Thank you for your leadership in coordinating an employee fundraising drive! Your efforts will make a difference by improving lives across our service region. Tulsa Area United Way is here to help you succeed! This playbook serves as a guide to get you started. If you have any questions about the process or need more information, visit Giving HQ on our website for resources: www.TAUW.org/GivingHQ. You can also contact us directly at campaign@TAUW.org for further assistance.

1. **PLAN**
   
   Assemble a fundraising team to help spread the excitement and share responsibility throughout your organization! **Set a dollar goal** that your fundraising team, organizational leadership, and employees can rally behind.

   **Set fundraising drive dates.** Allow plenty of time to craft messaging, meet with your leadership team, and choose pledge options. Set key timelines for your kickoff with an speaker from a nonprofit partner, nonprofit tours, living wage simulations, nonprofit fairs, kit-building volunteering, and state of the area presentations.

   **Meet with your CEO and leadership team to verify all timelines and goals.** Consider creating video messages or writing letters from your organization’s leadership to encourage and endorse donations. **Consider what incentives you can offer to employees as part of your fundraising drive goal.**

2. **PROMOTE**
   
   **Have fun and share why you Live United!** Ask your colleagues for testimonials and begin sharing impact moments. Host a nonprofit fair and invite open discussions. The key to a great fundraising drive is education. Invite us out to speak on the impact of your dollars!

   **Promote incentives and prizes** for leadership level givers ($600 and above) and advertise affinity group membership options!

3. **RUN**
   
   **Fundraising drive kickoff** events are effective ways to engage your employees. Invite TAUW staff and a nonprofit to present at your kickoff to share stories and impact.

   **Share pledge information** after your kickoff, include invitations to your organization’s special events, employee incentives, and endorsement messages from your CEO.

4. **WRAP UP**
   
   **Complete a fundraising report,** either online or on paper. Submit any original payroll pledge cards or a report of gifts to your payroll department. All checks should be made payable to Tulsa Area United Way and should be submitted within **15 days.** Please report your donors by emailing a spreadsheet to campaignreport@TAUW.org. Alternatively, include copies of payroll pledge cards, ensuring each donor keeps a copy for their records.

   You can print the online report or fill out the one in your packet, place it in the provided envelope, and contact your Organizational Giving Manager or deliver it to the lockbox. The lockbox address is Bank of Oklahoma, 6242 E 41st St, Tulsa, OK 74135. You can also mail it to Tulsa Area United Way, Dept. 1189, Tulsa, OK 74182, or schedule a pick-up by calling 918.583.7171.

   **Finished with your Fundraising drive?** Use this link to wrap up your campaign: www.TAUW.org/campaignreport

5. **THANK YOU**
   
   **Recognize your team’s efforts!** After wrapping up the donation collection process, be sure to share the results and express your gratitude through department meetings, company newsletters, and emails. Take a moment to celebrate your successes together.

   Don’t forget to share any pictures or content from your campaign with the Tulsa Area United Way! (You can submit pictures or videos with the QR Code at the top of this page.)
Thank you for joining the Tulsa Area United Way (TAUW) by representing your company as the Employee Campaign Coordinator (ECC). The United Way staff is ready to support you through your fundraising drive! Check out fundraising drive resources at www.TAUW.org/GivingHQ or call us anytime at 918.583.7171.

1 PLAN

☐ Recruit your Fundraising Committee.

☐ Establish a Fundraising Timeframe (Insert dates below).

Start Date: ______________________

End Date: ______________________

☐ Choose your Engagement Events.

☐ TAUW staff education session
☐ Nonprofit partner presentation
☐ Nonprofit partner tours
☐ Nonprofit partner volunteer or educational fair
☐ 211EOK educational session
☐ Affinity Groups learning session
☐ Community Data Presentations: Living Wage or Community Insights
☐ Customizable engagement activities

2 PROMOTE

☐ Distribute fundraising drive information in emails and employee publications.

☐ Share CEO endorsement email/video.

☐ Publicize incentives for giving (Insert incentives below).

3 RUN

☐ Schedule and conduct employee meetings or an all-employee kickoff.

☐ Promote and show the United Way Fundraising Drive Promotional Video(s).

☐ Hold special events (Insert special events or incentives below).

4 WRAP UP

☐ When your fundraising drive concludes, contact your Organizational Giving Manager to wrap up and finalize all documents.

☐ Print out the emailed Report and place in your Report Return Envelope.

Contact your Organizational Giving Manager or physically deliver your campaign report to our lockbox.

☐ Complete Fundraising Report either online or physical copy.

☐ Give all original payroll pledge cards or report of gifts to your payroll department.

☐ Make all checks out to Tulsa Area United Way.

Do not hold personal checks more than 15 days.

☐ Email spreadsheet of donors to campaignreport@TAUW.org.

Or include copies of payroll pledge cards in your return packet; ensure all donors also keep a copy.

☐ Share campaign pictures/content with Tulsa Area United Way.

5 THANK YOU

☐ Report final results and thank employees through department meetings, company newsletters and email messages.

☐ Celebrate the successes!

