



Making A
KING-SIZED
Difference

Community Services Fund of Nebraska
Worksite Coordinator Guidebook



Community
Services Fund
of Nebraska

Bar None, You're The Best

Thank you for partnering with the Community Services Fund of Nebraska (CSF)! Together, we can connect donors to the causes they care about and make our community a better place to live.

At Community Services Fund of Nebraska we believe that even small change brings immense good. So let's get started!

Sweet Success

Worksite coordinators are essential to a successful campaign. We hope you find this guidebook helpful in thinking about your campaign and what will work best for you, your team, employer, and coworkers.

Inside, you'll find:

- ▶ About the campaign
- ▶ Campaign checklist
- ▶ Campaign ideas and best practices
- ▶ Promotion ideas
- ▶ Sample letter to employees

Whether your company raises "100 Grand" or just a small "Bit O' Honey," we appreciate all your efforts. If there are additional ways we can help you or answer any questions, please don't hesitate to reach out!



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About the Campaign: Why the Candy Theme?

It's pretty easy to drop a dollar or two on a candy bar each week to feed your sweet tooth. Perhaps it's a bag of M&M's or a dark chocolate truffle every few days. Imagine the change that could happen in our community, our state, and our world if we gave that same amount of money to a charitable organization?

Our community would be cleaner, more residents would have access to health care, creativity and the arts would be lifted up, citizens would be more connected through news and current events. The "Kid in a Candy Shop" theme celebrates the unique choice employees have to direct where they want their money to go through a Community Services Fund campaign.

Easy Peasy: Online Giving Tool

Did you know that Community Services Fund has an online tool that will collect each employee's contributions and designations electronically instead of on paper?

Our system can be customized to meet the specific needs of your workplace. It can make pledge collection simple and reporting to your payroll department a piece of cake. CSF staff can create a page tailored to your worksite, incorporating your logo, your pay periods, your giving options (payroll deduction, one-time or recurring credit card gifts, etc).

Contact the CSF office for additional details or an online demonstration.



Campaign Checklist: Prepare and Conduct Your Campaign

✓ Create a simple plan, giving thought to how you want to organize your campaign.

1. Decide on a campaign period

We recommend a 2-week timeframe. Give donors a short time to make their decisions and turn in their pledge forms.

2. Set a date for your kickoff event

We recommend having CSF and/or a CSF member agency speak at your kickoff event to illustrate how these gifts have an impact in your community.

3. Decide how you will promote the campaign

We recommend choosing 2-3 ideas from page 5, tailored to your worksite, to implement. Also, review page 8 for CSF materials available for your campaign.

4. Choose your pledge forms, paper or electronic, provided by CSF or custom format for your worksite. If you choose to use paper pledge forms, how will you collect them from all employees who wish to participate?

We recommend, when possible, that you hand out the pledge forms and collect them at the same meeting, for those employees willing to fill them out immediately. It's easy for people to forget to fill out or return the forms and to lose track of their pledge forms. This will also minimize your work, no more tracking down employees or sending follow-up emails!

5. Create a plan to thank employees who participate

✓ Contact CSF to set up your online giving account 2-4 weeks prior to your kickoff event

✓ Contact your designated CSF Campaign Volunteer to request promotional materials.

✓ Review the list of CSF Member Agencies and invite one or two to speak at your kickoff event: www.CommunityServicesFund.org/member-agencies.

✓ Send an email notifying employees that the campaign period is approaching.

✓ Distribute your materials.

✓ Educate employees on how their pledges can support our community and remind them to participate. Visit our website for examples from our member agencies of how these dollars make a difference, www.CommunityServicesFund.org

✓ Collect pledge forms.

✓ Report totals to Community Services Fund, we have sample forms available.

✓ Make arrangements to pay CSF directly for pledges to our member charities.

✓ Thank all employees for their participation in the campaign.

Make the campaign personal, have other employees share stories about the impact nonprofits (in general or specifically) have had on their lives. Invite CSF agencies to speak at campaign meetings or wrap-up events to thank supporters.



