

# TEAM CHAMPION TOOLKIT

RAISING  
**HOPE**  
AT WORK

**Employee Giving Campaign**  
Celebrating 10 years of HOPE.



*Dear Raising Hope at Work Team Champion,*

Thank you for serving as a Team Champion for this year's Raising Hope at Work annual employee giving campaign. We hope you find this toolkit helpful in your role as a campaign leader and as you communicate with employees about Raising Hope at Work.

We couldn't do this without you — a large portion of the campaign's success relies on you and your interactions with staff members. We appreciate everything you do to make this campaign successful!



# WHAT IS RAISING HOPE AT WORK?

Raising Hope at Work engages UF Health Shands and UF College of Medicine employees in building a culture of philanthropy across the organization through an annual employee giving campaign supporting UF Health initiatives.

This is our opportunity to show the community that we believe in what we do. It demonstrates our commitment to a mission of excellence in education, patient care and research that positively affects the lives of those we serve.

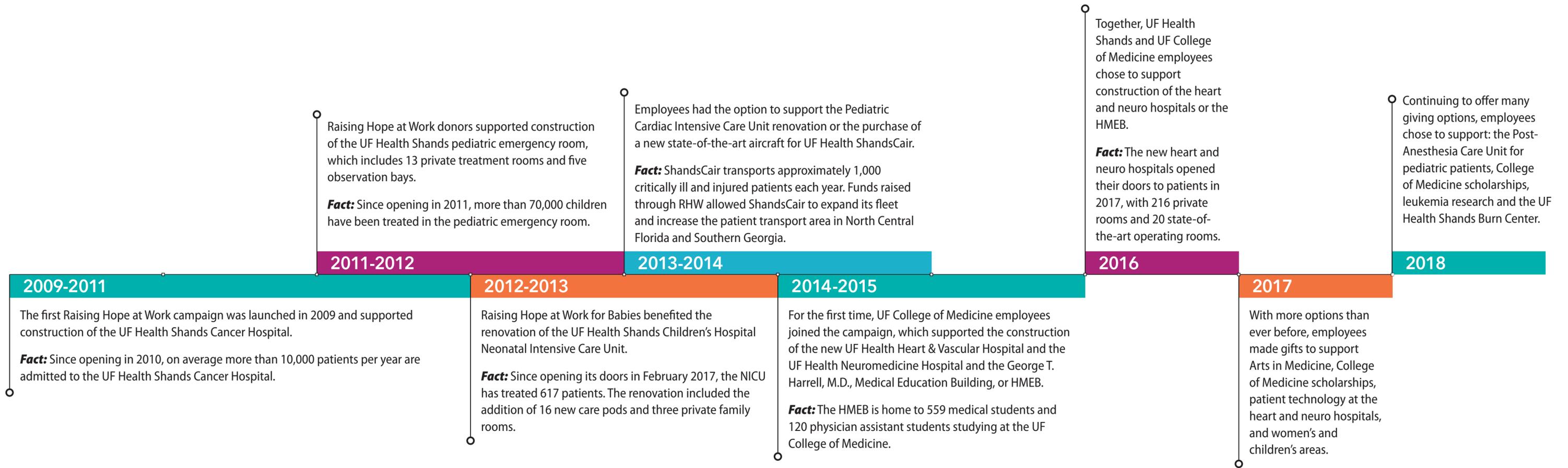


# CELEBRATING 10 YEARS OF HOPE

**I AM**

RAISING HOPE  
 AT WORK FOR

CHILDREN  
 EDUCATION  
 DISCOVERY  
 CARE



# I A M M

## YOUR IMPACT IN 2018

Thank you to our Team Champions for helping us engage UF Health faculty and staff in Raising Hope at Work last year. More than **600 employees** pledged **\$156,760** toward the following initiatives:



### **Pediatric Post-Anesthesia Care Unit**

Through several Raising Hope at Work campaigns we have changed the way children in our community receive the care they need.



### **Scholarship**

Contributions to the Dean's Preeminence Scholarship Fund is making the dream of becoming a physician a reality for students.



### **UF Health Shands Burn Center**

Construction for the burn center renovation is underway and is expected to be complete by July 2019.



### **Leukemia Research & Education**

Gifts support our search for a cure and the work of researchers like Olga Guranova, M.D., Ph.D., who focuses research on how disrupted chromatin organization in the nucleus of our cells affects leukemia development and responses to therapies.

Learn more at [giving.UFHealth.org/RaisingHope](https://giving.UFHealth.org/RaisingHope) about how your support for these initiatives has changed lives.

