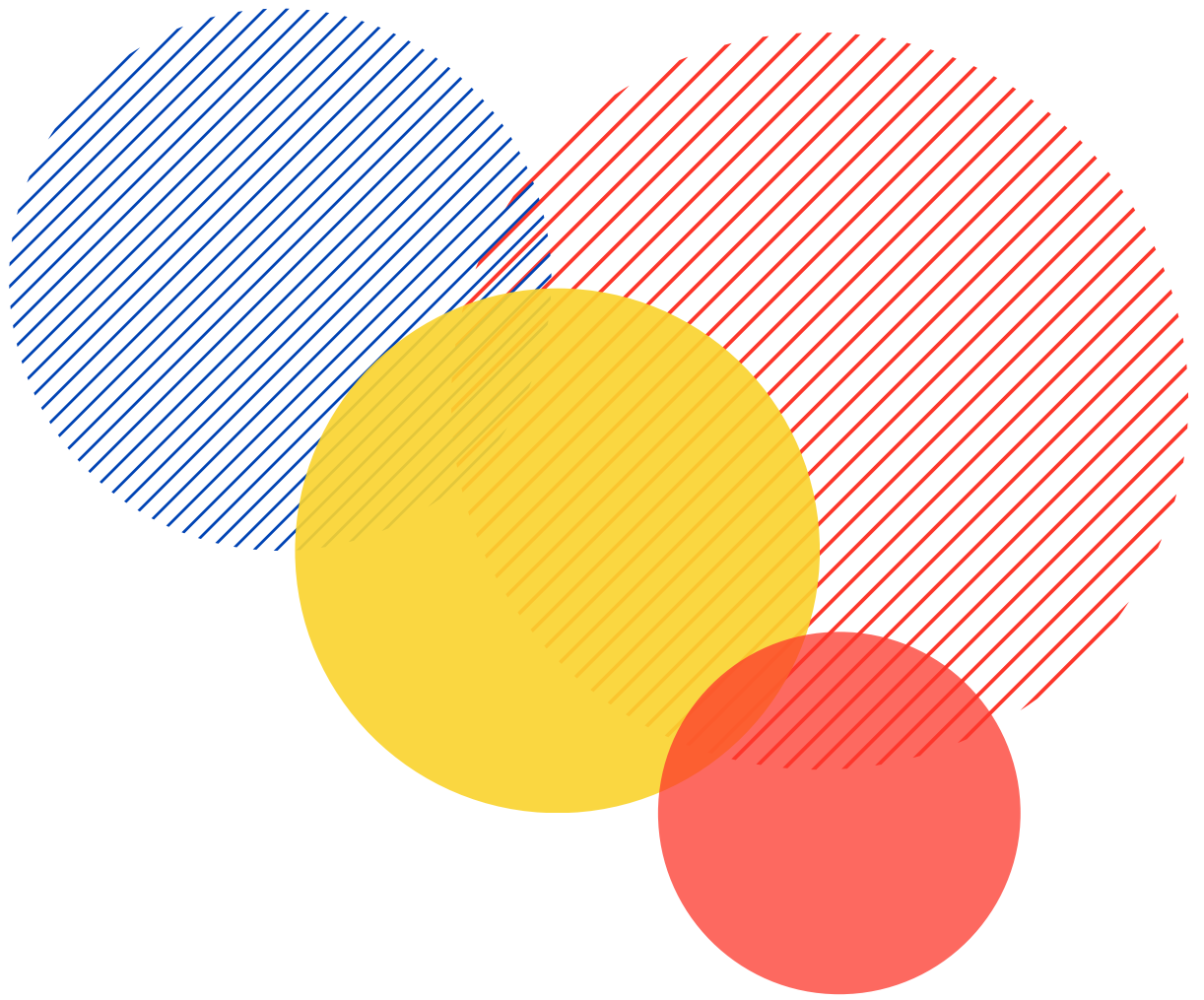




SIoux EMPIRE UNITED WAY

**THE CAMPAIGN
MANAGER GUIDE:
TRAINING & IDEAS**



Sioux Empire
UNITED WAY

Employee Campaign Manager & Heart Club Coordinators

Overview:

Employee Campaign Managers (ECMs) and Heart Club Coordinators (HCCs) play a vital role in leading a successful Sioux Empire United Way workplace Campaign. Together, they engage coworkers, promote giving opportunities, and help strengthen our community through employee participation and leadership giving.