Finished with your Fundraising drive? Use this link to complete your campaign: www.TAUW.org/campaignreport.
KICKOFF
Invite employees to a virtual or in-person kickoff or record a video from a senior executive to distribute electronically to all employees as part of your invitation. Presenters from United Way and our nonprofit partners are available to join virtual or in-person kickoffs to share the impact of gifts made to Tulsa Area United Way.

HELPFUL TOOLS
The Employee Campaign Coordinator (ECC) guide and more are available online at www.TAUW.org/GivingHQ.

Your Organizational Giving Manager can guide you through all steps of running a virtual or in-person fundraising drive 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 Organizational Giving Manager! Find who supports your efforts here: www.TAUW.org/GivingHQ.

COMMUNICATIONS
Promote any incentives and your timeline to your team via email and word of mouth; for example, a corporate match, corporate gifts or prizes, to increase participation.

Encourage your Fundraising Drive Committee to make personal, individual asks of their team members. If possible, this is best done best face-to-face or video-to-video. Consider phone calls instead of emails to facilitate interpersonal communication.

Do your best to avoid overwhelming employees with messages. Consolidate and coordinate your outgoing communications among your team.

INCENTIVES
Examples of popular incentives and prizes include a day off with pay, rewards, or raffles for unique experiences.

Consider using employees’ completed pledge forms as entrances into the raffle, or provide an incentive for early pledging.

EVENTS
In-person or virtual events are a great way to have fun and promote donations. We strongly recommend a Fundraising Drive kickoff for employees to hear from company and United Way leadership. Silent auctions, game days, and challenges are all fun ways to engage your team. Find specific ideas for events on page 18 of this playbook.

VOLUNTEER
TAUW hosts annual Days of Caring, which also serve as excellent opportunities for team building and engaging your employees directly with service projects that improve our communities. Visit www.TAUW.org/Our-Work/DayofCaring for more information.

A full list of volunteer opportunities can be found at www.TAUW.org/volunteer.

AFFINITY GROUPS
United Way Affinity Groups are a way for employees to extend their impact and deepen their engagement with TAUW. Based on their giving level and personal interests, employees can join the following Affinity Groups and take part year-round in meaningful events and volunteer opportunities.

- NextGen United ($250+)
- Women United ($250+)
- Always United ($250+)
- Tocqueville Society ($10,000+)

To learn more about our Affinity Groups visit www.TAUW.org/affinity-groups/.

RECOGNITION AND THANKS
Send thank you messages to your employees from your leadership and fundraising team.

Send personal thank you notes to each of your Fundraising Drive Committee members.

Highlight givers of a certain level on a team call or monthly e-newsletter. If possible, host an event or have a special thank you for donors who reached this threshold.

Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

Finalize Fundraising Drive results. Submit payroll deduction information to your HR or payroll processing department and send your donor lists and totals to pledgeprocessing@TAUW.org or complete an online campaign report at www.TAUW.org/CampaignReport.
## KICK-OFF PLANNING SCHEDULE

<table>
<thead>
<tr>
<th>7 days before</th>
<th>3-5 weeks before</th>
<th>2 weeks before</th>
<th>1 week before</th>
<th>3 days before</th>
<th>Event Day</th>
<th>END OF FUNDRAISING DRIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST</strong></td>
<td></td>
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</tr>
<tr>
<td>Confirm CEO Attendance</td>
<td>Before choosing a kickoff event date, work with the CEO’s team to book their time and ensure they are available to attend and host. Great leadership inspires others!</td>
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</tr>
<tr>
<td><strong>3-5 WEEKS BEFORE</strong></td>
<td>Draft Invitation</td>
<td>Draft up your invitation. If you need approval from others, consider starting a week earlier.</td>
<td>Request Key Speakers</td>
<td>If desired, work with your United Way staff to request a speaker, to really drive home the positive impact you’re making in the community.</td>
<td>Prep Your Pledge Tool</td>
<td>If you haven’t started already, take steps to get your pledge tool up and running to capture donations on event day.</td>
</tr>
<tr>
<td>Confirm Invite List</td>
<td>Pull and sort your invitation list. Work with your HR department to ensure you have captured all staff. Divide up the list (e.g. by department) if you are hosting multiple events.</td>
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<tr>
<td><strong>2 WEEKS BEFORE</strong></td>
<td>Send Invitation</td>
<td>Send out invitation(s), providing web conferences information in the booking, if your kickoff is virtual.</td>
<td>Collect RSVPs</td>
<td>Consider tracking RSVPs, so you can get a better idea of how colleagues are responding to your invitation.</td>
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<tr>
<td><strong>1 WEEK BEFORE</strong></td>
<td>Send a Reminder</td>
<td>Consider sending a reminder invitation email that includes the calendar invite if many colleagues haven’t responded to your initial invitation.</td>
<td>Confirm Key Speakers</td>
<td>Ensure you have all necessary pieces to enable a successful kick-off presence for your CEO. If applicable, check in with your United Way speaker to ensure everything is on track and see if they have any questions (especially about how to access your kick-off virtually).</td>
<td>Prep Your Pledge Tool</td>
<td>Check in on progress with your pledge tool. Will it be ready to go on event day?</td>
</tr>
<tr>
<td><strong>3 DAYS BEFORE</strong></td>
<td>All Systems Go</td>
<td>Complete an ‘all systems go’ run-through to test your conferencing system, presentation documents, etc. This will put your mind at ease and may help you to identify issues that you can rectify before event day.</td>
<td>Test Your Pledge Tool</td>
<td>Ensure your pledge tool is ready to accept donations, if using an electronic pledge form.</td>
<td>Confirm Speakers</td>
<td>Contact agency speaker and Tulsa Area United Way speaker if they are included in your kickoff</td>
</tr>
<tr>
<td><strong>EVENT DAY</strong></td>
<td>Last Minute Test</td>
<td>Test your conference system and any other technology - just in case.</td>
<td>Immediately After the Event Send the Donation Link or Pass Out Pledge Cards</td>
<td>Now that you’ve inspired everyone, give them the means to support their community by sending out the donation link or provide pledge cards. If you’ve hosted multiple events, disseminate your pledge tool after the last kick-off event has concluded.</td>
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</tr>
<tr>
<td>Share Incentives at Events and Via Email</td>
<td>Your event is attended by many, and goes off without a hitch. Your entire organization is inspired to support their community and participate in this year’s Fundraising Drive!</td>
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<tr>
<td><strong>END OF FUNDRAISING DRIVE</strong></td>
<td>Thank Others</td>
<td>Send a follow-up communication to thank staff for joining your kick-off event and encourage them to visit the pledge tool to consider making a donation. Thank key contributors to your kick-off, too (your agency speaker, and anyone who helped you plan). They’ll be pleased to be recognized!</td>
<td>Wrap-Up Email</td>
<td>At the conclusion of the company Fundraising Drive, send a thank you email to all employees and let the team know how much was raised.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**MONDAY**
Hold your Kickoff Event with a TAUW representative, show our Fundraising Drive video, and invite a nonprofit speaker to present to the group. Open pledging and discuss plans for the next event. Sample incentive: any employee who makes their pledge by 2:00pm today will be entered into a special gift card drawing.

