

## Enhanced Workforce Campaigns

### What is an Enhanced Workforce Campaign?

A United Way “Enhanced Workforce Campaign” is the strategic use of our workforce campaigns, a truly unique and valuable asset, to engage – compel - companies and the community residents who work there in our important community work. It is the vehicle to connect people with our cause – education, income and health – so that they want to say “I’m In. How can I help?”



It is based on truly listening to our corporate partners and donors to find out what it is important to them in terms of their business needs and Corporate Social Responsibility (CSR) goals and personal passions, connecting the dots between their interests and our community work (which is done in partnership with other community organizations), offering them opportunities to engage throughout the year by giving, volunteering and advocating) and genuinely thanking and informing them about the impact of their involvement and support.

### Elements of an Enhanced Workforce Campaign

- Relationships with companies and individuals, listening and connecting the dots about how to partner with them
- Issue-based campaigns and initiatives
- Compelling ways to GET INVOLVED NOW – Give, Volunteer, Advocate – ALL YEAR
- Donor-Centric Focus – to thank and inform donors (and companies) about their impact

### Comparison to traditional United Way Campaign

United Way’s Enhanced Workforce Campaign is built on our traditional fundraising workplace campaign in that it reaches individuals in the workplace and offers them an opportunity to make a pledge to support community work through payroll deductions.

It is different from traditional United Way campaigns in spirit, structure and desired outcomes:

- Timeframe: it is continuous
- Opportunities for support: Community residents are given opportunities to volunteer and advocate for specific community issues they care about as well as give financial support
- Cause/reasons to give and engage: The campaign is tied to specific community work in the areas of education, health and financial stability.
- Direct contact with donors and community residents: Campaigns are designed to reach, communicate directly with and offer ways for individuals to play an active role in furthering community work. Permission to access and communicate with donors and community residents at companies comes from the relationships and trust we build with the company management.
- Relationships with donors: Campaigns are “donor-centric.” They honor and pay attention to individual donors by thanking them for their gifts in meaningful, sincere, personal (and creative) ways, informing them about the impact of their gifts and cultivating them so that they want to engage more and upgrade their financial support.
- Tonality and spirit: Campaigns are no longer one-size fits all. Rather they are tailored to the culture and interests of each company and the community residents who work there. They are flexible, open-minded and creative, designed to compel individuals to want to become involved and supportive and even innovative in how they become involved. They encourage people to take it personally and that they can make a difference.
- Communication: Year round communication plays a major role in enhance workforce campaigns. This can involve telling the story of our work, communicating personal stories, celebrating donors, providing information and statistics about community challenges, offering engagement and advocacy opportunities and reinforcing corporate support.
- Priorities: Corporate relationship-building and service will depend on the potential of each company and their desire to partner with United Way.
- Relationships: Relationships form the core of Enhanced Workforce Campaigns since they build trust, openness to partner with us and enthusiastic endorsement of the campaigns.
- Metrics: Campaigns are measured based traditional measurements but also on the engagement of employees, understanding and desire to support United Way’s mission and specific work and perceptions of United Way,

## **How a Company Runs a United Way Enhanced Workforce Campaign:**

1. **CEO and/or other senior corporate executives meet with United Way team** to:
  - to explore corporate and philanthropic priorities and how United Way can help address these needs and goals

- position United Way campaign in the context of their community and philanthropic interests
  - actively and enthusiastically endorse the campaign and encourage community residents who work there to become involved in helping to address specific community issues
  - support the overall theme that individuals create the kinds of change that makes the community
2. **Campaigns are about specific community work.**
  3. **Companies allow and encourage Community Conversations.**
  4. **Employee Campaign Managers** and others in the company are empowered to communicate with and engage employees in community work. Specific elements of the campaign are **co-created with United Way to form a 12-month communication, engagement, giving and appreciation program.** Activities that allow employees to actively and creatively contribute to community work, including Community Conversations, are encouraged and celebrated.
  5. **Donors and volunteers are recognized and celebrated, particularly those who actively and creatively contribute to community change.**
  6. **Affinity groups including women, younger employees and groups interested in specific community work are encouraged** to engage in specific community work.
  7. **Leadership participation** in volunteering and giving is supported and encouraged.
  8. **Employees are encouraged to identify themselves, relate their area of interest and** provide personal contact information so that they can be communicated with based on their interest area, thanked, and informed about the impact and results of their financial support and offered engagement opportunities. They are regularly thanked and reported to on metrics relative to community work.
  9. **Companies encourage best practices** to build engagement and financial support.

## **How United Ways manage Enhanced Workforce Campaigns:**

1. **Prioritize accounts and staff responsibilities;** focus staff and resources on high potential companies. Create staff plans around activities that build relationships and implement compelling full year campaigns.
2. **For high-potential companies, do research on and meet with CEOs** and other corporate executives to establish/build relationships and understand corporate business and philanthropic priorities; build trust by deepening and strengthening these relationships.
3. **Tell your story** – about your community work in interesting, compelling ways that the companies can use to educate and engage the community residents who work there.
4. **Co-create with the company, especially ECMs, customized 12-month communication, engagement, giving and recognition plans** based on company interests and United Way's community work. Include in this **Community Conversations.**

5. **Tie each campaign in with specific community impact work** – communication, engagement, giving.
6. Work with the company to **encourage employees to self identify, tell us of their interest area** and provide personal contact information.
7. **Energetically support Tocqueville, Leadership and affinity programs, particularly women, young people and groups interested in specific community work** (education, financial stability and health). Provide segmented messages based on donor interests and increasing personal levels of donor experience based on giving, engagement and/or potential.
8. **Implement campaign basics and best practices**, prioritizing those that are most important and which reinforce United Way's positioning and mission. (need to articulate these)
9. Provide outstanding **customer service**