From: [company ECC or leadership team member]

To: [employees]

Attach: What a Dollar Buys Graphic

Subject: Why We Give to United Way

When you give to United Way of Central Oklahoma, you are helping people in our community by making life-changing accomplishments like these possible:

- More than 280,000 individuals were connected to health and human service resources.
- Nearly 10,400 Oklahoma public school students received mental health education.
- More than \$1.2 million in clinical value of care was provided free of charge to individuals who had no insurance and were unable to afford low-barrier access to dental care.

Please consider donating to United Way of Central Oklahoma today at [\[your pledging tool\]](#).

Our collective giving empowers us to build a stronger community today and for the next 100 years.

[\[ECC or Leadership team member\]](#)

PRIOR TO CAMPAIGN CONCLUSION

Purpose: Check in with employees, provide updates on progress and notify about campaign conclusion

Recommended send time: A couple days before campaign concludes.

From: [company leadership team member]

To: [employees]

Subject: Let's Strengthen Our Community Together

We are making great progress toward our United Way campaign goal! In fact, we are [\[insert x%\]](#) of the way to our goal – but we need your help!

There is still time for you to help make an impact on our community. Your generosity provides child abuse response, free tutoring for adults and children, basic needs to seniors and much more. Make your pledge today to build a stronger, healthier, and more compassionate central Oklahoma community.

Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us make this year's campaign exceptional with your pledge supporting United Way!

[\[ECC or Leadership team member\]](#)

SAMPLE EMAILS



THANK YOU EMAIL

Purpose: Thank donors for their time and contributions, share how their impact helps the community and make them feel proud of all they accomplished

Recommended send time: Conclusion of campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: We Couldn't Have Done It Without You!

Thanks to all of your support, we raised more than [insert \$ amount raised] for this year's United Way of Central Oklahoma Campaign! We rallied together to meet a common goal, and that goal is not just about a number – it's about all the children, adults and families who will be helped in our community through the support of United Way's Partner Agencies.

This is a testament to your generosity and dedication to tackling central Oklahoma's most pressing needs. Thank you for taking the time to learn about United Way of Central Oklahoma and its importance in our community.

Your gifts to United Way will help build a stronger community today and for the next 100 years. Thank you for Living United.

[ECC or Leadership team member]



SOCIAL MEDIA



Maximize your campaign’s impact on the community by sharing your story on social media and encouraging your employees to do the same.

With our social media tips, you can:

- Reach company stakeholders and share your company’s community impact
- Engage employees with United Way’s centennial campaign messaging to increase participation
- Highlight your United Way campaign to drive interest internally and externally

Feel free to use this material as-is or customize to fit your brand. If you have any questions, please reach out to media@unitedwayokc.org.

TELL YOUR STORY

Here are some general social media best practices to keep in mind as you post about your United Way of Central Oklahoma Campaign:

- You are supporting your community in an exceptional way. Help your followers recognize this and talk about the good things you are doing for your employees and the community.
- Tie your United Way support with an important part of your business. Focus on why you chose to be a United Way partner and how it makes the community better. More and more consumers prefer to do business with socially-responsible companies.
- Use this as an opportunity to talk about a specific project or initiative that you implemented and how it is benefiting your employees and/or the community.
- Include images, photos and videos when possible. Social media platforms prioritize posts containing images, providing more exposure.
- Consider posting at least weekly on your social media platforms. If someone responds to one of your posts, it is a good idea to respond and engage with them.

HASHTAGS

Hashtags help people easily follow topics and increase social media engagement. We encourage you to use the following hashtags at the end of your posts when talking about your 2024 campaign.

