

Employee Campaign Coordinator Guide



Thank you for your commitment to our community.

Role of the Employee Campaign Coordinator

As an Employee Campaign Coordinator (ECC), your primary role is to plan, coordinate and implement an effective United Way Workplace Campaign. We rely on you to impress upon your colleagues the significant challenges that undeserved populations in our region face every day, and to inspire your co-workers to make a commitment to Live United.

Some responsibilities include:

- Recruiting volunteers
- Distributing campaign materials and collecting pledge cards
- Promoting the campaign within your company
- Thanking donors
- Completing the campaign summary and returning any payments, pledge forms, etc. to UW office.

We will help however we can! Visit our campaign toolkit online for ideas and resources:
uwamov.com/toolkit

United Way Overview

United Way advances the common good by creating opportunities for a better life for all. By bringing together caring individuals and organizations throughout the area, we successfully identify strategic solutions to our region's most toughest challenges and direct funding where it's needed most.



United Way At-A-Glance

- We serve eight WV counties and two in Ohio.
- In 2018 we plan to fund 47 programs at 39 partner agencies.
- We have 6 main initiatives funded directly from our office that impact our entire community.
 1. WV 2-1-1
 2. Back-to-School Initiative
 3. Warming Hands & Hearts Energy Initiative
 4. FamilyWise Prescription Drug Savings
 5. Hunger Solutions
 6. Little Free Libraries- curbside Literacy Movement

It's Easy to Make a Big Splash!

You don't have to spend a lot of money to get the word out. Here are some simple and easy to execute ideas to get you started.

Wear the shirt

Order LIVE UNITED shirts for cheap and wear them as you talk to employees about giving.

Conduct a Contest

Encourage competition among departments or compete against management for participation.

What's Your Sign?

Display LIVE UNITED or use your company name [Company LIVES UNITED] on electronic signs, marquees, billboards, etc.

Chalk It Up

Use chalk to write "LIVE UNITED" in front of the office, in the parking lot, etc.

Jeans for a Cause

Offer a jeans or casual dress day for those who give \$5 per paycheck or more.

Employee Pledges- Making the Ask

People give to United Way because they believe in what we do. Your knowledge, enthusiasm and commitment are key to encouraging others.

- Be Prepared. Make your own pledge before you ask anyone else. Watch the campaign video and review our website to refresh on all our current partners and community initiatives.
- Get the donor's undivided attention. Leaving a pledge card in a mailbox does not equal an "ask". Have a personal conversation wherever possible.
- Explain the purpose of United Way and tell others why you give. Make sure they have a campaign brochure and help them understand that all gifts benefit our local community.
- Ask for a pledge increase. Encourage everyone to use payroll deduction and ask them to give \$5 more per pay period than they did the year before.
- Address concerns or questions. Know the answers- don't guess. Refer them to United Way or call us to find the answer.
- Say thank you. Regardless of what the donor decides, thank them for their time.

Managing Objections

Potential donors may have questions concerning their gift. Since most objections are based on misconceptions, respond with, "If that were not an issue would you consider making a pledge?" By providing the correct information, you can usually overcome the objection, which may lead to a gift.

Tips:

1. Listening to what is being said
2. Establish Rapport. Objections are usually not personal.
3. Answer Objections with Facts

Talk through Common Objections—here are a few:

I give directly to XYZ charity. Why should I give to United Way?

- United Way adds value to your contribution by providing annual requirements for non-profits, ensuring your gift is being used effectively.
- United Way's annual campaign efforts give area non-profit organizations a reliable source of funding without having to allocate scarce resources to solicit individual contributions. These organizations can count on United Way to cost-effectively promote and administer a single campaign that raises money for many causes at once.
- While you may give to other worthy causes, view our United Way gift as a "gift to the community" because it supports a network of partner non-profits with wide-reaching impact.

Prizes & Other Incentives

It doesn't take a lot of money to offer great prizes to reward employees for participating. Here are some suggestions:

- Paid time off
- Casual Fridays
- Free hotel stay
- Prime parking spaces
- Gift certificates
- "Flee at 3" coupons

Putting Pledges into Action

Here are some best practices for getting your contributions into the community in a timely and efficient manner:

- If your company uses an e-pledge system, let us know when the campaign ends and forward us any emails you receive from the organizing United Way.
- Be sure to remit any paid-in-full donations with your pledge forms in your campaign report envelope.

When your campaign is completed:

1. Collect all of the pledge forms.
2. Count the number of donors and the amount raised and complete the summary form
3. Drop off your campaign envelope to our office or call us and we'll pick it up!

Visit uwamov.com to:

- Learn about our impact areas, programs and initiatives
- Learn about our partner non-profits
- Sign up to volunteer
- Learn about our leadership giving- Pacesetters
- See list of our board of directors
- View our financial information

Your Local United Way
contacts:

Stacy DeCicco,
Executive Director

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Michelle Lewis,
Accounting

mlewis@uwamov.org

Delaney Laughery,
Program Assistant

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304-580-0570

Be sure to LIKE and
FOLLOW us
facebook.com/uwamov
and
twitter.com/unitedwaymov

Promotional items? visit:
unitedwaystore.com

FAQ's from the Employee Coordinators

When should our campaign take place?

Most campaigns occur between early September and mid-December; we suggest wrapping it up before the holidays for best results.

We cannot hold a kickoff. How can I get employees involved anyway?

Take the campaign to them. Use United Way promo items to decorate the office. Use email and voicemail to give personal messages.

When do payroll contributions start?

Ask your HR department. We can receive payments any time and will work with each company on the timeline. Typically, most companies begin the deductions in January.

How do I get a United Way speaker?

Contact your United Way office (304-580-0570 or sdecicco@uwamov.com) to arrange a speaker. Please allow at least two weeks notice.

How can I find out how much we raised last year?

Contact us and we'll give you a custom report!

My company wants to volunteer. How can I find opportunities?

Visit our website: www.uwamov.com/volunteer

More FAQ'S

If I stop working for my current employer, what happens to my payroll-contribution pledge?

Your pledge will not automatically be routed to your new place of employment or your home. If you do change jobs, please contact your United Way office.

I'm never going to use any of the services that United Way supports so why should I give?

One in three people in the Mid-Ohio Valley benefit from the services provided by UW and/or partner agencies. At one time or another, almost everyone has a health or human service issue and may need help. Most likely, you or someone you know has benefited from UW.

How can I be sure my donation will be used efficiently and effectively?

Every United Way is local and autonomous. When you give where you live you support your local programs and partner agencies that are helping your neighbors in need. United Way annually vets all of its partners on a variety of criteria. United Way employs a world-class financial reporting system and independent audits have commended UW with highly favorable reviews. As well as internal financial checks and balances are in place to ensure United Way's stability and accountability.

Some just can't afford to give- should I even ask them?

Yes! Everyone should have the chance to participate. Payroll deductions allow even the smallest gift to add up over one year's time.