

Employee Campaign Coordinator Guide

A guide to planning your Resource Drive



United Way
of the Wabash Valley

THANK YOU!
for being a **UNITED WAY**

EMPLOYEE CAMPAIGN COORDINATOR

Dear Employee Campaign Coordinator,

You are essential to the success of our annual United Way Resource Drive. Without you, we would not be able to help move 10,000 families out of financial struggles and into stability. What binds us together is the belief that each of us has a stake in the success of our community. UNITED, We Fight Poverty!

Whether this is your first time as an Employee Campaign Coordinator (ECC) or you're a seasoned veteran, we hope this freshly updated guide will help you conduct a successful resource drive from start to finish.

On behalf of our community, United Way of the Wabash Valley, and our board of directors, we thank you for coordinating your workplace resource drive.

Sincerely,



Kristi Howe
2018 Resource Drive Chair



Richard Payonk
Executive Director



Danielle Isbell
Resource Development Director



Meet our 2018 Resource Drive Chair

Kristi Howe is the Executive Director of the Vigo County Public Library. She is an avid volunteer for the United Way serving on the Community Impact Committee, Board of Directors and various sub-committees. Her deep involvement with the United Way and other organizations roots in her passion to improve the the place we all call home. She is a problem-solver, and is excited about this resource drive and its focus on the Community Impact Fund. She is committed, with the United Way, to working with and for our community to solve problems in the Valley in order to build stronger communities.

Your Role as an Employee Campaign Coordinator (ECC)

WHO IS AN ECC?

Campaign Coordinators raise awareness inside the business walls and motivate employees to get interested and involved in the community by engaging their colleagues in a dialogue about United Way, the needs of the community, and creating long-term sustainable solutions to the real problems. With energy and enthusiasm, they encourage participation in their workplace campaign.



Campaign Coordinators not only provide a link between businesses and United Way, they also plan, organize and coordinate the entire workplace resource drives for their company.

WHAT DOES AN ECC DO?

- Assemble a committee (if necessary) who will help plan and conduct the resource drive
- Work closely with United Way volunteers (called a United Way Account Manager)
- Educate employees about United Way and provide opportunities to get involved
- Set goals for a successful resource drive that increase awareness of United Way and their mission
- Hold a kick-off and coordinate other special events
- Distribute United Way materials and pledge forms to colleagues; submit completed forms and report to United Way volunteer or staff
- Evaluate ways to improve awareness over previous years
- Find ways to engage employees year-round through informing others and volunteerism

BENEFITS OF BEING AN ECC

- Showcase your leadership and project management skills
- Network with colleagues
- Create positive impact in your community



VALUE

Partnering with United Way of the Wabash Valley means working together to reach our goals as a community. In your role as an Employee Campaign Coordinator, you have an opportunity to take a stand on behalf of our community and inspire others to take action. You are not alone. We are with you every step of the way.

Understanding United Way of the Wabash Valley

Leading a United Way resource drive as an ECC mean you may often be informing others of our work in the community—what we do and how we do it!. We're always here to help with that message, but these two pages provide a great start to understanding how our United Way is leading the fight against poverty in the Wabash Valley.

The Challenge

United Way is fighting for a Bold Goal to move 10,000 families out of financial struggles and into stability!

Everyday life is tough for struggling families. Stability and economic success can only happen if people are mentally and physically healthy, self-sufficient, and living in communities they are proud to call home.

There is no “one size fits all” answer, and no one person or organization can do it alone. United Way is building a collective movement of people and organizations to tackle the complex issue of poverty and the dilemma of struggling working families within our community.



Why it matters

In order to create positive solutions for social issues on a large scale, individuals and organizations must align efforts and work collectively towards clearly defined goals. In order to do this the United Way will continue to partner with local agencies, but will open the process to any organization that meets the required funding guidelines.

United Way of the Wabash Valley's collective impact approach addresses people's immediate needs, but also works collaboratively with other partners in the community toward changing systems so that people can avoid challenges altogether. This will include new grant processes in order to support collaborative approaches to addressing poverty and ALICE in the region. It is about investing in the present as well as the future.



UNITED, We Fight Poverty

What We Are Doing

To fight poverty, our Community Impact Fund invests in both direct services and the systems in our community that support those services. This includes long-standing programs to new, innovative efforts to solve complicated issues.



Focus Areas



We focus on supporting the entire continuum of education from early childhood education, support youth educational success, and post-secondary planning and preparation.

IMPACT COUNCILS

Success By 6: Early childhood education support and programs.

Graduation: Success in school through graduation with support and programs.



We focus on well-rounded approaches to improving addiction services, mental health care, preventative care and general access to healthcare.

IMPACT COUNCILS

Substance Use Disorders: Support prevention and treatment solutions.

Health: Promote healthy lifestyles, improve access to preventative and behavioral health.



We focus on assisting families and individuals in two key areas that will help move them toward economic stability: save money and invest in themselves through education and work-preparedness

IMPACT COUNCILS

Job Skills: Identify and promote continues education and skill development.

Financial Stability: Promote financial coaching and income management.



We focus on building overall community pride by strengthening neighborhoods and increase volunteerism by hosting a community volunteer website.