# RAISING HOPE AT WORK **BASICS**

## **IMPORTANT DATES**

- JUNE 1** Campaign begins
- JULY 19** Campaign ends
- SEPTEMBER 13, 2019** Payroll deduction start date
- SEPTEMBER 4, 2020** Payroll deduction end date (one-year option)



# I A M M

## YOUR ROLE AS A TEAM CHAMPION

As a Raising Hope at Work Team Champion, you are the employee ambassador for your department. You are in the unique position to educate, inspire, motivate and lead your staff and co-workers to raise hope at work.

### How do you do that?

- Make your personal contribution early in the campaign (thank you!) to demonstrate your commitment to Raising Hope at Work.
- Be the voice of Raising Hope at Work in your department/unit. Educate employees about what Raising Hope at Work is and ways they can contribute.
- Attend Team Champion meetings to learn about the campaign and important updates.
- Serve as the liaison with the UF Health Office of Development during the campaign.
- Hold a department meeting or ask for time to share information about Raising Hope at Work during a team huddle or staff meeting.
- Distribute incentive gifts to employees who have donated.
- Always say THANK YOU when employees give.

### 2019 TEAM CHAMPION MEETING DATES

#### RAISING HOPE AT WORK INFORMATION SESSION

**Wednesday, May 15, Noon - 1 p.m.**

at UF Health Shands Cancer Hospital, Auxiliary Conference Rooms (1204-1205)

#### TEAM CHAMPION UPDATE MEETING

**Wednesday, June 19, Noon - 1 p.m.**

at UF Health Shands Cancer Hospital, Auxiliary Conference Rooms (1204-1205)

#### TEAM CHAMPION CELEBRATION

**Wednesday, July 24, Noon - 1 p.m.**

at UF Health Shands Cancer Hospital, Auxiliary Conference Rooms (1204-1205)

# 2019 CAMPAIGN **GIVING OPTIONS**

▲ This year, employees have a choice to contribute to **four** priority areas at UF Health:

**Children**  
deserve  
healthy hearts.

Make a gift to support the Pediatric Cath Lab renovation, and you will help kids receive specialized treatment in a space designed especially for them.

Students we are  
**educating** today  
to become healers  
tomorrow.

Make a gift to support the Mobile Outreach Clinic, and you will help expand the community health outreach our students and faculty deliver every day.

Researchers  
making medical  
**discoveries** that  
change lives.

Make a gift to the Legacy Program Fund to support the Brain Tumor Immunotherapy Program, and you will help propel research in brain cancer treatment ever forward.

Patients who  
receive exceptional  
**care** during  
life-limiting illness.

Make a gift to support the Palliative Care Fund, and you will help extend compassionate, end-of-life care to patients in need.



# WAYS TO GIVE



## ONLINE AT [GIVING.UFHEALTH.ORG/RAISINGHOPE](https://giving.ufhealth.org/raisinghope)

Gifts by credit card or payroll deduction can be made online.



## PLEDGE CARD

Cash and checks must be submitted with a pledge card, including employee information and fund choice.

Mail to **UF Health Office of Development, Attn: Raising Hope at Work,  
P.O. Box 100386, Gainesville, FL 32610-0386**

Drop off donation with pledge card to: UF Health Office of Development,  
1329 Building, Suite 3150 (Third Floor).

Please deliver cash and checks to the Office of Development within 48 hours of receiving the gift.



## ONE-TIME GIFT

Cash, check and credit card accepted.

Checks should be made out to the University of Florida Foundation, with "Raising Hope at Work" specified in the memo portion.

Visit [giving.UFHealth.org/RaisingHope](https://giving.UFHealth.org/RaisingHope) to give securely via credit card.



## PAYROLL DEDUCTION

A small amount each pay period can add up to a large impact over time!

UF Health Shands and College of Medicine employees can choose to establish a payroll deduction that will automatically deduct each pay period.

Payroll deductions will begin Sept. 13, 2019 and end Sept. 4, 2020.

Donors have the option to extend their payroll deduction up to two years.



## HOUR OF POWER

As a part of the Hour of Power program, you can make a payroll deduction equivalent to one hour of your pay, per pay period.

Hour of Power donors will be invited to an event after the campaign with UF Health leadership to celebrate their high level of commitment.

In 2018, Hour of Power Donors contributed 35 percent of the total pledged by employees. These donors have a greater impact on the areas they support.

# DEPARTMENT INVOLVEMENT

There are multiple ways Team Champions can engage employees within their department to participate in the campaign!

