



United Way of  
Virginia's  
Eastern Shore



**2021 CAMPAIGN  
COORDINATOR HANDBOOK**



# The United Way of Virginia's Eastern Shore

Since 1991, you have helped raise over

**\$7,500,000.00**

which has had such an impact on the quality of life  
here on the Eastern Shore

## COORDINATORS MATTER

Being an Employee Campaign Coordinator is crucial to the success of United Way. 80 % of the money raised is through Workplace Campaigns. Without you, we could not fund the programs which improve lives everyday. Thank you!

Being a coordinator means spending time distributing materials, organizing events and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits:

- Become more connected to the people in your company.
- Strengthen relationships with your co-workers.
- Demonstrate your leadership skills.
- Network with others in the community through United Way training and events.
- Have fun!

Whether this is your first time as a coordinator or you have coordinated your campaign multiple times, this guidebook will help you get the most out of your campaign.

The more you know about United Way, the more impassioned you will become and the more credible you become with co-workers.

## **Our Mission**

The mission of United Way of the Virginia's Eastern Shore is to serve as a bridge between those who strive to help and the Eastern Shore's community of families and institutions in need.

## **Some of the programs United Way funds have supported:**

***Food Bank of the Eastern Shore*** for their Back Pack Program so students will have food over the weekend

***Boys and Girls Scouts*** so our children to learn to work together developing life skills

***Family YMCA*** so everyone can learn to swim

***ESCADV*** to provide programs for women who have been raped or abused so they have a safe haven, and providing an advocate for these women while they are in the hospital

***Manna Cafe*** to provide free hot meals, even to those housebound

***Eastern Shore of VA Habitat for Humanity*** to help citizens build a home and provide the opportunity for families to help themselves

***Eastern Shore Literacy*** so more people will have the opportunity to read

Scholarships for ***4-H*** (both counties), ***YMCA Camp SilverBeach and the Eastern Shore of Virginia Historical Society*** to give our children a chance for life changing experiences

***No Limits*** to support an exercise program for survivors of brain injury and other disabilities on the Shore

***Boys & Girls Club*** to support programs which will enable young people, especially those who need us the most, to reach their full potential as productive, caring, responsible citizens. These children receive hot meals and homework tutoring

***ESAAA*** to help fund Meals on Wheels

***ESCC Foundation*** to fund emergency food assistance to students

***Eastern Shore Rural Health*** for new equipment so they can better serve their patients

***Accomack Interfaith Crisis Council*** for a helping hand for unusual, one-time crisis situations

These examples do not include the Donor Allocations. Donors have directly supported nonprofits such as *Riverside Hospice*, the local *Volunteer Fire Departments*, *The SPCA*, *Barrier Islands Center*, *Little League* and many health and service organizations on the Shore.



Boys & Girls Club at Camp Silverbeach

In 2020, The United Way of Virginia's Eastern Shore raised over **\$259,000.00**. Over half of that money was already designated by the donor. Twenty-three (23) Agencies applied for funding from the Community Impact Fund totaling **\$232,033.00**. As you can see, there is never enough but **Every Dollar Counts**. With your help, we can all make an impact on our Community. Together, we can improve the quality of life for the residents of the Eastern Shore.

# Local Volunteers

## Make the United Way a Success

### 2021-2022 Board of Directors

*Kimberly Savage*  
*Bill Payne*  
*Jennifer Annis*  
*Patsy Goard*

*President*  
*Vice President*  
*Treasurer*  
*Secretary*

Earl Schrag  
Elizabeth Perry  
Coni Chandler  
Wayne Parsley

Elizabeth Lankford  
Robert Crockett  
Paul E. Bibbins, Jr

Wendy Lilliston  
Matt Parker  
James Lilliston  
Peggy Shaeffer

### 2021 Campaign Chair



Maureen Cody

### 2021 Allocations Committee

Wayne Parsley,  
Chairman Diana  
Hemphill  
James Lilliston  
Paul E. Bibbins, Jr

Dawn Byrd  
Eliza McBride  
Coni Chandler

Kris Marcy  
Peggy Shaeffer  
Kim Savage  
Amanda Kamm

# About Your Local United Way

## Our Vision

United Way of Virginia's Eastern Shore envisions a world where all individuals and families achieve their human potential through education, income stability and healthy lives.

## Our Mission

The United Way of Virginia's Eastern Shore is a local volunteer organization established in 1991 by business people and community leaders. Our mission is to serve as a bridge between those who strive to help and the Eastern Shore's community of families and institutions in need.



