

# **EMPLOYEE** 2022-2023 **CAMPAIGN LEADERS** **Guide to Your Workplace Campaign**



# THE BASICS OF YOUR ROLE

Here are the basic 1-2-3s of being an Employee Campaign Leader (ECL)

## 1 What is an Employee Campaign Leader (ECL)?

An ECL is a company employee who volunteers to oversee a portion of their company's annual United Way campaign. It is the ECL's responsibility to help plan and implement the campaign to ensure its success. Whether you have an official corporate social responsibility policy or not, your company will shine in giving back to the community.

## 2 How do you make the ask?

**Make personal contact!**

- People support organizations whose work aligns with their personal interests. Identify issues that are important to your co-workers.
- Hearing a personal story from an individual who has been helped by the United Way compels more people to support the cause. Coordinate a speaker presentation through United Way to educate your employees about the impact of their donation.
- Remember, people listen to those who are passionate about the cause. Discuss your own observations and firsthand knowledge about your local United Way one-on-one with co-workers or through a United Way representative during a presentation.
- Promote payroll deduction contributions throughout the campaign, as it is the easiest way to give and make a significant impact.
- Giving is a personal decision. Always respect the employee's decision and thank all employees, regardless of whether or not they give.

## 3 What do you do when you don't know the answer?

Check the next couple of pages, but if you're still not sure, simply contact your United Way representative. They are always available to answer questions and support you! Every question or comment is an opportunity to communicate and share the positive aspects of the United Way.

If you need campaign materials or assistance getting your campaign off the ground, contact Dawn Byrd at [dbyrd@esunitedway.org](mailto:dbyrd@esunitedway.org)

### GOALS:

#### 100% Education

Ensure that everyone knows how United Way works to make this a better community for all of us.

#### 100% Ask

Ensure that everyone has been given an opportunity to give, and has considered a gift to United Way.

#### 100% Sponsorship

Have a direct impact in our community, fighting for the education, financial stability, and healthy living of all people while helping to keep administrative costs low.



# WHAT DOES UNITED WAY DO?

United Way brings together individuals, nonprofits, businesses and government partners to create big and lasting impact through three main initiatives:

United Way seeks to improve the lives by mobilizing the caring power of communities around the world to advance the common good. Through United Way, communities tackle tough challenges and work with private, public, and nonprofit partners to boost education, economic solutions, and health resources. We help people make meaningful change, through charitable donations, volunteerism or public policy advocacy.

Agencies have told me that any grant application ask if they receive funding through United Way.

## What makes United Way unique?

United Way organizations differ somewhat from other community-based philanthropy organizations, such as community foundations. Local volunteers govern the organization and are involved in all major decisions, ensuring that it is representative of the community, its needs and wishes.

## Where does the money go?

For every dollar donated to United Way, 90 cents goes to agencies on the Eastern Shore whose services improve lives in our community. Overhead rates vary at local United Ways. The United Way of Virginia's Eastern Shore administration/overhead rate of 10% is very competitive with the nation's top 100 nonprofits. Our office is donated space and there is only one part time employee - me. All the rest of the work is performed by volunteers.



# SEE YOUR DONATION DIFFERENTLY

Ever wonder how your donation is invested in the lives of those in our community? Here are a few important things you should know:



**When you give to United Way, your money stays here in our community.** It helps many people you see on a daily basis: families who go to bed hungry, the person with a disability who bagged your groceries yesterday, or your son's favorite preschool teacher who works two jobs to make ends meet. Some may even be your neighbors and colleagues.

**When you donate to United Way, you have choices.** You can donate to the Community Impact Fund which is invested where it's needed most. You can also choose to designate your gift to the 501(c)(3) you wish to support. They must meet eligibility requirements each year.



**United Way maintains low administrative costs** to ensure that we maximize the amount of every dollar invested in direct service. We work hard to limit overhead expenses to under 10 percent, which is less than half the industry standard of 35 percent.

**Your gift is more than a payroll deduction,** and your opportunity to make a difference is about more than dollars. It is the opportunity support the community-based organizations who have a pulse on the obstacles and opportunities for our neighbors. When we as a society make sure everyone can reach their human potential and fully contribute, we all benefit. For information, please visit our website, [esunitedway.org](http://esunitedway.org)





# QUESTIONS AND ANSWERS

A United Way representative is always happy to come out to speak to your employees, but if a fellow employee has questions for you, here are some helpful talking points.

United Way works with over 100 nonprofit agencies across our community. For a complete list of Eastern Shore agencies supported by UWVES, visit [esunitedway.org](http://esunitedway.org).

## **What is United Way?**

United Way is a nonprofit that partners with businesses, donors, local nonprofits and social service agencies to address our community's most pressing needs.

## **Why is there a United Way?**

Since 1991, United Way has served as the community collaborator and "funds raiser" to meet the needs of those in crisis and create solutions to the most complex issues we face.

## **Why let United Way invest my donation?**

By allowing United Way to invest your donation, you are ensuring that your gifts, combined with those of others, are going to address the most critical needs in the community.