**TUESDAY**
Send an event-related thank you message. If you recorded the meeting, send a link for those unable to attend. Include any new information and links to video(s) and materials.

**WEDNESDAY**
Send a touchpoint via email that includes a link to video(s) and materials. Sample message: Don’t forget to make your pledge by this Friday, when we will draw a raffle winner from among the submitted pledge cards.

**THURSDAY**
Share an update on progress to the Fundraising Drive goal. This is also a great time to encourage a final push to reach your goal!

**FRIDAY**
Host a wrap-up event (game day, etc.). During the event, recap week and share how much was raised by the company. Ask company leadership to thank the team for their contributions and hard work.

**TO COMPLETE BY NEXT FRIDAY AFTER CONCLUSION**
Connect with your Organizational Giving Manager to finalize and wrap up the reporting of your fundraising drive. You can fill out the giving report at www.TAUW.org/campaignreport. Share your donor data information with the TAUW team, so we can say thank you, as well!
TIMELINE FOR TWO-WEEK FUNDRAISING DRIVE

**MONDAY**
Hold your Kickoff Event with a TAUW representative, show our Fundraising Drive video, and invite a nonprofit speaker to present to the group. Open pledging and discuss plans for the next two weeks as well as any company incentives for participation and pledging. Sample incentive: any employee who makes their pledge by 2:00pm today will be entered into a special gift card drawing.

**TUESDAY**
Send an event-related thank you message. If you recorded the meeting, send a link for those unable to attend. Include any new information and links to video(s) and materials.

**WEDNESDAY**
Send a touchpoint via email that includes a link to video(s) and materials.

**THURSDAY**
Take a break from messaging! Too much communication can lead to donor fatigue.

**FRIDAY**
Send a message to recap week and remind the team what activities are ahead.

**MONDAY**
Show or distribute the TAUW Fundraising Drive video, email Fundraising Drive updates (possibly from company leadership), and encourage everyone to pledge before the final day.

**TUESDAY**
Take a break from messaging! Too much communication can lead to donor fatigue.

**WEDNESDAY**
Host a virtual or in-person event. Panel discussions featuring TAUW nonprofit partners or game days (with prizes) are popular options.

**THURSDAY**
Conduct your final push to encourage pledging. Send another email touchpoint with links to video(s) and materials.

**FRIDAY**
In the morning, send a reminder email to encourage final pledges. End pledging in the afternoon and announce your total!

**TO COMPLETE BY NEXT FRIDAY AFTER CONCLUSION**
Connect with your Organizational Giving Manager to finalize and wrap up the reporting of your fundraising drive. You can fill out the giving report at www.TAUW.org/campaignreport. Share your donor data information with the Tulsa Area United Way team, so we can say thank you, as well!
SHORT AND SWEET
Fundraising Drives are best when kept to 2 weeks or less. The longer the time, the less momentum.

OVERALL GOALS
Clearly state your goals – dollars raised, number of participants, average donation.

COMMUNICATE
A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission. Check out www.TAUW.org/GivingHQ for our selection. Be sure to share photos and videos you take with TAUW by submitting them online! Scan the QR code to the right to send us your pictures.