#LiveUnited

#GuardiansOfTheCommunity

Facebook

- Post about successful events and volunteer opportunities through videos and photos
- Tip: Give a shout out to the local nonprofits and individuals that made it happen
- Highlight your company's leaders and their involvement
- Tip: Consider getting a quote about why they love to support United Way's campaign
- Engage your audience with employee highlights or #WhyGive stories

LinkedIn

- Repurpose blog posts
- Describe your company's volunteer efforts, leadership highlights and employee accomplishments

SAMPLE POSTS

This week, we support @UnitedWayofCentralOklahoma with our 2024 campaign! It takes all of us giving what we can to solve the challenges our community faces. Together, we #LiveUnited and are #GuardiansOfTheCommunity.

We all win when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access for services like food and shelter. That's why (Insert Company) partners with @UnitedWayofCentralOklahoma to make it easy to make a difference. #LiveUnited #GuardiansOfTheCommunity

Supporting our local community is one of our core values at (Insert Company) and that's why we proudly support @UnitedWayofCentralOklahoma. Learn more about United Way at unitedwayokc.org. #LiveUnited #GuardiansOfTheCommunity

We have raised [DOLLAR AMOUNT] in our 2024 @UnitedWayofCentralOklahoma campaign! Thank you to all our team members who give back to our community and for sharing hope with our neighbors who need it most. #LiveUnited #GuardiansOfTheCommunity

We proudly support @UnitedWayofCentralOklahoma for the health, education and financial stability of all people living in central Oklahoma. Thank you for making it easy to make a difference, United Way! #LiveUnited #GuardiansOfTheCommunity

DON'T FORGET TO FOLLOW US



facebook.com/UnitedWayOKC



United-Way-of-Central-Oklahoma

IN-PERSON EVENT IDEAS



50-50 RAFFLE FUNDRAISING

50-50 raffle fundraising involves the sale of raffle tickets with the proceeds being split evenly between the winner and United Way. Your only fundraising expense is the raffle tickets, and all you need is one or more ticket sellers. Raffle tickets normally sell for \$1 apiece, with an incentive for multiple purchases, such as 3 tickets for \$2 or 5 tickets for \$4. Using a price incentive for multiple tickets can increase your total sales and builds a larger prize. The 'take' is tallied and one-half awarded to the holder of the lucky number.

SUPERHERO DASH

For outdoor fun, coordinate an employee Superhero Dash run or tricycle race to win prizes or time off work. Employees pay entry fee, supporting the campaign.

GUARDIANS OF THE COMMUNITY BAKE SALE

Encourage employees to enter their Guardians of the Galaxy/Community baked item, like a Groot pie or a Nebula cake, to sell during your campaign with proceeds benefitting your campaign. Have a "Top Chef" competition between floors/departments.

BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with air, put a note inside with the name of the prize. Employees pay \$1 - \$5 to buy a balloon and pop it to find out what prize they've won. Include a United Way fact in each balloon.

BASKET RAFFLE

Ask each department to sponsor, create and fill a theme basket (spa, chocolate, lottery, gourmet cooking, home improvement, entertainment, sports, night on the town, dog/cat oriented, kids/game oriented, etc.). Sell raffle tickets for \$1 - \$5 each. Employees can select which basket(s) they'd like to win.

CHILI COOK-OFF CONTEST

Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay \$10 for lunch (a sample of each chili dish). Each participant casts one vote for their favorite and the chili with the most votes wins a prize.

COMPANY CARNIVAL

Invite employees to a Superhero carnival, complete with a bake sale, lasso competition, Thor's Hammer throw, planet bubble blowing, popcorn, Yoda Soda floats, and more. Host an infinity stone scavenger hunt and charge participants a fee to enter. Have a caped crusader dunk tank with your favorite executives. Have a pie-throwing booth.

COMPANY OLYMPICS/MINUTE TO WIN IT

Teams participate in Olympic or Minute to Win-It type events, such as wastebasket paper ball free throws, breakroom obstacle courses, paper airplane contests, or make the longest paper clip chain in one minute. Teams pay to participate and the company buys prizes or lunch for the winning team.

