



United Way of the Greater Dayton Area
**EMPLOYEE
ENGAGEMENT** *Toolkit*





Maximize Community IMPACT

Introduction

Whether this is your first time as an Employee Engagement Champion (EEC) or you're a seasoned veteran, this guide will help you engage your employees and maximize community impact through your partnership with United Way of the Greater Dayton Area.

We encourage you to take advantage of the materials provided and know that the United Way team is ready to support you in achieving your goals.

Why United Way

It takes a broad-reaching movement to drive far-reaching change. We know that no one organization or individual solves complex issues like homelessness or unemployment single-handedly; and such issues are not solved overnight. It takes a movement. That's why United Way works with more than 720 organizations and businesses and trains over 1,350 individuals on ways they can help children, families and communities across Greater Dayton thrive.

This movement is more than United Way. We work with board members, committees, and affiliate groups made up of cross-sector leaders that are committed to removing barriers that currently allow a zip code to define a family's success.

Employee Engagement Champions (EEC)

United Way EECs serve as leaders within their respective companies to engage colleagues in building a stronger community by planning, organizing, and coordinating successful employee engagement through partnership with United Way of the Greater Dayton Area.

The Role of an EEC throughout the year:

- Work closely with your United Way to develop your strategic engagement and fundraising plan
- Work closely with your organization's leadership to gain support and execute strategies
- Join, participate, and share in the Fundraising Summit
- Recruit a team of ambassador volunteers to assist your efforts
- Plan employee fundraising, engagement, and/or employee recognition events
- Promote United Way, and the impact achieved, throughout your organization
- Team up with internal engagement groups to build stronger momentum for your efforts
- Educate your co-workers about the Strong Families program
- Encourage volunteerism among your co-workers, organize volunteer projects
- Spotlight employees that are doing great things in your communications
- Thank your donors and volunteers throughout the year
- Publicize your results
- Evaluate and make recommendations on how United Way can improve

"United Way's tools and resources make it easy to engage employees in giving back and volunteering in their communities to effectively support Strong Families in Greater Dayton. As a result, we are seeing an increase in year-round engagement and employee morale."

– Daffany Murphy, Enterprise Holdings



Engage Your Employees Year-Round

Benefits of Partnership:



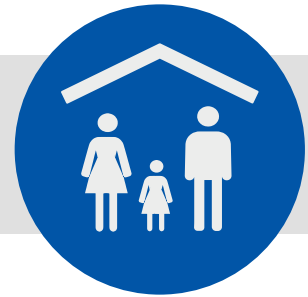
To you, the EEC

- Career-building skills
- Networking opportunities
- Recognition within your organization
- Expert knowledge of the value of supporting Strong Families



To your organization

- Creates a bond of interest between employer and employee
- Corporate recognition
- Improved customer relations and loyalty
- Unique engagement and leadership opportunities for employees



To the community

- Advance the Strong Families program, improving the lives of children, individuals, and families throughout our three counties
- Expanded avenues for community outreach



Ways to engage employees year-round

At United Way of the Greater Dayton Area, we have the capacity to engage your employees and relay the impact of their support by connecting them to our community in a number of ways. From year-round activities via volunteerism and events, to our dynamic affinity groups, there is a place for everyone to become involved.

Work with your United Way staff member to develop a customized strategic year-round engagement calendar that achieves your goals .

Engage Your Employees Year-Round



Volunteer Activities Focused on Advancing Our Community

United Way's volunteer projects – corporate and community – focus on work that advances the mission of supporting Strong Families. That means projects that are aimed at job training, housing, and education, among other things.

It's important to encourage volunteerism. Many times, it takes an individual seeing what United Way does in the community in order to feel more connected.

DAYS OF SERVICE

January
MLK Jr. Day

April
Global Youth Service Day

May
Day of Action

September
9-11 Day of Service

November
Make A Difference Day

Connecting Employees to Their Impact in Our Community

There are many ways to communicate with your organization's employees throughout the year. Work with the United Way staff to develop a plan that is unique to your organization. Some examples of things that can be provided include:

- Monthly or quarterly emails to all employees and senior leaders
- Blurbs for intranet or social networks
- Digital signage or other digital assets
- Posters, flyers, table tents
- Other custom communications



Leadership And Affinity Groups



Lead the Way in Making a Difference For Your Community

United Way of the Greater Dayton Area provides a perfect platform for your time, talents, and treasure through leadership giving societies and affinity groups. Behind all of our work, there are people we count on to help improve the well-being of our children, families and communities.

The different leadership giving societies and affinity groups are one of the main platforms that allow individuals to live out their life of service.

**LEAD
UNITED**

LEAD UNITED

\$1,000+

Fighting for *Strong Families* in the Greater Dayton area



WOMEN UNITED

\$1,000+

Leading the charge for children ages 0 - 8 to have quality child care and education



John Moore Society

\$1,000+

Giving youth support to believe in their abilities and foster a love of reading



Tocqueville Society

\$10,000+

Strategically investing to improve our community

**UNITED WAY
legacy**

LEGACY SOCIETY

\$250+

Engaging retired professionals to invest in the next generation



Fundraising Best Practices

Develop Your Fundraising Engagement Plan	TARGET DATE	✓
Review the previous years fundraising data, work with your United Way representative to identify opportunities and challenges.		
Meet with your CEO or senior leadership team: set your goals and secure endorsement.		
Recruit a team of ambassadors to help execute the plan.		
Engage United Way affinity group members, Board and/or Committee members at your workplace to spread the word!		
Work with United Way to develop a communications plan from leadership and ambassadors to encourage participation.		
Invite employees to engagement and fundraising events.		
Execute Your Fundraising and Engagement Plan	TARGET DATE	✓
Launch communications suite informing employees of upcoming engagement opportunities and how to contribute .		
Hold a United Way event to educate employees about the Strong Families movement.		
Hold a leadership recruitment event or meeting.		
Conduct special events, such as volunteer activities or fundraisers.		
Share updates on fundraising results, special events, community impact, and other activities to engage employees.		
Finalize Your Fundraising Campaign and Plan Year-Round Engagement Activities	TARGET DATE	✓
Collect pledge forms (if applicable), calculate results, and engage lapsing donors.		
Submit or communicate fundraising results (if applicable) to your United Way contact.		
Thank donors with a customized communication or celebration event.		
Schedule a planning meeting with your United Way representative to keep employees engaged in the community year-round!		