



Employee Campaign

Coordinator's Guide



United Way of Russell
and Washington Counties

LIVE UNITED™

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Welcome to United Way's Team!

We congratulate you on being appointed Employee Campaign Coordinator for your organization's annual community campaign. You are joining a select group of volunteers from across Russell and Washington Counties who are working together to meet this year's community fundraising goal. The money you help raise will support 42 local health & human service agencies in three priority areas: education, income and health.

What does an Employee Campaign Coordinator do?

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your workplace.

Key Responsibilities:

- Attend the United Way kick-off and celebration event. **Invite your co-workers.**
- Work closely with United Way of Russell & Washington Counties staff.
- Obtain support from top management.
- Recruit a team of volunteers to assist you.
- Develop an effective campaign plan including dates, goals and special activities.
- Coordinate the distribution and collection of campaign materials.
- Coordinate your company's kick-off, recognition and special events.
- Request speakers and tours from United Way.
- Promote the campaign throughout your company.
- Encourage leadership (\$500+) giving in your campaign.
- Educate your co-workers about United Way.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your workplace campaign fun!
- Complete your final report and send it with pledge forms to the United Way office.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year.

If you need further assistance, please call 276-628-2160. Many resources, such as the video, brochure and pledge forms, are also available online at www.rwcunitedway.org.

United Way Staff



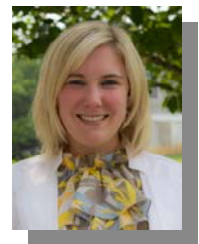
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WHY UNITED WAY? BECAUSE IT'S...

LOCAL

Your donation stays here in Russell and Washington Counties, supporting local programs across 42 Partner Agencies, making United Way the best way to help the most people.

PROVEN

United Way is a proven, organized system that continuously evaluates our Partner Agencies and the services they provide to meet community needs. In addition, United Way has established the Community Impact Fund, which fosters collaboration across the community to address specific needs in a creative and non duplicative way.

ACCOUNTABLE

Volunteers review agency outcomes and budgets. United Way makes sure your gift supports programs that have proven they are making a difference in our community, making United Way the smartest way to help the most people.

EFFICIENT

Through the extensive use of community volunteers like you, a small staff, and our Corporate Partners, United Way of Russell and Washington Counties is able to maintain low overhead, ensuring your investment goes where it has the greatest impact.



Living United Means...

Advancing The Common Good

Advancing the common good means **creating opportunities for a better life for all.**

- When we reach out a hand to one, we influence the condition of all.
- We all win when a child succeeds in school, when families are financially stable and when people have good health.
- These results / changes have benefits that ripple out to the community as a whole.

Education Income & Health

There are **basic things that we all need for a good life:** a quality education that leads to a stable job, income that can support a family through retirement, and good health.

- United Way is focused on the building blocks for a better life:
 - Education – Helping Children and Youth Achieve Their Potential
 - Income – Promoting Financial Stability and Independence
 - Health – Improving People’s Health

Lasting Changes

Our goal is to create **long-lasting changes** by addressing the underlying causes of problems.

- We don’t just address the symptoms of a problem. We go deeper to get at the underlying causes.

LIVE UNITED

Living United means being part of the change.

- It takes everyone in the community working together to create a brighter future.
- Together, we can accomplish more than any single group can on its own.
- Give. Advocate. Volunteer. LIVE UNITED.

