



CAPITAL AREA UNITED WAY

CAMPAIGN GUIDE

2024 - 2025



WE'RE ON A MISSION

Since 1925, Capital Area United Way has believed in the power of unity to create lasting change. Together, we put opportunity in the hands of people in our community every year. CAUW is leading the charge to improve **education, income stability, health and basic needs** – *the building blocks of opportunity*.

HOW WE DO IT

We use our resources and networks to bring the best people, ideas and projects together to create opportunities for all in our **10-Parish service area**. We foster social innovation, mobilize volunteers, drive business participation and spur the community to act for the common good.

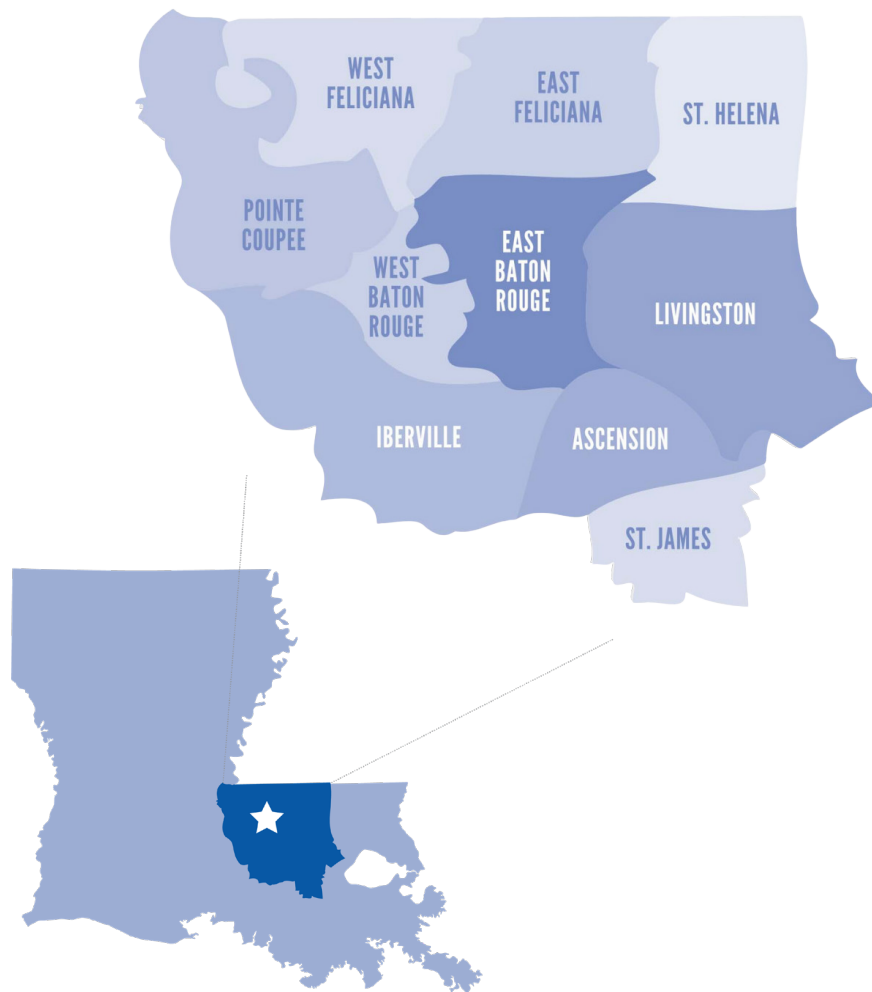


TABLE OF CONTENTS

Steps to a Successful Campaign Page 3

Campaign Best Practices Page 4

Volunteer Opportunities Page 8

Sponsorship Page 9

Campaign Checklist Page 10

Award Criteria Page 11

Campaign 10 Best Practices Page 14

Goal Sheet Page 15

WELCOME TO THE TEAM

Thank you in advance for your efforts! By leading your company’s workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting impact in our 10-Parish service area.

You are a frontline volunteer who raises awareness about the vital role Capital Area United Way plays in the community. Together, with passionate supporters like you, we are leading the charge and placing the building blocks of opportunity for all in our region.

We hope this guide will provide you with the necessary resources to run your employee giving campaign. Please reach out to your Resource Development Team (RDT) Member at Capital Area United Way who can provide additional support and guidance throughout your campaign.