IMPACT
Provide impact statements that help employees understand what their donations can provide. Visit www.TAUW.org/GivingHQ to read impact statements you can distribute in an email.

ACCELERATE SUCCESS WITH GAMES
Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having prizes for those teams who reach their goals.

LIVE UPDATES ON GOAL PROGRESSION
Celebrate your wins! Keep momentum going by celebrating wins and keeping the progress of the Fundraising Drive at the top of all communications.
Your gift, no matter what size, makes a difference. Plus, the dollars you donate to Tulsa Area United Way stay right here in our communities. For the cost of everyday items and activities, you can provide urgent and life-changing resources that impact people throughout our six-county service area.

**TO YOU IT’S JUST $5 PER PAYCHECK, BUT FOR SOME IT’S...**

**BACKPACKS FILLED WITH WEEKEND SNACKS** for two children to provide healthy, nutritious snacks for a year when they’re not at school.

**ROUND-TRIP RIDES TO THE DOCTOR** for four seniors.

**ONE SESSION OF SWIM LESSONS** at the Okmulgee Family YMCA.

**15 THERAPEUTIC BOOKS** for children to learn that the abuse they are experiencing is not their fault.

**MENTORSHIP** in the form of five new Bigs (adult mentors) recruited to develop positive relationships and a lasting effect on their Little’s life.

**PROFESSIONAL GRIEF COUNSELING** for a family grieving the loss of a child, sibling or parent.

**UTILITY ASSISTANCE** for eight families in financial crisis.

**ASSISTANCE AND REFERRAL** for 90 callers who gain access to a wide array of free, confidential services, including food, housing, and utility assistance; physical and mental health resources; veteran, childcare, and family services; employment assistance; and links to crisis interventions.

**CRISIS COUNSELING** for an individual or family fleeing violence.

**TRANSITIONAL LIVING** and prescriptions for 25 people experiencing addiction.

**LIFE SKILLS CLASSES** for 98 formerly unhoused youth to learn how to live independently and get a job.

*Based on 24 pay periods

**PLEASE PLEDGE TODAY**

| 918.583.7171 | TAUW.org |
These sample emails are available to use as-is, or you may customize them to your needs to help generate excitement, provide updates, and share information during your workplace Fundraising Drive.

**Who sends the emails?** We recommend they are sent from your CEO, Employee Campaign Coordinator (ECC), or a member of your leadership team.

**When should I send them?** Each message below includes recommended time frames, and they are listed in the suggested order.

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**FUNDRAISING DRIVE WELCOME AND PRE-KICKOFF**

*Purpose:* Generate excitement about your Fundraising Drive and invite employees to the kickoff event.

*Recommended send time:* 2 weeks prior to Fundraising Drive kickoff

*From:* [company ECC]   *To:* [employees]

*Subject:* Get ready for this year’s United Way Fundraising Drive!

Hi team,

Together, we can make life better for so many by giving to Tulsa Area United Way during their 100th year!

I’m excited to invite you to join United Way’s work to help improve the health, education and financial stability of every person in our community. Together, we at [COMPANY NAME] can take action that will help create better lives for so many of our neighbors in need.

[INSERT STORY OR ANECDOTE FROM A COLLEAGUE OR PREVIOUS YEAR’S FUNDRAISING DRIVE]

This year, [COMPANY] has the ambitious goal of raising [MONETARY GOAL/DESCRIPTION] to improve the lives of people around you.

By pledging your support, you can make a difference. The best part? The money you give stays here in this community, and you can see the results in our own backyard.

[INSERT INFORMATION ABOUT HOW THEY CAN DONATE ON COMPANY KICKOFF DATE/TIME]

Thank you in advance for showing the community what we’re all about here at [COMPANY NAME].

Thank you, [ECC or CEO]

---

**KICKOFF EVENT EMAIL**

*Purpose:* Invite employees to the Fundraising Drive kickoff presentation and provide a sneak peek into the event.

*Recommended send time:* 3-5 days before Fundraising Drive kickoff

*From:* [company ECC]   *To:* [employees]

*Subject:* 3,2,1… kickoff! Join us on [kickoff date]

Hello everyone,

We are officially kicking off our United Way Fundraising Drive on [DATE,TIME] with [EVENT].

Tulsa Area United Way helps local people like us, every day – and they have for 100 years.

Watch this year’s Fundraising Drive videos to hear stories about United Way’s impact: www.TAUW.org/GivingHQ.

Join us at the kickoff to hear more about the Tulsa Area United Way and how you can improve lives and strengthen our community during our Fundraising Drive. [INSERT MEETING DETAILS]

See you then!

[ECC]
**PLEDGE EMAIL**

**Purpose:** Follow-up after kickoff meeting and notify employees of the Fundraising Drive goal and any incentives

**Recommended send time:** Immediately after kickoff event.

From: [company leadership team member]   To: [employees]
Subject: Make YOUR impact

This year, we are aiming to do everything we can for the community during Tulsa Area United Way’s Centennial. Our goal is [INSERT FUNDRAISING DRIVE GOALS]. So please donate here: [DONATE LINK].

No matter the challenge, United Way’s comprehensive approach and community roots mean we can find a way forward. From strengthening local resilience to advancing health, youth opportunity and financial security, they are working toward a future where everyone can reach their full potential.

