

# Campaign Manager's Guide



How to encourage your employees  
to join Cox's New Orleans Initiative

[www.cox.com](http://www.cox.com)

**COX**  
COMMUNICATIONS

Your Friend in the Digital Age.

**Dear Brand Friends:**

It's been a year since Hurricane Katrina changed the Gulf Coast forever. During this time, Cox employees in New Orleans have shown an inspiring amount of resilience as they rebuild their lives and renew their commitment to Cox Communications. As a company, we have an opportunity to recognize the anniversary of Katrina in a positive way, and salute their strength during extraordinary circumstances.

Recently, we announced plans for a campaign to raise funds for New Orleans employees and their families to enjoy a day of respite: **BandTogether**. Employees nationwide can contribute to the fund by purchasing a **BandTogether** wristband for a minimum donation of \$1. Funds raised will be matched (dollar-for-dollar) by corporate. The resulting funds would be used to create an event to honor the outstanding efforts of New Orleans employees under unprecedented conditions and demonstrate that we have not forgotten them and their tremendous challenges.

Thanks to your willingness to participate in this campaign, New Orleans employees and their families will enjoy a day at the New Orleans zoo to relax, enjoy their families and co-workers, and escape, for a short while, the worry and stress of rebuilding their lives. You are welcome to give more if you can.

Soon, we will be reminded of Katrina's impact. Our colleagues in New Orleans still live with the devastation and destruction that took their homes, separated their families and destroyed their everyday routines. Many still live in temporary housing, commute hours to work each day past Katrina's destruction and spend their days helping customers still recovering from the storm. In the words of one employee: "There is no escape from this."

We present ourselves as Your Friend in the Digital Age to customers throughout the country. **BandTogether** is just one way for us to be a friend to our fellow Cox employees.

Thank you for agreeing to be a part of this campaign. Our dollars and united demonstration of support will add up to a forever memorable act of generosity for Cox's courageous employees of New Orleans.

Sincerely,

A handwritten signature in black ink, appearing to read 'Pat Esser', written in a cursive style.

Pat Esser  
President, Cox Communications

**TABLE OF CONTENTS**

	<u>PAGE</u>
<b>WHAT IS THE NEW ORLEANS EMPLOYEE INITIATIVE?.....</b>	<b>4</b>
• Program Objectives	
• Who is Involved?	
• Why is this an Employee Fundraiser versus a Company Fundraiser?	
• The Offer	
<b>ROLE OF CAMPAIGN MANAGERS.....</b>	<b>5</b>
<b>COMPANY MATCHING FUNDS.....</b>	<b>5</b>
<b>ACCOUNTING CONTACTS.....</b>	<b>6</b>
<b>WHY THIS INITIATIVE?.....</b>	<b>7</b>
• Why Now?	
• How Will Funds Be Used?	
<b>FAQ: COMMONLY ASKED QUESTIONS &amp; SUGGESTED ANSWERS.....</b>	<b>8</b>
<b>HOW THE PROGRAM WORKS.....</b>	<b>9</b>
• Getting Started	
• Why Donate Beyond the \$1 Minimum?	
• Driving Multiple Sales	
<b>PROGRAM SUPPORT TOOLS.....</b>	<b>11</b>
<b>TIMELINE.....</b>	<b>11</b>

## **WHAT IS THE NEW ORLEANS EMPLOYEE INITIATIVE?**

Cox Communications is a company with deep roots and connections in the communities it serves. Individually and as a company, our connections were tested as Hurricane Katrina slammed into New Orleans on August 29, 2005.

Our New Orleans system employs approximately 650 people. A year later, the lives of employees affected by the storm's devastation are still not back to pre-Katrina normalcy.

Cox wants to reach out and show our New Orleans colleagues that the company cares about them, that we are proud of their persistence and resilience and that they are not forgotten.

### **Program Objectives**

In undertaking a one-year anniversary fundraiser, we have two objectives consistent with our company values:

- To recognize the employees of New Orleans and reinforce the Cox brand vision and values in the process
- To instill a sense of pride among all Cox employees as having a personal and vested interest in the well-being of other employees

### **Who is Involved?**

We are seeking company-wide participation in this program. That means all 20,000 Cox employees nationwide including:

- Headquarters employees
- Managers and supervisors
- System leaders
- Customer service representatives
- Field service representatives
- Other system employees: network, marketing, administration, etc.

### **Why is this an Employee Fundraiser versus a Company Fundraiser?**

By “banding together” with this voluntary program, Cox employees can motivate each other, raise funds and show their support for colleagues affected by Hurricane Katrina. By encouraging fellow employees to purchase a wristband, Cox employees will send a powerful message of continuing concern and support to their colleagues. **BandTogether** will be a campaign we revive in the event that another group of employees faces devastation and needs our help.