STEPS TO A SUCCESSFUL CAMPAIGN

1. PLAN

- 1 to 4 months ahead of the campaign: Meet with your Capital Area United Way (CAUW) RDT Member to review past campaigns and opportunities to boost campaign success.
- 1 to 4 months ahead of the campaign: Set the exact campaign dates. Allow plenty of time to create strategic messaging and plan a communication timeline.
- Assemble a team to help distribute messaging across each department or business unit. A good ratio is one campaign team member per every 25 employees. Meet with your team regularly to share campaign messaging and plans, and to recruit volunteers to help with campaign events.
- Set a goal that your campaign team and employees can rally behind. This could be monetary, a participation goal, and volunteer hours, all depending on what works for your organization.
- Identify opportunities for campaign events where the CAUW message can be shared with an audience in small groups, virtual or a combination.

Your CAUW Resource Development Team Member can provide communication materials such as client stories, infographics, video clips, etc. to spread the message and impact your team's contribution is making in the community!

CAUW runs on a fiscal year from July 1 - June 30. Typically, campaigns run in the fall with payroll deductions beginning at the start of the following calendar year.

2. EXECUTE

- Use your planned messaging to launch the campaign. Consider hosting a kickoff event where your organization's leadership can share the importance of philanthropy to the company.
- Hold events during the campaign to share information on the issues facing our community and how CAUW is positively impacting our 10-Parish service area.
- Schedule a company volunteer event for employees to feel the impact of their giving. These can be done in small groups or virtually.
- Build and maintain excitement with materials and videos or view the [Fun-Raising Guide](#) for more ideas.
- Utilize the campaign team members to keep giving top of mind during team meetings, conference calls, or when making personal asks. Continue to meet with the team regularly to discuss strategies and needs.

3. WRAP UP

- 1 to 2 weeks after the campaign: Finalize and share the results with your RDT Member, Campaign Team and/or management, Payroll deduction information should be submitted to HR or your payroll processing department.
- 1 to 2 weeks after the campaign: Send a thank you note to the entire company or individual donors.
- 1 to 2 weeks after the campaign: Finalize the results and thank your campaign team.
- 1-2 months after the campaign: Plan for next year. Gather feedback about the campaign from your committee and colleagues and leave notes and resources for next year's campaign team.

4. CELEBRATE YOUR RESULTS!

DESIGNING YOUR CAMPAIGN

KICKOFF

- Plan a pep rally over breakfast or lunch either in small groups or in a virtual setting.
- Have a senior executive from your company, a CAUW Board Member, Cabinet Volunteer or a staff member speak at the event. This can be done in person or pre-recorded.
- Show one of the CAUW videos to demonstrate impact of donations.



UTILIZE AVAILABLE RESOURCES

- The Workplace Campaign toolkit is available online at www.cauw.org/resourcecenter. This toolkit includes sample email messaging, video links, PDFs of collateral materials and more.
- Your Resource Development Team Member will guide you through all steps of running a successful campaign as well as help you set goals, train your team and more.
- Need something that is not available in the online tool kit? Ask your RDT Member!



COMMUNICATIONS

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any company match, corporate gifts, or other incentives to increase contributions.
- The method for communications may be different across your organization. Regardless if it is face-to-face, one on one conversations, or virtual meetings, the ask is still very important. People give to people. The campaign team members should ask their peers to consider making a gift to the campaign no matter the platform of giving this year.

RETIREE CAMPAIGNS

While retirees may no longer work with you day-to-day, including them in your campaigns will help them stay connected to the company and continue contributing.

The easiest way to get retirees involved is to choose a prominent retiree to reach out and ask others to participate! Including retirees can provide additional revenue, volunteers and enthusiasm!

DESIGNING YOUR CAMPAIGN

INCENTIVES

- Popular prizes include a day off with pay, rewards, or raffles for unique items and/or experiences - get creative!
- Consider using their completed pledge forms as entrance into the raffle, rather than a ticket.

EVENTS

- Host events after the campaign is launched and donation options have been clearly communicated. These can be done in small groups or virtually.
- Popular events include dress down days, potluck lunches, silent auctions and bake sales. Your RDT Member can provide you with messaging and talking points for these events.
- Consider a campaign theme and have events, which can be virtual, hybrid, in-person and/or low cost.
- Encourage all to participate in Volunteer United.
- Donation amounts have been clearly communicated.

CAMPAIGN THEME

- Create a campaign theme to help make messaging and events fun.
- Examples include: Executive/CEO Dunk Tank; Donation raffles; Holiday themed challenges; \$24 for 2024; Parking Space Specials.

