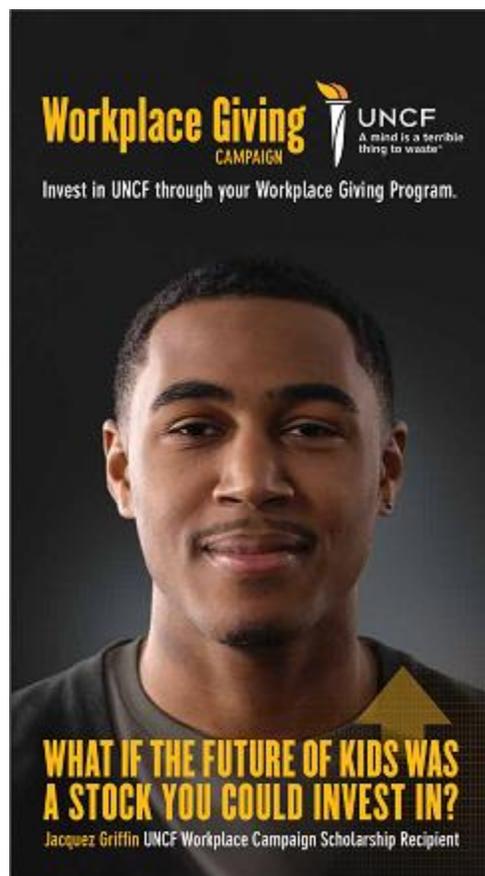




Workplace Giving Campaign

**Discover New Strategies and Reach New Heights...
Blast Your Campaign Out of This World**



Employee Campaign Coordinator Handbook

Table of Contents

- 1. Welcome**
- 2. Your role as an Employee Campaign Coordinator**
- 3. Campaign Action Plan**
- 4. Sample Rally Agenda**
- 5. Campaign Roles and Responsibilities**
- 6. Giving Options**
- 7. Tools to get started**
- 8. Fun Ideas for your campaign**

What is the role of an Employee Campaign Coordinator?

Whether volunteered or appointed, your role as the Employee Campaign Coordinator within your company is to help develop and implement the UNCF campaign within your organization. The Employee Campaign Coordinator is the first point of contact in educating their employees as well as working closely with your UNCF Representative in planning the logistics of the campaign.

What are the responsibilities of an Employee Campaign Coordinator?

- Obtain CEO/Senior Management involvement (Campaign Champion)
- Recruit and train a strong, diverse campaign team (Key-Worker/Site Captain)
- Set clear goals (dollar and/or participation); track and report results
- Utilize UNCF collateral materials
- Plan Kick-Off, fundraisers and special events
- Distribute and collect pledge forms, and monitor the progress of the campaign
- Work with your UNCF representative to say thank you

What is the role of the Campaign Champion?

The role of the Campaign Champion is to lend his/her support for the cause. This individual is usually a senior-level manager. Responsibilities include:

- Make a personal Leadership gift
- Encourage others to give by sending an appeal letter to all employees
- Attend Kick-off and other campaign activities
- Attend Post-Celebration event and say thank you

What is the role of the Key-Worker/Site Captains?

As a campaigner in the UNCF Giving campaign, your role is to meet with assigned co-workers one-on-one or in groups to:

- Support the Employee Campaign Coordinator with the campaign
- Educate employees about UNCF
- Answer any questions regarding the campaign
- Ask for contributions

Giving is a personal choice. Likewise, the amount of the gift is a very personal decision. Asking your co-workers for that gift is not always comfortable, but it's easier when you remember you're asking for those who need help.

Essential Elements of a Successful Campaign

Action Plan

I. Set Financial and/or participation goals

II. Hold Planning meetings with your UNCF Representative

- Develop theme & campaign strategies
- Establish campaign dates and activities timeline

III. Secure Leadership

- Champions/Upper Management
- Coordinators

IV. Recruit Key-worker/Site Captains

- Determine targeted number of employees
- Identify various office sites
- Determine training dates and sites

V. Plan Kick-Off event and Schedule Rallies and to educate employees

- Determine date and time of event and identify venue
- Publicize the meeting-utilize email, intranet, posters, voicemail, etc.
- Make the event fun and educational
- Distribute pledge forms and collateral material
- Secure incentives
 - ✓ Theater tickets
 - ✓ Dinner for two
 - ✓ Tickets to sporting events
 - ✓ Gift Baskets
 - ✓ Airline tickets
 - ✓ UNCF Fun packages: T-shirts, coffee mugs, etc.)
- Have Key-worker/Site Captain follow-up with individual groups
- Collect all pledge forms at the end of each rally
(See sample rally agenda)

VI. Post Campaign

- Announce results
- Thank employees with a celebration, letter, etc.
- Include UNCF representative in thank you events
- Select a successor for the next campaign

Sample Rally Agenda

Welcome	2 minute
CEO Endorsement	5 minutes
UNCF Overview & Video (UNCF Representative)	10 minutes
Make the Ask and answer questions	3 minutes
Closing/Raffle/Say thank you	5 minutes

UNCF Partners in Education

Consider your UNCF Representative your best resource. We can help...