## DEPARTMENT RECOGNITION

Departments will be recognized within the following three categories:

**Top Dollars Pledged** — The department with the most dollars pledged overall during the campaign will receive a free lunch for their employees, along with our Champion of Hope trophy to proudly display in their department or unit for one year.

**Top Participation** — Departments with 100 percent participation will be recognized and presented with a Raising Hope at Work recognition piece to display in their department/unit.

**Department Event Fundraising** — The department with the most dollars raised through event fundraising will be recognized and presented with a Raising Hope at Work recognition piece to display in their department or unit.

Keep track of your team's progress throughout the campaign using the **Team Champion Dashboard**.

## *How can my department get involved?*

**Staff meetings and huddles** — Hold a department meeting or ask for time to speak about Raising Hope at Work during a team huddle or staff meeting. Gifts and pledges collected at these meetings that include a pledge card will be counted as individual gifts.

**Fundraising events** — Departments may choose to hold mini fundraisers for their individual areas. Examples include jeans day and penny wars. Please keep all fundraising activities in employee-only areas, and not in patient areas.

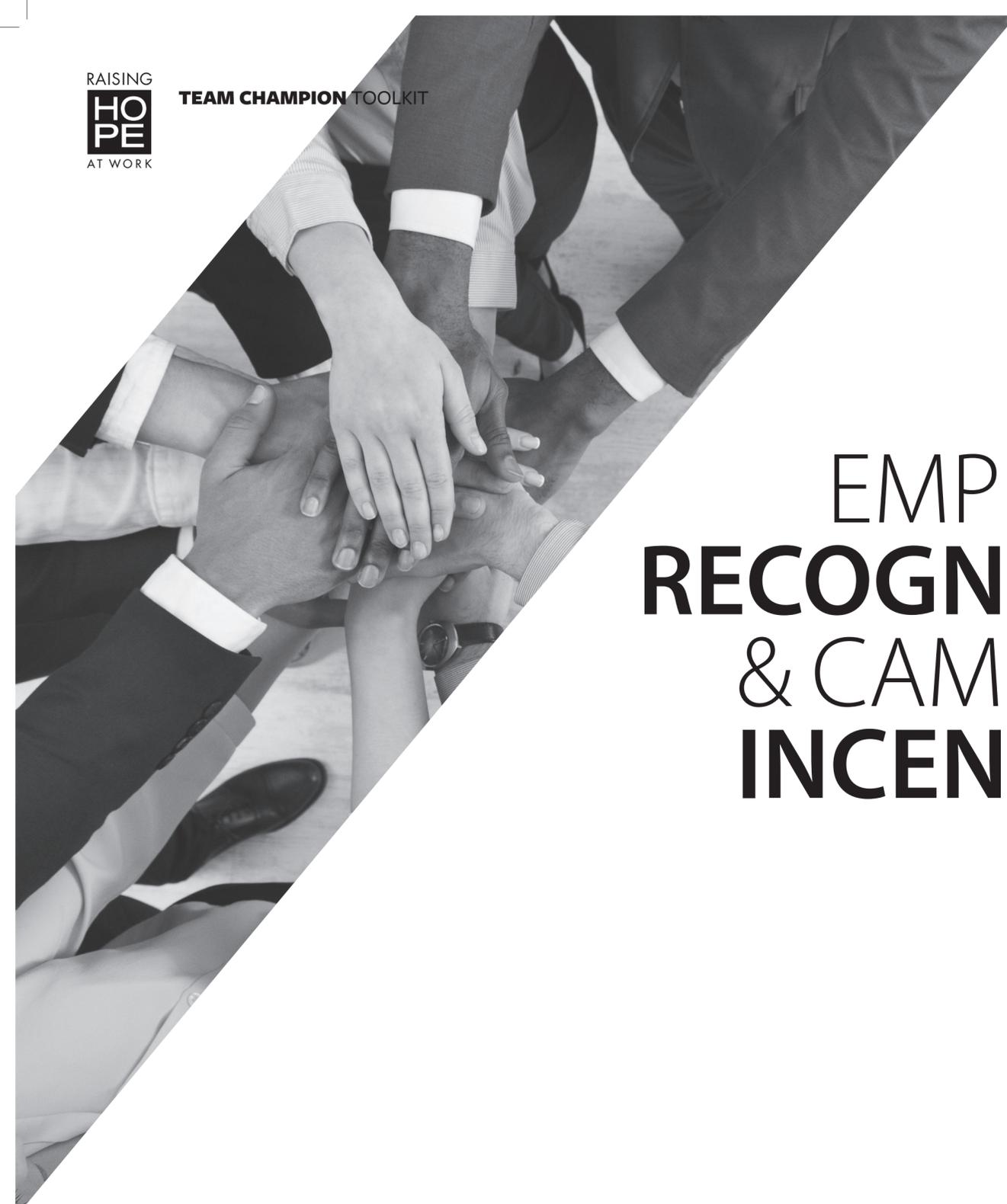
## *How will department events count in the campaign?*

