

2024-2025
WORKPLACE
IMPACT
COORDINATOR
HANDBOOK



United Way of Northwest Illinois

uwni.org



**United Way of
Northwest Illinois**



Congratulations! You have been selected for an important role.

Workplace Impact Coordinator.

Your leadership is needed. By agreeing to lead your company's workplace campaign, you join a passionate group creating lasting change in our region. Countless children, veterans and families are experiencing unprecedented challenges. By volunteering your time and talent, you play a vital role in raising awareness about how each person's commitment to contributing to nonprofits like United Way of Northwest Illinois provide a safety net to our community. Especially the ALICE (Asset Limited, Income Constrained, Employed) population. ALICE represents the nearly 35,728 households that earn more than the Federal Poverty Level but less than the basic cost of living for the county/state in which they live. This translates to an estimated 9,646 adults and children living in the region who cannot meet the minimum cost of household basics.

ROLE OF THE IMPACT COORDINATOR

The campaign Impact Coordinator plays an important role in creating impact internally and externally. With many people working remotely, it is even more important to connect people with the community and the causes that create the most impact. The Impact Coordinator enables coworkers to help create a stronger community by planning, organizing, and coordinating a successful United Way campaign within your company. Your United Way of Northwest Illinois contact can help you throughout the process.

YOUR RESPONSIBILITIES INCLUDE:

Prior to the campaign:

- ▶ Develop an effective campaign plan including dates & goals.
- ▶ Recruit a team of volunteers to help you.
- ▶ Coordinate your company's kickoff and recognition events.
- ▶ Educate your coworkers about United Way of Northwest Illinois
- ▶ Check out our campaign toolkit for ideas and resources.
- ▶ Meet with your United Way campaign team to review prior years' giving and develop a campaign strategy.
- ▶ Publicize the campaign to your employees—social media, internal newsletters, email blasts with video content.

During the campaign:

- ▶ Kick off your campaign—We can help you set up a kick-off activity to get your team excited and involved. Since it can be virtual, in-person or hybrid, we can schedule a group lunch and learn (of course it's a BYOL).
- ▶ Follow up with employees who are unable to attend.
- ▶ Record your kickoff and send photos to United Way of Northwest Illinois for placement on our website and social media.

After the campaign:

- ▶ Tabulate results and submit Campaign Report Envelope and forms to your United Way representative (send copy of payroll deduction forms to your payroll department).
- ▶ Thank your committee and employees who participated. Fill out a survey from United Way for you to evaluate your company's campaign.

TEN CAMPAIGN STEPS FOR SUCCESSFUL ENGAGEMENT

1

SECURE TOP-LEVEL MANAGEMENT SUPPORT

Support from top management can make your job easier and your campaign more successful.

2

RECRUIT A TEAM

Having others assist you with the campaign will make it fun and much easier for everyone involved.

3

DEVELOP A CAMPAIGN PLAN

Develop a timeline. The most successful campaigns conclude within two or three weeks after launch. Set achievable, measurable goals and track the results.

4

ORGANIZE A LEADERSHIP GIVING PROGRAM

Leadership/Pillar level givers demonstrate their involvement and commitment with an annual gift of \$1,000 or more.

5

PROMOTE YOUR CAMPAIGN

Educating your colleagues about the value of United Way's work is the best way to gain their support for the campaign. Your United Way representative is an excellent source for any materials and assistance you may need.

6

KICKOFF YOUR CAMPAIGN

A kickoff rally (virtual or in-person) can help infuse some fun into your company campaign and help employees understand the importance of participation.

7

MAKING THE ASK

Your knowledge, enthusiasm and commitment to supporting United Way are key to encouraging employee pledges. Sincerely communicating your commitment to supporting the community through United Way really does make a difference.

8

BUILD TEAMS THROUGH VOLUNTEERISM

Each year, United Way's network of member nonprofits and other participating organizations design hands-on projects for corporate volunteers. (Day of Action)

9

WRAPPING UP THE CAMPAIGN

The Campaign Report Envelope (CRE) is completed by the ECC or that person's designee and submitted to United Way as a summary and record of pledges made. Completed pledge forms and checks should be enclosed in the envelope.