Employee Campaign Manager (ECM)

Leads the overall workplace Campaign by:

- Coordinating Campaign activities and employee rallies.
- Serving as the primary United Way contact within the company.
- Promoting all giving opportunities and employee participation.
- Working with the Heart Club Coordinator to integrate leadership giving into the Campaign.

Heart Club Coordinator (HCC)

Focuses on leadership giving by:

- Promoting Heart Club and Rising Heart.
- Personally inviting current and prospective leadership donors to participate.
- Recognizing and thanking Heart Club members.
- Providing United Way with an accurate list of Heart Club members for recognition.
- Following up with United Way on non-renewing or retired Heart Club members.

Shared Responsibilities

- Attend Campaign training.
- Partner with your Loaned Executive/Campaigner and United Way staff.
- Review previous Campaign results and set participation and fundraising goals.
- Build a Campaign timeline and recruit support from across your organization.
- Promote the Campaign through emails, meetings, posters, intranet, and personal outreach.
- Encourage participation and create a fun, engaging Campaign experience.
- Submit Campaign results promptly after your Campaign concludes.

Campaign Timeline:

- Complete employee rallies by October 31st
- Submit Campaign totals within two weeks of completion.
- Final Campaign results to SEUW by December 31.

Heart Club

The **Heart Club** is the leadership giving program of Sioux Empire United Way. Any individual or couple who gives \$500 or more is considered a Heart Club member. Nearly 6,000 individuals belong to the Heart Club by giving to Sioux Empire United Way.

Heart Club Giving Levels

Heart Club

- Rising Heart (\$250 - \$499)
- Golden Heart (\$500 - \$749)
- Golden Heart Plus (\$750 - \$999)
- Grand Heart (\$1,000 - \$1,499)
- Grand Heart Plus (\$1,500 - \$1,999)

Heart of a Leader

- Bronze (\$2,000 - \$3,499)
- Silver (\$3,500 - \$4,999)
- Gold (\$5,000 - \$9,999)

Alexis de Tocqueville Society

- Membres de la Société (\$10,000 - \$24,999)
- Ordre de Liberté (\$25,000 - \$49,999)
- Ordre d'Egalité (\$50,000 - \$74,999)
- Ordre de Fraternité (\$75,000 - \$99,000)
- La Societe Nationale (\$100,000 - \$249,000)

Recognition

- Leadership donors may request a commemorative Heart Club plaque.
- Couples may combine gifts to reach a giving level, and each spouse may request a plaque.
- Heart Club members are recognized in the annual Heart Club Book.

About Rising Heart

Rising Heart is an introductory pathway to Heart Club. Donors pledge \$250 or more to increase their annual gift to \$500 over time—typically within five years. There is no multi-year commitment, and donors may increase their gift at any pace or reach the \$500 level sooner.

Strategies for Results

If Your Company Has:

Low Participation/High Average Gift

- Design a Campaign that encourages everyone to get involved, at any level. Build a committee. Set a participation goal. Make the Campaign visual. Provide an incentive for anyone who participates.

Low Participation/Low Average Gift

- This Campaign may be lacking the basics: CEO support, use of the video, fun rally with speaker, and food. Do employees understand what United Way is? Make education part of the Campaign.

High Participation/Low Average Gift

- Thank employees for their participation and challenge them to become Heart Club members. Show how giving just a few more dollars a pay period can make a big impact. Use examples. Offer incentives based on increases, like \$1 a week, or for Heart Club.

High Participation/High Average Gift

- Thank people and provide specific examples of how their gift changes lives. Target Heart Club. Offer a Heart Club incentive. Personalize pledge cards with last year's giving amount.

