

EMPLOYEE CAMPAIGNS

A GUIDE TO BUILDING A SUCCESSFUL CAMPAIGN | 2024



LIVING UNITED



Thank you for being an

EMPLOYEE CAMPAIGN COORDINATOR FOR UNITED WAY

You are vital to the success of our Annual Campaign. We are only able to provide the critical funds needed to support life-changing programs across five parishes with your help. Our shared belief that each of us has a stake in the success of our fellow community members binds us together. Together, we can ensure everyone thrives.

Whether this is your first time as an Employee Campaign Coordinator (ECC) or you're a seasoned veteran, we hope this guide will assist you in conducting a successful campaign from start to finish.

On behalf of United Way Southwest Louisiana and all of the people served, we thank you for coordinating your workplace campaign.



Sincerely,

DENISE DUREL
President and CEO
United Way Southwest Louisiana

CURTIS BRESCHER
Campaign Chair
Westlake Corporation



WHY

United Way = Best Way

United Way Southwest Louisiana assesses community needs to identify and address critical issues for long-term change.

Donations stay local and impact the community where you live.



Donations can be designated for your chosen United Way focus area or Initiative.



Program oversight is provided by United Way staff and volunteers for any partner funded by your donations.



Donors receive regular updates on the work being done in the community.



Donations are convenient through workplace campaigns and payroll deductions.



Partner agencies receive an annual financial review from United Way staff and volunteers.



United Way Southwest Louisiana has been recognized nationally and locally for its high rate of efficiency and transparency.



United Way Southwest Louisiana is always prepared to meet the needs, even during a pandemic or natural disaster.



Our 211 information hotline gives us the information to direct resources where they are urgently needed swiftly.



Our global reach gives us access to partners outside the area during disasters.



WE'RE LOCAL
PEOPLE
SUPPORTING
OUR
LOCAL
COMMUNITY.

United Way is where the community comes together to help our region's children, youth and families in ways that create a brighter future for all.

FOCUS AREAS

EDUCATION

EARLY CHILDHOOD SUCCESS

Children enter school ready and are successful in primary school.

- Early Childhood
- School Readiness
- Early Grade Reading Proficiency

YOUTH SUCCESS

Youths graduate from secondary school with the knowledge, skills, and credentials to obtain family-sustaining employment.

- Middle School Transition
- High School Success

ECONOMIC MOBILITY

Individuals obtain good jobs and effectively manage their finances.

- Financial Education
- Workforce Development

Earnings

HEALTH

Families access healthcare and improve their health.

- Healthy Beginnings
- Safe Home & Community
- Supporting Healthy Choices
- Independence
- Healthcare

BASIC NEEDS

Assisting people in times of need.

- Crisis Preparation
- Resources



Employee campaign coordinators enjoy our annual ECC Luncheon, which includes interactive games and networking.

A unique position to help.

No other organization has the scope and expertise to unite and mobilize hundreds of human services agencies, businesses, community organizations, government, volunteers and private foundations around a shared vision for the common good.

FAQ'S

How is United Way Southwest Louisiana governed?

A volunteer board of directors governs United Way Southwest Louisiana. The board of directors oversees the work directed by the President/CEO and a team of employees.

How do you decide which agencies are funded?

Volunteer experts in each focus area review all grant applications. The experts' final recommendations are given to the executive board of directors, who have final approval.

How do you decide which Initiatives to undertake?

United Way Southwest Louisiana's Initiatives respond to a community need that is not being met by a local agency.

Why isn't my favorite nonprofit a partner agency?

In some cases, an agency may be doing great work, but its programs may not align with United Way Southwest Louisiana's identified goals and needs. In other cases, the agency may need to meet our rigorous criteria for performance and accountability. Each year, we receive double the requests than we have available funding, so tough choices have to be made. Also, our region's nonprofits only apply during our grant process if they are self-funded.

How do you know a community need is not being met?

