



CAMPAIGN COORDINATOR HANDBOOK

United Way of the Eastern Panhandle



**United Way
of the Eastern Panhandle, Inc.**

United Way of the Eastern Panhandle
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WELCOME CAMPAIGN COORDINATOR!



United Way
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Thank you for being a LEADER, VOLUNTEER, and ADVOCATE for United Way. As a Campaign Coordinator, your generosity and commitment are helping to build a stronger community while creating better lives for thousands of people. Your time, talent and passion are critical to United Way's success in making better lives possible for those in need.

GETTING STARTED

- Schedule a meeting with your company's CEO to confirm campaign goals and objectives.
- Meet with your United Way representative
- Establish a timeline and plan of action for the campaign kick-off and campaign activities
- Schedule a company-wide campaign kickoff meeting
- Request a United Way speaker, if desired
- To make your campaign as easy as possible, recruit co-workers to help you.
- Involve the payroll department to assist in processing the pledges.
- Visit uwayep.org and click on Campaign Toolkit to check out campaign resources

CONDUCT CAMPAIGN

- Encourage your staff to participate in Day of Caring.
- Distribute campaign materials and host a United Way speaker.
- Encourage leadership giving.
- Show the campaign video.
- Announce Give and Win Sweepstakes and other company incentives.
- Conduct special event fundraisers to increase campaign results and engage employees. Fundraising ideas can be found at uwayep.org/campaign-toolkit
- Send periodic emails to encourage participation. Templates can be found at uwayep.org/campaign-toolkit
- Keep in touch with United Way of the Eastern Panhandle at uwayep.org and on our social media channels
- Give your own gift – it makes it easier to ask others to do the same

END OF CAMPAIGN

- Collect donor pledge forms and ensure all information is complete
- Make copies of pledge forms and give them to the payroll department
- Complete your campaign by returning pledge forms to United Way office or request pick up
- Announce campaign results
- Thank everyone for participating!

For your convenience, we have created an online Campaign Toolkit for you to download additional resources and materials to successfully run your campaign. The toolkit is located at uwayep.org/campaign-toolkit.

WHAT DOES UNITED WAY DO?

United Way creates opportunities to improve the health, education and financial stability of every person in Berkeley, Morgan, and Jefferson counties. By working together with non-profit partners, corporations, area businesses, community leaders, volunteers and donors, United Way of the Eastern Panhandle works to build stronger communities in the Eastern Panhandle.

WHY GIVE TO UNITED WAY?

By giving through United Way, your gift is invested in programs and services that build stronger, healthier and more financially stable individuals and families. Your gift helps United Way provide grants for outcome-based programs and provides support for community change initiatives that address core needs and achieve lasting, measurable results. United Way reviews all funded partners every year through a rigorous application process. This means that your contributions are going to organizations that meet the highest standards of transparency and accountability.

FACTS ABOUT YOUR UNITED WAY

- By working together with non-profit partners, corporations, area businesses, community leaders, volunteers and donors, United Way of the Eastern Panhandle works to improve lives in Berkeley, Morgan and Jefferson counties.
- United Way of the Eastern Panhandle is creating significant community change with an emphasis on developing lasting solutions to some of our area's most challenging issues.
- United Way of the Eastern Panhandle believes in advancing the common good through a strategic focus on the building blocks of a good life - education, financial stability, and health.
- The generosity of our donors enables us to provide grants for outcome-based programs and provides support for community change initiatives that address core needs and achieve lasting, measurable results.
- United Way of the Eastern Panhandle provides funding to more than 30 community non-profits.
- In addition to supporting these charities, United Way develops programming around education, income, and health, the building blocks of a good quality of life.
- United Way helps coordinate numerous community-wide projects, in addition to the workplace campaigns. A few of these include the annual Christmas Cash for Kids, Warming Hands and Hearts Day of Caring, and many more.
- United Way reviews all funded partners every year through a rigorous application process. This means that your contributions are going to organizations that meet the highest standards of transparency and accountability.



