

THE TEAM FROM THE LOGAN COUNTY ELECTRIC COOPERATIVE SENDS A GROUP TO VOLUNTEER AT UNITED WAY'S COMMUNITY CARE DAY.



CHAMPIONS GUIDE

2024 UNITED WAY CAMPAIGN

THANK YOU for serving as the United Way Champion in your workplace and joining our fight for the health, education, and financial stability of every person in Logan County. As the “champion” of our cause, you’ll be your organization’s main liaison to United Way for the annual campaign in your workplace.

Your role is critical and far-reaching, with the potential to impact thousands of lives in our community.

Whether you volunteered on your own, or were “voluntold” by someone else, know how much we appreciate your gifts of time and talent! We’ve prepared this guide to help you maximize your time and effort. Trust us. These tips are proven to work. If you follow them, your workplace campaign will be successful, and you’ll have fun!

UNITED WAY OF LOGAN COUNTY

653 S. Main St.
Bellefontaine, OH 43311
(937) 592-2886
WWW.UWLOGAN.ORG

CONTACTS:

BECCA MCGILLIS
becca@uwlogan.org

DEREK ROBB
derek@uwlogan.org



United Way
of Logan County

EMPLOYEES FROM THE CITY OF BELLEFONTAINE



THE BIGGEST DIFFERENCE MAKERS

IMPLEMENT THESE STRATEGIES FOR THE BEST RESULTS



BEN VOLLRATH IS THE 2024 CAMPAIGN CHAIR OF THE UNITED WAY CAMPAIGN, HERE ADDRESSING THE CROWD AT THE CAMPAIGN KICKOFF.

#1

VOCAL SUPPORT AND PUBLIC ENDORSEMENT FROM UPPER MANAGEMENT

ASK YOUR CEO / MANAGEMENT TEAM TO SHARE IMPORTANCE OF UNITED WAY



19% DIFFERENCE!

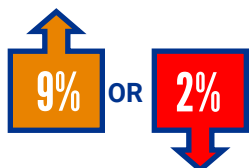
- Logan County workplaces in which upper management publicly endorse the UW campaign and encourage giving collective increases of 9% increase in giving. But in Logan County workplaces where the CEO / upper management DID NOT publicly endorse the campaign in a high profile manner, there was a 10% decrease in giving!

- IS UW a priority for CEO/management?
- Have you met with them to discuss your plan?
- Is there an authorized corporate gift / match?
- Send letter/E-mail to staff about importance of United Way and how it meets your company's philanthropic mission.
- Are there authorized incentives for giving?
- Will they speak/endorse at employee kickoff?

#2

HOW WILL YOU "MAKE THE ASK?"

CONSIDER VERY CAREFULLY HOW YOU WILL DISTRIBUTE AND COLLECT PLEDGE FORMS, INCLUDING WHAT IS ON THEM.



11% DIFFERENCE!

- HOW and WHEN will you promote and launch your campaign? Please consider:
 - Will you use online pledge forms, paper pledge forms, or some of both? If you have employees that don't use computers, how can you distribute the link to the pledge form? Workplaces that utilized a hybrid of paper and online pledging had a 9% increase in giving. Workplaces that went online only had a 2% decrease in giving. So maintaining a paper copy option continues to be important.
 - Again in 2024, we will be customizing the pledge form for every workplace. We'll work with you to maximize giving levels and incentives.
 - The need for multiple asks / touch points during your campaign window.

THANKS A MILLION! THE 2024 TOP 25

COMBINED CORPORATE & EMPLOYEE SUPPORT

United Way
of Logan County



GOLD BACKGROUND = RECORD-LEVEL GIVING WORKPLACE CAMPAIGN IN 2024!

	1. NX AUTOMOTIVE LOGISTICS, USA	\$204,175
	2. AMERICAN HONDA MOTOR COMPANY	\$111,690
	3. MARKER, INC.	\$93,500
	4. MARY RUTAN HEALTH	\$45,018
	5. TRANSPORTATION RESEARCH CENTER	\$42,117
	6. AGC AUTOMOTIVE	\$38,096
	7. PCPI PLASTICS	\$32,300
	8. FOSTER LOGISTICS	\$31,561
	9. BELLEFONTAINE CITY SCHOOLS	\$31,496
	10. BENJAMIN LOGAN SCHOOLS	\$27,745