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Campaign Ideas

Make it fun!

- ▶ Survey your employees to find out what issues and activities are most important. Promote targeted messages or desired activities surrounding the campaign.
- ▶ Identify a theme that reflects your workplace. Consider themes that everyone can relate to and that are flexible for different departments or divisions.
- ▶ A fun campaign energizes the committee and brings awareness to the efforts.

***PRO TIP:** Encourage participation over dollar amounts. Small gifts can make a big impact, when combined with many other small gifts. Higher participation creates a sense of community.*

- ▶ Think about messages and activities that will resonate with your employees and strategically place activities throughout the campaign. (Kickoff, Middle, Wrap-up)

Lights! Camera! Action!

Have employees dress up as their favorite characters from movies or TV shows. Incorporate movie plots or famous lines into flyers and emails. Host a movie trivia contest and offer token prizes to the winning team. Use incentives such as movie tickets or gift cards to promote the campaign and employee participation.

Bald is Beautiful!

Set goals for the campaign and if those goals are reached or exceeded, key employees will shave their heads or cut their locks short and donate them. Men can also shave their beards or mustaches. Or do the reverse and have key employees agree to not cut their hair or shave their beard/mustache until the campaign goal is reached or the campaign ends. Emphasize participation and have side contests to increase the totals.

Tune In to the Community

Music is a great way to get everyone moving to the campaign beat. Hold a karaoke kickoff party. Have participants and volunteers dress up as their favorite musicians. Sell employees' old CDs. Hold a talent show. Give away stereos, CDs, or iTunes gift cards.

Funniest Home Video Contests

Invite employees to create their own videos. Charge an entry fee at the viewing party and offer a prize for the winner.

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Pucker Up Contests

For a set contribution amount, employees can cast votes for co-workers to kiss a pig at the end of the campaign. Or for a set contribution amount, employees have the opportunity to kiss the puppy or kitten. This would also work with goats or a variety of other animals that fit well with your worksite campaign theme.

Husker Day

Sell tickets that allow employees to wear their Husker gear on any game day during the season. Host a Husker tailgate during the lunch hour, asking employees to bring their favorite dishes.

Casual/Jeans Day

Sell tickets that allow employees to wear casual attire on certain days. Encourage departments to compete for a casual day for the entire group.

Race Day

Decorate the office with racing apparel and hold the Office Chair 500. Or consider setting up a putt putt golf course throughout the office. Have employees purchase tickets to participate, with a prize going to the winning employee or team.

