



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! Because of you, we are able to connect nonprofits throughout Nebraska to donors that want the choice on how to build a more vibrant community, state and world.

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 implementing a successful employee payroll deduction campaign. We've packed the guidebook full of all the essentials: a campaign checklist, best practices, helpful tips and promotional tools to get the word out.

Inside, you'll find:

- ▶ About the campaign
- ▶ Campaign checklist
- ▶ Campaign ideas
- ▶ Sample letter to employees
- ▶ Promotion ideas
- ▶ The technical details

Whether your company raises 100 grand or just a small bit of honey, we appreciate all your efforts. If there are additional ways we can help your workplace create a stellar campaign or just have questions, please don't hesitate to reach out!

Here's to sweet success,



Kiersten Hill  
Director



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# *About: Why the Candy Campaign?*

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, citizens would be more connected through news and current events, creativity and the arts would be lifted up. 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?

The iPledge 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. Contact the CSF office for additional details or an online demo.



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# Campaign Checklist: Preparing and conducting your campaign

- ✓ Create a simple plan, giving thought to how you want to organize your campaign.
- ✓ Decide on a campaign period and set a date for your kick-off event.  
*PRO TIP: We recommend a 2-week timeframe. Give donors a short time to make their decisions and turn in their pledge forms.*
- ✓ Decide on how you will promote the campaign.  
*PRO TIP: We recommend choosing 2-3 ideas from page 5 to implement.*
- ✓ Contact CSF to set up your online giving account 2-4 weeks prior to your kickoff event
  - ▶ If you choose to use paper pledge forms, decide how you will collect forms from each employee that participates.
- ✓ Decide on how you will promote your workplace campaign. See page 8 for materials available.
- ✓ 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 kick-off event: [www.communityservicesfund.org/member-agencies](http://www.communityservicesfund.org/member-agencies).
- ✓ Decide on how you will thank employee who participate.
- ✓ Send email notifying employees that campaign period is approaching.
- ✓ Disburse your materials.
- ✓ Educate employees on how their pledges can support our community and remind them to participate.
- ✓ Collect pledge forms.
- ✓ Report totals to Community Services Fund.
- ✓ Make arrangements to pay CSF directly for pledges to our member charities.
- ✓ Thank all employees for their participation in the campaign.



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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 are flexible for departments or divisions.
- ▶ A fun campaign energizes the committee and brings awareness to the efforts.

**PRO TIP:** Encourage participation over dollar amount.

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

## Lights! Camera! Action!

Have employees dress up as their favorite characters from movies or TV shows. Act out a plot that involves your campaign or favorite causes. Incorporate movie plots or famous lines into flyers and emails. Use incentives such as movie tickets or gift cards.

## Bald is Beautiful!

Set goals for the campaign and if those goals are reached or exceeded, key employees will shave their heads (or get really close cuts). Emphasize participation and have side contests to increase the totals. Works well for men, can work even better for daring women!

## Tune In to the Community

Music is a great way to get everyone moving to the campaign beat. Hold a karaoke kick-off party. Have participants and volunteers dress up as their favorite musicians. Sell employees' old CDs. Hold a talent show. Organize a sock hop. 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 Pig!**

For a set contribution amount, employees can cast votes for fellow co-workers to kiss the pig at the end of the campaign. This would also work with goats, cows, or a variety of other animals.

### **Husker Day**

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

### **Race Day**

Decorate the office with racing apparel and hold the Office Chair 500. Have employees purchase tickets to participate, with a prize going to the winner.

### **A Day at the Beach**

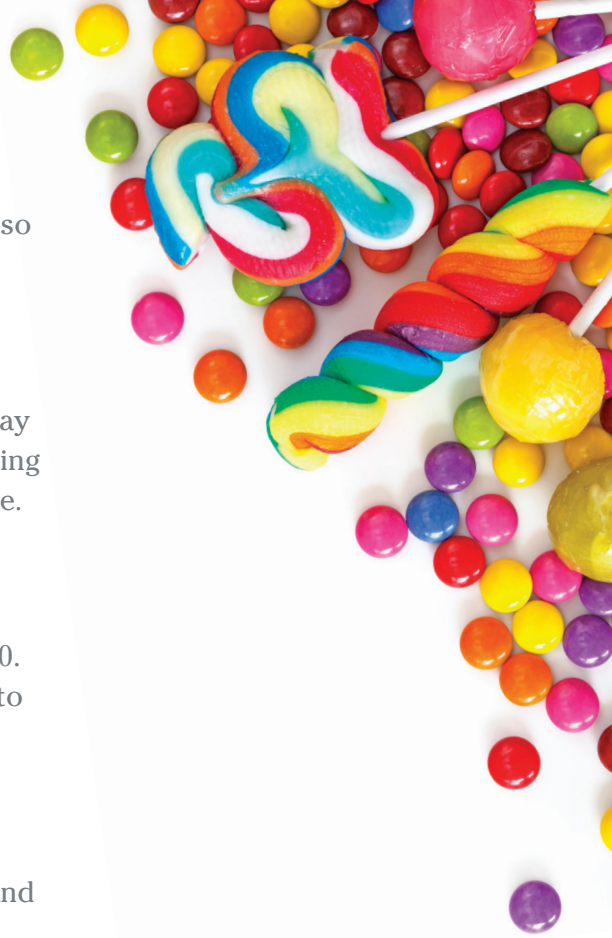
Hold an office luau. Encourage employees to wear beachy apparel and even award a prize for the worst Hawaiian shirt.

### **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!

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



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# *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.

**PRO TIP:** *To encourage greater participation, we recommend the costs to participants be minimal.*

- ▶ 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 for \$1.
- ▶ Employees can send candy grams for \$0.50 to coworkers.
- ▶ 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.
- ▶ Ice Cream Social: Set up an ice cream bar with a variety of toppings, charge by the scoop.
- ▶ Baby picture contest: Have employees provide baby pictures of themselves. Collect the photos and have them try to guess who each photo belongs to for a prize.
- ▶ Cola Drive: 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/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 work site's campaign.

## ► Own your event. Remind employees this is their campaign.

**PRO TIP:** Insert your workplace's name in the campaign title: *The "Company XYZ" 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.

**PRO TIP:** Ask your CEO 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 what donations do to enhance the community (call 402.475.7759).

## ► Encourage those in attendance to fill out their donation form and turn it in at the end of the meeting.

## ► Keep track of the forms that you have received and not received and follow up with those who have not turned in their forms to give them another opportunity to give.

## ► Thank your donors!

## ► Show your donors how to learn more about each agency:

### Website

The Community Services Fund website has information about all of the non-profit agencies that make up the organization.

Located at [www.communityservicesfund.org](http://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.

## ► Show them how to fill out the form

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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 the United Way

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 or a monthly withdrawal?

### Sample Internal 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 the 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 cause that means something to you. It does not have to be a lot. I'm told that 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 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 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 (and sweet) generous 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]

## Posters

Hang the posters in the break rooms, bathrooms and other highly visible areas. Contact CSF for 8½ × 11 posters or copy your own from the resources page of our website.



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# *How Sweet It Is...*



At Community Services Fund, we connect donors to the causes they care about. And by connecting many donors to the largest number of charitable agencies than any federation in the state, we build a vibrant, creative, healthy community connection by connection.

For 35 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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