RECOGNITION & THANKS

- Send personal thank you notes to each of your campaign committee members.
- Use mediums that are effective in your workplace (i.e. parties, gifts, letters, email presentations, newsletter articles, etc.) to highlight givers of a certain level.
- Publicize results and reiterate the impact of gifts to all employees.



BRIGHT IDEA

Workplace events can be very successful with fundraising when done right, and TotalEnergies created an exciting way to get everyone involved! After the cooking team enjoyed playing cornhole at the annual CAUW Jambalaya Jam, the team at TotalEnergies worked to host a Cornhole Tournament at Istrouma Brewing in St. Gabriel which consisted of dozens of teams. This event raised money to help fund programs, initiatives and projects in our 10-Parish service area.



CAMPAIGN RECOGNITION

Thanking everyone for participating in the campaign is just as important as making the ask for contributions. People want to feel appreciated for their contribution as well as understand where their dollars are going in the community. Below are two ways to thank donors:

THROUGH THE WORKPLACE CAMPAIGN

- Place thank you posters around your workplace following the conclusion of the campaign.
- Thank you letters or e-cards should be sent from your CEO, Campaign Chair(s), ECC and any other campaign leadership.
- Highlight Leadership givers (\$1,000+) and host a private event for them.
- Give a special gift or host a special reception for campaign leadership and committee(s).
- Publicize your results via company newsletters, email or intranet.
- Celebrate and be proud of your success! You've earned it!

THROUGH CAPITAL AREA UNITED WAY

- Share you donor details with CAUW so we can thank them individually and show them the impact that their gift will make in the community.
- Donors who give at the Leadership level will be eligible for CAUW Giving Societies (please see page 7 for more information).
- Providing CAUW with your donors' contact information is important. They will be able to receive ongoing news and information about exciting events and opportunities for which they qualify. This information will also be used to send invitations to CAUW leadership events and list donors in the Annual Report.



LEADERSHIP GIVING SOCIETIES

When asking for donations, remember that CAUW Giving Societies are a way for employees to extend their impact and deepen their engagement with our work.

Based on their giving level, employees can join the following Giving Societies and take part in meaningful, year-round events, volunteer opportunities and engagement.

TOCQUEVILLE SOCIETY

The Tocqueville Society is a group of local philanthropists who invest in CAUW through annual gifts of \$10,000 or more. Through their contributions, Tocqueville Society members show how their personal investments and civic-minded spirits create a powerful legacy that will shape our community's future.

MEMBERSHIP BENEFITS

- Joining a national network of philanthropic leaders who are engaged locally to create long-lasting, positive changes
- Partnering with a quality organization and dedicated staff; ensuring that financial investments, resources, and time are efficiently allocated in local communities to maximize community impact
- Invitations to attend United Way Worldwide events, conferences, leadership forums and exclusive volunteer events
- A copy of the book Democracy in America, written by Alexis de Tocqueville in 1835.
- Semi-Annual Newsletter
- Listing in Community and Annual Reports
- Invitations and special "perks" to all Capital Area United Way events
- Opportunities to volunteer through one of our affinity groups. Refer to www.cauw.org for more information on how to join Women United and/or the African American Leadership Council (AALC).

GOTTLIEB SOCIETY

Gottlieb Society is a diverse group of local leaders fighting for the education, income stability, health and basic needs of every person in our 10-Parish service area. Gottlieb Society members support CAUW with an annual gift of \$1,000 or more (less than \$20/week), which is invested in the most effective, measurable programs that help more than 250,000 local people each year.

MEMBERSHIP BENEFITS

- Name listed in CAUW's Annual Report and website
- Invitations to special events
- Opportunities to network and meet with donors who share a like-minded spirit of philanthropy
- Updates on the impact of your investment
- Access to exclusive volunteer opportunities
- Opportunities to volunteer through one of our affinity groups. Refer to www.cauw.org for more information on how to join Women United and/or the African American Leadership Council (AALC).

GROW YOUR GIVING AT A COMFORTABLE PACE

Capital Area United Way's Three-Year Step-Up Program gives you a pathway to our Gottlieb Leadership Society and their benefits. Through our multi-year giving program, we acknowledge donors for their total commitment level on year one. In this program, you will reach your personal giving goal by increasing your gift incrementally over a three-year period and your commitment will go toward the great impact fund for our community.