This is Tulsa Area United Way’s 100th year, and the slogan is “100 starts with one.” One lifeline. One meal. One helping hand. You can make one gift that creates a turning point in someone’s life. Everything helps, so make a gift to Tulsa Area United Way today. Stay tuned for upcoming events and volunteer opportunities.

[INSERT INFORMATION ABOUT ANY COMPANY INCENTIVES]

Unable to attend the kickoff? Watch the recording here [LINK RECORDING] and review the materials [LINK MATERIALS].

Thank you for supporting Tulsa Area United Way! 100 starts with one.

[LEADERSHIP TEAM MEMBER]

---

**GIVE A MINIMUM OF $250**

**Purpose:** Demonstrate to employees how their donations are making a difference

**Recommended Send time:** 3 days after kick-off meeting

From: [company ECC or leadership team member] To: [employees]
Subject line: The Power of Living United

[FIRST NAME],

The most vulnerable – including low-income ethnic and racial minorities, the youngest and oldest in under-resourced communities, and anyone who is barely getting by – are struggling more than ever.

Tulsa Area United Way is stepping up to respond, as they always do and have done for 100 years. Read how they’re helping end the cycle of homelessness, creating pathways to financial stability, and facilitating youth opportunities by visiting TAUW.org.

If you give just $11 a paycheck, or $250 a year, this amount covers personal hygiene supplies for two mothers for a whole year at Palmer’s Tulsa Women and Children’s Center. 100 years of impact starts with just one gift.

Here’s how you can donate. [INSERT INFORMATION ABOUT HOW THEY CAN DONATE]

And remember, anyone who gives $250 a year or more to Tulsa Area United Way is eligible for Affinity Group membership. Learn more about Affinity Groups here: TAUW.org/affinity-groups.

Thank you for making your pledge today!

[ECC or CEO]
WORKPLACE SPOTLIGHT

Creativity, fun, and chances to laugh were at the center of First Oklahoma Bank’s successful United Way 2023 fundraising drive, which met the 9% for 99 Years Challenge. A Mario Kart Tournament complete with custom 3D-printed trophies and an Underachiever’s .5K “Race,” and longstanding traditions of a chili cook-off and bake sale featured prominently in their efforts. The 2023 Fundraising Drive was even more special because it is the 50th year that Executive Chairman of the Board, Tom Bennett Jr., has participated in a United Way Fundraising Drive. Tom encourages employees to have fun during the Fundraising Drive and supports activities through his own event participation and donations.
THANK YOU EMAIL

**Purpose:** Thank donors for their time and contributions, share how their impact helps the community and make them feel proud of all they accomplished.

**Recommended send time:** Conclusion of Fundraising Drive

From: [company ECC or leadership team member]
To: [employees]
Subject: We couldn’t have done it without you

Colleagues,

Thanks to all your support, we raised more than [INSERT $ AMOUNT RAISED] for this year’s Tulsa Area United Way Fundraising Drive!

We rallied together to meet a common goal, and that goal is not just about a number – it’s about helping people in our community at a time when they need it most.

This is a testament to your generosity and dedication to tackling our area’s most pressing needs. Thank you for taking the time to learn about Tulsa Area United Way and its importance in our community.

No matter the challenge, United Way’s comprehensive approach and community roots mean we can find a way forward. From strengthening local resilience to advancing health, youth opportunity and financial security, they are working toward a future where everyone can reach their full potential. Your gifts to United Way will strengthen and improve the lives of thousands. 100 starts with one. and thank you for living united.

[INSERT LINK TO WATCH THANK YOU VIDEO]

In gratitude,

[ECC or LEADERSHIP TEAM MEMBER]
Maximize your Fundraising Drive's impact by sharing your story on social media and encouraging your employees to do the same.

Adopting a social media strategy helps you:

• Reach company stakeholders and amplify your company's community impact.
• Engage employees to increase participation in your United Way Fundraising Drive.
• Highlight elements of impact and fun in your United Way Fundraising Drive to drive interest internally and externally.

**TELL YOUR STORY**

Here are some general social media best practices to keep in mind as you post about your Tulsa Area United Way Fundraising Drive.

• You are supporting your community in an exceptional way. Help your followers recognize this and talk about the good things you are doing for your employees and the community.
• Tie your United Way support with an important part of your business. Focus on why you chose to be a United Way partner and how it makes the community better. More and more consumers prefer to do business with socially responsible companies.
• Use this as an opportunity to talk about a specific project or initiative that you implemented and how it is benefiting your employees and/or the community.
• Include images, photos, and videos when possible. Social media platforms prioritize posts containing dynamic content, providing more exposure.
• Consider posting at least weekly on your social media platforms. If someone responds to one of your posts, it is a good idea to respond and engage with them.

**HASHTAGS**

Hashtags help people easily follow topics and increase social media engagement. We encourage you to use the following hashtags at the end of your posts when talking about your Fundraising Drive.