SUPERHERO RECIPES COOKBOOK

Collect superhero-inspired recipes from employees and compile them into sections and into a cookbook. Sell the cookbook for a reasonable fee and pool proceeds with other special event funds to benefit your United Way campaign. This would also be a great way to highlight the "Top Chefs" at your organization.

MINIATURE GOLF

Create a mini-golf course that takes players through your building – even up and down in elevators! The lowest score will take home a prize. Interested employees return an entry form, pay a fee and bring a putter the day of the event.

SILENT AUCTION

Ask vendors and employees to donate items, or solicit gift cards from local restaurants. Put the items on display online or in a prominent location. At a designated time, close the bidding. Then let employees know of the highest bid and continue the auction with one hour left to outbid it to win it.

GUARDIANS OF THE COMMUNITY DANCE-OFF

Host a Guardians of the Community Dance-Off, where teams pay a fee to enter and compete to earn the best or most needing improvement dance contest. Teams can dress up in costume and either choreograph their own dance to the same song for competition or choose any well-known song from the soundtrack. Audience members can pay for a certain number of votes they can cast for their favorite teams. All proceeds benefit your campaign.

VIRTUAL EVENT IDEAS



STAFF SUPERLATIVES - AN ONLINE VOTING CONTEST

Host a virtual United Way Superhero/Guardian of the Community photo contest where every dollar donated is a “vote” to select a winner. Tie the photo contest to your campaign by creating best costumed categories by superhero movie or characters. For example, create categories such as “Hero” and “Foil/Redeemable Villain”, Marvel or DC Comics, or Primary Character and Secondary Character. Or feature your employees, staff and supporters with ideas like best costumed, funniest dance move, best Groot voice, or best deconstructed superhero.

A VIRTUAL SUPERHERO CHARITY RUN

Can't run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of miles or a number of consecutive days, whether by themselves outdoors, with their family or their dog or on a treadmill at home.

VIRTUAL SCAVENGER HUNT

Identify a number of United Way trivia points that can be located on shared United Way material, the United Way website, or on the United Way brochure.

ONLINE LEARNING ACTIVITIES

Cook like a chef, flower decorating and learn a new skill (led by celebrity contacts, professional volunteers or colleagues and a list of supplies for participants to buy can be sent or purchased in advance).

ONLINE POP-UP SHOP

Shop could sell custom shirts, jackets, sweatshirts and masks with a portion of the proceeds benefiting United Way of Central Oklahoma.

VIRTUAL DRIP BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1-\$5 to buy a balloon and pop it to find out what they've won.

VIRTUAL LEADERSHIP SUPERHERO OLYMPICS

Employees form teams across company locations and pay an entry fee to participate. Teams compete in different events, such as caped office chair relays; superhero, company, or United Way trivia; archery or hammer throwing (with rubber bands or Velcro toys), superhero trophy relay, etc., spaced over several days or all at once. The winning team takes home the gold medal and office bragging rights.

MATCH THE SONG TO THE SUPERHERO MOVIE GAME

Create fun, online engagement in your campaign by hosting an online “Name that Tune”-like Superhero movie song matching game. Individual contestants or department teams pay to enter and the first person or team to guess the name of the movie that matches the song and sing at least one more line from the song wins!

ONLINE AUCTION

Ask individuals or teams to put together Superhero themed baskets or prizes that can be auctioned off to other employees, customers, and/or the general public. Educate voters how the auction proceeds benefit United Way Partner Agencies, who are our everyday community heroes!

VIRTUAL COOKING CLASS

Cooking class with a ‘celebrity chef.’ Companies can provide an ingredient list ahead of time so items can be purchased. Partner with local farmers and curate special ingredient boxes that can be distributed beforehand.

GUARDIANS OF THE COMMUNITY BINGO IN DAILY COMMUNICATIONS

Sell online themed bingo cards and plant clues in virtual meeting discussions, emails, or announcements.

