WE’RE ON A MISSION

We believe in the power of unity to create lasting change. Together, we put opportunity in the hands of people in our community each year. Capital Area United Way is leading the charge to improve education, income stability, health and basic needs — the building blocks of opportunity.

HOW WE DO IT

We use our resources and networks to bring the best people, ideas and projects together to create opportunities for all in our 10-Parish service area. We foster social innovation, mobilize volunteers, drive business participation and spur the community to act for the common good.
Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting change in our 10-Parish service area.

You are a frontline volunteer who raises awareness about the vital role Capital Area United Way plays in our community.

We hope this guide will provide you with the necessary resources to run your employee giving campaign. Please reach out to your Corporate Relationship Manager (CRM) at Capital Area United Way who can provide additional support and guidance throughout your campaign.
STEPS TO A SUCCESSFUL CAMPAIGN

PLAN

• 1 to 4 months ahead of the campaign: Meet with your Capital Area United Way (CAUW) Corporate Relationship Manager (CRM) to review past campaigns and opportunities to boost campaign success.

• 1 to 4 months ahead of the campaign: Set the exact campaign dates. Allow plenty of time to create strategic messaging and plan a communication timeline.

• Assemble a campaign team to help distribute campaign messaging across each department or business unit. A good ratio is one campaign team member per every 25 employees. Meet with your team regularly to share campaign messaging and plans, and to recruit volunteers to help with campaign events.

• Set a campaign goal that your campaign team and employees can rally behind. This could be monetary, a participation goal, and/or volunteer hours, all depending on what works for your organization.

• Identify opportunities for campaign events where the CAUW message can be shared with an audience in small groups, virtual or a combination.

EXECUTE

• Throughout the campaign use your planned messaging to launch the campaign. Consider hosting a campaign kickoff event where your organization’s leadership can share the importance of philanthropy to the company.

• Hold events during the campaign to share information on the issues facing our community and how CAUW is positively impacting our 10-Parish service area. Schedule a company volunteer event for employees to feel the impact of their giving. These can be done in small groups or virtually.

• Build and maintain excitement with campaign materials and videos.

• Utilize the campaign team members to keep the campaign top of mind during team meetings, conference calls, or when making personal asks. Continue to meet with the team regularly to discuss strategies and needs.

WRAP UP

• 1 to 2 weeks after the campaign is finalized: Share the results with your CRM, campaign team and/or management, Payroll deduction information should be submitted to HR or your payroll processing department.

• 1 to 2 weeks after the campaign: Send a thank you note to the entire company or individual donors.

• 1 to 2 weeks after finalized campaign results: Thank your campaign team.

• 1-2 months after the campaign: Plan for next year! Gather feedback about the campaign from your committee and colleagues. Leave notes and resources for next year’s campaign team.

CELEBRATE YOUR RESULTS!
KICKOFF

- Plan a pep rally over breakfast or lunch either in small groups or in a virtual setting.
- Have a senior executive from your company, a CAUW Board Member, Cabinet Volunteer or a staff member speak at the event. This can be done in person or pre-recorded.
- Show one of the 2020 Campaign video vignettes to demonstrate impact of donations.

UTILIZE AVAILABLE RESOURCES

- The Workplace Campaign toolkit is available online at www.cauw.org/campaign-toolkit. This toolkit includes sample email messaging, video links, PDFs of collateral materials and more.
- Your CRM will guide you through all steps of running a successful campaign as well as help you set goals, train your team and more.
- Need something that is not available in the online tool kit? Ask your CRM!

COMMUNICATIONS

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts, or other incentives to increase contributions.
- The method for communications will be different this year depending on company policies. Whether it be face-to-face, one on one conversations or virtual meetings, the ask is very important. People give to people. The campaign team members should ask their peers to consider making a gift to the campaign no matter the platform of giving this year.

BRIGHT IDEA

Worley is in a commercial location of town that has limited parking. To encourage giving to Capital Area United Way, over 200 parking spaces in their covered parking garage are designated to employees that contribute over $1,000 during the campaign. These coveted parking spots are not just numbered, they also have the donor name marked on a United Way sign to ensure the spaces are reserved.
Golf tournaments can be a very successful fundraising event when done right and Shell Convent has done just that! Under the leadership of Karen Smith & Allen Pertuit, this tournament has been very successful. Through sponsors, vendors, raffles, sale of mulligans, and of course player registration fees, over $152,000 was raised during this tournament last year. Monies raised help fund programs, initiatives and projects throughout our 10-Parish service area.

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**INCENTIVES**

- Popular prizes include a day off with pay, rewards, or raffles for unique items and/or experiences.
- Consider using an individual’s completed pledge forms as entrance into the raffle, rather than a ticket.

**EVENTS**

- Host events after the campaign is launched and donation options have been clearly communicated. These can be done in small groups or virtually.
- Popular events include dress down days, potluck lunches, silent auctions and bake sales. Your Corporate Relationship Manager can provide you with messaging and talking points for these events.
- Encourage all to participate in Volunteer United.
- Donation amounts have been clearly communicated.

**CAMPAIGN THEME**

- Create a campaign theme to help make messaging and events fun.
- Consider a campaign theme and have events.

**RECOGNITION & THANKS**

- Send personal thank you notes to each of your campaign committee members.
- Use mediums that are effective in your workplace (i.e. parties, gifts, letters, email presentations, newsletter articles, etc.) to highlight givers of a certain level.
- Publicize results and reiterate the impact of gifts to all employees.
When asking for donations, remember that CAUW Giving Societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can join the following Giving Societies and take part in meaningful, year-round events, volunteer opportunities and engagement.