**LIVES**  
IMPROVE  
AND OUR  
COMMUNITY  
**GROWS**  
STRONGER

## Some of Our Program Partners

### Education

Accomack County 4-H  
Boys & Girls Club of Southeast VA  
Boy Scouts of America - Delmarva Council  
Eastern Shore Community College  
Eastern Shore Public Library Foundation  
Girl Scouts of the Chesapeake Bay  
New Roots Youth Garden  
Northampton County 4-H Programs  
Northampton County Education Foundation  
Smart Beginnings

### Income

Accomack Interfaith Crisis Council  
American Red Cross Lower Shore Chapter  
Eastern Shore Area Agency on Aging  
Eastern Shore Habitat for Humanity  
Light House Ministries  
Lightning the Way  
VA 2-1-1

### Health

Riverside Shore Memorial Hospital  
CHKD  
Eastern Shore Rural Health System  
Foodbank of the Eastern Shore

# 10 Steps for Success

## 1. Get to know YOUR United Way

Once you have taken on the role of Campaign Coordinator, your first step is to familiarize yourself with United Way of Virginia's Eastern Shore and the history of your organization's workplace campaign.

For any questions, please contact Dawn Byrd at

**[dbyrd@esunitedway.org](mailto:dbyrd@esunitedway.org)**

### YOUR CAMPAIGN PACKET

- Campaign Donations Forms
- Campaign Analysis
- Campaign Brochure
- Pledge Information Envelope



[esunitedway.org](http://esunitedway.org)



United Way of Virginia's Eastern Shore

## 2. Involve your CEO/management

When your organization's management commits his or her support, it sends a powerful message about United Way and the work we are doing. There are several ways to include your management and keep them involved:

- Find out what resources are available through the company to help you plan.
- Meet with your leader to get his or her support.
- Confirm your company's corporate gift.
- Encourage your management to speak at an all-staff meeting to demonstrate his or her support of United Way.

Don't forget to discuss your corporate gift.

## 3. Organize a terrific team

Having others assist you with the campaign makes it fun and encourages campaign involvement.

- Find a volunteer to represent each of the various departments within your company.
- Select employees who have high energy and are well respected in your organization
- Clearly define the roles of your volunteers and how much time they will be committing to the campaign.

We recommend a ratio of at least 1 team member per 25 employees.

Make sure all buildings & departments are supported!



## Handling Questions When You May Not Have the Answers

Every question or comment, even if it is negative, is an opportunity to communicate and share the positive aspects of United Way. Generally, when concerns are expressed they are not directed at you. If you have the answer on hand, tell the person. If you are not sure of the answer, be honest and say so. Then contact a United Way representative for the answer and get back to the person, or ask United Way of Virginia's Eastern Shore to contact the individual.

Objections are not personal. Remember, they are not directed at you.

Objections are often based on incorrect information. Try to identify the real issue.

Show sympathy. Listen carefully and show your concern. This does not mean that you agree, but that you care about the concern.

Don't argue. Instead, offer information about the many ways United Way helps people or offer to discuss the issue further after the group meeting.

Don't be afraid to say you don't know.

Remember, education, not coercion. The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, hinders communication and understanding, and can lead to decreased support.

Don't Forget:  
We're all in this together.

Your United Way volunteers are available to help you answer questions and deliver the United Way message.

## Frequently Asked Questions

### “What are United Way of Virginia's Eastern Shore's administrative and fundraising costs?”

Thanks to Corporate and Media Sponsors, our already low administrative and fundraising costs are partially covered, allowing more of the campaign funds to go directly to fund programs. 90¢ of every dollar goes to local nonprofits.

### “What is the Overhead Myth?”

GuideStar, BBB Wise Giving Alliance, and Charity Navigator also recognize the importance of fiscal responsibility as well as outcomes and are working to include this element in their rating process. Visit [overheadmyth.com](http://overheadmyth.com) for more information. These organizations ask nonprofits to do three things to help in their movement to an Overhead Solution:

1. Demonstrate ethical practice and share data about our performance.
2. Manage towards results and understand our true costs.
3. Help educate funders (individuals, foundations and corporations) on the real cost of results.

### “I live in a community outside Virginia's Eastern Shore, why should I give?”

United Way of Virginia's Eastern Shore advances the common good. When the residents of the community you live OR work in thrive, your co-workers and your business will be better off.

### “I can't afford to give very much, should I give this year?”

The majority of our funds are from local residents just like you! There is no gift too small. Every gift is important and every dollar counts.

### “Does my money really stay local?” or “How much money is sent to United Way World Wide.”

YES, your money stays in Accomack and Northampton Counties. Your local United Way board of directors make community investment decisions based on recommendations from members of your community who volunteer to serve on Community Allocation Teams. Complying with our membership to United Way World Wide allows us to display our membership certification, use all marketing, fundraising and community investment tools, and receive a portion of funding from the many national campaigns that come out of the national partnerships.



