

EMPLOYEE CAMPAIGN MANAGER TOOLKIT

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THANK YOU FOR YOUR SUPPORT

Dear Employee Campaign Managers,

At MSA United Way, UNITED isn't just in our name—it's at the heart of everything we do. And as an Employee Campaign Manager, you are a powerful part of that mission.

You are the connector—the spark that brings your team together to create real, lasting change in our community. Whether you're coordinating payroll giving, leading campaign activities, or sharing the stories that bring our mission to life, you are helping build a community where everyone has the opportunity to thrive.

That's the power of being United.

Your leadership couldn't come at a more important time. Needs in our community continue to grow, and your efforts are helping us respond. Because of you, more than 1,700 children have food each weekend. Dozens of local nonprofits have the support they need. And thousands of lives are touched by the compassion and generosity you help inspire.

Behind every number is a story—and behind every story is someone like you who made it possible.

We know it takes time, energy, and heart to lead a workplace campaign. You're juggling work, family, and life—and yet you still make room to give back. That doesn't go unnoticed.

Thank you for being more than a campaign leader.

Thank you for being a motivator, a community builder, and a believer in what's possible when we come together.

With deep gratitude,

Jena Gullo
Executive Director
MSA United Way

Driving Community Impact

THE IMPORTANT ROLE OF AN EMPLOYEE CAMPAIGN MANAGER



The Employee Campaign Manager (ECM) is the liaison between your workplace giving initiatives and MSA United Way. You are the critical piece that ties us together—change makers who understand the difference you can make when investing in your community.

As the ECM in your workplace, you have the important role of engaging with peers and encouraging them to make a difference. Without you, we could not provide the critical funds needed to support our local agencies, who, alongside MSA United Way, work tirelessly to impact our community's health, create economic mobility, and support early care and education.

One of your most important roles is to work closely with your company leadership and United Way representatives to develop an effective campaign.

This includes:

- Recruiting a team of leaders to help generate ideas and motivate staff
- Hosting a fun and engaging campaign kickoff
- Promoting the campaign throughout your organization
- Encouraging donor participation and leadership giving
- Thanking donors and volunteers for their involvement

Besides your impact on your community, serving as an ECM is a great way to enhance your leadership and networking skills. It is an opportunity to gain recognition for your talents within your organization and to develop transferable skills to other projects and roles you take on in the future.




Planning Your Campaign

CONSIDER THESE QUESTIONS AS YOU PLAN YOUR CAMPAIGN

- What is your company culture like?
- What were highlights of your past campaigns?
- What elements of past campaigns have your employees enjoyed?
- When was your workplace campaign last year?
- Did these dates work well?
- What type (in-person, virtual, combination) of campaign is best for your company?
- What ideas do you have this year? Themes? Events?
- What are some areas of opportunity for your campaign?
- What does your company's calendar look like during campaign season? Are there big events to avoid? Certain weeks that are high demand?
- Do you need others to help with the campaign? (ECM Committee or Co-ECC?)
- What are some possible challenges you might face this year?

TIP: Ask for help! Invite your coworkers to help you with the campaign. Being involved in the campaign is a fun way to get to know others and will help you reach your campaign goal.



Plan a Great Kickoff Event

A campaign kick off is a way to get your employee giving campaign started by bringing your team together to discuss your company's values, learn about the most pressing issues in our community, and inspire giving!

Host a kickoff at your workplace

- Schedule a Meeting to kick off your United Way campaign.

Get the Word Out

- Send an initial invitation email to everyone at least 2 weeks before the meeting.
- Follow up with additional reminders.
- Don't forget the power of personal invitations! Consider making your way around the office to invite each co-worker personally.

Set Your Agenda

- A kickoff typically lasts between 15 and 30 minutes, but we can adjust content to last anywhere from 5 minutes to an hour.

SUCCESSFUL KICKOFFS ALWAYS HAVE.....

Leadership Support: Encourage a member of your leadership team to speak for a couple of minutes about why the company supports United Way.

A United Way Representative: Invite a United Way team member to share our inspirational message and video.

Food: Consider providing donuts, lunch, cookies, coffee, or other treats. People love a great snack! And this will boost event attendance.