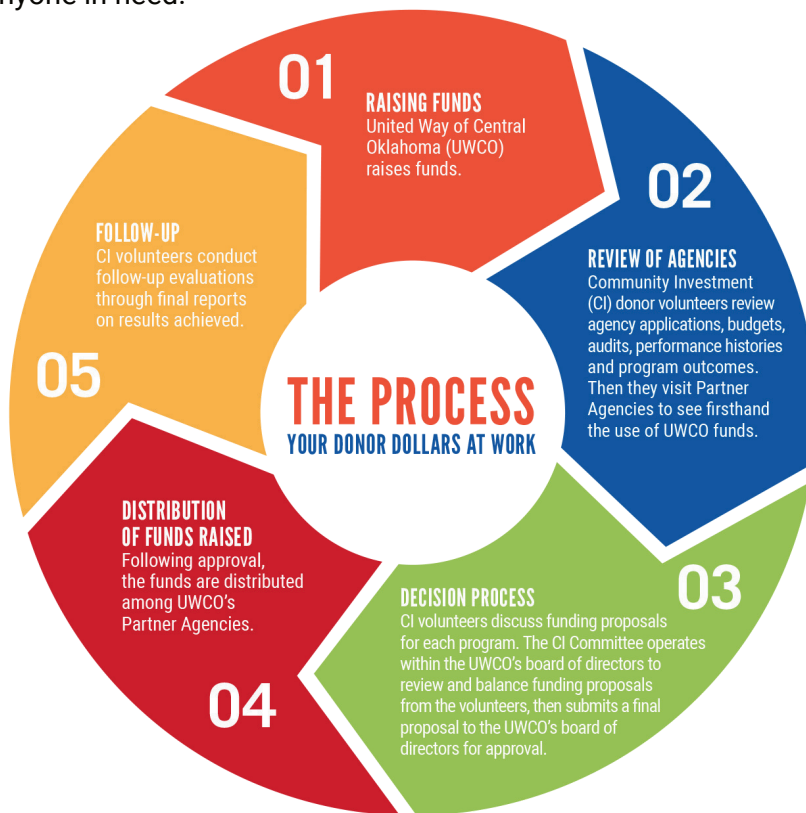
HOST A SUPERHERO DRIVE-IN MOVIE

Show a Superhero online and invite individual competitors or departments/teams pay to enter a themed trivia game. They have to watch the movie to find the clues, and the person or team with the most correct answers wins a movie/popcorn package!

HOW CAN WE BE INVOLVED BEYOND OUR CAMPAIGN?

HOW ARE UNITED WAY DONATIONS INVESTED?

Each year, through our Community Investment process, more than 200 donors volunteer their time to review agency funding requests, financials and programs to ensure contributions are allocated to proven, high-quality programs that create long-term impact for anyone in need.



HOW TO GET INVOLVED

When you give at any of our leadership giving levels, you can access to exclusive social and business events, networking and educational opportunities, and much more. Members of our Leadership Giving Association are United Way's most generous philanthropic leaders.

Emerging Leaders

Young professionals who donate \$500 or more annually.

Women's Leadership Society

Women philanthropists who donate \$2,500 or more annually (combined with spouse).

Tocqueville Society

Donors who invest \$10,000 or more in the United Way annually.

To get involved, email leadership@unitedwayokc.org.

THE YEAR-ROUND CYCLE:

November - December: Campaign Season; Community Investment (CI) Volunteers are recruited

January: Volunteer Training & Orientation

February: Subcommittees are formed and they learn the history and background of their agencies

March: Committees receive Proposed Allocation Request Packages and send questions to agencies

April: Agencies respond; Subcommittees visit each agency

May: Subcommittees make final funding recommendations

June: Co-chairs present recommendations to the CI Committee; Committee prepares final recommendations for board approval; Agencies are notified following the June board meeting

July: Funding begins **July 1**

August: Agencies provide reports to the United Way on progress towards updated goals and objectives

Then, the process starts over again...

EMERGING LEADERS IN YOUR CAMPAIGN!

WHAT IS EMERGING LEADERS?