## “Why support United Way of Virginia’s Eastern Shore?”

United Way of Virginia’s Eastern Shore does what no other nonprofit organization can. We coordinate the collective strength of more than 3,000 individual donors, 100+ local businesses, over 100 nonprofit organizations and numerous community resources. Together, we help people when they need it and we deliver long-term solutions for individuals and families on Virginia’s Eastern Shore by empowering them to thrive in our community for years to come.

## “Why should I give to United Way of Virginia’s Eastern Shore instead of directly to an agency?”

- United Way focuses on funding programs whose services complement each other and do not overlap.
- United Way provides monitoring of agency programs, ensuring that your gift is being used effectively.
- By offering payroll deduction, monthly billing and a variety of other payment options, United Way makes it easy to give an amount that adds up to a big impact at the end of the year.
- When you choose to support United Way, you do not have to decide between helping children, families, seniors or individuals in crisis. Your gift blankets the spectrum of needs in our community.
- Many of our program partners use United Way funds as leverage for other funding that requires a community match.

## “How does United Way of Virginia’s Eastern Shore determine which programs receive funding?”

Funding recommendations are made by our Allocations Committee and approved by our board of directors. These volunteer committees review annual funding proposals from local nonprofit organizations to decide which programs receive funding as well as how much funding goes to each program during the funding cycle. Additionally, all funded programs are required to submit annual reports to United Way of Virginia’s Eastern Shore for review by our Allocations Committee.

**WHAT A DOLLAR BUYS.**

LIVE UNITED

**United Way**  
United Way of Virginia's Eastern Shore

United we fight. United we win. United Way of Virginia’s Eastern Shore fights for the health, education, and financial stability of every person in our community. Your contribution will add up to big wins for the Eastern Shore.

**WHAT MATTERS**

<b>A \$5</b> CUP OF COFFEE	OR	<b>MEALS FOR FAMILIES</b>
<b>A \$10</b> APP FOR PHONE	OR	<b>BOOKS FOR CHILDREN</b>
<b>A \$20</b> PAIR OF MOVIE TICKETS	OR	<b>FINANCIAL COACHING FOR FAMILIES</b>
<b>A \$50</b> DINNER	OR	<b>SHELTER FOR A FAMILY</b>
<b>A \$100</b> JACKET	OR	<b>AFTER SCHOOL ENRICHMENT FOR CHILDREN</b>

**GREAT THINGS HAPPEN WHEN WE LIVE UNITED**

## 4. Develop a plan for success

A well planned campaign sets the stage for success. Campaign timelines, scheduled events, and thoughtful incentives help achieve your goals.

- Make a plan that works for your organization. Consider your culture and coworkers' interests and create a plan that educates, energizes and gets results.
- Your United Way staff is a great resource to help you develop a plan and come up with creative ideas. Be sure to include them in the planning process!

## 5. Promote the campaign and communicate the United Way message

You are the ambassador for United Way at your organization. Educating your coworkers about the value and the work of United Way is the best way to gain their support.

- Place United Way posters in key meeting areas and break rooms.
- Send an email to all employees announcing the kickoff of the campaign.
- Include campaign information in your company newsletter, emails or on your intranet.
- Forward United Way generated campaign emails to all employees.

**ASK!** The number one reason that people do not give is because they were not asked. Make it a priority to educate and provide the opportunity for every employee to give.

- Encourage questions and thank employees for their participation.
- Make yourself available to answer any questions or concerns during the campaign. Your United Way Workplace Liaison and staff are available to answer questions as well.
- The best way to communicate United Way's work and make "the ask" is by holding a United Way rally.



Thanks for being  
our HERO!



# Sample Rally Agenda:

Welcome	CEO/Coordinator	1 minute
Success Story/UW Impact	Program Partner	3-5 minutes
More About United Way/Ask for the Gift	United Way Speaker	3-5 minutes
Company Campaign Specifics	Coordinator	3 minutes
Total		15 minutes

## Schedule Your United Way Speakers!

- Dates(s)/Time(s)
- Time Allotted
- # of Attendees
- Special Requests

## 6. Have fun!

We want you and your organization to enjoy your United Way campaign! Special events and incentives can add fun and excitement - the possibilities are limitless. Use this as a team building experience and put the FUN back in FUNdraising!