Campaign Details: Share your campaign deadlines, dates for upcoming event(s), goals, and remind them how to make their donation. You want to make sure people know how they can participate in your campaign.

Appreciation: Remember to thank your teammates for attending. If you've run a campaign before, share your gratitude with those that gave last year.

Engage

CONSIDER THESE IDEAS TO KEEP YOUR TEAM ENGAGED

Department Participation Contest: Track percentage per department and reward top performers. Be sure to send regular emails to everyone so they can compare and compete with each other!

Silent Auction: Put together auction baskets with proceeds going to United Way. Other popular items may include a front parking spot each month or a coupon to allow your workday to end 2 hours early.

Jeans Day: Take a donation and have a weekly jeans day or other spirit day for participants.

Raffle: Host a raffle where employees buy tickets for a chance to win extra time off, company merch, gift cards, etc.

Company Olympics: Host daily tournaments with entry fees to get people involved and bring out their competitive side. Examples include a cornhole tournament, mini-golf, desk chair soccer, ping pong, bingo, or trivia.

Employee Lunch/Picnic: Food supplied by management with either donations taken or a set fee to attend. A chili or soup cook-off is a fun way to incorporate this as well.

Pie in the Face: Set a price to pie your CEO, ECM, or other company leaders. This can also be done as a dunk tank!

Office Decorating Contest: A donation to enter the contest with the winner receiving VIP Parking, a plaque, or other incentive.

Ice Cream Social: Host an ice cream truck with proceeds going to the campaign.

Move for a Mission: Organize a 1-mile walk or a 5k for employees. Make it fun with best-themed outfit and other contests.

Pre-Campaign Checklist

	Meet with your MSA United Way representative to discuss ideas and strategies
	Attend the ECM training
	Evaluate past results to identify opportunities (participation, dollars raised, etc.)
	Confirm CEO/Leadership support (campaign events, giving recognition, company gifts or matching, messages of support throughout campaign)
	Recruit a campaign committee
	Determine campaign timeline, goal, incentives, and events
	Obtain campaign materials and resources
	Schedule your campaign kickoff and other special events
	Promote your kickoff company-wide
	Have your leadership send a campaign kickoff letter endorsing the campaign

During Campaign Checklist

	Ensure your campaign kickoff is fun and engaging
	Communicate the campaign goals, timeline, activities, and incentives
	Send out donation site link or distribute pledge forms to every employee. Use your kickoff event and staff meetings to encourage participation
	Promote! Promote! Promote! Share newsletters, emails and fliers
	Share success stories and event photos along the way
	Hold a mid-campaign committee meeting to monitor participation and progress toward your goals
	Send company-wide progress reports
	Follow up with donors who have yet to give

Post-Campaign Checklist

	Collect pledge forms and campaign materials
	Complete Campaign Report and share final results with your United Way Representative
	Thank all donors with a celebration event, letter, or email
	Share the results! Publish the campaign summary including photos and highlights
	Hold a post-campaign meeting with your committee to evaluate successes, challenges, and strategies for next year
	Nominate your company for the Spirit of Bismarck Mandan Award and attend United Way's Annual Luncheon

Year-Round Engagement Checklist

	Use MSA United Way as a resource to organize service projects
	Sign up for the MSA United Way newsletter to stay up-to-date on our impact, initiatives, and events
	Share MSA United Way updates with employees
	Utilize MSA United Way's speaker request for ongoing lunch and learn sessions



Thank

Saying “thank you” may be the last step in your campaign, but it’s one of the most important. No matter how much you raise, showing appreciation encourages continued engagement, helps build a positive workplace culture, and sets the stage for future success.

TIPS FOR THANKING YOUR TEAM AND DONORS

Thank Early and Often: Don’t wait until the end! A quick shoutout after a successful kickoff or a team milestone helps keep momentum up. Gratitude is more powerful when it’s timely.

Make it Personal: A thank-you feels more meaningful when it feels personal. Handwritten notes, emails with the donor’s name and specific impact, or in-person appreciation can go a long way.

Celebrate Participation, Not Just Dollars: Recognize everyone who gave their time, effort, or support—not just top donors. Participation is a win worth celebrating.

Use Leadership Voices: Encourage your CEO or department heads to send a thank-you message or record a short video. A message from the top shows that giving back is valued at every level.