#LiveUnited  #TAUW  #TAUW100  #100StartsWith1

**DON’T FORGET TO FOLLOW US**

Broken Arrow Seniors refreshed their fundraising drive, met the 9% for 99 Years Challenge, and created a stronger culture in the process in 2023. They even gained media attention through the Great Ladle Throwdown, which brought together multiple companies and nonprofits to host a chili cookoff open to the entire community. They also had personal conversations with employees to help them understand the scope of United Way’s work - and how their internal participation in the fundraising drive impacts their members. BA Seniors said, “Through our workplace fundraiser, our employees have become more aware of the organizations that help our members in need,” and, “Our employees learned that their donation not only supports the organization they work for, but it also provides support to many other organizations that make a very real and life-changing impact on hundreds of lives.”

Facebook and Instagram
- Post about successful events and volunteer opportunities through videos and photos
- Tip: give a shout out to the local nonprofits and individuals that made it happen
- Highlight your company’s leaders and their involvement
- Tip: consider getting a quote about why they love to support United Way
- Engage your audience with employee highlights or #whygive stories

LinkedIn
- Repurpose blog posts
- Describe your company’s volunteer efforts, leadership highlights, and employee accomplishments

SAMPLE POSTS

This week, we support @TulsaAreaUnitedWay with our 2024 Fundraising Drive. It takes all of us giving what we can to solve the challenges our community faces. Together we #LiveUnited #TAUW

We all win when kids succeed in school, when elders live full and healthy lives, when families have a stable income, and when people have emergency access for services like food and shelter. That’s why (Insert Company) partners with @TulsaAreaUnitedWay to build a stronger community. #LiveUnited #TAUW

Supporting our local community is one of our core values at (Insert Company) and that’s why we proudly support @TulsaAreaUnitedWay. Learn more about United Way at www.TAUW.org #LiveUnited #TAUW

We have raised [DOLLAR AMOUNT] in our 2024 @TulsaAreaUnitedWay Fundraising Drive! Thank you to all our team members who give back to our community. Together we #LiveUnited #TAUW

We proudly support @TulsaAreaUnitedWay in their work towards a healthy community, youth opportunity, financial security, and community resiliency for all people living in the Tulsa area. #LiveUnited #TAUW

Feel free to use this material as-is or customize to fit your brand. If you have any questions, please reach out to socialmedia@TAUW.org.
50-50 RAFFLE FUNDRAISING

50-50 raffle fundraising simply involves the sale of raffle tickets with the proceeds being split evenly between the winner and United Way. Your only fundraising expense is the raffle tickets (a double ticket roll, a single ticket roll that you tear in half or a board with the numbers for sale). Winners are always happy with a cash prize. All you need is one or more ticket sellers. Using a price incentive for multiple tickets can often increase your total sales and builds a larger ‘prize’ to split with the lucky winner. The ‘take’ is tallied and one-half awarded to the holder of the lucky number.

BABY PICTURE CONTEST

Employees provide a baby photo of themselves, and staff guesses who is who. Those who want to guess must pay per guess. The person with the most correct guesses wins a prize.

BAKE SALE/BAKE CONTEST

Encourage employees to bake for a bake sale. All proceeds from items sold benefit your Fundraising Drive. Have a “Top Chef” competition – between floors or departments; or have a contest – see who makes the best chocolate chip cookies, apple/pumpkin pie, or cheesecake.

BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with air, put a note inside with the name of the prize. Employees pay $1 to buy a balloon and pop it to find out what prize they’ve won. Include a United Way fact in each balloon.

BASKET RAFFLE

Ask each department to sponsor, create and fill a theme basket (spa, chocolate, lottery, gourmet cooking, home improvement, entertainment, sports, night on the town, dog/cat oriented, kids/game oriented, etc.). Sell raffle tickets. Employees can select which basket or baskets they’d like to win.

DOOR DECORATING CONTEST

Ask your departments to create a team to decorate your doors or hallways to add spirit to your Fundraising Drive. Be sure to have a prize and judge!

ENGAGE WITH YOUR CEO/LEADERSHIP

LEADERSHIP CAR WASH

Ask employees to donate to have their cars washed by management. Charge extra for special services like cleaning the interior or polishing the rims.

DESK DASH WITH YOUR LEADERSHIP

An employee can order lunch from local restaurants and have it delivered directly to your desk by their leadership. This is an opportunity to chat and connect with leadership.

PIE IN THE FACE

Grab items to create a pie! You will need your leadership or someone to be a champ for United Way and take a pie to the face in front of their employees. The individual with the most nominations gets pied or have a flat fee.

SLIME

Make slime as a team in a big bucket! Slimeees are those who have the most funds in a jar. Be sure to have ponchos ready because there is about to be a big fun mess! When you’re ready, have someone dump the slime on your CEO.

CHILI COOK-OFF CONTEST

Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay for lunch (a sample of each chili dish). Each participant casts a vote for their favorite or pays for extra votes and the chili with the most votes wins a prize.

COMPANY CARNIVAL

Invite employees to an old-fashioned carnival, complete with a bake sale, bubble blowing, and hot dogs. Have a hula hoop contest and hoop-shoot. Charge participants a fee to enter contests. Have a dunk tank with your favorite executives. Have a pie-throwing booth.