### **The Offer**

In recent years, millions of people have purchased and worn wristbands supporting various causes from cancer research to homeless initiatives.

A Cox-blue silicone bracelet with the words “**BandTogether**” can be purchased for a minimum donation of \$1 to show support of those affected by Hurricane Katrina. This gesture of kindness will recognize fellow New Orleans employees while reinforcing the Cox brand vision and values.

**ROLE OF CAMPAIGN MANAGERS**

Your role in this campaign is to promote, reinforce and encourage the purchase of these bands among employees. We've attempted to create a turnkey campaign that will limit the amount of labor required. However, we are asking you to facilitate the sale of the bands in your local system. That includes:

- Hanging posters
- Disseminating emails
- Involving your local leadership
- Recruiting team members
- Handling cash transactions during the sale of the bands

While we ask for a minimum donation of \$1, employees are more than welcome to contribute more. For example, if an employee wants only one band but wants to contribute \$10 that is acceptable.

We encourage you to be flexible and inventive when selling your bands. Competitions and other promotional activities are good ways to raise awareness.

To inspire employees to wear their bands and show them off to others, we'll host a "Show Us Your Bands" photo campaign to highlight individuals or groups of employees who send in images of themselves and others wearing their bands.

This is an exciting way to show New Orleans employees that their colleagues support them from coast-to-coast.

**COMPANY MATCHING FUNDS**

As an additional incentive to encourage giving to the campaign, we have been granted a corporate match to the total amount of funds raised. We will announce the corporate match in the second week of the campaign to inspire additional participation. Look for more information on the company match during the week of September 4<sup>th</sup>.

**ACCOUNTING CONTACTS**

The accounting team has agreed to help us in this endeavor by setting up a special account in each system. They have released the guidelines below for your local accounting representatives.

1. Record cash received and deposited from the sell of wristbands to local Accrued Other **(24400)** account. Use **“BandTogether Campaign”** as description.
2. Notify Corporate Accounting (**Joycelyn Johnson**) on total cash collected at end of campaign. **Campaign dates: August 29<sup>th</sup> – September 8<sup>th</sup>**.
3. Once all information is collected from each system, Corporate Accounting will reclass amounts to Corporate liability account.
4. Corporate Accounting will reclass credit to New Orleans expense account to offset cost of employee event.

Below is a list of accounting contacts for each system. Please coordinate with these individuals to ensure your funds are handled correctly.

<b>East</b>			
1	Gainesville	Steve Chapman	(352) 337-2101
2	Gulf Coast	Alan Wolfenbarger	(850) 857-4512
3	Hampton Roads	Dara Yeh	(757) 222-8425
1	Kansas	Chris Wilson	(316) 260-7385
2	New England	Jeff Cournoyer	(401) 615-1294
3	Northern Virginia	Rhonda Lapierre	(703) 480-4951
1	Oklahoma	Nelson Eubank	(405) 286-5277
2	Omaha	Shannon Reider	(402) 934-0408
3	Roanoke	Tamara Barnhart	
<b>West</b>			
1	Arizona	Ginger McNab	
2	Baton Rouge	Vickie Peak	(225) 237-5153
3	Central Coast	Peter Mackins	(805) 681-3801
1	Cleveland	Tom Hamilton	(216) 535-3373
2	Las Vegas / Hosp. Network	Ryan Carson	(702) 384-8084 x 8386
3	Middle Georgia	Mike Dettmer	(478) 314-3573
1	New Orleans	Guy Boyle	(504) 314-1820
2	Orange County	Anne Gillebaard	(949) 546-2412
3	San Diego	Janet Amato	(619) 266-5562

**WHY THIS INITIATIVE?**

Cox Communications believes that employees are its most important asset. We care about our employees and we care about each other. We want to underscore to New Orleans employees affected by Hurricane Katrina that they are deeply valued and supported by their colleagues as they rebuild their lives.

Furthermore, with this company-wide effort, we want to instill a sense of caring and connection among Cox employees, as well as bring to life our pride in our people and community service values.

**Why Now?**

As we reach the one-year anniversary of Hurricane Katrina, we want to remind our New Orleans employees that they are not forgotten, that we understand their lives are still reverberating from the effects of the storm and that they still need our continued support.

The **BandTogether** Campaign will serve as an acknowledgement of this still-unfinished chapter in the lives of our New Orleans metro employees and provide funds for a day to relax with their families.

**How Will Funds Be Used?**

Monies raised from this campaign will be used to fund a recognition event for New Orleans employees and their families. While Cox employees will be contributing the funds to make the event possible, we are relying on the New Orleans team to make fiduciary decisions. The local team is most familiar with the situation in the area, what activities and locations would work best for employees and how best to create a successful event.