## **How much should I give?**

Only you can decide how much to give. United Way offers several giving and recognition opportunities. Many people elect to give one to two percent of their annual salary. Payroll deduction makes giving easier.

## **I don't use any of the agencies' programs, so why should I give through United Way?**

While you may not have needed the services of many of our local agency partners, chances are that you have a neighbor, colleague or friend who has.

## **How do agencies receive their designations?**

Designations to agencies are provided separately from any Community Impact Funds distributed for agency programs. Designations are sent throughout the year after the campaign is closed and designation reports are completed.

## **Why should I give through United Way instead of directly to my preferred agency?**

By running the annual workplace campaign, United Way is supporting our local nonprofit network, reaching more people and raising more money than a single agency could afford to on its own. Local volunteers govern the organization and are involved in all major decisions, ensuring that it is representative of the community, its needs and wishes.

## **Why should I give to the United Way?**

Many of us have a favorite charity where we volunteer or support financially and most have a singular mission. The mission of United Way is not about a single issue but about whole families and communities. Complex problems require solutions that frequently involve multiple partners providing program support to create lasting change. When you give through United Way, you are supporting comprehensive solutions.

## **If I stop working, what happens to my pledge?**

Your payroll deduction pledge stops, too. Your pledge through United Way is made in good faith based upon your employment. When you start a new job, ask to sign up for payroll deduction again or call United Way for further details. If you are retiring, please contact United Way to continue your contributions and/or volunteer your time.

## **Can I determine how my gift is used?**

You can donate to the Community Impact Fund which is invested where it's needed most. You can also choose to designate your gift to one of our agencies or any other local, 501(c)(3) you wish to support.



## What cities and counties are served by the United Way of Virginia's Eastern Shore.

We serve Accomack and Northampton Counties.

## How can I get involved?

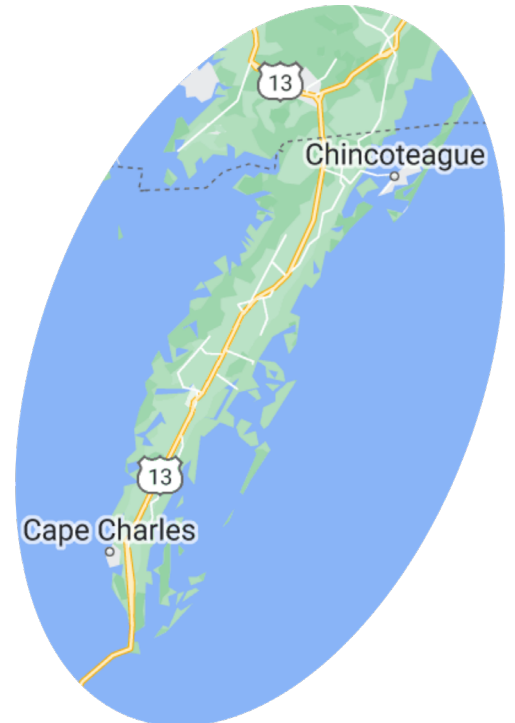
Please visit our 'Get Involved' tab at [esunitedway.org](http://esunitedway.org) or email us at [dbyrd@esunitedway.org](mailto:dbyrd@esunitedway.org). We have lots of opportunities to plug you in!

## How can I be sure that United Ways is fiscally responsible?

United Way is committed to being a transparent nonprofit organization. We work hard to limit our overhead expenses to 10 percent, which is less than half the industry standard of 35 percent. Expense ratios are reported on IRS Form 990 each year. United Way publishes our most recent 990 on our website at [esunitedway.org](http://esunitedway.org).

## How much of my donation actually goes to the agency or cause I choose?

Our board requires we maintain an overhead rate of under 10 percent to maximize the impact of your gift. That means at least \$0.90 of every dollar you invest is going to your cause. The 10 percent covers pledge processing, donation distribution, auditing, technology, customer service, materials, one part-time employee and marketing, all of which enables us to run the annual campaign and raise funds on behalf of community nonprofits.



# FUN CAMPAIGN IDEAS

- 1** Host a kick off breakfast or luncheon for your employees, and have them pick up their pledge forms during this time. Consider having a United Way representative speak.
- 2** Raffle a day off to each employee who donates \$X or more. This is a great fundraiser for setting donation limits or increasing their gift by \_\_\_\_% (ex. Must donate \$50 or X percent of salary to be entered into drawing)
- 3** Have fun milestones throughout the year. This encourages new employees to contribute. 'In honor of being half way through our goal tomorrow is \_\_\_\_.' or 'Once we reach our goal we will celebrate with \_\_\_\_.' (e.g. Jeans Day, Ice Cream Friday, Happy Hour).
- 4** Do a parking space raffle. Reserve the best parking space at your workplace for a United Way donor. Collect donations from employees to be entered into the drawing. Do this on a quarterly basis to keep the spirit of giving alive all year long!
- 5** 50/50 Raffle: Sell raffle tickets for a chance to win—50 percent goes to United Way, 50 percent to the winner.
- 6** Create a theme around your business or in general. Each department forms a team and you announce the winner weekly. Possible teams: sports teams, NASCAR drivers, Star Wars (pledge to the light side or the dark side.)
- 7** Show the boss who's boss! Have your CEO do your job for the day. Collect donations from employees to be entered into the drawing, to trade places with the CEO.
- 8** Host a group volunteer activity for employees to gain perspective on how their gift will be put to work
- 9** Hold a dunk tank for your executives/managers and have every \$50 of a pledge or donation earns an employee a ball to throw at the target.
- 10** Chili Cook-Off/BBQ/Dessert is a great way to get people together for your kickoff. Contestants pay to enter or colleagues donate to "vote" for their favorite. Winner gets a prize.