COMPANY OLYMPICS/MINUTE TO WIN IT

Teams participate in Olympic or Minute to Win It type events, such as wastebasket paper ball free throws, balance a Styrofoam cup on a service tray while navigating an obstacle course, make a paper airplane and fly it the longest distance, make the longest paper clip or staple chain in one minute, fold and stuff letters/ envelopes in one minute. Teams pay to participate and the company buys prizes or lunch for the winning team.

SILENT AUCTION

Ask vendors to donate items, ask employees to donate handmade items, solicit gift certificates from local restaurants, etc. Put the items on display online or in a prominent location. At a designated time, close the bidding. Then let employees know of the highest bid and continue the auction with one hour left to outbid it to win it.

TRASH OR TREASURE RAFFLE/AUCTION

Ask employees to bring at least one wrapped white elephant item...an unwanted, still usable (although not necessarily useful) object from their home. All who donate can get a raffle ticket, and when their name is called, they can choose one of the mystery items or set up a silent auction. Raffle tickets can be sold for the remaining items. Don’t forget to publicize the winners and their new treasures.

ADD SPIRIT TO YOUR OFFICES

Have a few big (and somewhat annoying) objects that relate to your theme. Recruit a committee to help you advertise decorating offices with these items. When a person wants to prank their teammate, they pay a certain amount. The recipient can pay a higher amount to remove or they have to keep the items in their office for 3 days.
STAFF SUPERLATIVES - AN ONLINE VOTING CONTEST
Host a virtual contest where every dollar donated is a “vote” to select a winner. It’s great if you can tie to your theme/Fundraising Drive. For instance, the cutest kitten or best nature photography. Or feature your employees, staff, and supporters with ideas like best dressed, best joke, funniest dance move or best piece of art.

STREAM A VIDEO GAME TOURNAMENT
Pick a video game that you and your supporters can play online together and host a tournament to raise money for your cause. Users can pay an upfront cost to enter the tournament and then you set up a randomized bracket-style tournament to crown your champion. Then, to help spread awareness, stream the entire tournament on Twitch so people can tune in to catch all the action in real-time!

VIRTUAL DRIP BALLOON POP
Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay to buy a balloon and pop it to find out what they’ve won.

VIRTUAL HOME OFFICE OLYMPICS
Employees form teams and are charged an entry fee to participate. Teams compete in different events: office chair relays, company trivia, archery (with rubber bands), finger skating (typing), coffee cup relay, etc., spaced over several days or all at once. The winning team takes home the gold medal and office bragging rights.

VIRTUAL SCAVENGER HUNT
Organize a video call with all participants. Give them a list of household or office items to find within a set time limit. Participants must rush to collect the items while on camera, then return to share and verify their finds with the group. The fastest or most creative participants will win points or prizes.

Our team is here to help you plan! Please reach out to your Organizational Giving Manager for assistance: call 918.583.7171 or email campaign@TAUW.org.
The Tocqueville Society of Tulsa Area United Way (TAUW) was created in 1987 to foster, promote, and celebrate the vital importance of leadership and giving at an exceptional level. Tocqueville Society members embody the spirit of neighbor helping neighbor by investing $10,000 or more annually. Designed to deepen the understanding, commitment, and support of the United Way, the Society honors 19th century French diplomat Alexis de Tocqueville’s admiration for the generosity and care he observed in America.

It has been exhilarating to see women from all walks of life and points in their journey come together to grow personally and professionally through Women United. We stand united as women supporting each other and united in our commitment to supporting the community through the Tulsa Area United Way.

– Melissa Bogle

Affinity Groups connect TAUW donors supporting our community with annual gifts of $250 or more. Scan the QR Code to learn more.

Consider hosting an affinity group presentation for employees who donate $250 or more. United Way staff are also available to help you host a special leadership event that focuses on the benefits of Tocqueville Society Membership.
Each year, HUB International employees look forward to bonding with their peers during United Way fundraising events, which feature games, snacks, and team building. This strong effort includes year-round activities and, in 2023, a popular Adam Sandler theme. HUB International also has a special affinity for Tulsa Area United Way nonprofit partner Tulsa Boys Home, and it has become tradition for employees to spend their time there during Fall Day of Caring. A group of Producers even went above and beyond to provide the boys with gifts for the holidays.
Saying thank you to your employees is essential to a model fundraising drive. Research states that donors need to be thanked seven times to feel fully appreciated. Simple actions like a handwritten thank you note go a long way to showing gratitude for employee’s generosity. You can report final results and thank employees through department meetings, company newsletters and email messages. The Tulsa Area United Way also provides a leadership gift. Here are some sample ideas for your company to show its gratitude for your donors and have some along the way!

- Internal Fundraising Drive Awards for ingenuity, engagement, etc.
- Company night at the Drillers or Oilers for donors
- Happy Hours and other after work events (page 18 in this document)
- CEO recognition breakfast or lunch
- Cookie party
- Cookout
- Extra company holiday/PTO day if company goal is reached
- Gift certificates
- Ice cream social
- Invite key employees and committee members to TAUW’s Live United Awards
- Host a pizza party
- Printed certificates
- Publicized total company raised with thank you

Contact your Organizational Giving Manager to get United Way branded Thank You cards.