11. LOGAN COUNTY GOVERNMENT	\$26,627
12. BELLETECH	\$21,847
13. CITIZENS FEDERAL SAVINGS & LOAN	\$21,525
14. POWERBUILT	\$21,371
15. INDIAN LAKE SCHOOLS	\$19,020
16. TDH LAW	\$13,585
17. RIVERSIDE SCHOOLS	\$13,203
18. CENTERPOINT ENERGY	\$12,070
19. DAIDO METAL	\$11,368
20. RTC SERVICES	\$11,059
21. GREEN HILLS COMMUNITY	\$10,011
22. CITY OF BELLEFONTAINE	\$9,488
23. LOGAN COUNTY ELECTRIC COOPERATIVE	\$8,918
24. WEST LIBERTY-SALEM SCHOOLS	\$8,738
25. SMITH, SMITH, MONTGOMERY & CHAMBERLAIN	\$6,500

BEYOND DOLLARS RAISED, THERE ARE TWO IMPORTANT METRICS FOR A SUCCESSFUL CAMPAIGN.

1. PARTICIPATION RATES - set the bar for 60% or higher
2. AVERAGE DONOR GIFT - set the bar for \$200 or more

THESE WORKPLACES DO IT BETTER THAN ANYONE IN TOWN!

TOP PARTICIPATION RATES

1. CenterPoint Energy	100%
Citizens Federal Savings & Loan	100%
Logan County Chamber of Commerce	100%
Logan County Electric Cooperative	100%
Steve Austin's Auto Group	100%
6. PCPI	87%
7. Foster Logistics	81%
8. Marker, Inc.	80%
9. NX Automotive Logistics	75%
10. City of Bellefontaine	65%

HIGHEST AVERAGE DONOR GIFTS

1. CenterPoint Energy	\$1,724
2. Smith Smith Montgomery & Chamberlain	\$1,625
3. TRC	\$1,452
4. PCPI Plastics	\$1,196
5. Marker, Inc.	\$1,169
6. PowerBuilt	\$1,068
7. TDH Law	\$906
8. Citizens Federal Savings & Loan	\$742
9. Daido Metal	\$585
10. Foster Logistics	\$574



TIPS TO INCREASE GIVING

THINK ABOUT HOW YOU WILL: 1. INFORM. 2. INCENTIVIZE. 3. INSPIRE

Implement these strategies to increase your *participation rates* and *average giving*.

IF DONOR PARTICIPATION IS BELOW 60%...

- Fully implement the Difference Makers on Page 2.
- **Set a goal of 100% ASK.** This is different than 100% participation. Collect a completed pledge form from EVERY employee, even if the pledge is \$0.
- **Send daily reminders to turn in pledge forms,** especially on the last day of your campaign. Hang posters. Borrow our UW banners and flags. Send internal e-mail and all-call messages. Share on social media.
- **TEXT the message.** Consider how many employees use their phones instead of computers / e-mail. Text the giving link to them so they can give on their phone.
- **Contests and Incentives.** Virtual contests, Bingo, or a United Way scavenger hunt can inform and inspire people to give. Set up tiered giving deadlines, encouraging people to fill out the form earlier.
- **On the last day, review your list of past donors and cross-reference it with those who've already given.** Follow-up with those past donors and invite them to give again.
- **Extend the giving opportunity to new hires throughout the year.** Give pledge forms at orientation.

IF YOUR AVERAGE GIFT IS BELOW \$200...

- Fully implement the Difference Makers on Page 2.
- **Customized Pledge Forms.** We will work with you to determine suggested giving options specific to your workplace highlight giving incentives on the form itself.
- **Stress giving via payroll deduction.** People tend to give more when spreading their gift out week-to-week rather than making a one-time gift via cash or check.
- **Include attractive incentives (see next page) to help motivate giving.** They don't have to cost you a lot (or anything). Then use those incentives for tiered levels of giving. For example, \$5/pay, gets you one benefit or maybe you are entered into a raffle with five ticket. If you give \$10/week, you get two benefits or get 10 raffle tickets.
- **Leverage "fun-raisers."** Ask for a completed pledge form, rather than a small cash donation. For example, instead of "selling" Jeans Day passes for \$5, ask that they pledge a certain amount via payroll deduction. Conduct your United Way campaign apart from other internal fundraisers.
- **Promote membership in United Way's Peak Givers Society.** Membership begins with a \$1,000 annual gift. It includes recognition and invitations to social networking events.