United Way Southwest Louisiana's 211 hotline provides information 24/7/365. This allows us to quickly direct resources or create innovative new solutions for our community's problems.

If I stop working, what happens to my pledge?

Should you stop working, your payroll deduction pledge also stops. Your pledge is made in good faith based upon your employment. If you want to fulfill the remainder of your pledge, you can write a check or pay by credit card. Should you start a new job, ask to sign up for payroll deduction again or call our office for assistance. 337.433.1088.

What if I can only give a few dollars each month? Will that make a difference?

Yes, your investment, combined with thousands of others, will have a real, measurable impact on the community. The price of just one candy bar a week can add up to \$52 for the year, which provides two months of daily home-delivered meals for an elderly or disabled person.

How do people get help from United Way Southwest Louisiana?

We support programs throughout Allen, Beauregard, Calcasieu, Cameron and Jeff Davis Parishes that help people daily. A list of these programs and our partner agencies can be found on our website. People seeking assistance should dial 211, text 898-211 or visit UNITEDWAYSWLA.ORG/211.



Rain Carbon employee volunteers worked with United Way Southwest Louisiana to help put together beds and get rooms ready so that the Salvation Army facility could open.

STAND OUT

Campaign Awards

Your company or organization can stand out of the crowd each spring at United Way Southwest Louisiana's Annual Meeting.

Companies and volunteers are recognized for their outstanding support and for helping us serve the community. Award winners are announced at the event, in our newsletter, press release and Annual Report.

CORPORATE PRIDE AWARD

Presented to a company exhibiting outstanding support of United Way and year-round commitment to the community.

CORNERSTONE AWARDS

First-time corporate donors are presented with a cornerstone gift based on the level of their gift.

Platinum	\$100,000 +
White Gold.....	\$ 50,000 - \$99,999
Titanium	\$ 25,000 - \$49,999
Pewter	\$ 10,000 - \$24,999
Nickel.....	\$ 5,000 - \$ 9,999
Copper	\$ 150 - \$ 4,999



2024 Employee Campaign Chair Award winner, Kelsey Talbot, CITGO Petroleum Corporation with United Way Southwest Louisiana President/CEO, Denise Durel.

PRESIDENT'S AWARDS

Awards for extraordinary achievement going above, including outstanding increases and successful first-time campaigns.

VOLUNTEER OF THE YEAR AWARD

Presented to an individual who has made an outstanding contribution of time, effort and talent to United Way.

CAMPAIGN LEADERSHIP AWARDS

Presented to the organizations with the highest number of individual leadership givers that include members of the Alexis De Tocqueville Society, Fleur de Lis Club, Lagniappe Club and the Pillars Club.

CAMPAIGN DIVISION AWARD

Presented to campaign division volunteer who achieves the highest percentage of increase over the last year.

SPIRIT OF SOUTHWEST LOUISIANA AWARD

Presented to an individual who expresses a positive attitude toward life and is an enthusiastic and active volunteer for United Way.

EMPLOYEE CAMPAIGN CHAIR AWARD

Presented to Employee Campaign Chair volunteer who is every bit the heart and soul of Southwest Louisiana and United Way.

A FEW IDEAS

FOOD BRINGS PEOPLE TOGETHER

Whether you cookout or cookoff, your initial campaign meeting needs to grab your employee's attention and encourage them to attend.

Make it a fundraiser! Host a cookoff contest by asking your co-workers to bring their favorite crockpot recipe. Employees can fill their plates and vote for their favorite dish for a small fee. Bragging rights all around for the winning recipe.

HEALTHY COMPETITION

A little competition can bring out the best in your co-workers and the United Way campaign.

Make it a fundraiser—with office Olympics! Set up games like paper clip jump rope, office chair races, or trash can basketball. Allow teams to “buy” head starts and other advantages to benefit your campaign.