Facts About Our Partnering Agencies

- In 2010, Crossroads Medical Mission provided, free of charge, nearly 3,000 medical visits including labs and medications to over 1,400 individuals.
- In the year of 2010, Ecumenical Faith in Action helped 259 patients get prescription medications valued at \$1,198,301. That means each patient received approximately \$385 worth of prescription medicines each month which they normally would not have been able to afford. Because of this help, the families didn’t have to choose between food, medicine, rent, or heat.
- In the 2009-2010 fiscal year, Abuse Alternatives, Inc. provided safe, temporary, emergency shelter to 43 women and 38 children who had to leave their own homes due to domestic violence. A total of 2,198 bed nights were provided to these 81 individuals.
- In 2010, the Boys & Girls Club of Abingdon / Washington County offered POWER Hour which is our homework assistance and tutoring program to 196 students for a total of 235 hours.
- For the 2010-2011 fiscal year, the Highlands Educational Literacy Program, Inc. has worked with 47 students to improve their reading and writing skills, 30 students to teach basic computer skills, and 12 English as a second language students in Washington County. We have had 69 volunteers to assist us with this effort with over 2000 hours of volunteer time contributed.

Hints on Handling Objections

Often, people find getting started the most difficult step in solicitation because they feel uncomfortable asking for donations. Keep in mind that the money you raise will be used to improve the lives of many, right here in our community.

Here are some hints to keep in mind when handling objections:

- Answer all questions directly, openly and honestly.
- Listen carefully to what is said. Sympathize by saying “I can understand or appreciate how you feel”. This doesn’t necessarily mean you agree.
- Be open, not defensive. A concern is never directed at you; it is directed at some idea you are presenting.
- Don’t argue. If you argue with someone’s statement, you will force the person to become defensive. Remember, you want to address a concern, not win an argument.
- Be relaxed, be yourself. Your job is to make a case for supporting your community through United Way of Russell and Washington Counties.
- Be prepared. Review the frequently asked questions section.
- Never answer the objection like a know-it-all, don’t try to win the point.
- If you don’t know the answer, don’t fake it. Assure the person you will find out the answer and then get back to them. Call a United Way staff member for assistance.

Remember...Giving is a voluntary decision.

When asking employees to donate, remember that giving is always voluntary! Investing in the community is a personal decision, and you can expect some employees you solicit to object to some part of United Way or the campaign. These are natural parts of the solicitation process, so you should regard them as welcome signals that you are doing your job. Remember, not everyone is going to participate, no matter how fun and informative you make your campaign!

Make giving personal and relevant.

For instance, ask employees how many cups of coffee they purchase in a week. Would they consider donating the cost of one cup of coffee per week to the campaign?



10 Steps to a Successful Campaign

1 Reinforce CEO's Commitment

- The CEO should send an endorsement letter to all employees and make personal appearances at all campaign events
- Provide company time for employee meetings, campaign training, or presentations
- Arrange for payroll deductions
- Review past campaign performance

2 Set employee goal by totaling employee potential for giving

- Visit our website at <http://www.rwcunitedway.org/Campaign-Toolbox.html> to download the United Way Campaign Goal Setting Worksheet

3 Develop Campaign

- Prepare a timetable
- Order materials from United Way
- Plan a kick-off
- Provide incentives
- Select additional campaign elements
- Gain CEO plan approval

4 Initiate Leadership Giving Program

- Reinforce CEO's commitment to select top-level managers for the Leadership Giving Program
- Conduct a separate United Way presentation (guest speakers available) for executives to contribute their Leadership Gift prior to the company campaign kick-off
- Publicize results of your Leadership Giving Program to set the pace for employee giving

5 Develop a campaign team

- Select key people from all employee groups, including management and labor
- Provide campaign team training to ensure committee members understand United Way and motivate them to participate enthusiastically
- Plan well before campaign time and assign specific responsibilities and completion dates
- Prepare a comprehensive events calendar

6 Implement campaign plan

- Schedule employee meetings
- Send letters to retirees asking for their pledges
- Show United Way video and provide speakers and/or in-house displays
- Produce special events that add fun and excitement to the campaign
- Award departmental prizes for reaching goals
- Conduct drawings for givers

7 Publicize campaign

- In your newsletter, print a question and answer column, United Way artwork and progress reports, charts/thermometer
- Announce all campaign events well in advance
- Track your company's progress on a thermometer displayed on the bulletin board
- Take every opportunity to emphasize how United Way benefits the community

8 Ask for the pledge

- Ensure everyone was asked to give in a personal, face-to-face meeting
- Encourage use of payroll deduction, as it is the most convenient method of giving
- Request pledges while enthusiasm is high
- Set a specific date for pledge forms to be returned to you.