(Limited number available)
**HANDLING POTENTIAL OBJECTIONS**

**I ALREADY GIVE DIRECTLY TO A CHARITY.**
First, thank you for giving. Together we can accomplish more than anyone can alone or through a single charity. United Way is looking at the big picture assessing community conditions in the our area, investing in focused goals and measuring results to create long-term changes. By giving through United Way, you are choosing to support the greatest need in the Tulsa area through program investments determined by a committed team of over 180 community volunteers.

**I DON’T LIVE IN TULSA.**
The Tulsa Area United Way works directly with nonprofit partners in a six county region around the Tulsa Area. Additionally, the 211 help line serves 37 counties in Northeast Oklahoma, providing direct help line assistance to individuals across a vast footprint. Individuals in Tulsa, Creek, Rogers, Okmulgee, Osage, and Wagoner counties are served by organizations in the United Way family.

**TIMES ARE TIGHT. I DON’T HAVE MONEY TO SPARE.**
Every gift to United Way, no matter its size, provides vital services to people in the Tulsa area who need our help. When you give, you join thousands of generous donors in the Tulsa area to create life-changing conditions for some. You may find that giving a small amount each pay period through payroll deduction allows you to make a pledge that fits your budget.

**I FEEL PRESSURED INTO GIVING.**
Giving is a personal matter and decision. Neither United Way nor its volunteers believe people should be forced to give. Pressure defeats the very idea of voluntary giving. United Way counts on people to give because they understand the critical needs of our community and because they want to improve people’s lives. Everyone should have an opportunity to give and to enjoy the emotional reward that comes from knowing you are part of building a stronger, healthier Tulsa area. Only you can determine whether you want to give at this time.

**I DON’T USE UNITED WAY SERVICES SO I DON’T BENEFIT FROM GIVING.**
It takes everyone working together to create a strong, vibrant Tulsa area. We all win when children succeed in school, families are financially stable and our neighbors are healthy. Job loss, loss of a loved one, illness, accidents, disabilities, family problems, natural disasters and the problems of growing up and growing old know no boundaries. Your gift helps ensure that United Way services are available when they’re needed in the Tulsa area. In fact, you or a family member may have already used a United Way-funded program without realizing it. People from all backgrounds benefit from services provided by United Way nonprofit partners including nutrition and education programs, mentoring and job training and much more.

For more questions, visit [TAUW.org/faq](http://TAUW.org/faq) or contact your Organizational Giving Manager.
Awards of the 2024 Live United Awards

Leadership
Named in honor of the Williams Companies and their more than three decades of giving over $1 million annually, the recipient of this highest honor conducts a model Fundraising Drive that may include increases in overall giving, participation and leadership giving. In addition, the recipient offers corporate gift-matching and robust volunteer programs.

Leadership Giving
Award given to recognize an established Leadership Giving program. Program usually includes incentives, management support to give and internal acknowledgement or recognition. Must have a percentage increase in Leadership Givers to receive this award.

Illuminate Award
This award honors a model Fundraising Drive conducted by a nonprofit partner of the Tulsa Area United Way.

Mid-Sized Business
This award recognizes a company or organization with 51 to 250 employees that demonstrates robust Fundraising Drive leadership, volunteer engagement, and fulfillment of steps to a successful Fundraising Drive.

Small Business
This award recognizes a company or organization with up to 50 employees that demonstrates robust Fundraising Drive leadership, volunteer engagement and fulfillment of steps to a successful Fundraising Drive.

Green Country Business
The Green Country Business award is reserved for an organization outside the city of Tulsa. The recipient has increased the size of their Fundraising Drive over the previous year, provided volunteers, and followed guidelines for a successful Fundraising Drive.

Other Recognitions

Leaders in Giving
- $49K – $250K
- $249K – $100K
- $99K – $50K
- $49K – $30K

Best of the Best
Best of the Best Award recognizes organizations with a Fundraising Drive increase of at least 5%, employee participation of 75% or more, and employee per capita giving of $250 or more.

Awards of Excellence
Recognizes organizations with employee participation of 75% or more and per capita giving of $185 or more.

Gold Award
Recognizes organizations with employee per capita giving of $125 or more.

Silver Award
Recognizes organizations with employee per capita giving of $90 - $124.

Bronze Award
Recognizes organizations with employee per capita giving of $55 - $89.

Achievement Award
Recognizes organizations with employee per capita giving of $45 - $54.

Caring Companies
Companies who have given at least $1,000 through a workplace Fundraising Drive, participate in Day of Caring, and host an educational session.

Tulsa World Challenge 2024
Thanks to these companies and organizations who gave $1,000 or more and increased their gifts or employee Fundraising Drives by at least 10% over 2023.
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UPCOMING EVENTS

AUGUST 17, 2024
Downtown Deco Challenge & 2024 Fundraising Drive Kickoff

SEPTEMBER 13, 2024
Fall Day of Caring

DECEMBER 3, 2024
REUNITE Rally at Cain’s Ballroom

MARCH 18, 2025
Live United Awards
Special Thanks

The Anne & Henry Zarrow Foundation

Thank you to our Centennial Sponsors

QuikTrip

GEORGE KAISER FAMILY FOUNDATION
A supporting organization of Tulsa Community Foundation