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WHY CONDUCT A WORKPLACE CAMPAIGN?

When your business partners with United Way of the Eastern Panhandle, you gain access to numerous ways to connect your employees to the communities where they live and work. Whether your employees want to invest in their community through charitable giving or volunteerism, we can assist you in increasing your company's impact in the community.

There are many advantages to running a United Way workplace campaign:

- United Way offers a simple, convenient way for your employees to support the community and causes they believe in.
- A workplace campaign will help your company to achieve its Corporate Social Responsibility goals.
- Employees feel good about working for an organization that supports the community in which they work and live.
- A United Way campaign with an established goal energizes a team, which increases morale and fosters a sense of corporate pride.
- Employees will gain a greater sense of community awareness and will have the opportunity to become familiar with health and human services agencies and their programs.
- Your employees may give in regular increments via payroll deduction or with a one-time gift paid via check or credit card.
- Supporting United Way of the Eastern Panhandle ensures that your organization's charitable giving will yield the most possible impact in our community.
- Our annual campaign celebration event honors and thanks those who champion our cause by "Living United".
- We can work with you to create a strategy to engage your employees and meet your philanthropic goals. Opportunities include workplace giving campaigns, event sponsorships, and employee engagement and volunteerism. United Way of the Eastern Panhandle will provide you with all the tools and support you need.
- United Way of the Eastern Panhandle will provide you with the tools you need to run a successful and effective workplace campaign.
- Whether a small business, a major corporation or even a non-profit organization, you can join the more than 80 organizations that run campaigns with United Way of the Eastern Panhandle each year.

GUIDE TO LEADERSHIP GIVING

Behind every United Way contribution is a very personal and powerful commitment to human need. Our Leadership Giving Societies are comprised of a powerful group of individuals who share a similar passion for investing in the community and making a difference.

Whether you choose to donate your leadership gift through monthly payments, a one-time payment, or through your company, your investment will make a difference in the lives of others.

TOCQUEVILLE SOCIETY

Tocqueville Society is a community of like-minded individuals who invest \$10,000 or more each year and believe together we can change lives and transform communities.

POTOMAC SOCIETY

Donors who give \$750 or more each year become members of United Way's Potomac Society. This vital group believes our community is worth a significant personal investment. Their generosity reflects a strong commitment to advancing the common good and providing community solutions in the core areas of education, income and health.

EMERGING LEADERS UNITED

Emerging Young Leaders are the next generation of business and community leaders who believe in giving back to our community. Young professionals (under 45) who make an annual gift to United Way of the Eastern Panhandle and commit to volunteer hours are eligible to join. This group comes together throughout the year for exclusive networking, volunteering, and professional development opportunities.

FUNDRAISING IDEAS

By simply filling out a pledge card, employees may give in regular increments via payroll deduction or with a one-time gift paid via check or credit card. You may also choose to conduct fundraisers to help employees achieve their fundraising goals. Here are some ideas:

Guess the Number

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

Potluck Luncheon

Have employees bring a dish and then charge \$3-\$5 to each lunch. You may want to set a theme such as Italian Food, Mexican Food, International, Vegetarian, etc. Don't forget desserts!

Coin Wars

Divide the office by department and have a money jar assigned to each. Members of each department deposit pennies, nickels and dimes into their own jar and place quarters or "green" into the jars of other departments. Pennies count as positive while quarters and "green" are negative. The department with the highest positive number (or often the case, the least negative number) wins a lunch provided by the company.

Spare Change Jars

Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a time frame.

Bake Sale

Employees buy employee-donated baked goods with donations benefiting United Way.

Dress Down Day

Employees pay \$5 to dress casually on a certain day.

Guess the Baby Picture

Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

Chili Cook-off

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili.

Build Your Own Ice Cream Sundaes

Have a wide variety of sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries, etc.) available for employees to build their own sundaes.

FUNDRAISING IDEAS (CONT.)