9 Report campaign results

- Notify United Way of the company's progress
- Advise your CEO and committee of the company's progress
- Post and update progress charts
- Announce your results publicly
- Display final results on thermometer posters
- Submit the final results to United Way

10 Thank the employees

- Send a CEO thank you letter to all employees
- Schedule an event/party/dinner hosted by the company
- The event should set the stage for next year
- Publish thank you messages in the employee newsletter, clipping and posting them on the bulletin board
- Display campaign photos and memorabilia
- Attend United Way's Campaign Celebration in January

Leadership Giving Levels

Promoting leadership giving is the key to achieving your organization's goal. The Leadership Giving Societies recognize individuals that give at a leadership level:

Tocqueville Society \$10,000 & above
Signature Club Gold Quill \$5,000 - \$9,999
Signature Club Silver Quill \$2,500 - \$4,999
Signature Club Bronze Quill \$1,000 - \$2,499
Pillar Society \$500 - \$999

Be a leader! Invite co-workers to join you as a member of the \$10/week club. That is all it takes to be a leadership giver! It is as easy as packing lunch one day a week rather than going out.

Put the FUN in FUNdraising

Incentives

For employees who make a first-time gift or increase an existing gift, have a drawing for:

- Paid time off
- Jeans day/Casual dress
- Reserved parking spot
- Sleep-in passes
- CEO car wash
- Extra lunch time
- Weekend at B&B, hotel or resort
- Gift cards
- Job Trades – Let the boss do your job
- Day off on Birthday
- Company Logo items
- Pizza Party
- Sporting event tickets

Where to Get Prizes: Vendors, Campaign Budget, Your Company, and Local Businesses

Special Events

Set a price to participate or attend and have give-away prizes.

- Throw a pie/Dunk your boss
- Breakfast bash/Pizza party/Root beer floats
- On-line auction
- Typing contest
- Baby picture contest
- Collect loose change around the office
- Auction baskets from each department
- Lunchtime movie with popcorn
- Indoor golf course
- Book fair – sell staff donated books, CDs and videos
- Ugly earring/Tie contest
- Craft/Bake sale
- Pancake breakfast
- Executive dunking booth
- Yard sale
- Car wash
- Office treasure hunt
- Chili cook-off
- Employee cookbook sale
- Crazy hat – pay \$1 to make someone else wear it

Campaign Enhancers

Campaign Video/DVD

An excellent way to educate employees about the importance of United Way. For a free copy, simply call the United Way office at 276-628-2160 or it can be viewed on our website at www.rwcunitedway.org/Videos.html.

Speakers

Speakers include recipients of United Way funded programs (when available), volunteers and representatives from United Way funded programs. Because our speakers are in great demand during the campaign, it is a good idea to make requests at least two weeks in advance.

United Way Funded Program Tours

If a picture is worth a thousand words, “being there” is worth at least a thousand pictures. An agency tour is the best way to educate your employees about United Way, and to get a firsthand look at services made possible by their investment. To arrange a tour, call the United Way office at 276-628-2160. A two week advance notice is needed.

20 Minute Agenda for Campaign Presentation

2 Minutes – Welcome

Campaign Coordinator welcomes employees and explains why United Way is important and how the company will support the campaign.

2 Minutes – Endorsement

Company CEO provides statements of support, emphasizing the value to the company of community involvement. This establishes a corporate commitment to United Way and encourages company wide participation.

2 Minutes – United Way Staff

United Way Staff provides an overview of United Way and the impact of its services. This informs the audience of the needs in our community, and offers them the opportunity to participate in addressing those needs.