### Special Event Ideas

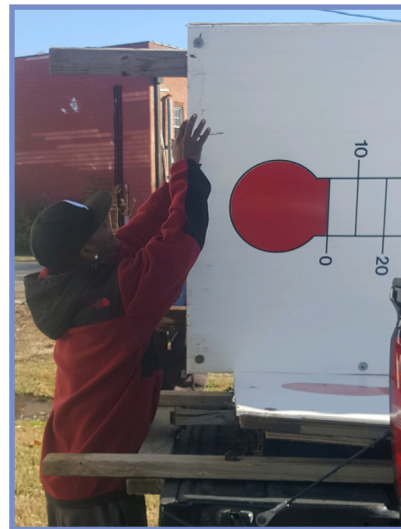
Backyard/Parking Lot BBQ  
 Bake Sale  
 Boss Cooks for You  
 Lunch & Learn  
 Car Wash  
 Casual Day  
 Chili Cook Off  
 Coin War  
 Employee Raffle

Garage Sale  
 Lunch Box Auction  
 Office Olympics  
 Scavenger Hunt  
 Silent Auction  
 Wall of Fame  
 Cutest Baby/Pet Picture Contest  
 Cubicle Decorating Contest  
 Executive Dunking Booth

Pumpkin Carving  
 Mini-Golf Tournament  
 Softball or Kickball Game  
 Reserved Parking Space  
 Raffle Ice Cream Social

### Incentive Ideas

Boss brings treats  
 Early dismissal on a Friday  
 Vacation day  
 Prime parking space  
 Jeans/casual day  
 Pizza party



Let us know what you've done in the past to get everyone excited. Send ideas and pictures to us at [dburd@esunitedway.org](mailto:dburd@esunitedway.org)

## 7. Include Loyal Contributors

Talk with your fellow employees. Find out how long they've been a loyal Contributor.

- Ask Loyal Contributors to tell their "United Way story." When did they first give to United Way? Why do they remain involved?
- Involve Loyal Contributors on your campaign team

### WE WANT TO KNOW!

We want to properly recognize and thank donors.

What can we do to help you spread the word about the impact the UWVES has on the Shore?

## 8. Monitor your campaign and submit completed packet

- Have all pledge cards returned to you, even those on which the individual has not made a gift. This helps you keep track of your campaign.
- Double-check that pledge cards are filled out and signed and that the total amounts are accurate.
- Give completed report envelopes, including complete tally sheet, signed pledge forms and car voucher entries, to the United Way office by November 15, 2021
- Turn payroll slips into your human resources/payroll department.

## 9. Say thank you and share results

It is as important to officially close the campaign and thank people as it is to begin the campaign.

- Thank employees for their participation, time and support.
- Recognize your team

Publicize your results.

# THANK YOU

For Investing in  
the Future of the  
Eastern Shore

## 10. Consider engaging employees year-round

- Gather feedback from your CEO, campaign committee and United Way.
- Identify next year's coordinator and share their information with United Way. Consider establishing a co-coordinator to ensure a smooth transition from one campaign year to another.
- Start a new hire program that gives new employees the opportunity to make a contribution when they join your organization (your United Way staff can help you get started).



United Way of Virginia's Eastern Shore is the *best* way to help the *most* people.

TASK	TARGET DATE	COMPLETE DATE	ASSIGNED TO
<b>Pre-Campaign</b>			
Attend Campaign Kick-Off September 29			
Review materials and learn about UWVES			
Get excited!			
Meet with upper management to obtain endorsement			
Recruit campaign committee members, if applicable			
Assess last year's campaign			
Set your company goal with committee and/or company leadership			
Develop campaign plan (dates, events, incentives, etc)			
Set date for United Way presentation			
Assign tasks to committee			
<b>Campaign</b>			
Send campaign kick-off email (from coordinator or company leadership)			
Implement campaign plan			
Publicize campaign (hang posters, email, newsletters)			
Hold presentation by United Way			
<b>Post-Campaign</b>			
Collect pledge forms from employees			
Contact United Way representative to pick up pledges within one week of ending campaign			
Host a debrief meeting with campaign committee			
Celebrate success!			

# Quick Pledge Form Reminders

- Any cumulative donations under \$25 will be directed to United Way programs with the most critical needs identified during the current year. For total donations over \$25, individuals can designate an agency to receive the funds.
- Campaign pledge forms should be separated and totaled by
  - 1) Cash gifts with accompanying pledge forms and company check
  - 2) Company check with accompanying pledge forms and
  - 3) Payroll deduction gifts with accompanying pledge forms
- All Campaign envelopes need to be submitted with United Way's copy of the corporate and individual pledge forms, and returned to United Way by **November 15**. Any pledge received after January 31, 2022 will be added to the 2022 Campaign.
- Campaign envelopes can be dropped off to the First Horizon Bank in Onancock or mailed to the United Way of Virginia's Eastern Shore's office. Contact information is:

## United Way of Virginia's Eastern Shore

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[www.esunitedway.org](http://www.esunitedway.org)  
[www.facebook.com/esunitedway](https://www.facebook.com/esunitedway)