Tailgate Party

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

Extra Day Vacation

Raffle/Auction off a day or ½ day of vacation.

Lunch with CEO

Auction or raffle off lunch with the CEO.

Front Row Parking

Raffle front row parking spots for a year, or during the winter months.

Informative Meeting Incentives

Hold a workplace meeting and have a representative from United Way and/or an agency speaker give a presentation. Offer donuts, coffee or raffle tickets to attendees.

Employee Raffle

Ask employees to contribute something special for a raffle prize. The prizes can be baked goods, sports tickets, or a weekend stay at a vacation cabin or condo. Prizes may also be donated by vendors. As employees turn in their pledge cards for the campaign, they will receive a raffle ticket.

Book Sales

Invite employees to donate books they have read and get great deals from other employees. Encourage employees to bring their donations in early. Sell paperback for \$1 and hard cover for \$2.

Silent Auction

Ask your employees to donate items to be sold at your silent auction. Provide a bid sheet for each item and post the deadline for bidding.

FREQUENTLY ASKED QUESTIONS



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Q: What does the United Way of the Eastern Panhandle do?

A: United Way's roots in the Eastern Panhandle go back to 1928 when a group of local business leaders decided to hold an annual employee campaign to collectively raise funds for the local charities who had been coming to them for donations individually. This allowed the charities to focus their scarce resources on providing services rather than fundraising. Today, United Way strives to make a stronger and healthier community for everyone. The organization currently provides financial and volunteer resources to 41 programs at 33 partner agencies. We have taken on a leadership role as a community builder. In partnership with business, government, and other nonprofit groups, United Way gets people talking about tough issues that affect the whole community and help gather resources and connect the people to bring about lasting change.

Q: Why should I give to United Way? Doesn't it make more sense to give directly to a particular agency?

A: A diverse spectrum of health and human service agencies depend on United Way for important funding. None of these agencies alone can address all the needs in our community but the agencies can complement each other and enhance the impact on the issues being addressed. A gift to United Way ensures that community issues are being tackled in a comprehensive way. In addition, United Way can provide a convenient way to contribute through a workplace payroll deduction program.

Q: Will I be pressured to give?

A: United Way has a policy against pressuring anyone to give because helping others is a personal matter. We want you to know that your participation in the United Way campaign is very important, but we want to earn your confidence so that you will freely choose to support more than 40 health and human service programs through your single contribution. You should not feel pressured to give.

Q: I'm never going to need United Way services, so why should I support them?

A: You may not need the help from a United Way program today, but you or someone your care about may need them in the future. United Way funded programs help people deal with problems and issues. Those issues affect not only an individual but also affect others around them – family, co-workers, and neighbors. You could be one of those people.

Q: Who runs United Way of the Eastern Panhandle?

A: Volunteers govern all aspects of United Way of the Eastern Panhandle. The local Board of Directors, many of whom you may know or recognize by name, determines policies, sets procedures, and monitors all activities of the organization.

Q: What is United Way's administrative cost?

A: United Way of the Eastern Panhandle's administrative cost is 10%. This figure compares favorably with the suggested Better Business Bureau guidelines of up to 35%. Additionally, donors giving through the United Way have a unique assurance that their contribution provides funding to agencies with local programs reviewed for cost effectiveness and community need.

Q: Does our local United Way send money to United Way Worldwide?

A: United Way of the Eastern Panhandle operates as an independent charity, controlled, and governed by a local volunteer board of directors. All decisions are made by people who live and work locally. Funds raised remain here to support this United Way and its funded partners. United Way Worldwide serves as an international trade association for nearly 1,800 independent, autonomous United Ways across the globe. The fee we pay for United Way Worldwide services is 2% of our campaign. In exchange, we receive a variety of services that benefit Berkeley, Morgan, and Jefferson counties, including brand usage, corporate monetary support, training, materials, and national advertising.

WHO SHOULD I CONTACT?

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STAY CONNECTED!



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