United Way of Central Oklahoma's (UWCO) Emerging Leaders (EL) program provides young professionals a unique opportunity to not only step into leadership roles and serve their community through volunteering activities, but also network with and grow into influential philanthropists and respected community leaders of tomorrow. As United Way ambassadors, Emerging Leaders also support United Way's mission with annual donation of at least \$500 (can be combined with a spouse) to the United Way Campaign.

To grow talent and generational giving for United Way and our Partner Agencies and to **help your company's young professionals engage more with those you serve**, we invite you to **incorporate Emerging Leaders recruitment and stewardship activities** into your annual United Way fundraising campaigns and year-round community engagement efforts.

HOW YOU CAN HELP

1. Whitelist Communications

- Whitelist Emerging Leaders and United Way emails (from @unitedwayokc.org): [How to Whitelist Emails](#)
- Enable external Microsoft Teams access for Emerging Leaders and United Way personnel

2. Incorporate Emerging Leaders Activities into Annual United Way Campaign

- Recruit an existing Emerging Leader or UWCO Leadership Donor from your company/organization to serve as an Emerging Leaders Employee Campaign Coordinator or "EL ECC" on your campaign committee
- To increase awareness of and membership in Emerging Leaders, host a recruitment event, such as a breakfast, lunch or agency tour with executive Leadership
- Encourage and incentivize increased membership in Emerging Leaders with time off to volunteer, PTO, jeans days, and more
- Sponsor your young professionals' participation in annual Emerging Leaders events, such as EL's Raising the Stakes and The Hole Shebang!, and United Way events, such as Campaign Kickoff and Gala.

3. Promote Year-Round Engagement

- Identify an internal EL member to serve as the year-round EL liaison who:
 - Serves as the point of contact for UW EL support staff
 - Promotes EL events & shares updates through various digital platforms, including emails, social media posts, etc.
 - Plans internal EL events (Thank You, Education, Volunteerism)
 - Helps recruit employee EL(s) to serve on EL Steering Committee

HOW YOUR ORGANIZATION BENEFITS

- Promoting philanthropy through United Way and Emerging Leaders can help attract, motivate and retain employees
- Employee engagement with United Way and Emerging Leaders helps nurture and grow social and emotional intelligence
- Your company's young professionals grow their networks as they form connections with other Emerging Leaders and United Way's expansive donor and volunteer base
- Young professionals engage with a peer group inside and outside of your company/organization that contributes to the greater good
- Supporting the vision of United Way and Emerging Leaders creates a lasting positive impression of your company/organization in the minds of your current and future young professionals

JOIN US TODAY! EMAIL EMERGINGLEADERS@UNITEDWAYOKC.ORG

BECOMING A COMMUNITY INVESTMENT VOLUNTEER

WHO ARE THE VOLUNTEERS?

- Must be a United Way donor (vested interest)
- Diverse members of the community (bankers, government employees, health care workers, educators, accountants, etc.)
- 200 volunteers in 2023 representing 80 companies and government offices
- 4,000 hours of volunteer time across 5 months per volunteer

WHAT DO THEY DO?

- Gain a thorough understanding of the Partner Agencies and their United Way-funded programs
- Examine the quality & success of Partner Agency programs
 - Is the program addressing a community need?
 - What do the results look like?
 - Are the intended results occurring?
- Offer advice to Partner Agencies to improve administrative & financial management
- Make allocation recommendations to the United Way Board-level Committee and advocate on behalf of the agencies



BECOMING A UNITED WAY VOLUNTEER



VOLUNTEER CENTER

Volunteers are a crucial part of the United Way mission to connect people and resources to improve the well-being of those in our community. Dedicated volunteers provide thousands of hours of service to our Partner Agencies through the Volunteer Center to create lasting change in the community.