# VIRTUAL ENGAGEMENT IDEAS

- 1 Host a virtual kickoff with remarks from your leadership and a United Way representative as well as an inspiring video.
- 2 Host virtual “Lunch and Learns” – encourage employees to bring their lunch to a 30-minute virtual presentation about the need in the community, efforts of local nonprofits, leadership societies, etc.
- 3 Use an engaging activity to liven up your virtual meeting or kickoff:
  - a. Have a “scavenger hunt” and ask each person to find an item in their work-space or home that represents their passion for the community
  - b. Host an Eastern Shore trivia game with questions using data that shows local need
- 4 Encourage employees to complete an online poverty simulation activity to experience the challenges faced by those living in poverty.
- 5 If many of your colleagues are working from home, consider good old-fashioned snail mail communication to cut through the email clutter (i.e. a letter from leadership, small goody bag, info packet with pledge form, etc.).
- 6 Use prizes that are timely or relevant to essential needs – gift card for gas or groceries, year’s supply of toilet paper, movie night at home basket, tickets for a virtual cooking class with a famous chef.
- 7 Plan a virtual volunteer activity – ask employees to create snack bags, write notes of encouragement, or make phone calls to shut-in seniors.
- 8 Make it fun and include leadership by sharing if a certain goal is met your CEO or another leader will do something silly (i.e. create a music video, kiss a pig, take a pie to the face, etc.).
- 9 Incentivize participation in these virtual events by entering those who attend into drawings.
- 10 Communicate regularly with a series of daily or weekly email messages of thanks, encouragement, campaign updates and educational content.



# ECL CHECKLIST

Use this list to stay organized and on track for running an exceptional campaign.

## PLAN (6 Weeks Out)

- Schedule an appointment with your United Way Account Manager to understand your role and plan your campaign.
- Attend United Way's ECL Training.
- Go to [esunitedway.org](http://esunitedway.org) for ideas and sample materials.
- Secure CEO or senior management support. Ask if there is a company match.
- Establish campaign goals, like dollar amount and participation percentage, strategies and a timeline.
- Recruit and train your campaign team.
- Help schedule a "CEO Call," a meeting between your CEO and United Way leadership.

## GEAR UP (4 Weeks Out)

- Establish a timeline for campaign activities.
- Begin campaign promotion with posters and advance kickoff emails to staff.
- Send letter from management to employees
- Order campaign supplies and prepare your campaign materials.
- If applicable, update your online pledge site and/or intranet – consider adding United Way program information.

## RUN (Kickoff)

- Conduct a pacesetter campaign for leadership givers. Reach out to your United Way Account Manager for more information.
- Hand out pledge forms and/or email information about online giving to employees.
- Send follow-up emails every few days to keep up enthusiasm.
- Hold meetings and fundraising events (examples on [esunitedway.org](http://esunitedway.org)).
- Give employees the opportunity to learn more about United Way by coordinating speakers or arranging volunteer activities.

## CLOSE (After Your Campaign)

- Send a reminder email that your campaign is concluding and encourage participation.
- Collect pledge forms.
- Contact your United Way Account Manager for envelope pick up.
- Submit contribution forms and final reports/data to your payroll department.
- Announce campaign results to your employees.
- Thank employees with a celebration event, letter, email, etc.
- Thank your campaign team, leadership contributors and other special groups.
- Gather feedback and notes for next year, and hold a debrief meeting to discuss.
- Choose a new ECL, set next year's kickoff date and provide this information to your United Way Account Manager.

## ONGOING

Stay connected to United Way throughout the year! Find us at [facebook.com/esunitedway](https://facebook.com/esunitedway) to stay up-to-date on our community impact, volunteer opportunities and networking events.

You can also learn more about our work at [esunitedway.org](http://esunitedway.org)

# NOTES:

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# REMINDERS:

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# QUICK PLEDGE FORM

- 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/check gifts with accompanying pledge forms
  - 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 return to United Way by November 15. Any pledge received after January 31, 2023 will be added to the 2023 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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Onley, Virginia 23418

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## THANK YOU FOR CHOOSING TO LIVE UNITED!

We can't thank you enough for taking on the role of Employee Campaign Leader at your workplace. We could not do this without you and we are here to ensure your campaign is a success. For sample emails, social media posts, videos, campaign ideas, pledge forms, logos, stickers, etc. please visit [esunitedway.org](http://esunitedway.org). If you have any questions or need assistance at any time, contact Dawn Byrd at [dbyrd@esunitedway.org](mailto:dbyrd@esunitedway.org)

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED™** 