HERE'S HOW IT WORKS

YEAR 1	YEAR 2	YEAR 3 - GOTTLIEB
\$500	\$750	\$1,000

CAPITAL AREA UNITED WAY

**WOMEN
UNITED**

AALC African
American
Leadership
Council

VOLUNTEER UNITED



Capital Area United Way invites you to **VOLUNTEER UNITED** and become part of the strategic solution to achieve sustainable results. Whether you are a corporate partner or an individual, no other organization is better equipped to connect volunteers to the needs in our community.

VOLUNTEER OPPORTUNITIES

Engagement Calendar –

Join CAUW each month for different volunteer projects and events for year-round engagement.

Individual Engagement –

CAUW connects individuals that bring passion, expertise and resources needed to help us carry out our mission in the areas of Community Impact and Fundraising.

Corporate Engagement –

Let CAUW help drive your corporate goals with customized unique volunteer projects that not only strengthen our community, but provide significant benefits to your company and employees in both tangible and intangible ways.

Service To Go –

These fun, DIY projects can be completed anywhere and they provide meaningful resources to local nonprofits who are helping individuals, families, and children in need.

CHAMPION OF CHANGE

Are you ready to be a **CHAMPION OF CHANGE** and gain access to exclusive projects and events?

Join **VOLUNTEER UNITED** today and connect with others who are giving back so others can get ahead. Visit www.cauw.org/volunteer to view and sign up for opportunities throughout the year.

For more information on Volunteer United, please call our office at (225) 383-2643, or email your RDT. Staff emails can be found on the back page of this document.

SPONSORSHIPS

When you become a sponsor of CAUW events, programs, and initiatives, you provide critical support to improve education, income stability, health, and basic needs in our community. You will receive public recognition for your commitment to putting opportunity in the hands of all in our community and may experience an increase in positive media coverage as a result.

We offer a wide range of sponsorship opportunities to choose from.

To stay up-to-date on the latest sponsorship opportunities, visit www.cauw.org/resourcecenter.

Contact Amey Shortess Crousillac, Vice President of Resource Development at ameyc@cauw.org for any questions or comments you may have.

JAMBALAYA JAM

The Jambalaya Jam is Capital Area United Way's largest fundraiser of the year and will be held on Thursday, October 17th in downtown Baton Rouge from 12-8 p.m.

Join 50+ cooking teams as they compete for the best Jambalaya in our 10-Parish area. Join the Jambalaya Jam by sponsoring our event and participating as a cooking team.

The packet for the 2024 JAM JAM can be found at www.cauw.org/jamjam, you may also email ashleym@cauw.org for more information on sponsoring the JAM.



BRIGHT IDEA

Affinity group sponsorships are a great way to connect with passionate volunteers in the community. As a continuous sponsor of Women United, BASF has continued to leave a major impact on the community through our recent Women Empowering Women event and their annual Celebrate the Power of Women event, which honors women in the community for their impactful marks and their trailblazing efforts.



CAMPAIGN CHECKLIST

- 1 TO 4 MONTHS BEFORE** Meet with your Resource Development Team Member to create campaign strategies and supply materials. (Make sure to include your team).
- 1 TO 4 MONTHS BEFORE** Determine the dates for your campaign and set fundraising and/or participation goals.
- 1 TO 4 MONTHS BEFORE** Select theme, speakers and kickoff date.
- 4 WEEKS BEFORE** Have additional supplies needed from the CAUW Resource Center printed and/or ready, or you may request these from your RDT.
- 4 WEEKS BEFORE** Coordinate campaign messaging and develop a timeline for company-wide distribution.
- 4 WEEKS BEFORE** Implement a Day of Impact/Action either onsite, offsite, or virtually to demonstrate the impact their donation to CAUW.
- DAY 1 OF CAMPAIGN** Host a general employee kickoff event with company leadership in attendance or as speakers (this can be pre-recorded).
- THROUGHOUT CAMPAIGN** Host employee education meetings and events throughout the campaign.
- THROUGHOUT CAMPAIGN** Share progress toward your goals with your team.
- 1 TO 3 DAYS AFTER** Announce and celebrate your results.
- 1 TO 3 DAYS AFTER** Thank your donors and campaign team members for their support.
- 1 TO 2 WEEKS AFTER** Finalize campaign results. Contact your RDT Member to pick up results and donor information for CAUW to send thank you letters.

CAUW must have full-time employee and donor count to be eligible for campaign awards!

