



United Way of Virginia's Eastern Shore

2019
CAMPAIGN COORDINATOR
HANDBOOK

Paint a Brighter Tomorrow
LIVE UNITED

The United Way of Virginia's Eastern Shore

Since 1991, you have helped raise over

\$7,000,000.00

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. Without you, we could not fund the programs that provide needed services in our community. 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 improve lives in Accomack and Northampton counties by identifying the most pressing community needs, finding solutions to those needs, and demonstrating how these solutions are making a difference.

Some of the ways you have helped "Paint a Brighter Tomorrow"

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

American Red Cross to support a local command post to serve you in an emergency

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

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

Lighthouse Ministries to upgrade handicap accessible bathrooms in shelters for those who need temporary housing

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 for more tutors and babysitting services while their parents learn to read

Scholarships for ***4-H*** (both counties) and ***YMCA Camp SilverBeach*** to give our children a chance for life changing experiences

Computers for ***The Eastern Shore Public Library System*** and ***Eastern Shore of Virginia Historical Society***

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 so students can use Star Transit to attend classes to create a better life. These students typically have no other method of transportation

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.



In 2018, The United Way of Virginia's Eastern Shore raised over **\$276,900.00**. Over half of that money was already designated by the donor. Thirty- Five (35) Agencies applied for funding from the Community Impact Fund totaling **\$295,190.00**. 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. **Together, we can Paint a Brighter Tomorrow.**

Local Volunteers

Make the United Way a Success

2019-2020 Board of Directors

Kimberly Savage

Bill Payne

Ann Jones

Beth Perry

Patsy Goard

Wayne Bell, Jr

President

Vice President

Treasurer

Secretary

Assistant Secretary

Past President

John T Williams
Charles Kolakowski
Earl Schrag

Robert N Marsh, Jr
Elizabeth Lankford
Robert Crockett

Wendy Lilliston
Matt Parker
Deborah Christie

2019 Campaign Co-Chairman

Jennifer Annis
Amanda Kamm

2019 for 2018 Allocations Committee

Wayne Parsley, Chairman
Diana Hemphill
Bill Payne

Dawn Byrd
Eliza McBride
Crosby Johnson
Earl Schrag

Susie Brown
Wendy Miles
Kim Savage

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 who recognized the need to have a local organization that would be dedicated to helping the people of Virginia's Eastern Shore by organizing and helping to raise financial support from local businesses and individuals for a variety of local charities.



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
Salvation Army
Virginia 2-1-1

Health


Riverside Shore Memorial Hospital
Children's Hospital of the King's Daughters
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.

- Meet with Coordinator Relations Manager.
- Become familiar with the campaign tools provided in the campaign packet.
- Connect with us:

 757-787-5622

 esunitedway.org

 United Way of Virginia's Eastern Shore

YOUR CAMPAIGN PACKET

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

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 staff is 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 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

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

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)
- # of Attendees
- Time Allotted
- 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

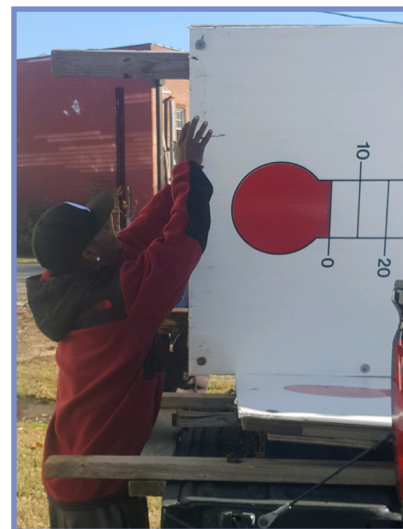
Backyard/Parking Lot BBQ
 Bake Sale
 Boss Cooks for You
 Lunch & Learn
 Car Wash
 Casual Day
 Chili Cook Off
 Coin War
 Employee Raffle

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 dbyrd@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 1, 2019.
- 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 HELPING TO
PAINT A BRIGHTER
TOMORROW!

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
Pre-Campaign			
Attend Campaign Kick-Off September 25			
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			
Campaign			
Send campaign kick-off email (from coordinator or company leadership)			
Implement campaign plan			
Publicize campaign (hang posters, email, newsletters)			
Hold presentation by United Way			
Post-Campaign			
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 no later than **November 1st**.
- Campaign envelopes can be dropped off to the SunTrust 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

62 Market Street
Onancock, VA 23417

P.O. Box 605
Onley, VA 23418

757-787-5622

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