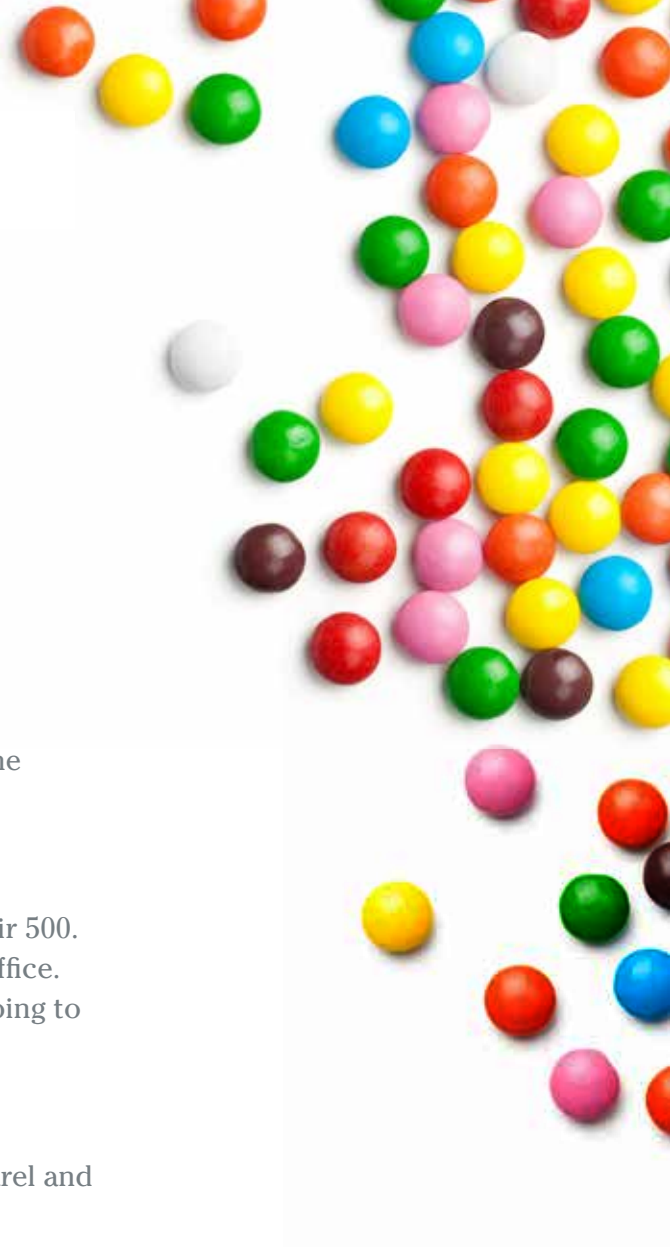
A Day at the Beach

Hold an office luau. Encourage employees to wear beachy apparel and even award a prize for the worst Hawaiian shirt.

Share the Experience

Offer experiences among co-workers as prizes or incentives for participation in the campaign. Is your manager an expert chef? He can give a cooking lesson. Is the woman in the cubicle next to you a championship golfer? She can offer golf lessons. Find co-workers with special skills or services to share!

Think about messages and activities that will resonate with your employees.



Additional Fundraising Events

While the emphasis for your campaign should be placed on traditional fundraising solicitation, many companies incorporate extra fundraising events into their campaign to supplement results and draw attention to the campaign.

We recommend minimal costs to employees to encourage greater participation.

- ▶ Sell \$1 chances for a prize drawing.
- ▶ Sell casual day coupons.
- ▶ Hold a bake sale.
- ▶ Obtain a life-size cutout of a celebrity and sell picture-taking opportunities.
- ▶ Employees can send candy grams to co-workers.
- ▶ Hold a silent auction. Use incentive gifts or have employees bring items.
- ▶ Host a popcorn sale.
- ▶ Set up a car wash in your company's parking lot.
- ▶ Raffle off chances to do a computer/copier/file cabinet smash.
- ▶ Hold a penny drive.
- ▶ Raffle a prized parking space.
- ▶ Set up an ice cream bar with a variety of toppings, charge by the scoop.
- ▶ Have employees provide baby pictures of themselves. Collect the photos and have employees guess who is in each photo. Whoever has the most answers right wins a prize.
- ▶ See who can raise the most money by collecting soda cans. Empty cans can be recycled and money donated to the campaign. Full cans can be sold to employees in the lunchroom and donated to the campaign.
- ▶ Raffle off office cleaning or charge for office decorating for birthdays, holidays, or special events.
- ▶ Breakfast goodies, potluck lunches, snack attacks are great ways to promote the campaign and fellowship with co-workers.
- ▶ Invent traveling trophies (Good or Bad).

**When additional funds are collected as a group, please let CSF know how you wish to designate those dollars. Options include: equal distribution among all agencies, match the % designations of employees to agencies in the overall campaign, or support CSF operating fund.*

Contact the CSF office if you have any questions!



Promote your Campaign

▶ Hold an employee meeting

Employee meetings are often the key to the success of your worksite's campaign.

▶ Own your event. Remind employees this is their campaign.

*We recommend inserting your workplace's name in the campaign title:
The "ABC Company" Employee Campaign.*

▶ Create a team of employees to plan the meeting and make it fun and engaging. Set goals for your organization. Use incentives to encourage employees to attend and to give.

▶ Make sure that your leaders at your workplace are visibly engaged.

We highly recommend asking your CEO or other top leadership to speak at the employee meeting.

