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 the community. Together with passionate supporters like you, we are leading the charge to improve education, income stability, health, and basic needs – the building blocks of opportunity for all 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 Resource Development Team (RDT) Member 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) RDT Member 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 team to help distribute 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 goal that your campaign team and employees can rally behind. This could be monetary, a participation goal, and 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 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 finalize share the results with your RDT Member, 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 finalize the results and thank your campaign team.

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

CELEBRATE YOUR RESULTS!

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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 2021 Campaign video vignettes to demonstrate impact of donations.

UTILIZE AVAILABLE RESOURCES

• The Workplace Campaign toolkit is available online at www.cauw.org/resourcecenter. This toolkit includes sample email messaging, video links, PDFs of collateral materials and more.

• Your RDT Member 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 toolkit? Ask your RDT Member!

COMMUNICATIONS

• Consolidate and coordinate outgoing communications to avoid overwhelming employees.

• Promote any company match, corporate gifts, or other incentives to increase contributions.

• The method for communications may be different this year depending on company policies. Rather it be face-to-face, one on one conversations, virtual meetings the ask is still 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.
INCENTIVES

- Popular prizes include a day off with pay, rewards, or raffles for unique items and/or experiences.
- Consider using their 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 RDT Member can provide you with messaging and talking points for these events.
- Consider a campaign theme and have events, which can be virtual, hybrid, in-person and lost cost.
- 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.
- Examples include: Executive/CEO Dunk Tank; Donation raffles; Holiday themed challenges; $21 for 2021; Parking Space Specials.

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.

Workplace events can be very successful with fundraising when done right, and Pennington Biomedical Research Center has done just that! Under the leadership of Kara Marlatt & Aryelle Stafford, these events have been successful! Events such as cornhole tournaments, pet photo contests, and jellybean guess engaged employees in friendly competition to raise dollars for their campaign. Monies raised help fund programs, initiatives and projects throughout our 10-Parish service area.
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.

**TOCQUEVILLE SOCIETY**

The Tocqueville Society is a group of local philanthropists who invest in CAUW through annual gifts of $10,000 or more. Through their contributions, 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
- Semi-Annual Newsletter
- Listing in Community and Annual Reports
- Invitations and special “perks” to all Capital Area United Way events

**AFFINITY GROUPS**

All Tocqueville and Gottlieb Society members are invited to participate in our affinity groups. Refer to www.cauw.com for more information on how to join.

**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 each year.

**MEMBERSHIP BENEFITS**

- Name listed in 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
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 the 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 for our Sponsorship Packet to help you find the sponsorship that is right for you.
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<thead>
<tr>
<th>1 TO 4 MONTHS BEFORE</th>
<th>Meet with your CRM to create new strategies for your campaign. (Include the team)</th>
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<tbody>
<tr>
<td>1 TO 4 MONTHS BEFORE</td>
<td>Determine the dates for your campaign and set fundraising and/or participation goals</td>
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<tr>
<td>1 TO 4 MONTHS BEFORE</td>
<td>Select theme, speakers and kickoff date</td>
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<tr>
<td>4 WEEKS BEFORE</td>
<td>Have all supplies including FAQ’s &amp; Parish Impact flyers printed or ready</td>
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<tr>
<td>4 WEEKS BEFORE</td>
<td>Coordinate campaign messaging and develop a timeline for company-wide distribution</td>
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<tr>
<td>4 WEEKS BEFORE</td>
<td>Implement a Day of Impact/Action either onsite, offsite, or virtually to demonstrate the impact their donation to CAUW</td>
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<tr>
<td>DAY 1 OF CAMPAIGN</td>
<td>Host a general employee kickoff event with company leadership in attendance or as speakers (this can be pre-recorded)</td>
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<td>THROUGHOUT CAMPAIGN</td>
<td>Host employee education meetings and events throughout the campaign</td>
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<td>THROUGHOUT CAMPAIGN</td>
<td>Share progress toward your goals with your team</td>
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<td>1 TO 3 DAYS AFTER</td>
<td>Announce and celebrate your results</td>
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<tr>
<td>1 TO 3 DAYS AFTER</td>
<td>Thank your donors and campaign team members for their support</td>
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<tr>
<td>1 TO 2 WEEKS AFTER</td>
<td>Finalize campaign results and contact your RDT Member to pick up results</td>
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</table>
THANK YOU

George Bell  
President & CEO

Amey Shortess Crousillac  
VP of Resource Development

Ashley “AJ” McDermott  
Director of Workplace Campaigns

Diane Drake  
Senior Corporate Relationship Manager

Kate King  
Corporate Relationship Manager

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Get Connected. Get Help.™

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