To Improve Participation Within Your Company:

- Build a Campaign committee that represents all departments/demographics within your company.
- Set a participation goal. Provide a company-wide incentive if you reach your participation goal.
- Ask everyone to participate! Promote a gift of \$1 per week and what it provides.
- Make the Campaign visual with posters and emails.
- Provide incentives for anyone who gives.

To Improve the Average Gift Within Your Company:

- Thank people and give specific examples of the impact of their gift.
- Provide a challenge or an incentive to join Heart Club or to move up a level within the Heart Club.
- Personalize pledge cards with last year's giving amount.
- Set a dollar goal. Communicate the goal throughout the company and provide ongoing updates.

Campaign Themes

“United We...”

United We Sip

- Dirty soda bar
- Coffee cart
- Smoothie bar
- Mocktail station
- Lemonade bar
- Hot chocolate bar

United We Scoop

- Ice cream social
- Sundae bar
- Gelato cart

United We Scoop

- Popcorn bar
- Trail mix station
- Candy buffet
- Charcuterie cups

United We Taco ‘Bout Giving

- Taco bar
- Walking tacos
- Salsa contest

United We Brunch

- Pancake breakfast
- Waffle bar
- Muffins & coffee

United We Grill

- Burger lunch
- Hot dog + brat cookout
- BBQ

United We Win

- Games
- Bingo
- Prize drawings
- Friendly competitions

United We Play

- Office olympics
- Cornhole tournament
- Yard games
- Board games
- Crafts & painting

United We Cheer

- Spirit week
- Team colors

United We Build

- LEGO building
- Puzzle competitions
- Jenga challenge

United We Care

- Volunteer projects
- Kindness challenge
- Thank-you station
- Meet a nonprofit
- Lunch & learn
- Story Wall & Your “Why” board

Additional Campaign Themes



- Be the Good
- Community Champions
- Passport to Giving
- Lights, Camera, Action!
- Game on!
- Building a Stronger Community
- Around the World
- Superheroes Unite
- Growing Together

Giving Messages & Taglines

- Give Where You Live
- Give Local. Live United.
- Neighbors Helping Neighbors
- Together We Thrive
- Small Gifts. Big Impact.
- One Community. One Campaign.
- The Power of We
- Our Community Starts With Us

Food & Drink Events

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|----------------------|--------------------|
| • Sundae bar | • Pizza party |
| • Cookie decorating | • Root beer floats |
| • Breakfast burritos | • Popcorn bar |
| • Taco bar | • Coffee bar |
| • Walking tacos | • Dirty soda bar |
| • Nacho bar | • Mocktail bar |
| • Potato bar | • Waffle bar |
| • Chili cook-off | • Donut day |
| • Soup cook-off | • Burger cookout |
| • Salsa contest | • BBQ contest |
| • Dessert bake-off | • Candy buffet |
| • Food trucks | • Pie party |

Friendly Competitions

- Department participation challenge
- Traveling trophy
- Golden coffee mug
- Office decorating contest
- Penny wars
- Scavenger hunt
- Trivia tournament
- Office Olympics
- Cornhole tournament
- Step challenge
- Wellness challenge
- Guessing games
- Bingo
- Community trivia
- Battle of the Breakrooms
- Floor vs. Floor
- Cubicles for Community
- Can You Beat the Boss?

Mission-Focused Activities

- Invite a nonprofit speaker
- Volunteer project
- Community needs quiz
- Impact stations
- "Where Your Dollar Goes" display
- Watch a short impact video
- Panel discussion with nonprofit partners
- Why I Give wall
- Gratitude wall
- Kindness challenge
- Thank-you card station

Interactive Campaign Displays

- Giant thermometer
- Community puzzle
- Paper chain
- Balloon wall
- Tree with leaves
- Flower garden
- Mosaic mural
- Map showing community impact
- Giant heart filled with donor names
- Brick wall
- Building blocks
- Growing garden display

Low-Cost Fundraisers

- Jeans day
- Candy grams
- Snack cart
- Bake sale
- Book sale
- Puzzle tournament
- Office bingo
- Silent auction
- Coin challenge
- Plant sale
- Craft sale
- Photo booth