▶ Make your meeting fun and engaging.

▶ Request a speaker from one of the Community Services Fund agencies to talk about how workplace campaign donations enhance the community (call 402.475.7759).

▶ Encourage those in attendance to fill out their donation form and return it at the end of the meeting.

▶ Keep track of the forms that you have received and not received, follow up with those who have not turned in their forms.

▶ Thank your donors!

▶ Show your donors how to learn more about each agency on the CSF website or in our brochure.

Resources Available

Website

The Community Services Fund website has information about all of our non-profit member agencies. Located at www.CommunityServicesFund.org, select the Member Agencies tab, List of Agencies. Select the agency and view information about the agency, how contributions are used and a recent story about events at the agency.

Brochure

The Community Services Fund brochure has information about all of the CSF Member Agencies. Located in the brochure are brief descriptions of the agencies along with the designation code. This 4-digit code is necessary to make sure that the donor's designation choice is fulfilled.

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Pledge Forms

Depending on the type of campaign that your workplace runs, there are separate forms:

- ▶ Community Services Fund
- ▶ State of Nebraska Campaign
- ▶ Combined Federation Form: Community Services Fund, Community Health Charities, and local United Way
- ▶ Custom

It is important to fill in the agency code to make sure donations are given to the agency that you have selected. Fill in the information indicating if there is a check enclosed, a credit card is included (with expiration date and signature) or about how the funds are to be taken from your paycheck – is it a one-time gift, monthly, every pay period? Show your employees how to fill out the forms.

Posters

Hang the posters in the break rooms, bathrooms, and other highly visible areas. Contact CSF for 8 × 11 posters or copy your own from the resources page of our website.

Sample Internal CEO Email

SUBJECT: Top Down Change

EMAIL COPY

Hello [Company XYZ] employees,

I am writing to you about a cause that is important to me, and to the entire leadership team: making the company, city, and state a better place to work and live.

For [number of years] we've participated in the Community Services Fund of Nebraska workplace giving campaign. Now making something better starts with top-down change. That's why I've pledged [amount, if appropriate] to [cause, if appropriate]. I encourage you join me in giving back to the causes that are important to you. It does not have to be a lot. A gift equal to the cost of a candy bar, given weekly makes a huge difference.

Sincerely,

[CEO NAME]

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Sample Internal Coordinator Email

SUBJECT: You've got options.

EMAIL COPY

Hello employees,

Welcome to the [first/second/third/fourth] annual [Company XYZ] workplace giving campaign! As you heard from [CEO Name], participating in the campaign not only strengthens [City] it has the ability to affect all corners of our state.

How are you going to create change?

Like a kid in a candy shop, you've got options. So whether you decide to give to help beautify parks or have a passion for social justice, **you choose** which member agency you want to support with your payroll deduction.

Easy as pie.

Step 1: Choose your cause(s) and decide on the amount you want automatically deducted from your paycheck.

Step 2: Multiply that number by pay periods in a year for your total gift amount.

Step 3: Fill out the [attached form/online form (include url)].

Step 4: Pat yourself on the back for being one incredibly generous (and sweet) individual.

Make a king-sized difference.

If you have any questions we encourage you to contact [Workplace Coordinator Name], we are glad to help. Just don't wait, you have no idea what one day, one candy bar, one dollar could do to change the world!

Making our community a sweeter place to live, work, and play,

[Name]



How Sweet It Is...



At Community Services Fund, we connect donors to the causes they care about most. By representing the largest number of charitable agencies of any federation in the state, connecting those agencies with many donors across Nebraska, we are building vibrant, creative, healthy communities - connection by connection.

For 38 years, Community Services Fund has been helping to make Lincoln and Nebraska a better place to live. We celebrate the arts, protect our natural environment and create green spaces, provide healthcare to those who might not otherwise afford it, and work to protect vulnerable children. Everywhere you look, Community Services Fund's member agencies are making a difference in the community with the help of donations from people like the employees at your workplace.



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