**If your department chooses to host a fundraising event, please take note of how dollars raised will be counted:**

Cash received as part of events are transactions that will not receive gift credit and will not count toward the overall participation percentage for your team.

Dollars raised through department events during the campaign will count toward the overall team total. Department fundraising events will also be recognized in a separate category.

**Based on employee feedback, these changes will allow us to continue to build a culture of philanthropy, encourage departments to participate in fun ways and better represent individual participation when reporting campaign updates.**



# EMPLOYEE RECOGNITION & CAMPAIGN INCENTIVES

## EMPLOYEE RECOGNITION

Donors will be recognized for their contribution in the following ways, or they may choose to remain anonymous:

- Donor names will be listed on the online honor roll at [Giving.UFHealth.org](http://Giving.UFHealth.org).
- Hour of Power donors will be included on the UF Health digital donor wall in the UF Health Shands Hospital and invited to a luncheon with UF Health leadership.

## CAMPAIGN INCENTIVES

Participation  
Gifts

Gifts of \$100  
or more



Phone Wallets



Recognition Icon



Umbrellas

Team Champions will receive incentive gifts at the beginning of the campaign to distribute to employees as gifts are committed.

# ROADMAP TO **TEAM** PARTICIPATION

**MAY 15**

Attend Raising Hope at Work information session on May 15 and review your team list to verify the employees included in your department by cost center or department ID.

**JUNE**

Hold a mini kickoff with your department or co-present with Office of Development staff at a department meeting. We will provide a sample slideshow presentation and employee incentives.

**JULY**

Continue to encourage employees to give before campaign ends on July 19 through email communications and face-to-face follow up. For those who have not participated, remind them of incentives and ways to give.

**AUGUST**

Publicly thank team members who have participated in the campaign through all-staff announcements or department communications. Celebrate your success!

# TEAM CHAMPION DASHBOARD REPORT

Throughout the duration of the campaign, Team Champions will receive weekly department progress reports. Each report will include information specific to your team, such as dollars raised and areas benefited, participation percentage, a list of employees who have participated to date, a list of employees who have not yet participated, current top teams overall, and a snapshot of overall campaign progress. This report is a great resource to help guide your conversations at department meetings and with employees individually.



## Team Champion Report

**Development**  
Lori Apicella  
siegl@shands.ufl.edu

Friday, April 27, 2018  
2:12:29 PM

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### Campaign Overview

# Employee Donors	Total \$ Pledged	
<b>43</b>	<b>\$15,308.84</b>	
Solicitable Employees	Employee Donors	Participation Percentage
12990	43	0.33%

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### Team Standings

Top 10 Dollars Pledged		Top 10 Participation %	
TeamName	\$ Pledge	TeamName	% Participation
TEST	\$500.00	Development	25%
Development	\$204.00	TEST	0%

Top 10 Team Events	
TeamName	\$ Pledge
Development	\$100.00
TEST	\$500.00

# OTHER RESOURCES

The Office of Development is your partner, and we are here to help you be successful in your role as a team champion. This toolkit and additional resources are available to you to download in digital form.

**Please visit [giving.UFHealth.org/RaisingHope](https://giving.UFHealth.org/RaisingHope) to access the following:**

- **Raising Hope at Work PowerPoint presentation template**
- **Raising Hope at Work collateral materials**
- **Poster**
- **Flyer**
- **“I am Raising Hope at Work For” card**
- **Employee donor testimonials**
- **Campaign updates**

*Whom should I ask for help?*

We are here to help you reach and exceed your goals as a Raising Hope at Work Team Champion! If you have questions, please contact us:

**Jessica Clayton**

Sr. Development Associate, Annual Giving

[clayjb@shands.ufl.edu](mailto:clayjb@shands.ufl.edu)

352.265.7288

[giving.UFHealth.org/RaisingHope](https://giving.UFHealth.org/RaisingHope)

[RaisingHopeAtWork@med.ufl.edu](mailto:RaisingHopeAtWork@med.ufl.edu)