



# GIVE NEBRASKA

**Worksite Coordinator Guide**

# Making a Difference

Thank you for partnering with Give Nebraska! Together, we can connect donors to the causes they care about most and make our community a better place to live.

At Give Nebraska, we believe that even small change brings immense good. So let's get started!

## No Gift is Too Small

With the Give Nebraska giving model, no gift is too small. Through our convenient payroll deduction system, Give Nebraska makes it easy for workers to donate to the local causes they care most about. And since donations come from all across the state, even the smallest dollar amount makes a difference when combined with contributions from fellow Nebraskans.

## Thank You!

Worksite coordinators are essential to a successful campaign. We understand that being a worksite coordinator is often an extra task taken on and we really appreciate you and your dedication to helping our community.

We hope you find this guidebook helpful in thinking about your campaign and what will work best for you, your team, employer, and coworkers.

Inside, you'll find:

- [About the campaign](#)
- [Campaign checklist](#)
- [Campaign ideas and best practices](#)
- [Promotion ideas](#)

Whatever amount your company raises, we appreciate all your efforts. If there are additional ways we can help you or answer any questions, please don't hesitate to reach out!



A handwritten signature in black ink that reads "Melissa Filipi". The signature is written in a cursive, flowing style.

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# ***New Name. New Look. Same Mission and Values.***

For 40 years, we've been connecting Nebraska workers with the causes that matter to them. From the arts and education to animal welfare and the environment, we champion nonprofit organizations that may be ineligible for traditional workplace giving campaigns and connect donors with the local causes they care most about.

By partnering with Give Nebraska to set up a donation worksite at your workplace, you'll enjoy support and resources from a highly responsive, locally-based organization while giving employees the opportunity to:

- **Assist those in need.**
- **Foster local arts & culture.**
- **Build strong communities.**
- **Enhance education & learning.**
- **Improve health access.**
- **Care for Nebraska's animals & environment.**
- **Work for a just society.**

## ***The Choice is Yours***

At Give Nebraska, we believe donors should be able to choose where their money goes. Give Nebraska doesn't allocate any dollars, all of the dollars raised are directed by the donors to the causes they care about most.

**Encourage your employees to designate their gift.**

## ***User Friendly: Online Giving Tool***

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

Give Nebraska's online giving system can be customized to meet the specific needs of your workplace. Give Nebraska staff can create a page tailored to your worksite, incorporating your logo, your pay periods, and your giving options (payroll deduction, one-time or recurring credit card gifts).

Contact Give Nebraska staff for additional details or to set up your online campaign.

# Campaign Checklist: Prepare and Conduct Your Campaign

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

## 1. Decide on a campaign period.

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

## 2. Set a date for your kickoff event.

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

## 3. Decide how you will promote the campaign.

*We recommend choosing 2–3 ideas from page 9, tailored to your worksite, to implement. Also, review page 9–11 for Give Nebraska materials available for your campaign.*

## 4. Choose your pledge forms, paper or electronic, provided by Give Nebraska or custom format for your worksite. Decide how you will collect them from all employees who participate.

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

## 5. Create a plan to thank employees who participate.

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

- Contact Give Nebraska to set up your online giving page 2–4 weeks prior to your kickoff event if wanting to use the online giving portal.
- Contact Give Nebraska to request campaign brochures and pledge forms along with promotional materials.
- Review the list of Give Nebraska Member Agencies and invite one or two to speak at your kickoff event: [www.givenebraska.org/member-agencies](http://www.givenebraska.org/member-agencies).

# Campaign Checklist: Prepare and Conduct Your Campaign (continued)

- Send an email notifying employees that the campaign period is approaching.
- Distribute your materials.
- Educate employees on how their pledges can support our community and remind them to participate. Visit our website for examples from our member agencies of how these dollars make a difference, [www.givenebraska.org/member-agencies](http://www.givenebraska.org/member-agencies).
- Collect pledge forms.
- Report totals to Give Nebraska, we have a form we provide you for easy reporting.
- Make arrangements to pay Give Nebraska directly for pledges to our member agencies.
- Thank all employees for their participation in the campaign.