ALEXIS DE TOCQUEVILLE SOCIETY

The Alexis de Tocqueville Society is a group comprised of local philanthropists who invest in CAUW through annual gifts of $10,000 or more. Through their contributions, Alexis de Tocqueville Society members show how their personal investments and civic-minded spirits create a powerful legacy that will shape our community’s future.

MEMBERSHIP BENEFITS

• Joining a national network of philanthropic leaders who are engaged locally to create long-lasting, positive changes
• Partnering with a quality organization and dedicated staff ensuring that financial investments, resources, and time are efficiently allocated in local communities to maximize community impact
• Invitations to attend United Way Worldwide events, conferences, and leadership forums
• A copy of Democracy in America book by Alexis de Tocqueville
• Semi-Annual Newsletter
• Listing in Community & Annual Report
• Invitations and special “perks” to all Capital Area United Way events

GOTTLIEB SOCIETY

Gottlieb Society is a diverse group of local leaders fighting for the education, income stability, health and basic needs of every person in our 10-Parish service area. Gottlieb Society members support CAUW with an annual gift of $1,000 or more (less than $20/week), which is invested in the most effective, measurable programs that help more than 250,000 local people in our community each year.

MEMBERSHIP BENEFITS

• Name listed in Capital Area United Way’s Annual Report and website
• Invitations to special events
• Opportunities to network and meet with donors who share a like-minded spirit of philanthropy
• Updates on the impact of your investment
• Access to exclusive volunteer opportunities

AFFINITY GROUPS

All Alexis de Tocqueville and Gottlieb Society members are invited to participate in our affinity groups. Refer to www.cauw.org for more information on how to join.
Capital Area United Way invites you to VOLUNTEER UNITED and become part of the strategic solution to achieve sustainable results. Whether you are a corporate partner or an individual, no other organization is better equipped to connect volunteers to the needs in our community.

**VOLUNTEER OPPORTUNITIES**

**Engagement Calendar** –
Join CAUW each month for different volunteer projects and events for year-round engagement.

**Individual Engagement** –
CAUW connects individuals that bring passion, expertise and resources needed to help us carry out our mission in the areas of Community Impact and Fundraising.

**Corporate Engagement** –
Let CAUW help drive your corporate goals with customized unique volunteer projects that not only strengthen our community, but provide significant benefits to your company and employees in both tangible and intangible ways.

**Service To Go** –
These fun, DIY projects can be completed anywhere and they provide meaningful resources to local nonprofits who are helping individuals, families, and children in need.

**CHAMPION OF CHANGE**

Are you ready to be a CHAMPION OF CHANGE and gain access to exclusive projects and events?

Join VOLUNTEER UNITED today and connect with others who are giving back so others can get ahead. Visit www.cauw.org/volunteer to view and sign up for opportunities throughout the year.

**CALL:** (225) 383-2643  
**EMAIL:** VOLUNTEER@CAUW.ORG  
**VISIT:** CAUW.ORG/VOLUNTEER
When you become a sponsor of CAUW events, campaigns, or other initiatives, you provide critical support to improve education, income stability, health and basic needs in our community. You will receive public recognition for your commitment to putting opportunity in the hands of all in our community and may experience an increase in positive media coverage as a result.

We offer a wide range of sponsorship opportunities to choose from, including:

**PROGRAMS**

Support and invest in the most impactful strategies and partnerships to strengthen education, income stability, health and basic needs in our community.

**VOLUNTEER UNITED**

These large-scale volunteer engagements leverage the collective power of our corporate partners and the community to help people perform better, allow families to earn and save more and keep our community healthy. Sponsorships range from $500 - $50,000 and include reserved volunteer spots, recognition at the event and more!

**GIVING SOCIETY EVENTS/ SPECIAL EVENTS**

Capital Area United Way hosts various special events throughout the year including United We Feed, Celebrate the Power of Women, Living United, Annual Meeting, Jambalaya Jam, Cocktails and Conversation with Tocqueville Donors along with numerous other events.

If you are interested, please contact Amey Shortess Crousillac, Vice President of Resource Development at ameyc@cauw.org to help find the sponsorship package that is right for you.
Meet with your CRM to create new strategies for your campaign

Determine the dates for your campaign and set fundraising and/or participation goals

Select theme, speakers and kickoff date

Have all supplies including FAQ’s & Parish Impact flyers printed or ready

Coordinate campaign messaging and develop a timeline for company-wide distribution

Implement a Day of Impact/Action either onsite, offsite, or virtually to demonstrate the impact their donation to CAUW

Host a general employee kickoff event with company leadership in attendance or as speakers (this can be pre-recorded)

Host employee education meetings and events throughout the campaign

Share progress toward your goals with your team

Refer to the Frequently Asked Questions (www.cauw.org/FAQs)

Announce and celebrate your results

Thank your donors and campaign team members for their support

Finalize campaign results and contact your CRM to pick up results
THANK YOU

George Bell
President & CEO

Ashley “AJ” McDermott
Director of Workplace Campaigns

Robin Mangum
Corporate Relationship Manager

Amey Shortess Crousillac
VP of Resource Development

Diane Drake
Senior Corporate Relationship Manager

Rishi Banda
Donor Relationship Manager

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WHERE THERE’S A NEED,
THERE’S A WAY.