INCENTIVES

Reward those who participate in the campaign. Consider incentives for employees who:

- Make their pledge (portal or paper) on the first day or during the kickoff event
- Give generously at the leadership level (\$1,000 or more)
- Donate for the first time
- Increase their previous year's donation

INCENTIVE IDEAS: casual dress day, VIP parking spaces, PTO days (half or full), shirts/hats/ other company apparel, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community vendors, event admission passes.

Entergy Louisiana employees volunteered their time to assemble Literacy Kits.



FNBLA staff volunteered their time to help pack food kits at Day of Caring.



LEADERSHIP

Here's how you can inspire Leadership giving in your workplace.

Leadership donors are listed in our Annual Report.

Before your campaign kickoff, schedule a breakfast or lunch to talk with C-suite staff members and department leaders about Leadership giving. A United Way team member will help you present a case for support about giving to United Way at a Leadership level and why it makes a difference. If someone at your company is already offering at this level, ask them if they would also be interested in speaking.

ALEXIS DE TOCQUEVILLE SOCIETY | \$10,000+

FLEUR DE LIS | \$5,000 - \$9,999

LAGNIAPPE | \$2,500 - \$4,999

PILLARS | \$1,000 - \$2,499

-UNITED WAY OF SOUTHWEST LOUISIANA-
WOMEN UNITED

WOMEN UNITED of United Way Southwest Louisiana seeks to improve the lives of those in the five-parish service area with a focus on poverty. Women United's high-impact members are committed to excellence in community service by investing in local solutions and advocating for change.

VOLUNTEER

Build support for United Way Southwest Louisiana in other ways during your campaign.
What can employee volunteerism do for your company?

BUILD YOUR TEAM. BUILD
YOUR BUSINESS.
**BUILD YOUR
REPUTATION.**

UNITED WAY SOUTHWEST
LOUISIANA OFFERS EMPLOYEE
TEAMS A MEANINGFUL
VOLUNTEER EXPERIENCE
THAT IMPACTS LIVES WITHIN
OUR FOCUS AREAS.

ECC volunteers helping participate in our yearly
Campaign video.

Your team

- Develop leadership skills
- Boost employee morale
- Strengthen your team
- Increase productivity, reduce absenteeism
- Grow comradery
- Build trust

Your business

- Showcase your brand
- Broaden your audience
- Improve audience relations
- Develop human capital
- Increase sales

Your reputation

- Elevate your corporate image
- Build a stronger community
- See your organizational values in action
- Show support for your team
- Display good corporate citizenship



REQUEST A PROJECT

United Way Southwest Louisiana can assist you in hosting a project or collecting items for one of our Initiatives.



SPECIAL PROJECTS

Special projects are hands-on activities. The company can fund the materials needed to complete the activity or collect on-site items. Our team is happy to assist in the planning process.

LITERACY KITS

A book, hands-on activity materials, a snack and a handwritten message packaged in a small box.

UNITED AGAINST CHILD HUNGER

Individually wrapped snacks and drinks that are packaged in a single bag.

BLESSING BAGS

Individual hygiene items, towels, and socks are packaged in a simple drawstring bag.

COLLECTION DRIVES

United Way Southwest Louisiana collects items for different Initiatives multiple times per year. Companies can have a collection site at their office for a specific item or send out a list of needed items. Our team can even help you design a friendly competition.

WRITESTART PROJECT

School supplies and school fees are collected each July.

UNITED AGAINST CHILD HUNGER

Individually wrapped snacks and drinks are collected each April.

BLESSING BAGS

Individual hygiene items, towels, and socks are collected year-round.

DISASTER RELIEF & EMERGENCIES

Emergency items such as cleaning supplies or hygiene items are collected following a state of disaster.

1 Please submit your project request and budget to volunteer@unitedwayswla.org at least 4-6 weeks before your desired project date.

2 Assign a project team leader to communicate with your employees and United Way.

3 United Way will coordinate the project from start to finish, ensuring your employee volunteers have a memorable experience.