Share the Impact: Tie your thanks to the bigger picture. Let employees know how their support is helping real people in our community. Example: “Because of your generosity, more children in Bismarck-Mandan will go to school with full bellies and full backpacks.”

Highlight Teams or Individuals: If appropriate, spotlight standout departments, employee ambassadors, or first-time donors in your internal newsletter, on bulletin boards, or during a team meeting.

Celebrate Together: Host a simple thank-you event like a breakfast, lunch, or casual treat drop-off. Food and appreciation are always a good combination.



Building a Stronger Community... Together

Why Give to MSA United Way?

Your gift is the catalyst for transformative change. For decades, we've united people and resources to build a resilient community where every family and child has the chance to thrive. With your support, we address our community's most pressing challenges, investing in immediate support and innovative solutions for long-term change.

Where does my contribution go?

Every dollar you donate is a direct investment in the future of our community. Your generosity powers access to essential needs—like healthy meals, student success, or shelter—and helps develop long-term solutions.

Are all United Ways the same?

While every United Way organization shares the mission of uniting people and resources, each one is independently governed and tailored to its local community. MSA United Way serves the central North Dakota region, reinvesting every dollar locally to create real, on-the-ground impact.

How is MSA United Way making an impact in the community?

Using sound data and input from our donors and partners, United Way has developed an impact initiative focused on ways our partner agencies can come together to address our community's greatest needs. In addition, we remain committed to supporting programs and services that meet the daily needs of individuals and families.

How does MSA United Way decide which agencies to fund?

Local, non-profit organizations apply to become MSA United Way partner agencies. Applications are reviewed by Community Impact Committee volunteers to determine how well the organization's program goals and objectives align with the community's needs. Recommendations are given to the Board of Directors for final approval.

Who does United Way help?

United Way works to benefit the entire community. Examples include: emergency food and shelter programs, family crisis and stability, access to early education and literacy, and mentoring programs.

How much of my donation stays in our community?

99% of your donation stays in our community. While United Way is an international organization, 99 cents of every dollar you give makes an impact in the lives of people in the greater Bismarck-Mandan area.



Top 10 Reasons to Support MSA United Way

We are Proactive. Our strong relationships with local agencies keep us closely connected to the needs of Bismarck-Mandan. We respond with proven, research-based strategies that create real, lasting change.

We Deliver Results. Every United Way-funded program must demonstrate measurable outcomes. Your gift is invested wisely and strategically to maximize impact.

We are Local. 99% of every donation stays right here in our community, supporting local programs and helping local people.

We Collaborate. We unite local leaders, volunteers, and partners to drive initiatives that make Bismarck-Mandan a better place to live, work, raise a family, and retire.

We Believe in Community. We're all connected. Whether you realize it or not, if you live in Bismarck-Mandan, you've likely been impacted by United Way's work.

We Unify. When you give to United Way, you join thousands of others working toward one common goal: improving lives and strengthening our community.

We are Efficient. By aligning resources and efforts across agencies, we reduce duplication and drive collective, community-wide impact.

We Simplify Giving. Through payroll deduction and workplace campaigns, supporting your community is simple, convenient, and powerful.

We Encourage Diversity. We bring together people from all walks of life to create a more caring, inclusive, and responsive community.

We Care. Our mission is fueled by compassion. We connect people, programs, and partners to make meaningful change where it's needed most.

What a Dollar Buys



\$5

Cup of coffee

OR



Feed a hungry child for a weekend



\$15

Streaming service

OR



Diapers for a mother in need



\$25

Movie tickets

OR



Books for a child for a year



\$50

Dinner out

OR



Christmas gifts for a child



\$100

Sporting event /
Concert tickets

OR



4 nights of shelter for the homeless

Our Impact



4,000

Children received books from the Dolly Parton Imagination Library program each month



80%

Clients at the Center for Opportunity did not return to homelessness when properly funded



30,000+

Weekend backpacks of food distributed to students each school year



800+

Volunteers on the Day of Caring make an impact in our community

Giving Notes

"Be a Hero": Donate \$500 or more each year to become a member of our Hero Club

Tax Credits: All cash donations of \$5,000 or more are eligible for a 40% North Dakota tax credit

**THANK YOU
FOR YOUR SUPPORT!**