**FAQ: COMMONLY ASKED QUESTIONS & SUGGESTED ANSWERS**

The following are some common questions that you may be asked during the **BandTogether** Campaign, along with suggested responses.

**What was the impact of Hurricane Katrina on New Orleans?** The city of New Orleans experienced considerable damage from Hurricane Katrina. The aftermath of the storm left thousands of citizens displaced, billions in damages and a recovery effort of historical proportions. Cox New Orleans services two of the city's four Parishes, both (Orleans and St. Charles) were significantly damaged due to sustained flooding.

**How was the local system impacted?** In the immediate aftermath of the storm, nearly 40 percent of the system's potential customers were lost. The network suffered extensive damage.

**What are employees doing to rebuild the system?** New Orleans employees have replaced hundreds of miles of aerial cable and fiber-optic lines and fixed almost half of the company's "drops," or lines directly into homes. More than 90 percent of the system is now up and running, and employees are working persistently to connect customers as they return, and as power crews continue to repair or replace their lines.

**How many employees are in New Orleans?** There are 680 employees in New Orleans, down more than 140 following Katrina. Most of the employees who left had relocated to other cities and decided to remain.

**How much of the system has been restored?** Approximately 90 percent of the New Orleans network is restored and running, and we will be serving every available home soon after power is restored.

**How many customers do we serve there?** Cox currently serves more than 187,500 cable customers in the four parish area.

**I haven't heard much about New Orleans in the news. Aren't things back to normal?** While there has been progress in New Orleans, there is still a great deal to be done. Employees are still working through rebuilding their homes and their lives nearly a year after the storm. We anticipate much news coverage surrounding the one-year anniversary of Katrina.

**Didn't we have a campaign for New Orleans last year? How is this different?** Yes, there was a campaign for New Orleans and other Cox

Enterprises Gulf Coast employees in the immediate aftermath of Hurricane Katrina. Funds raised last year were earmarked to meet emergency needs and assist employees in acquiring housing, clothing and other necessities. The **BandTogether** Campaign is an effort to recognize the hard work of New Orleans employees over the past year with a day of fun. Most have worked extremely long hours to bring the system back online and service customers while dealing with difficult, often life-changing, personal obligations.

**Is my contribution tax-deductible?**

Unfortunately, donations to **BandTogether** are not tax-deductible. Because this is an internal campaign operated by a for-profit entity – Cox Communications – contributions are not tax deductible.

**Why should I contribute?** By contributing to the **BandTogether** campaign, you can help create a day of fun for New Orleans employees and their family members who may have not had a real break since the storm. Cox is a company that puts people first, and values our employees at every location. This is an opportunity to put those values into action and show respect, support and appreciation for our colleagues.

**Can I do more than just buy a wristband?**

Certainly, wristbands are available for a minimum donation of \$1. You can give as much as you want to the **BandTogether** campaign.

**What is the atmosphere in New Orleans, how are the employees coping?** New Orleans employees are showing a great deal of resiliency. While the impact of the storm is still evident in their everyday lives, many employees are determined to continue their lives in their home of New Orleans. Cox is committed to assisting in the city's rebuilding effort.

**When will we know more about the New Orleans event?** At the end of the campaign, details about the New Orleans event and the accompanying activities will be announced nationwide. We are certain that the New Orleans employees will want to share their appreciation directly with you.

## **HOW THE PROGRAM WORKS**

Funds raised during the **BandTogether** Campaign will be used to fund a day of fun for Cox New Orleans employees and their families. Your help will make this day possible.

Proceeds from your local sales should be given to a designated member of your accounting team (see page 6) for deposit into a special account that will be rolled into a larger national account. Totals from the campaign will be made public at the midpoint and end of the campaign.

### **Getting Started**

#### ***Setting up Sales/Donation Centers***

We encourage you to establish sales locations in high-traffic areas such as lunchrooms and lobbies. This will maximize your sales potential and make you more visible to employees interested in purchasing a wristband. The times to make bands available for sale are totally up to you, but we suggest lunchtime for optimum results. You may also consider making the bands available if you have an upcoming all-hands meeting or employee event.

#### ***Making Change – Handling the Money***

Since the bands are available for a minimum donation of \$1, you should have less of an issue making change since you will hopefully have a good stream of dollar bills. However, you may want to keep around \$50 on hand in various denominations to ensure you can make change if necessary.

#### ***Tracking Donations***

There is no need to track donations by person or amount. We want make this as easy a transaction as possible. Taking names and departments is one way to slow down your operation. Keep it moving!

#### ***Depositing Funds***

At the end of each sales day, please deliver all sales funds to the designated accounting representative mentioned on page 6. They will be your partner in this process and will deposit funds from your sales into a special account for the **BandTogether** Campaign. Those funds will then be rolled into the national **BandTogether** Fund, with updates on sales at the midway and end points of the campaign.