5 Minutes – Agency Speaker

A speaker from a United Way agency illustrates how employee contributions are making a difference in our community. Speaks specifically to the benefits of United Way support, coordination of services and the ability/need for United Way agencies to work together to address multiple social service challenges.

5 Minutes – United Way Campaign Video

Campaign Video raises the audience’s awareness and encourages them to actively support their community by giving through the United Way Campaign.

4 Minutes – Wrap Up & Thank You

Campaign Coordinator describes incentives, talks about Leadership Giving Program, answers questions, asks employees to complete pledge forms, collects pledge forms, and thanks everyone.

Resources for success

Contents

The Case for United Way
Sample Letters to Employees from CEO
Frequently Asked Questions

United Way is a:

- Convener, bringing people together to work on positive change
- Collaborator, working with our partners to make a difference
- Catalyst, building a bridge to lasting change
- Change agent, focusing on and investing in community improvement

Making the Case:

Community by community –

- Over 36,000 people in our community – maybe a coworker, friend or neighbor...have received help from a program that was funded through United Way
- Improving people's lives strengthens our community
- Our goal is long-lasting change that prevents problems from happening in the first place

Partnerships –

- United Way is engaging the in community – individuals, businesses, government, and other non-profit organizations – to address issues that are important in Russell and Washington County.

United Way maximizes your investment by –

- Bringing the community together to work to improve lives
- Strategically investing in programs and initiatives that produce demonstrated results
- Leveraging your investment – combining your gift with the gifts of others – to create lasting changes in peoples' lives and the community



Resources for success

Sample Letter #1 to Employees from CEO (Can be emailed or included as a payroll stuffer)

Dear (INSERT EMPLOYEE NAME),

Did you know that United Way is the leader in funding health & human service programs in our community? Did you know that community volunteers distribute the money raised by United Way? And that partner agencies must meet strict criteria to receive funding?

Last year, employees at (INSERT COMPANY NAME) raised \$ (INSERT AMOUNT) to strengthen and support our community through United Way. The gifts made here at (INSERT COMPANY NAME) helped feed the hungry, helped children & adults with developmental disabilities, and shelter battered women and children. Our dollars provided meals to the elderly and emergency services for the families whose homes have burned down due to fires. Through your gifts, we made a real difference in our community.

United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way and (INSERT COMPANY NAME) offers you the ease of payroll deduction to donate to United Way.

Please take time this year to learn more about how United Way is making our community a better place to live, and consider joining me and many other employees who pledge a gift.

Sincerely,

CEO

Sample Letter #1 to Employees from CEO (Can be emailed or included as a payroll stuffer)

Dear (INSERT EMPLOYEE NAME),

As we begin our United Way campaign, I would like to take a moment to encourage your support. My motivations are both personal and professional. I take comfort in knowing that United Way touches so many people throughout our community – our families, friends and co-workers, as well as our customers and their families.

Your investment in United Way of Russell and Washington Counties supports 42 agencies. That's not surprising when you consider the comprehensive range of health and human service programs funded by United Way. We all care about the issues like hunger, childcare, strengthening families, and increasing independence for our elderly neighbors. A United Way investment is a great way to be a part of the solution.

Last year, we raised \$ (INSERT AMOUNT) in our United Way campaign, company-wide. United Way puts those dollars to work – efficiently and effectively – investing in our communities. Because trained volunteers are such an integral part of the system, United Way is able to keep operating costs low.

I am pleased to announce that (NAME) has agreed to be the campaign coordinator for our company's United Way campaign (HE/SHE) will appreciate your efforts to make this our most successful campaign ever.

I am proud of our accomplishments and the impact we have made. Our support taps into the passions and strengths of our communities, creating an environment where people come together every day to make our region a better place for all of us to live. I hope you will join me, to help us build a better, stronger and more caring community by contributing to United Way. Your gift will be a constant reminder that when we think outside ourselves, we have the power to facilitate change.