10

SAY THANK YOU!

Everyone likes to feel appreciated and acknowledged for their contribution. After the campaign has concluded, it is important to thank everyone for their participation and for supporting our community through United Way.

PILLARS UNITED

United Way Pillars are a leadership giving community for individuals who contribute a designated gift of \$1,000 or more to United Way of Northwest Illinois through the annual United Way Campaign. Conducting a United Way Pillar giving campaign is one of the best ways to increase the success and impact of your company's overall campaign. As an integral part of your employee campaign, Pillar giving allows your employees to make a meaningful difference and sets your organization apart as a leader in our community.

Steps For A Successful Pillar Campaign

GAIN CEO AND LEADERSHIP SUPPORT

- ▶ Ask the CEO to appoint a well-respected member of senior management who is already giving at the Pillar level to lead your company's Pillar solicitation.
- ▶ Engage your CEO and senior management in leading, implementing and executing Pillar giving.
- ▶ Meet with your management staff to help them understand the importance of Pillar giving.

DEVELOP YOUR STRATEGY

- ▶ Develop a plan for meeting with potential donors. Determine what would be most appropriate for your organization: CEO breakfast, luncheon or end of the day reception.
- ▶ Make one-on-one requests of current and prospective Pillar Giving donors.
- ▶ Secure Pillar gifts early by holding a Pillar giving drive prior to the company-wide campaign kickoff. This allows company leaders to set the pace for the campaign and lead by example.
- ▶ Set goals for Pillar giving: increase awareness, increase number of Pillar donors and increase per capita giving.

ASK

- ▶ Invite a local nonprofit beneficiary to attend the event and share a personal story.
- ▶ The CEO should be present at the Pillar giving kickoff and ask colleagues for their personal contributions.
- ▶ Promote Pillar Level Giving throughout your employee campaign.

THANK ALL LEADERS UNITED GIVERS

- ▶ The CEO and Pillar Giving Chair should send a personal thank you to all Pillar level donors.
- ▶ All Pillar donors should be visibly recognized in order to encourage others.



United Way Leaders United Giving Initiatives

As an Impact Coordinator, your primary role is to plan, coordinate and implement an effective United Way NWIL workplace campaign. We rely on you to impress upon your colleagues the significant challenges that the ALICE (Asset Limited, Income Constrained, Employed) , population in our region faces every day and to inspire your co-workers to make a commitment to Live United.

YOUNG PHILANTHROPISTS

United Way’s Young Philanthropists is a group of passionate, community-focused, up-and-coming professionals in their twenties or thirties who want to connect with like-minded peers, serve their community, and develop as leaders for change. Young Philanthropists achieve these goals through participation in annual United Way volunteer events, engaging in the issues faced by others in our community, by giving \$500.00 personally, and by sharing the United Way mission with peers.

BENEFITS

- ▶ Volunteer opportunities through signature events like Day of Action and the Lincoln Douglas 5K.



TOCQUEVILLE SOCIETY

Since 1987, the United Way Tocqueville Society has recognized leaders who believe, deeply, in our community and in Living United. Through their generosity they are committing to positive change now and in the future by enabling United Way to build capacity in our member nonprofits and with our direct services programming in health, education, and personal finances. The Tocqueville Society is comprised of leading philanthropists who understand the value of a major investment in our community, especially when directed and leveraged. Tocqueville Society philanthropists achieve the goal, by giving \$10,000 personally, and by sharing the opportunity to invest among peers and colleagues.

BENEFITS

- ▶ Recognition as a member of Pillar and Tocqueville Giving.
- ▶ Access to the Pillar Newsletter and quarterly updates on the impact your philanthropy is having on United Way NWIL.
- ▶ Invitation to the annual Pillar Leadership thank you dinner.

PROMOTE YOUR CAMPAIGN

Create a big buzz for a small price. You don't have to spend a lot of money to get the word out. Here are some simple and easy-to-execute ideas to get you started.

