

## WORKPLACE GIVING CAMPAIGN FAQs

### Why should our workplace participate in Give Jefferson?

- The dollars you and your employees raise make a significant impact in our community. Many UGN organizations depend heavily on them and use those donations to provide food, shelter and other important basic needs for those most vulnerable.
- Employees connect more deeply with their employers when they see they care about community and are engaged with the issues they, too, care about. Almost certainly, some of your employees use services provided by the organizations that these donations support.
- Customers and clients also prefer to spend money with employers whose values align with their own. Your company will be promoted at Campaign related events and on our website throughout the upcoming year.

### How Is Give Jefferson Different Than Past United Good Neighbors Campaigns?

Give Jefferson is United Good Neighbors' 2018 Annual Campaign - PLUS. This year, in addition to the traditional elements of the campaign – the brochure, workplace giving campaigns and neighborhood outreach – there are some new features.

- United Good Neighbors (UGN) is pleased to welcome Jefferson Community Foundation (JCF) as a presenting partner helping to manage the campaign. Because of this, all nonprofits in Jefferson County were invited to submit proposals, not only traditional UGN (ie, basic human needs) partners.
- For the month of October, in addition to being able to give to the United Good Neighbors General Fund through your workplace campaign, there will be an online giving catalog through which your employees can donate online to the United Good Neighbors General Fund or directly to the nonprofits of their choice. We will track your group so you know how much the team gave in total.
- All funding via payroll deductions will remain dedicated to basic service organizations and UGN operations, as it has been for over 60 years. Additionally, these safety net organizations will be featured above all others on the online catalog.

- Each participating nonprofit will have been vetted by a Community Outreach Team to ensure that all donations will have real impact.

#### Why these changes?

- The online giving catalog provides a picture of the rich landscape of our local nonprofit community, highlighting many of the great projects and services that happening throughout our county.
- It allows us to protect and promote organizations that provide for basic human needs while also trying new approaches to philanthropy in Jefferson County.
- A stronger vetting process assures donors that each dollar donated will have real impact, kind of like a “Good Housekeeping Seal of Approval”.
- “Give Jefferson” is a community-wide brand that all businesses, nonprofits and government agencies can promote together.

#### Who are nonprofits that will receive funding through the campaign?

We received applications from 60 organizations! The Community Outreach Team is doing site visits to vet them and the final list of Give Jefferson participants will be announced on July 31st. On Friday, August 3rd, you can visit [www.givejefferson.org](http://www.givejefferson.org) to view the full list of 2018 Give Jefferson partners. See enclosed list for this year’s applicants.

### **What Is Involved In Running A Workplace Giving Campaign?**

1. One or more staff members from your workplace willing to lead and champion the campaign.
2. Coordination with your HR department so that contributions can be made by employees via the payroll process and acknowledgements/tax receipts can be provided.
3. Promotion of the campaign starting October 1, 2018 for 4 to 16 weeks, depending on your preference. Promotional tools - such as Give Jefferson logos and boilerplate language - will be provided to make this easy. We also encourage small events and games to make the campaign fun.
4. Celebrate your team’s contributions!

### **How Does My Team Get Started?**

#### **Recruit an internal person to help run the campaign.**

- Who will be the lead for your company/agency? Who else might be on the team? (Marketing? HR?)
- For multiple office sites, consider having a coordinator at each location.

### **Determine Group Campaign Goals**

- Set an ambitious yet achievable goal. How many employees will participate in the campaign? 75%? 50%? 25%?
- Does your company/agency plan on making a direct contribution to the campaign?

### **Determine Campaign Implementation Strategy**

- What timeline works best for your group? October only? October through December?
- How do you currently communicate with your employees? Can Give Jefferson be integrated with those efforts? For example:
  - Communications from upper management
  - Outreach through HR communications
  - Posters in break rooms and shared spaces
  - Promotions at staff meetings
- Brainstorm ways to make the campaign fun.
  - Find ways to incentivize (prizes or vacation days).
  - Friendly competition between departments or other workplaces helps drive participation.
  - Making giving back part of the company culture.
  - Do you want to hold a campaign kick-off breakfast or event?

**The Give Jefferson Team is available to meet with you to help in this process.**

## **Launching Your Campaign**

### **Schedule a campaign kickoff with a Give Jefferson presentation**

Seek creative ways to increase employee participation, volunteer involvement, and mission awareness within your organization.

- Suggestion: Find an employee who has been helped by a local nonprofit and ask them to share their story.

### **Great campaigns have top-down support. Encourage your company's leadership to show their support of Give Jefferson.**

- Have your Executive Director or CEO send a letter of endorsement of the Give Jefferson campaign to the staff.

**Communicate with staff throughout the campaign.**

- Distribute campaign materials via meetings, emails, bulletin boards, break rooms, cafeterias
- Educate staff on how their contribution supports the work of Give Jefferson. Share stories and testimonials about how our local nonprofits support our community. The Give Jefferson team can provide those as needed.
- Communicate campaign updates with employees regularly.
- Schedule presentations from Give Jefferson representatives at staff meetings.

## **Ending Your Campaign - Celebrate!**

**Celebrate your company's success by acknowledging and thanking donors**

- Prepare and submit final reports and pledge forms to United Good Neighbors.
- Invite your employees to join the Give Jefferson Celebration and check distribution event in January 2019!
- We are happy to also help organize a celebration at your workplace if you like.

**Who will handle donor acknowledgement?**

For those giving through payroll, UGN can provide an acknowledgement and tax receipt in one of two ways, depending on the preference of the employer:

1. If you would like to give us the employees contact information, we will mail the acknowledgments directly.
2. If you prefer not to share the contact information, we can provide your HR department with acknowledgment and receipt forms to fill out.

For those giving online, an acknowledgement and tax receipt will be emailed immediately upon making a donation.

**Set up a campaign debrief with the Give Jefferson staff to go over campaign results and share about your experience so we can make it even better next year!**

## **THANK YOU!!**

All dollars stay in Jefferson County and support those who most need assistance! Many UGN organizations depend heavily on your support and use these gifts to provide food, shelter and other important basic needs for those most vulnerable. Your support can change lives. Thank you for being part of Give Jefferson.

### **FOR MORE INFORMATION**

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