# Campaign Ideas

## Make it fun!

- Survey your employees to find out what issues and activities are most important. Promote targeted messages or desired activities surrounding the campaign.
- Identify a theme that reflects your workplace. Consider themes that everyone can relate to and that are flexible for different departments or divisions.
- A fun campaign energizes the committee and brings awareness to the efforts. **PRO TIP:** Encourage participation over dollar amounts. Small gifts can make a big impact, when combined with many other small gifts. Higher participation creates a sense of community.
- Think about messages and activities that will resonate with your employees and strategically place activities throughout the campaign (kickoff, middle, wrap-up).

## Lights! Camera! Action!

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

## Bald is Beautiful

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

## Tune into the Community

Music is a great way to get everyone moving to the campaign beat. Hold a karaoke kickoff party. Have participants and volunteers dress up as their favorite musicians. Hold a talent show.

## 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.

# Campaign Ideas (continued)

## **Pucker Up Contests**

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

## **Husker Day**

Set a contribution amount that allows 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.

## **Casual/Jeans Day**

Set a contribution amount that allows employees to wear casual attire on designated days or for a whole year. Encourage departments to compete for the entire group.

## **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 champion golfer? She can offer golf lessons. Find co-workers with special skills or services to share!

## **Corporate Match**

Offer a corporate match for employee contributions up to a certain percentage/dollar amount or a dollar for dollar match.

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

# Additional Fundraising Events

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

*We recommend minimal costs to employees to encourage greater participation.*

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

*When additional funds are collected as a group, please let Give Nebraska 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.
- Support Give Nebraska operating fund.

*Contact the Give Nebraska office if you have any questions!*

# Promote Your Campaign

**Hold an employee meeting.** Employee meetings are often the key to the success of your worksite's campaign.

**Own your event.** Remind employees this is their campaign.  
*We recommend inserting your workplace's name in the campaign title: The "ABC Company" Employee Giving Campaign.*

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

Make sure that your **leaders at your workplace are visibly engaged.**  
*We highly recommend asking your CEO or other top leadership to speak at the employee meeting.*

**Make your meeting fun and engaging.**

**Request a speaker** from one of the Give Nebraska member agencies to talk about how workplace campaign donations enhance the community.

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

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

**Thank your donors!**

**Show your donors how to learn more about each agency on the Give Nebraska website or in our brochure.**

## Resources

### Website

The Give Nebraska website has information about all of our nonprofit member agencies. Located at [www.givenebraska.org](http://www.givenebraska.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.

# Resources (continued)

## Brochure

The Give Nebraska brochure has information about all of the Give Nebraska 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.

## Pledge Forms

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

- [Give Nebraska](#)
- [State of Nebraska Campaign](#)
- [Combined Federation Form: Give Nebraska, Combined Health Agencies Drive, and United Way](#)
- [Custom](#)

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

## Sample Internal CEO Email

**SUBJECT:** Top Down Change

**EMAIL COPY:**

Hello [Company XYZ] employees,

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

For [number of years] we've participated in the Give 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 to join me in giving back to the causes that are important to you. It does not have to be a lot. A small gift given weekly makes a huge difference.

Sincerely,  
[CEO Name]

# Resources (continued)

## Sample Internal Coordinator Email

**SUBJECT:** The choice is yours.

**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?

The choice is yours. 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 payroll deduction.

Giving made easy.

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

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

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

Step 4: Pat yourself on the back for being one incredibly generous individual.

Make a 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 dollar could do to change the world!

Thank you for making our community a great place to live, work, and play.

Sincerely,  
[Name]

# Help Make a Difference

For 40 years, our organization has been helping Nebraska communities.

By donating to Give Nebraska you can celebrate the arts, protect our natural environment and create green spaces, provide health care to those who might not otherwise afford it, provide education and advocacy, and work to protect vulnerable children. Because with Give Nebraska, you support the causes that matter most to you.

By connecting directly with a variety of charitable agencies across the state, our donors are building a more vibrant, creative, healthy community – one dollar at a time.



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