AWARD CRITERIA

CORPORATE PARTNER OF THE YEAR AWARD

This partner stands out from the rest. In addition to qualifying for the Excellence Award, they also achieve ALL the following:

Employee Giving:

- Supports CAUW's community investments with at least 80% of its employee giving total.
- Supports CAUW's community investment with the CEO/LSM giving \$1,500 or more.
- Increased the number of leadership givers and/or leadership dollars.

Corporate Giving:

- A minimum of a 20% increase in current year support to CAUW - through corporate sponsorships and/or grants over the previous year.
- Partners with CAUW in Education, Health, Income Stability and Basic Needs and/or raises visibility and awareness of CAUW's impact in the community.

Best Practices:

- ECC attends training.
- Completes 6 of the 10 Best Practices (see page 14 for complete list).

EXCELLENCE AWARD

Employee Giving:

- 51% or more employee participation.
- Average employee gift of \$250 or more.
- Supports CAUW's community investments with at least 70% of its employee giving total.
- Supports CAUW's community investments with the CEO/LSM giving \$1,000 or more.

Corporate Giving:

- A flat or increase in current year support to CAUW - through corporate sponsorships and/or grants over the previous year.
- 100% of the support is invested in the work of CAUW.

Best Practices:

- ECC attends training.
- Completes 6 of the 10 Best Practices (see page 14 for complete list).

AWARD CRITERIA

ACHIEVEMENT AWARD

Employee Giving:

- 51% or more employee participation.
- Average employee gift of \$120 or more.
- Supports CAUW's community investments with at least 65% of its employee giving total.
- Supports CAUW's community investments with a gift from the CEO/LSM.

Corporate Giving:

- A flat or increase in current year support to CAUW - through corporate sponsorships and/or grants over the previous year.
- 100% of the support is invested in the work of CAUW.

Best Practices:

- Complete 6 of the 10 Best Practices (see page 14 for complete list).

PREMIER AWARD

This award is given to all 1st time campaigns (or a campaign that has lapsed 4 years or more).

Employee Giving:

25% or more employee participation.

Best Practices:

Complete 6 of the 10 Best Practices (see page 14 for complete list).



AWARD CRITERIA

OUTSTANDING BOARD MEMBER

Presented to a board member who has devoted their time and talents to improve CAUW and ensure that we have the resources necessary to make a real impact on our community. This person is also a leadership donor. They truly LIVE UNITED - by giving at Leadership level, advocating for the change, and volunteering their time to create an even larger impact.

VOLUNTEER UNITED

Presented to an individual who has gone over and beyond with volunteer efforts.

Not to be confused with the ECC of the Year.

ALICE AWARD

Presented to a community partner, nonprofit, or individual that shows commitment to the ALICE population.

COMMUNITY BUILDER AWARD(S)

1. Presented to the company with the largest Employee Average from each tier that has 51% participation.
2. Presented to the company with the largest Corporate per Capita with at least 51% participation.

NOTE: One company could win both awards!

1. Presented to the nonprofit with the largest Employee Average Gift and 51% participation.

Tier Listing:

Tier 1: \$100,000+

Tier 2: \$50,000 - 99,999

Tier 3: \$10,000 - 49,999

Tier 4: \$0 - 9,999

GOING THE EXTRA MILE AWARD

Presented to ALL companies that increase their campaign by 10% and attends Employee Campaign Coordinator trainings.

EMPLOYEE CAMPAIGN COORDINATOR OF THE YEAR

Presented to the ECC who is a real hero and the fuel behind the success of their workplace campaign. Their passion, voice, organizational skills, and work behind the scenes truly make it a success. This award is given to the person or team that best exemplify the spirit of what it means to LIVE UNITED.

An individual can only receive this award once every 5 years. One award will be given from Tier 1&2, and one award will be given from Tier 3&4. *Tiers are listed below in the bottom left corner of this page.

IMPACT AWARD

Presented to one nonprofit for their extraordinary dedication and commitment to the community.

They also must be:

- Responsive to the changing needs of clients and the community through exceptional services and programs.
- A model organization for the collaboration and best practices that enhance the quality of service and life for the clients they serve.
- Creating lasting community impact through measured and proven results.

The 1st Centennial Award will be presented at our 100th Anniversary celebration and annually thereafter. This award would require an application from the Corporate Partner(s) of the Year to be considered. The winner will be selected by a volunteer committee.

A company can only win this award once every 5 years.