### **Why Donate Beyond the \$1 Minimum?**

To encourage 100% participation of Cox employees, a bracelet will be given in exchange for a minimum donation of just \$1.

If you choose you can also “up sell” the donation. Consider some popular and common spending examples outlined below:

Many of us have two or three cups of coffee a day. How much do we spend on a cup of coffee and a snack? At least \$2 and maybe as much as \$5? What about grabbing lunch at the corner deli? Perhaps \$10. A movie? At least \$8. A manicure? That’s at least \$20. A hardcover business book might run you \$25; a music CD could be as high as \$18. What about a single baseball ticket? That averages more than \$22. Dinner for two may run upwards of \$50 or more at your favorite restaurant.

**Why Donate Beyond the \$1 Minimum? – *continued***

What if each Cox employee skipped their daily dose of caffeine for a couple of days, put off buying a book or attending a ball game for a week or passed on movie or a dinner for two? Why not suggest that employees defer just one of these expenses for a week and earmark that money for the New Orleans Initiative? Beyond the money raised, consider the impact we make on our fellow employees that underscores our corporate and personal values – and telegraphs an important message of support.

**Driving Multiple Sales**

Buying a single wristband is great, but why not encourage Cox employees to think bigger?

These days, “cause” wristbands are cool fashion, so why not suggest buying a band for each member of the family? What about buying one for all key customers? Or buying a band for every member of a favorite local sports team? Why not buy bands and distribute them at church, neighborhood, children’s class or networking meetings? The possibilities to “band together” are endless.

Encourage employees to get creative, spread the word throughout their own communities and show support for their Cox New Orleans colleagues by making multiple wristband purchases.

PROGRAM SUPPORT TOOLS

[Click here to see the full campaign plan](#)

**Cox Band Together Communications Plan**

**July**

**Phase 1: Staging**  
*Audience: Employee Communicators*

A) Prepare System Leaders (start August)  
 • Band Together communication guidelines  
 • Band Together collateral for system employees  
 • Supportbook for all PPT, FAQs, leader guide

B) Develop Micro Site (to be ready by August 14)  
 • Band Together Overview  
 • New Orleans Employee Stories  
 • Local News Stories  
 • Employee Message Board  
 • New Orleans Video

C) Accounting Guidelines  
 • ID local accountants  
 • Account leaders will facilitate cash deposits  
 • Motes will be swept every other day

D) Teaser Campaign  
 • Banner ad Teaser Begins Mid-August  
 • Local Banners will drive traffic to micro site

**August 23<sup>rd</sup> – September 8<sup>th</sup>**

**Phase 2: Sales**  
*Audience: All Employees*  
*Primary Communicators: Field Employee Communicators*

A) System Sales  
 • Introduction of program - via Video Mail Systems post *Band Together* posters with purchase locations  
 • Minimum donation of \$1.00  
 • Tallies posted online every other day

B) Awareness Campaign for New Orleans  
 • *Band Together* Bands  
 • Posters  
 • Special Messaging from Pat Esser

C) Campaign Wrap Up  
 • Announce the total funds raised and the corporate match  
 • Announce the event date and location  
 • Thank you note from Greg Bicket/ Pat Esser

**October**

**Phase 3: Event**  
*Audience: Employees in New Orleans*

A) New Orleans *Band Together* Event  
 • Location: Zoo  
 • Local invite RSVP site  
 • Posters for flag sale at Countdown to event

B) Event  
 • Attended by New Orleans employees and family  
 • Cox Sr. Team Members  
 • Speech from Pat Esser  
 • Food and prizes for employees  
 • Photos from the event posted on *myAXIS*

**Ongoing Communications**  
*Audience: All Cox employees*  
 • *myAXIS* site will serve as a link to all three campaign messages and employee stories. Site will be promoted throughout the campaign  
 • Use existing channels (i.e. Context Click, IntraNet) to deep dive into the Cox *Band Together* Project  
 • Regular reminders will be distributed to employees to coordinate interest in the campaign

**COX COMMUNICATIONS**

TIMELINE

DATE	EVENT
August 29	<ul style="list-style-type: none"> <li>Pat Esser video mail introduces <b>BandTogether</b> campaign</li> <li>Follow up emails sent to local employees</li> <li><b>BandTogether</b> web site made available on MyAXIS</li> </ul>
September 4	<ul style="list-style-type: none"> <li>Campaign update; announcement of company match</li> </ul>
September 8	<ul style="list-style-type: none"> <li>Campaign conclusion; announcement of final funds raised</li> <li>Update of <b>BandTogether</b> web site with details of the New Orleans event</li> </ul>