Sample Campaign Week



Monday – Kickoff

- Breakfast
- CEO message
- United Way presentation

Tuesday – Fun Day

- Trivia
- Games
- Department challenge

Wednesday – Community Day

- Nonprofit speaker
- Volunteer activity
- Impact stories

Thursday – Food Day

- Chili cook-off
- Taco bar
- Food trucks

Friday – Celebration

- Prize drawings
- Campaign results
- Recognition
- Ice cream social

Activities

- Daily impact stories
- Why I Give Wall
- Pet day
- Workspace photo contest
- Spirit week
- Community scavenger hunt
- Daily trivia
- Virtual prize wheel
- Department photo challenge

Remote & Hybrid Employee Engagement



- Virtual coffee break
- United We Sip online
- Virtual happy hour
- Lunch & Learn
- Nonprofit speaker via Teams/Zoom
- Online trivia
- Virtual Bingo
- Kahoot games
- Wellness challenge
- Spotify playlist collaboration

Remote Incentives:

- DoorDash gift cards
- Coffee gift cards
- Lunch delivery
- Snack boxes
- Company swag
- Desk accessories
- Home office supplies
- Headphones
- Blankets
- Desk plant
- Blue light glasses
- Coffee mug
- Wireless charger

Mail or distribute:

- Popcorn
- Candy
- Tea
- Coffee
- Hot chocolate
- Company swag
- United Way sticker
- Campaign calendar
- Thank-you note

Workplace Incentives:

- PTO day
- Half-day Friday
- Leave early pass
- Late start
- Extended lunch
- Flexible schedule
- No-meeting afternoon
- Volunteer time
- Birthday afternoon off
- Recharge hour
- Reserved parking
- Casual dress pass
- Work from home day
- Coffee with the CEO
- Lunch with leadership
- Professional development
- Conference registration
- Premium workspace
- Company apparel

Recognition Ideas

- CEO thank-you note
- Giving Champion award
- Wall of Fame
- Newsletter spotlight
- Intranet recognition
- LinkedIn recognition (with permission)
- Department trophy
- Traveling trophy
- Personalized thank-you card
- Recognition breakfast

Department Goals & Incentives

100% Participation Rewards

- Ice cream party
- Pizza lunch
- Catered breakfast
- Traveling trophy
- Team photo
- Donation made in the department's honor
- Celebration event

Heart Club Incentives

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|-----------------------------------|--------------------|---------------------------|
| • Heart Club pin | • Quarter zip | • Extra PTO day |
| • Email signature badge | • Polo | • Half-day Friday |
| • Recognition breakfast | • Jacket | • Reserved parking |
| • CEO thank-you letter | • Coffee tumbler | • Wellness reimbursement |
| • Recognition wall | • Backpack | • Increased company match |
| • Exclusive volunteer opportunity | • Notebook | |
| • Heart Club tumbler | • Wireless charger | |
| • Sticker | • Local gift card | |

Grand Prize Ideas

- Weekend getaway
- Hotel stay
- Concert tickets
- Sporting event tickets
- Airline gift card
- Grill
- Cooler
- Smartwatch
- Tablet
- Bike
- Kayak rental
- Zoo membership
- Restaurant package
- Downtown experience package
- Local shopping spree
- Family fun package



Access Campaign Toolkit here!

Tips & Tricks

Make Giving Easy

- Offer payroll deduction.
- Provide QR codes and digital giving options.
- Keep the pledge process simple.

Focus on Participation

Celebrate everyone who participates—not just those who give at higher levels. Participation can include:

- Making a gift
- Attending an event
- Volunteering
- Learning about United Way
- Sharing a “Why I Give” story

Share the Impact

- Invite nonprofit partners to speak.
- Share local success stories.
- Use photos and videos.
- Highlight how gifts stay local and strengthen the community.

Engage Leadership

- Encourage leaders to give early.
- Have leadership attend events.
- Let leaders participate in fun challenges.
- Share leadership “Why I Give” messages.

Create Friendly Competition

- Department competitions and milestone challenges create excitement while building teamwork.

Celebrate Often

- Recognize participation throughout the campaign—not just at the end.