IMPACT COUNCILS

Neighborhoods: Reduce crime and drugs while addressing blight.

Volunteer: Improve civic engagement.



While not providing a long-term solution to reducing the cycle of poverty, covering basic needs is a vital first step on the pathway to success. It will remain as a solid base of support in our community while our councils will look at long-term root cause solutions.

Safety Net: Provide immediate and emergency assistance of vital needs such as food, shelter and clothing.

Your Resource Drive Checklist

Plan Your Resource Drive

- Meet with your United Way representative to review the previous resource drive results, determine opportunities and challenges.
- Meet with your CEO or Management Team to set goals for a successful drive, and get his/her personal endorsement.
 - Ask if your company will match funds or give a corporate donation
 - Will your company allow payroll deductions
 - Seek a letter from CEO or Management team to send to employees.
 - See sample leadership communications posted on our toolkit here: <http://uwww.org/donate/campaign-toolkit/>

- Recruit a resource drive steering committee (if necessary). We have easy to use “recruitment letters” on our toolkit.
 - Reach out to those who already engage with United Way
- Plan special events and activities to raise awareness about the work being done with United Way and its community partners.
- Plan campaign kickoff: to make it more engaging you might include things like food, activities and incentives. We encourage you to invite United Way Speakers (we call Torchbearers) to help energize your kick-off.
 - Request materials and speakers through your United Way Volunteer or Staff person

Execute Your Resource Drive

- We suggest that resource drives last no longer than 2-3 weeks.
- Host a fun, unique campaign kickoff event to get your colleagues excited about giving back to our community through United Way. Take photos and post to Facebook or other social media. Share with United Way.
- Distribute pledge forms at kickoff. Encourage Leadership Giving!
- Put up our ALICE “Poster Sets” to increase awareness.
- Engage employees in special events. Examples: cupcake and ice cream sales, bike races, breakfast with the boss.
- Inspire colleagues through personal stories from others who have benefitted from United Way support programs or those willing to speak about living in ALICE.
- Keep your colleagues updated with campaign messages, success stories, and campaign status. See sample communications posted on our toolkit here: <http://uwww.org/donate/campaign-toolkit/>
- Send reminders about the end of the campaign 3-5 days before the close (See toolkit).

Finalize Your Resource Drive

- Collect all pledge forms, cash, checks and complete campaign report envelope, complete internal processing with your payroll department, and arrange for pick up
- Hold a thank you event with leadership in attendance to celebrate results.
- Recognize your colleagues: keep them involved with year-round volunteer activities Volunteer Wabash Valley Website: <https://uwww.galaxydigital.com/>



TIPS FOR A SUCCESSFUL CAMPAIGN

Get Donors Interested

78% of people are more likely to give a financial donation if they first have a positive engagement experience.

- Share the story: Educate employees by inviting a United Way speaker to share a story about the positive impact that donor dollars have on our community. Contact your United Way staff to schedule a speaker.
- See impact in action: Share the *United We Fight Poverty* video and the *Meet Alice* video. They are highly effective tools!
<http://uwwv.org/donate/campaign-toolkit/>
- Volunteer: Strengthen your team and community by participating in a volunteer project. Volunteer Wabash Valley Website: <https://uwwv.galaxydigital.com/>
- Emerging Community Leaders is a great opportunity for your company's young professionals.



Make the Ask

Research shows that the #1 reason people don't give to United Way is because they were never asked.

- Ask for the pledge: With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.
- Answer questions and handle concerns: Answer questions honestly and if you don't know the answer check out the FAQ document in the toolkit or ask your United Way representative.
- Leverage incentives: Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking, and gift cards are great incentives. United Way can sometimes provide goodies.
- Say thank you: Regardless of what the donor decides, thank them for their time.



LIVE UNITED All Year Long

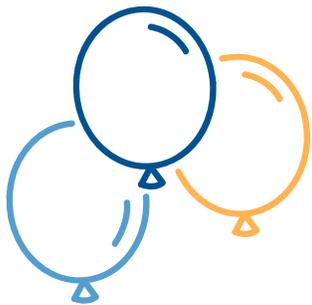
90% of businesses indicated that partnering with reputable nonprofit organizations enhances their brand. We provide you with all the tools you need to show donors how United Way is using their gift, months after they've given.

- Share facts and updates: Send fun facts and stories via emails, newsletters, the intranet, or a bulletin board. Sample communications can be found here: <http://uwww.org/donate/campaign-toolkit/>
- Connect on social media: Advocate for United Way by posting photos of your employee volunteers in action or your special event.



Ideas for Special Events

- Take a team, department or company photo in front of your company sign. Share on social media.
- Hold a drawing for everyone who donates. Offer incentives such as prime parking, coupons to leave early or arrive late, casual day, a day off, gift cards, lunch with a VIP, or a volunteer service day.
- Create teams for office Olympics, kickball, or a ping pong tournament to encourage friendly competition and boost morale.
- Issue an executive challenge. Raise money for your management team to “experience” activities such as dunking booth, pie throwing, crazy haircut or kiss the pig.
- Host food-themed events or cooking contests like a chili cook-off, potluck or ice cream social.
- Have Dress Down Day(s)/Jeans day(s) for a donation, employees can dress casually



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