



United Way  
of Northeast Louisiana

# Elements of a New Workplace Campaign

The United Way of Northeast Louisiana Workplace Campaign unites and inspires your employees, giving them a unique opportunity to donate to and volunteer to strengthen their community.

## Elements of a New Workplace Campaign

1. **Authorize** payroll deduction to enable your employees to make a difference in the community.
2. **Contribute** at the corporate level. Suggestions for calculating:
  - o **Corporate Match:** Based on employee giving, a percentage is donated by the company
  - o **Corporate Contribution:** The company donates a fixed dollar amount
  - o **Corporate Donation Per Capita:** The company makes a decision to donate a certain amount per employee
3. **Identify** a Campaign Coordinator.
  - o The role of the Campaign Coordinator is to be responsible for raising awareness within the company and to motivate employees to get interested and involved in the community by engaging their colleagues in a dialogue about United Way, the needs of the community, and creating long-term sustainable solutions to real problems. With energy and enthusiasm, they encourage participation in their Workplace Campaign.
  - o The Campaign Coordinator is not only the link between the company and United Way, they also plan, organize and coordinate the entire workplace campaign for their company.
4. **Adopt** Campaign Best Practices (see below)

## A partnership with United Way of Northeast Louisiana Provides your company and employees with many opportunities.

1. **COMMUNITY KNOWLEDGE-** You and your employees have the opportunity to learn about the different issues our community is facing while learning about the numerous services that United Way NELA is providing to help combat these struggles.
2. **COMMUNITY INVOLVEMENT-** Opportunities to give back and make a difference, including customized employee and individual volunteer opportunities.
3. **COMMUNITY INVESTMENT-** Community impact driven by our volunteers' passion and their knowledge of the community, ensuring contributions are invested into solutions that make the biggest impact.
4. **CORPORATE RECOGNITION-** Enhance your company's image in the community by meeting Campaign Best Practices and qualify for community-wide corporate recognition through our annual Celebrating Excellence Community Awards Program.

## Campaign Best Practices

1. **Build** a relationship with the United Way Staff
2. **Secure** top-level support
3. **Develop** a plan and set goals
4. **Organize** a terrific team
5. **Promote** and **publicize** the Campaign
6. **MAKE THE ASK:** Employee meetings or one-on-one
7. **Promote** Loyal Contributors and Leadership Giving
8. Wrap up and **report out**
9. Recognize and **THANK YOU**
10. Year-round **engagement**

## Leadership Giving

At the heart of United Way of Northeast Louisiana is a dedicated group of people with strength, character, and sense of purpose who inspire others to help meet the needs of the community.

### TOCQUEVILLE SOCIETY Annual Gift of \$10,000+

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Membres de la Société \$10,000 - \$14,999

Les Bienfaiteurs \$15,000 - \$24,999

Ordre de Liberté \$25,000 - \$99,999

La Société Nationale \$100,000 - \$249,999

### STEAMBOAT SOCIETY Annual Gift of \$1,000 - \$9,999

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Commander: \$1,000 - \$1,499

Captain: \$1,500 - \$2,499

Commodore: \$2,500 - \$4,999

Admiral: \$5,000 - \$9,999

### BAYOU SOCIETY Annual Gift of \$500 - \$999

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## Corporate Giving

Each year, many Northeast Louisiana companies choose to make a difference through corporate giving, showing their commitment to being part of the change needed to create a healthier, safer, and more opportunity filled community for all. When you invest in United Way, you create a win-win-win partnership that benefits your company, your employees, and our entire community. For more information about Corporate Gifts, contact Janet Durden, President, United Way of Northeast Louisiana.

## Corporate Recognition

**CIRCLE OF HONOR** Gifts specific to United Way of Northeast Louisiana to be invested by the United Way NELA Volunteers must total at least \$25,000 or 80% of total employee giving. Average employee gift is at least \$200 with 51% employee participation in the campaign.

**SPECIAL ACHIEVEMENT AWARD** Gifts specific to United Way of Northeast Louisiana to be invested by the United Way NELA Volunteers must total at least \$25,000 or 70% of total employee giving. Average employee gift is at least \$120 with 51% employee participation in the campaign.

**CAMPAIGN LEADERS AWARD** This award is based purely on dollars raised in Northeast Louisiana. This award recognizes the outstanding corporate/employee giving of the Top 10 companies raising the most dollars in the current campaign.

**LIVE UNITED® AWARD** This award is given to a company that exemplifies and embodies a corporate culture of philanthropy and community involvement. They truly know what it means to GIVE.ADVOCATE.VOLUNTEER. Their actions inspire others to be involved in their community.

**OUTSTANDING CAMPAIGN COORDINATOR OR TEAM AWARD** At the heart of each workplace campaign is the United Way Campaign Coordinator or Team. This award is given to a Campaign Coordinator or Team that works diligently to reach their campaign and coworkers make a difference in improving the community.

**GOING THE EXTRA 10% AWARD** This award is given to those workplace campaigns that increase their annual United Way of Northeast Louisiana campaign by 10% or more and 60% of total employee giving is allocated by the United Way NELA Volunteers. Campaign Coordinators must also attend training prior to their campaign.

**VOLUNTEER UNITED AWARD** This award is given to a workplace campaign that embodies an overall spirit of giving through contributions of time, leadership and resources in supporting the work of United Way of Northeast Louisiana.

**YOUNG LEADERS UNITED AWARD** This award is given to a member of Young Leaders UNITED who personifies a commitment to the future of our community and supports the work of United Way of Northeast Louisiana. By exhibiting leadership, encouraging engagement, and empowering young individuals in Northeast Louisiana to make an impact, they cultivate lasting change for generations to come.