CAMPAIGN BEST PRACTICES

We've got the tools to help you make your United Way campaign stand out. Check out best practices proven to engage, excite and ultimately unite your people.



To receive a campaign award, you are required to have completed 6 out of 10 of Campaign Best Practices. For additional award information see pages 11-13.

GOAL SHEET



2024 WORKPLACE CAMPAIGN

OUR ACCOMPLISHMENTS & GOALS

2023-2024

2024-2025

% PARTICIPATION: _____

DOLLAR AMOUNT GOAL: _____



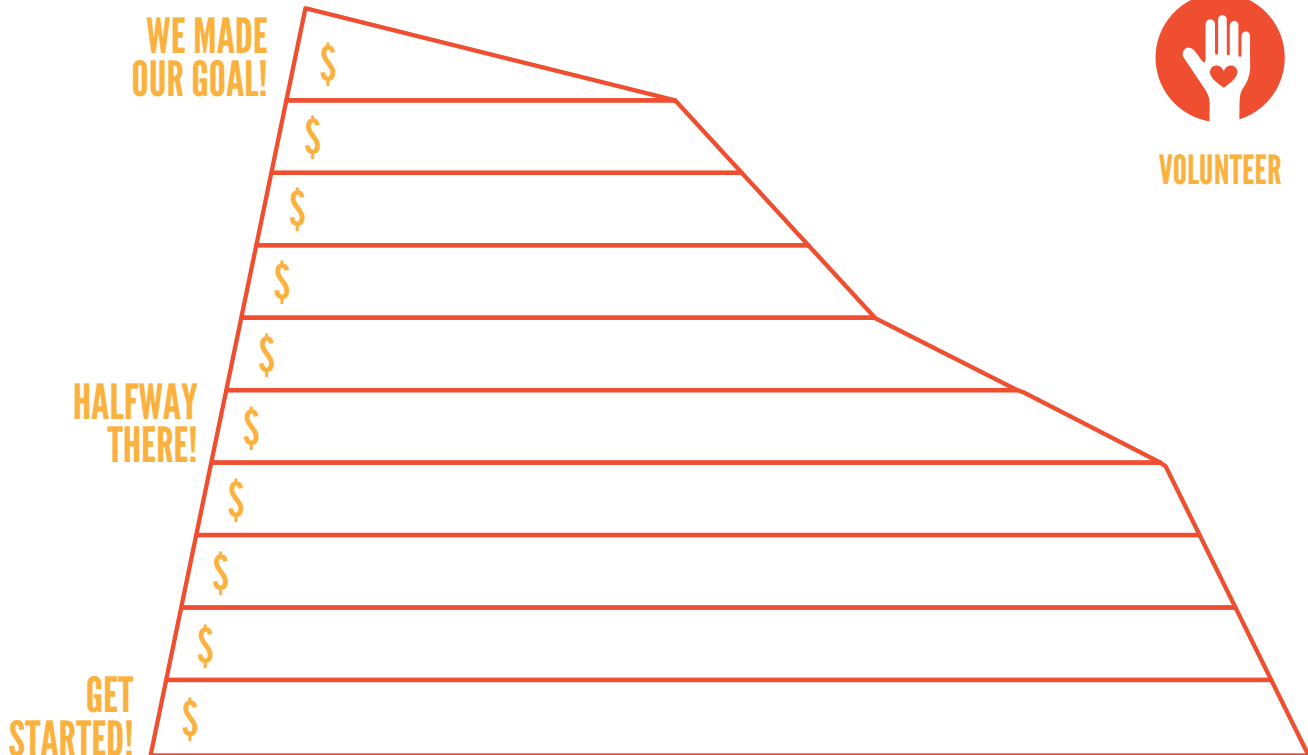
GIVE



ADVOCATE



VOLUNTEER



Thank You!

We offer up a special Thank You from our President & CEO, George Bell, along with a sense of gratitude from our Resource Development Team:

Amey Shortess Crousillac

Executive Vice President, CAUW,
Resource Development
ameyc@cauw.org

Emily Boudreaux

Corporate Relationship Manager
emilyb@cauw.org

Diane Drake

Director of Corporate Relations
dianed@cauw.org

Richard Haydel

Corporate Relationship Manager
richardh@cauw.org

Terence Delaine

Corporate Relationship Manager
terenced@cauw.org

**CAPITAL AREA UNITED WAY
700 LAUREL STREET
BATON ROUGE, LA 70802
(225) 383-2643 • CAUW.ORG**