- Secure campaign collateral (brochures, campaign posters, UNCF video)
- Assist with securing incentives, giveaways and raffle items from Fund Store
- Assist with planning Kick-off Celebration
- Attend Kick-off Celebration
- Attend Site Rallies (On Availability)
- Assist company as needed
- Assist with planning post awards celebration
- Conduct wrap-up meeting and plan for next campaign year

Your company can help...

- Secure Upper Level Management as Champions
- Secure Training Site Captains/Key-Workers
- Execute Training
- Secure Kick-off site & refreshments
- Plan Kick-of Program
- Assist with securing incentive items and giveaways
- Execute Kick-off-Invite community leader as speaker
- Plan Site Rallies
- Give weekly financial updates
- Promote Campaign
- Conduct weekly drawings and post winners on company's intranet
- Plan post campaign celebration
- Plan wrap-up meeting with UNCF Representative

Giving Options



Workplace Campaign Donor Contribution Form

Employer: _____

Employee Name: _____
Last First MI

Address: _____
Street City State Zip Code

Department: _____ Work Site: _____

Phone: _____ Work Email: _____

Social Security Number: _____ Campaign Coordinator: _____

Yes, I believe that "A mind is a terrible thing to waste"® and would like to support the UNCF mission of educating young, gifted and deserving students with my gift of:

Payroll Deduction: Please deduct the following amount per pay period:

\$200 \$100 \$50 \$25 \$15 \$5 Other \$ _____

I hereby authorize my employer to deduct the designated amount checked per pay period. The United Negro College Fund does not provide goods or services as a whole or partial consideration for this contribution.

(Donor Signature required for payroll deduction) _____ Date: _____

I would like to make a one time gift of:

Credit /Debit Card Donation: Credit Card Type: American Express _____ DC _____ MC _____ VISA _____ OTHER _____

Card Number: _____ Exp. Date _____

Amount: \$ _____ Authorized Signature: _____ Date: _____

Personal Check \$ _____ Money Order \$ _____ Cash \$ _____

I would like to designate my gift to:

\$ _____ UNCF General Fund. *Our mission is to enhance the quality of education by raising operating funds for our member colleges and universities, providing financial assistance to deserving students and supplying technical assistance to member institutions.*

\$ _____ Write in your designation. *You can write in the name of a UNCF college or university which you would like to receive your gift.* _____

I would like to receive written acknowledgement of my gift.

Please add me to your mailing list.

Thank you for your support
Your gift will help change the world . . . one degree at a time.

1 Gift & Payment Information ————— **2** Review Gift

February 2016

Dear Faculty & Staff members:

We are pleased to Kick off our 3rd UNCF Annual Campaign Beginning February 3, 2016 UNCF – the nation’s largest and most effective minority education organization – will partner once again with Lexington City Public Schools to raise funds for deserving LCS students to attend college. **A percentage of the funds raised from this campaign will be given as scholarships to deserving seniors of all races in the Lexington City Public School District, who plan to attend a college or university..**



At a time when a college degree is what a high school diploma was to previous generations, the minimum entry-level requirement for almost every well-paying career, the UNCF plays a critical role in enabling more than 65,000 students each year to attend college and get the education they want and deserve. To close the educational attainment gap between minorities and the majority population, UNCF helps promising students attend college and graduate.

Although the historically black colleges and universities (HBCUs) that belong to the UNCF are small, they have made major contributions to the communities in which their graduates live and raise their families, and to the nation as a whole. Although private and public HBCUs represent only 3 percent of all American colleges and universities, and enroll only 14 percent of all African American college students, they have produced: 70 percent of all African American dentists and physicians, 50 percent of all African American engineers, 50 percent of all African American public school teachers, and 35 percent of all African American attorneys.

Employees may participate in the campaign by making a donation using a secure web giving page or you may see your site coordinator.

Thank you in advance for your support and cooperation. If you have any questions, you may contact the UNCF Campaign Chair, Ms. Nicole Piggott at (336) 242-1527 for any additional information or materials. Remember, "A mind is a terrible thing to waste."[®]

Sincerely,
Rick Kriesky
Superintendent of Schools

*Select Gift Amount:

\$25.00
 \$50.00
 \$75.00
 Enter an Amount

Yes, automatically repeat this gift every month.