BENEFITS

Campaign staff, volunteers and other supporters love to wear the LIVE UNITED t-shirt, but don't stop there! Ask the CEO and senior managers to wear it as well. You can even get creative and dress a statue or mannequin in a t-shirt and put it on display. T-shirt available from United Way NWIL for a small cost. (\$7.00/tshirt).

WINDOW DRESSING

Put together a window display of LIVE UNITED signs, posters, photos, stickers and other items for an office display case. Borrow the United Way banner or the Dolly Parton Cutout for photos!

CONDUCT A CONTEST

Encourage a little friendly competition. Who can write the best LIVE UNITED essay? Who rocks the mic at the LIVE UNITED poetry slam? Who has the best LIVE UNITED story?

WHAT'S YOUR SIGN?

Display LIVE UNITED or use your company name (for example, ABC COMPANY LIVES UNITED) on electronic signboards, marquees, billboards and other high visibility spots.

CHALK IT UP

Use chalk to write "LIVE UNITED" in front of the office, in the parking lot, or on another paved surface.

JEANS FOR A CAUSE

Piggyback on the almost universal popularity of a dress-down day at work. Employees can wear jeans to work if they donate \$5 and wear a LIVE UNITED sticker. Put a glass jar for the money and a pile of stickers on the receptionist's desk or in another central location.

THANK YOU-GRAM

Send a LIVE UNITED thank you to any and all people who helped to put these ideas into practice or for anything else they did to make the campaign a success.

CREATE A STORY

Create a video, starring your staff, on the subject of Living United. Employees can talk about why they decided to donate, as well as the satisfaction that they got from doing it, while encouraging others to get involved. This is a great way to personalize the campaign to your company. Get more campaign ideas, best practices and success stories here.

EMPLOYEE PLEDGES—MAKING THE ASK

People give to United Way of Northwest Illinois because they believe in what we do. Your knowledge, enthusiasm and commitment to supporting United Way are key to encouraging employee pledges. Sincerely communicating your commitment to supporting the community through United Way really does make a difference.

In order to run a successful campaign we recommend the following steps:

BE PREPARED

If possible, team members should be assigned to speak with individual employees about a potential contribution. Before beginning, all team members should prepare themselves by:

- ▶ Learning more about United Way's mission, vision and our impact throughout the region.
- ▶ Showing commitment by increasing his or her own pledge before asking co-workers to pledge themselves. It is much easier to ask others to do what you have already done.



UNITED WAY DESIGNATED DONATION

A designated donation will go to help drive community initiatives and provide the backbone for our continuing support of programs and advocacy throughout the region. It may also be directed to a United Way Community Impact Fund, where it might be used to address the most serious issues affecting the community, as well as to other important community building initiatives.

FIVE STEPS TO A SUCCESSFUL ASK

1 GET THE DONOR'S UNDIVIDED ATTENTION

- ▶ Consider catching the donor on a break, at a staff meeting or at an organized staff event and ask them to consider participating in the campaign.

2 EXPLAIN THE PURPOSE OF UNITED WAY NCA AND WHY YOU SUPPORT OUR MISSION.

- ▶ United Way of Northwest Illinois can share materials and be prepared to explain them.
- ▶ Share a personal story and/or provide United Way facts and statistics.

3 ASK FOR A PLEDGE INCREASE.

- ▶ With new givers, ask for a first-time gift.
- ▶ Highlight your organization's match. It can help double your donation.
- ▶ Consider asking for a specific increase such as \$5 more per week or pay period.

4 ADDRESS CONCERNS AND QUESTIONS.

- ▶ Know your materials, answer questions honestly — never guess. If you don't know the answer to a question, let the donor know you will find out and then follow up with your United Way Representative.
- ▶ Recognize that some donors have real concerns; people have a right to feel good about their gift. Your United Way contact is here to help.

5 SAY THANK YOU.

- ▶ Regardless of what the donor decides, thank him or her for the time. People like to know their gift is appreciated.



Thank you

for making an IMPACT.

For more information contact:

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Join the Conversation

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