

WORKPLACE CAMPAIGNS

an easy guide for

Employee Campaign Coordinators

2022



Southwest Louisiana



GIVE. ADVOCATE. VOLUNTEER.

Thank you for being an

EMPLOYEE CAMPAIGN COORDINATOR

You are essential to the success of our Annual Campaign. We could not provide the critical funds needed to support life-changing programs across five parishes without you. What binds us together is our belief that each of us has a stake in the success of our fellow community members. United, 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 help you conduct a successful campaign from start to finish.

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

Sincerely,

DENISE DUREL

President and CEO

United Way of Southwest Louisiana

GREGORY P. THIBODEAUX

Campaign Chair

Turner Industries

MEET YOUR CAMPAIGN CHAIR



Greg Thibodeaux, Director of Business Development for Turner Industries, was our 2020 Leonard Richard Employee Campaign Chair Award winner.

Although not originally from Lake Charles, he and his wife have made it their home for 25 years.



Why United Way = Best Way

United Way of Southwest Louisiana assesses community needs to ensure critical issues are identified and addressed for long-term change.



Donations stay local and impact the community where you live.



Donations can be designated for a United Way focus area or initiative of your choice.



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.



Donation is convenient through workplace campaign and payroll deduction.



Partner agencies receive an annual review of financials by United Way staff and volunteers.



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



United Way of 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 swiftly direct resources where they are urgently needed.



Our global reach gives us access to partners outside the area during times of disaster.



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.

4 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

Youth graduate secondary school and have 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



Missy Amidon and Team CITGO accompanied the United Way of Southwest Louisiana's team to Houma, Louisiana following Hurricane Ida. Team CITGO prepared and distributed hot meals and helped unload a truckload of supplies for victims.

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 common vision for the common good.

FAQ

Frequently Asked Questions

How is United Way of Southwest Louisiana governed?

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

How do you decide which agencies are funded?

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

How do you decide which Initiatives to undertake?

United Way of Southwest Louisiana's Initiatives are in response 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 it may not have programs that align with United Way of Southwest Louisiana's identified goals and needs. In other cases, the agency may not 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, there are nonprofits in our region who do not apply during our grant process because they are self-funded.

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

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

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 would like 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 really make a difference?

Yes, your investment combined with thousands of others will have a real, measurable impact in 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 of Southwest Louisiana?

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



Phillips 66 employee volunteers worked with United Way of Southwest Louisiana to organize a clean-up of storm damage at the Jesse Clifton Community Center.

Stand Out

Campaign Awards

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

Companies and volunteers are recognized for their outstanding support and 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 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

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.



2022 Employee Campaign Chair Award winner, Elizabeth Eustis, Phillips 66 with United Way of Southwest Louisiana President/CEO, Denise Durel.

A few ideas

FOOD BRINGS PEOPLE TOGETHER

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

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

HEALTHY COMPETITION

A little competition can bring out the best in your co-workers and 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, all benefiting 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.

JD Bank employees volunteered their time to assemble Literacy Kits for HeadStart children.



McNeese's Kay Dore Counseling Center staff volunteered their time to help us set up our event.



Leadership

Recruiting Leadership donors (individuals who give \$1,000 or more per year) is one of the most effective ways to increase your campaign. Here's how you can inspire Leadership giving in your workplace.

Leadership donors are listed in our Annual Report.

Prior to 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 giving at this level, ask them if they would be interested in speaking as well.

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 of 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

Builds support for United Way of 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 OF
SOUTHWEST LOUISIANA
OFFERS EMPLOYEE TEAMS
A MEANINGFUL
VOLUNTEER EXPERIENCE
THAT IMPACTS LIVES
WITHIN OUR FOCUS AREAS.

Team CITGO helped package and load the trucks to move supply donations to victims of Hurricane Ida.

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 of 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 the items on-site. Our team is happy to assist in the planning process.

LITERACY KITS

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

UNITED AGAINST CHILD HUNGER

Individually-wrapped snacks, drinks that are packaged in a single bag

BLESSING BAGS

Individual hygiene items, towel, socks that are packaged in a simple drawstring bag

COLLECTION DRIVES

United Way of Southwest Louisiana collects items for different Initiatives multiple times per year. Companies can have a collection site at their office for a certain 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, towel, 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 Submit your project request and budget a minimum of 4-6 weeks before your desired project date to volunteer@unitedwayswla.org

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

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

INITIATIVES

United Way of Southwest Louisiana has the ability to initiate projects independently in each of our four focus areas. These Initiatives address important community needs and fall into the four focus areas. Donations and volunteers are behind the success of each one. Where there is great need, our goal is to work quickly and help those most vulnerable.

BASIC NEEDS

SWLA VOAD

VOLUNTEER ORGANIZATIONS ACTIVE IN DISASTER

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 in need to relevant information in the complex maze of human services with an accurate database of public and community-based resources, even during a disaster.

SUMMER OF SERVICE

Specifically designed for ages 12 to 18, the program has five human services projects each summer. Projects focus on a group of community members who are most in need and illustrate the value of serving others.

THE PATH HOME

Program which facilitates the matching of resources with the individuals and families needing assistance with issues surrounding homelessness. The goal is to help those affected move toward stable housing and a successful future.

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.

UNITED AGAINST CHILD HUNGER

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

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.

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.

ECONOMIC MOBILITY

VITA

VOLUNTEER INCOME TAX ASSISTANCE

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

CAL-PRI

CALCASIEU PRISONER RE-ENTRY

This vital program is a link between 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 budget habits for those working toward a home purchase. Participants are encouraged to build a down payment with a dollar match upon graduation.

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.

EDUCATION: EARLY CHILDHOOD & YOUTH SUCCESS

DOLLY PARTON'S IMAGINATION LIBRARY

In partnership with donors, children are provided 1 book a month from birth until age 5 at no cost to the family. Families start a home library to encourage literacy from a young age.

LITERACY KITS

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

WRITESTART PROJECT

This program provides basic 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.

UNITEDWAYSWLA.ORG

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**United Way
of Southwest Louisiana**

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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.