Please enter your personal billing information:

*First Name:

*Last Name:

*Street 1:

Street 2:

*City:

*State:

*ZIP/Postal Code:

*Email Address:

Yes, I would like to receive communications about what UNCF is doing.

Remember Me

Payment Information

Credit Card Type:

VISA DISCOVER AMERICAN EXPRESS MASTERCARD

*Credit Card Number:

*CVV Number: [What is this?](#)

*Expiration Date: 02 | 2016

Tools To Get You Started

Following these outlined steps will help ensure success and an experience that will be both informational and enjoyable for you and your co-workers!

- I. Be Prepared**
- II. The Meeting**
- III. Questions & Concerns**
- IV. The Ask**
- V. Thank the Donor**

I. Be Prepared

- To be prepared for your role as an ECM (**Key-worker/Site Captain**), you need to have a clear understanding of UNCF its mission. You can do this by familiarizing yourself with the enclosed collateral.
- Be sincere! First set an example by making a personal pledge and commitment to the campaign before you begin asking your friends and co-workers.
- Schedule time to speak with them in a one-on-one setting. Let them know why you are asking-not to pressure, but talk candidly about the campaign.

II. The Meeting

- Make a good first impression. A friendly smile is always welcome.
- Establish a comfortable atmosphere for discussion. Explain the purpose of your visit and why you chose to support UNCF. Emphasize that giving is a personal matter. This is their chance to ask questions they might not ask in a public setting.
- Share with them some facts and printed UNCF collateral.
- Address issues of concern by pointing out the many scholarships and services offered by UNCF.
- Stress the student's needs rather than the campaign.
- Listen attentively.

III. Questions and Concerns

- Ask open-ended questions to help determine personal attitudes and concerns.
- Answer all questions. If you are unable to answer question, tell them you will get the answer.
- Turn excuses into positive reasons for giving. Remind that person of the benefits of giving to UNCF.

IV. The Ask

- Remember to ask for the support. You are not asking for yourself, you are asking your fellow co-worker to give to deserving students in need of financial support for college.
- Restate the importance of helping the youth through UNCF.
- Emphasize payroll deduction as the easiest way to give however in the absence of (PD), ask them to give through the matching gifts program.
- Remember that every donation large of small counts and pledge amounts are confidential.

V. Say “Thank You”!!!

- Thank everyone, including non-contributors, for taking the time to listen and learn about UNCF.
- Again, if you don't have an answer to a question asked, say you will get back with him or her as soon as possible

HANDLING CONCERNS

Responding to concerns is a natural part of asking someone for a contribution. Expect some of the people you contact to voice a concern or to ask hard questions. A voiced concern is an opportunity to inform and correct misconceptions. A harbored concern can never be dealt with and feeds negative attitudes.

Understanding what the concerns are and knowing how to handle them can eliminate many problems. The following points will give you some practical insight into the psychology of concerns.

1. **BE PREPARED:** Since many verbal objections are based on misconceptions or a lack of information, it is important to offer donors the information that will answer their questions.
2. **IT'S NOT PERSONAL:** An objection is never directed against you, it is directed at the idea you are presenting.
3. **BE EMPATHETIC:** Listen carefully to what the individual says, emphasize and be concerned without necessarily agreeing. In short, reflect on the concern.
4. **HANDLE THE CONCERN:** If the objection is not logical, you must handle it as opposed to trying to answer it. Deflect or go around the argument.
5. **DON'T ARGUE:** Arguing raises defensive barriers that are difficult to break down. Remembering the old adage about winning the battle but losing the war? As a volunteer, you may win an argument but lose your contribution.
6. **ABOVE ALL, RELAX, BE YOURSELF AND HAVE FUN.** Your job is to present an important idea as straightforward as possible, not to match wits or verbally “fence” with a potential contributor. A polite conversation may influence the person to contribute on the spot or at a later date.

Fundraising Ideas

- Jeans Day- *employees donate \$3-\$5 to wear jeans*
- Chili Cook-Off/Bake-Off- *employees enter their best dishes and staff pay to taste and vote*
- Pizza/Popcorn for pledges- *employees who turn in their pledge forms will get free pizza or popcorn*
- Raffles- *employees purchase raffle tickets for great prizes!*
- Ice Cream Social- *employees pay nominal fee for ice cream (preferably donated)*

COLLEGE PRIDE DAY

Minimum \$5 Donation

Wear your favorite college tshirt or favorite sports team...

May we suggest that you donate the year of your graduation?

If your graduation year was 1996, you could donate \$19.96, \$199.60 or even \$1,996