INITIATIVES

EDUCATION

LITERACY KITS

The kits are distributed to children across Southwest Louisiana with assistance from school systems. Each kit includes books and volunteer-designed props or games to make the reading interactive.

WRITESTART PROJECT

Provides school supplies, admin fees and necessary support to children and teachers in need. Providing supplies year-round ensures teachers and students can focus on learning.

BORN LEARNING TRAIL

Bilingual interactive signs installed on trails or playgrounds offer engagement and learning opportunities for young children and their families or caregivers.

SUMMER OF SERVICE

The specifically designed teen volunteer program has human services projects each summer focusing on community members most in need and illustrating the value of serving.

SUCCESS BY 6

The newest Education Initiative will address the lack of access to quality early education childcare for ALICE families.

ECONOMIC MOBILITY

VITA

VOLUNTEER INCOME TAX ASSISTANCE

IRS-certified United Way volunteers offer free income tax preparation for low-income individuals, persons with disabilities, the elderly and limited English-speaking taxpayers.

CAL-PRI

CALCASIEU PRISONER RE-ENTRY

This vital program links formerly incarcerated individuals and the resources available to help them succeed with a new life in the job market and community.

MATCHED SAVINGS

This program teaches saving and budgeting habits for those working toward purchasing a liquid asset. Upon graduation, participants are encouraged to make a down payment with a dollar match.

BANK ON SWLA

Partnerships with banks and credit unions work to ensure low-income households have access to safe and affordable financial products and services.

EMPOWERMENT THROUGH EMPLOYMENT

Equips low-income workers with the necessary skills and resources for a more successful job.

HEALTH

SINGLECARE PRESCRIPTION DISCOUNT PROGRAM

A partnership focused on improving the health of individuals, families and communities by helping to make prescription medications more affordable.

CRISIS CHAT

An online chat for anyone who is going through a difficult time, having thoughts about suicide or just needs to talk. It is confidential and operated by professionally licensed crisis intervention specialists.

HUMAN TRAFFICKING

Addressing the epidemic of human trafficking in the region through partnerships and Initiative.

833.TXT.TEEN

This texting platform for teens serves anyone ages 13-22 in any type of crisis. It provides confidential access to 24/7 support from professionally licensed counselors.

BASIC NEEDS

SWLA VOAD

VOLUNTEER ORGANIZATIONS ACTIVE IN DISASTER

It provides a place where governmental, faith-based, and non-profit organizations can cooperate, communicate, coordinate, and collaborate in the event of a disaster.

211 | 898-211

An easy-to-remember phone number that links people needing relevant information in the complex maze of human services with an accurate database of public and community-based resources, even during a disaster.

THE PATH HOME

The program matches resources with individuals and families needing assistance with homelessness issues. The goal is to help those affected move toward stable housing and a successful future.

UNITED AGAINST CHILD HUNGER

Weekend Food Packs are created for the Summer Feeding Programs in Southwest Louisiana so children can access easy-to-eat foods over the weekend.

BUILD BACK THE BLOCK

Gentrification of ALICE neighborhoods through grants and partnerships to save areas decimated by natural disasters.

SPECIAL PROJECTS

ALICE

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED

Our report shows families working and earning above the Federal Poverty Level yet unable to afford basic expenses and rarely qualifying for assistance.

EMPLOYEE CRISIS FUND

It allows employers to offer a program that helps employees cope with unexpected hardships while an external nonprofit partner oversees the process.

CASE MANAGEMENT PORTFOLIO

Emergency Rental Assistance Program (CPPJ)

Emergency Food & Shelter Program (FEMA)

Power To Care (Entergy)

Temporary Assistance For Needy Families (DCFS)

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We operate in the **TOP 9%** of all U.S. United Ways, maintain a **4-STAR** charity rating with Charity Navigator and received a **GOLD SEAL OF TRANSPARENCY** from GuideStar/Candid.

