

ECC GUIDE

Running a Successful Workplace Campaign

Employee Campaign Coordinators (ECC) harness the generosity, talent, and energy of their workplaces for our communities.

ECCs coordinate and execute workplace campaigns to support United Way's Community Campaign. If you serve as one, our Development Team helps you succeed.



PLANNING

Step 1: Attend our ECC Training.

Time required: 1.5 to 2 hours

Our trainings give you tools to create a communication plan, set goals, organize activities and incentives, and involve employees in your workplace campaign.

- Review our workplace campaign materials.
- Discuss fundraising and gaming strategies.
- Learn workplace-campaign closeout processes.



Step 2: Meet with Local Company Leader.

Time required: 1 hour

Your Local Company Leader (LCL) is usually your Alaskan CEO, president, executive director, regional vice president, or managing partner. They champion your workplace campaign.

- Secure LCL buy-in and support for campaign.
- Schedule kickoff and conclusion email with LCL.
- Confirm LCL commitment to thank participants.
- Get LCL approval for prizes and incentives.

Step 3: Meet with our Development Team.

Time required: 1 hour

You'll work with a team member directly who will help you run a successful campaign. We'll learn what you're seeking to accomplish and offer tips and help to make your campaign easy and fun.

- Plan your workplace campaign.
- Discuss your questions and ideas.
- Set up your ePledge site if applicable.

RUNNING

Step 4: Launch your workplace campaign.

Time required: 4 to 6 hours

Giving employees enough time to decide how they can contribute helps increase their participation. We recommend telling them about the workplace campaign two weeks before it kicks off.

- Schedule a fun, exciting kickoff.
- Find ways everyone can join in from their site.
- Make “the ask” -- request support for goals.

Step 5: Host activities and have incentives.

Time required: 4 to 6 hours

Whether your workplace campaign runs for one day, one week, or one month, you can make it fun and interactive, which builds morale and strengthens employees’ involvement. Consider:

- Conducting fundraising events.
- Offering contests.
- Planning lunch gatherings.

Step 6: Conclude your workplace campaign.

Time required: 2 hours

No matter how long your workplace campaign runs, employees deserve to celebrate successes. On your workplace campaign’s last day or the one following it, we recommend you do the following:

- Announce your successes.
- Give shout-outs to participants.
- Gather contribution forms and leftover United Way items and prepare them to return to us.



CLOSING OUT

Step 7: Meet with our Development Team.

Time required: 0.5 hour

One of our team members will help you close out your workplace campaign. By meeting with us, you’ll feel confident you’ve finalized everything. We’ll also help troubleshoot any hiccups.

- Deliver contribution forms and leftover United Way-related items back to us.
- Review with us what worked well and what could have been done differently.
- Fill out your closeout and payroll deduction forms with our help.

Step 8: Thank your campaign supporters.

Time required: 1 hour

People feel good helping others, and they like working together--and you made that possible. People also benefit from being appreciated. So now, it’s time to say, “Thank you!”

- Initiate your appreciation recognition within a week of your workplace campaign’s conclusion.
- Remind your LCL to thank employees who participated in your workplace campaign.
- Host a luncheon, provide a day-off, supply a gift, or plan some other fun activity for participants.

Contact Us!

United Way of Anchorage’s Development Team | development@ak.org
Katie Harvey | Senior Corporate Engagement Officer | (907) 263-3814 | kh Harvey@ak.org
Spencer Collins | Corporate Engagement Officer | (907) 263-3832 | scollins@ak.org
Christy Worrell | Senior Individual Engagement Officer | (907) 263-3834 | cworrell@ak.org
Rea Bavilla | Vice President of Development | (907) 263-3855 | rbavilla@ak.org

P.O. Box 200108, Anchorage, AK 99520
(907) 263-3800
www.UnitedWayANC.org
8:30 a.m. - 5 p.m., Monday through Friday