POPULAR VOLUNTEERING OPPORTUNITIES

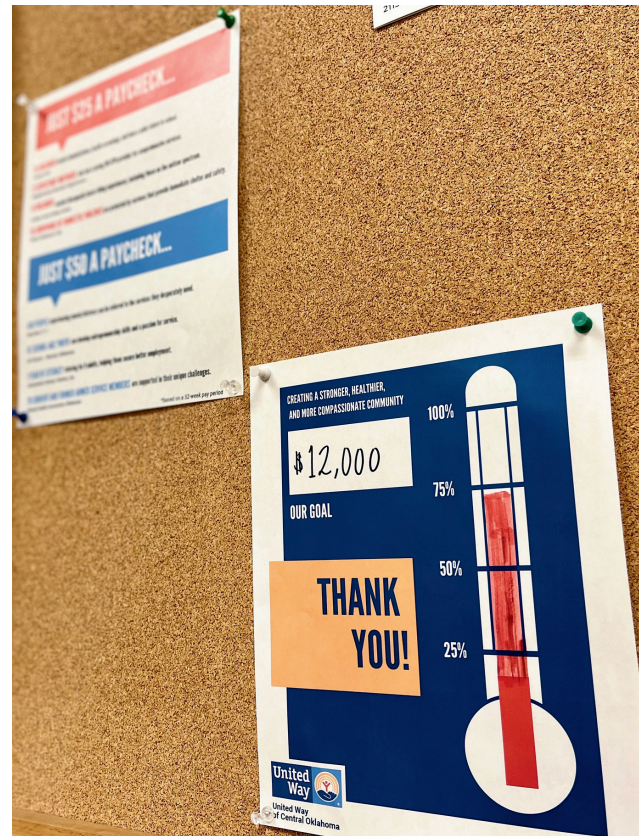
- **Day of Caring** is our community wide effort to bring volunteers together to provide short term, project-focused volunteer service with nonprofit organizations.
- During your **Employee Workplace Campaign**, we offer opportunities to volunteer with a Partner Agency or sponsor an **on-site service project** at your company. Make sure Oct. 4 is on your calendar as our community-wide Day of Caring!

Reach out to your **Account Executive** for more information, or connect with our **Volunteer Center** by emailing volunteer@unitedwayokc.org or by calling 405-236-8441.

ADDITIONAL RESOURCES

NO MATTER HOW YOU DECIDE TO RUN A CAMPAIGN, WE HAVE THE MATERIALS FOR YOU!

- Use the following resources as a guide to build your campaign.
- You can mix and match to customize your campaign to your employees' needs or print/copy them all to show the scope of opportunities!
- The resources offer insight into making a pledging decision, a fillable thermometer, and a "Campaign Guide" to fill out and bring to your meeting with your Account Executive.



WHAT A DOLLAR BUYS

United Way advocates for the health, education and financial stability of every person in our community. Your weekly contribution will add up to big wins for our local community.

We make it easy to make a difference!

WHAT MATTERS MORE?



A \$1 SODA

per week

OR

4 SENIOR ADULTS

receive nutritious meals, transportation, daily living support, and fitness programs



A \$5 CUP

of coffee per week

OR

8 REFERRAL SERVICES

for under resourced residents to specialized medical care



A \$10 LUNCH

per week

OR

3 RECOVERING PERSONS

receive integrated mental and physical health care to meet their needs



\$25 MOVIE TICKETS

per week

OR

10 UNSUPPORTED TEENS

receive services to ensure basic needs are met and to ensure they complete high school



A \$50 DINNER OUT

per week

OR

5 LOW VISION & BLIND

Oklahomans are empowered to live hopeful lives beyond vision loss

JUST \$25 A PAYCHECK...

15 CHILDREN receive immunizations, health screenings and have a safer return to school.

2 EXPECTANT MOTHERS can see a caring OB-GYN provider for comprehensive services.

19 SURVIVORS OF DOMESTIC VIOLENCE are protected by services that provide immediate shelter and safety.

12 FAMILIES FACING EVICTION are assisted with rent and utilities in order to keep their homes.

JUST \$50 A PAYCHECK...