Thank you and LIVE UNITED,

Sincerely,

CEO

Resources for success

Frequently Asked Questions

What is United Way?

United Way is a local community movement of volunteers, program partners, corporate partners and donors, committed to advancing the common good by focusing on education, income and health.

Who is served by United Way of Russell and Washington Counties?

United Way services are provided to people who need help, want to volunteer, or want to donate. Although program funding is determined by local volunteers and may differ from county to county, your United Way is committed to providing services to ensure every person has access to the building blocks for a good life:

- Education – preparing children to enter and graduate from school
- Income – promoting financial stability and workforce development
- Health – improving people’s health and wellness

What’s the difference between giving to United Way vs. another charity?

When you give to a specific charity, you support a cause. When you give to United Way, your gift becomes part of a collective effort: to improve lives and strengthen our entire community. Your gift to United Way allows you to accomplish more than you can alone or through a single charity.

If I don’t benefit, why should I give?

You or a family member may have already used a United Way funded program without realizing it. In fact, people from all backgrounds benefit from Red Cross disaster services, scouting programs, youth mentoring programs, assistance with shopping or household chores for an older parent, and many more services provided by United Way funded programs.

Furthermore, when you support United Way, our community is strengthened because more people have the skills they need to keep jobs; more families are able to find affordable, stable housing; more children are succeeding in school and staying away from dangerous activities; and more seniors and people with disabilities are remaining independent in their own homes longer.

Who determines how contributions to United Way are spent?

Knowledgeable, well-trained volunteers from across our community – people like you – carefully screen and select the programs funded by your United Way contribution. In order to be eligible for United Way funding, programs must provide health and human services and be locally operated with 501(c)(3) status. The recommendations for funding are then reviewed and approved by our volunteer Board of Directors.

After selection, these programs are closely monitored to make sure they produce positive, measurable results.

Frequently Asked Questions - Continued

Who runs United Way?

Your local United Way staff works in partnership with knowledgeable, well-trained volunteers who represent the diversity of the community. A volunteer Board of Directors sets policy and strategic direction, oversees financial practices, and provides guidance on operational issues.

How much of my gift is used for overhead?

United Way's Corporate Partners help to offset operational costs such as: campaign materials, events and administrative costs, therefore devoting more donor dollars to local health and human service programs. Our administration and fundraising overhead is only 10 cents per dollar, far more efficient than the 35 cents recognized by the Better Business Bureau's Wise Giving Alliance, the 25 cents recognized by the USA Office of Personnel Management, or the 20 cents measure which earns the highest ratings by other charity watchdog groups.

Is my gift tax deductible?

United Way of Russell and Washington Counties is a nonprofit 501 (c)(3) eligible to receive tax deductible gifts. You should discuss the tax deductibility of your gift with a tax professional.

How is my local United Way related to United Way Worldwide and other United Ways?

United Way Worldwide is the leadership and support organization for the network of nearly 1,800 community-based United Ways in 45 countries and territories. It provides support through guidance, training, development services, research and national advertising. However, UWW has no input on how a local United Way invests contributions in its community.

In exchange for these services, United Way of Russell and Washington Counties makes an annual payment to UWW that is equal to one percent of the dollars raised annually, and the cost of this covered by our Corporate Partners. This means that 100% of your gift stays here locally.

How do I volunteer?

To volunteer in your community, visit our website at www.rwcunitedway.org/volunteer.html or simply call the United Way office at 276-628-2160.

Tools and Ideas

More tools and ideas for your campaign are just a click away.

Point your browser to www.rwcunitedway.org for dozens of resources to help you run an effective United Way campaign.



Tools on the web

- Logos, graphics and illustrations
- Banners, posters, pledge forms, etc.
- Campaign video
- Answers to frequently asked questions
- Fast facts about our United Way



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