430 PEOPLE experiencing mental distress can be referred to the services they desperately need.

42 SCHOOL-AGE YOUTH can develop entrepreneurship skills and a passion for service.

1 YEAR OF LITERACY tutoring for 9 adults, helping them secure better employment.

79 CURRENT AND FORMER ARMED SERVICE MEMBERS are supported in their unique challenges.

Based on a 52-week pay period.

WHEN WE PLEDGE **UNITED**, OUR DOLLARS STRETCH A LONG **WAY**



United Way
of Central Oklahoma

\$25

Support adults with disabilities by allowing for a full-day of engaging services that relieve stress from their caregivers.

\$50

Allow children in foster care to start the school year prepared with a full set of school supplies.

\$75

Ensure that homeless youth can find a shelter tailored to their needs, while empowering them to move towards greater stability.

\$150

Secure the rent and utility payments for a family on the brink of eviction from their home.

\$250

Provide youth with a pathway to develop into confident leaders who give back through service projects.

\$500

Illuminate a pathway back to work and independence for adults with vision loss, by providing comprehensive rehabilitation and occupational therapy.

PARTNER AGENCY SUCCESS STORY

City Care



STABILIZATION LEADS TO HEALING

Carri, a single mother with two children, began experiencing homelessness in Texas after a substance use relapse. For two years, she and her children moved from hotel to hotel and eventually relegated to sleeping in their car.

Carri was forced to make a change after losing the car, her last possession. In May 2021, Carri moved to Oklahoma City. Her sister had told her about a new low-barrier shelter – City Care’s Night Shelter.

At that time, the Family Suites were full, so Carri got on the waitlist and stayed at City Rescue Mission for a few weeks until a spot opened.

Once moved into the Night Shelter, Carri and her children made the adjustment of leaving the campus every morning and finding things to do throughout the day before they could return at 4:30 p.m. They often took public transit to escape Oklahoma’s dry summer heat.



Through the journey of adjustment, Carri and her family were still able to find community, which is what City Care is all about. Carri found a genuine Night Shelter staff who cared about her and her children’s future.

Her children would later be enrolled in Positive Tomorrows, a United Way of Central Oklahoma Partner Agency. Carri set her eyes and hopes on moving from the Night Shelter to City Care’s Supportive Communities. But it would require her to pass a drug test and remain sober.

When the time came, Carri applied and passed, and on August 23, 2021, she and her children took their first step into their new home.

Life at Supportive Communities has been a stabilizing factor in Carri’s family’s healing. Today, Carri is diligently working toward her college degree, maintaining a 3.37 GPA. Her children attend school and regularly receive counseling to work through past traumas.

To Carri, City Care and its United Way-funded program, Supportive Communities, has provided the rich soil where she felt safe enough to put down roots.



We Make It Easy To Make A Difference

A pledge to United Way of Central Oklahoma is a pledge to uphold a social safety net that will lift our neighbors up – making us a stronger, healthier and more compassionate community for generations to come.

[Donate today at UnitedWayOKC.org](https://UnitedWayOKC.org)



United Way
of Central Oklahoma



1 in 3 central Oklahomans use the services of a United Way Partner Agency.

A pledge to United Way is a pledge to your community, your neighbors, your co-workers, your friends, your family and perhaps even you. When you need help, we will be there – thanks to our community's support.

[Donate today at UnitedWayOKC.org](https://UnitedWayOKC.org)



United Way
of Central Oklahoma



Be a Guardian of the Community!

A pledge to United Way of Central Oklahoma allows you to directly support the Partner Agencies and programs that are doing crucial work in our community.

Reinforce the life-saving work they are doing, and give today!

[Donate today at UnitedWayOKC.org](https://UnitedWayOKC.org)



United Way
of Central Oklahoma

CREATING A STRONGER, HEALTHIER AND
MORE COMPASSIONATE COMMUNITY



OUR GOAL

**THANK
YOU!**

100%

75%

50%

25%

