



United Way Employee Campaign Coordinator *TOOLKIT*

Materials & information available online at:
www.uwsect.org/campaign-headquarters



United Way
of Southeastern Connecticut

Your Important Role as ECC

As an Employee Campaign Coordinator, you are a United Way ambassador providing education, direction, and leadership. You:

EDUCATE

Ensure that all employees understand the role of United Way in the community.

CONVENE

Rally your co-workers during the campaign and make sure each person has an opportunity to give.

LEAD

Provide direction, energy and motivation for your organization's campaign.

How Do You Achieve This?

Engage.

Make giving personal and meaningful.

- Be the first to pledge. Then thank those that follow your example.
- Make it relevant. Ask people about how much they spend on coffee or other small items each week. Would they be willing to donate that money to help change lives through the United Way campaign?
- Invite questions. Be prepared for questions by being knowledgeable about United Way.

Motivate.

Create specific activities that inspire action.

- Make the challenge achievable. Asking people to give \$2 per week sounds easier than \$100 a year.
- Create a competition. Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.
- Offer special activities for employees to engage in the campaign or have incentives for participation.
- Host a campaign rally to create a sense of excitement.

Ask.

"Not being asked" is one of the top reasons for not giving. Personal contact and a positive attitude are critical to your campaign team's success.

- Ask co-workers you know first. Then enlist them to spread the news.
- Start off with people that already give. Their participation will build momentum.
- Encourage payroll deduction. It's easier to give smaller amounts consistently.

Say Thank You.

Recognize everyone's contributions to the campaign, not just their donations.

- You can't thank them enough. Say "thank you" when you pick up pledge cards and send emails.
- Send a CEO communication. Have your CEO send a letter or email to all employees that participated in the campaign.
- Hold a thank you event. It can be part of a company gathering or an event all its own. Either is a great way to publicly honor participants, highlight results and showcase year-round engagement opportunities.
- Give certificates of appreciation. United Way staff can provide you with certificates.

Say "thank you"
and then say it again!
It takes seven times of
thanking a person before
they feel appreciated.

Sample Campaign Rally Agenda

Rally Item	Presenter	Minutes
Opening Remarks	ECC	1
CEO/Management Endorsement	CEO/Manager	2
Campaign Overview	ECC	3
United Way Overview	UW Representative	5
Campaign Video	ECC Introduces	4
Donation Request	ECC/UW Representative	2
Closing Comments & Thank You	ECC	1

Total Time = 18 minutes

Be sure to check out key United Way messages and speaking points on page 6 to assist you in your remarks.



Everything You Need For a Great Campaign

Count on us for all the information and downloadable materials you'll need to make your United Way campaign a success. Find materials and information online at www.uwsect.org/campaign-headquarters:

- Pledge Forms
- United Way Elevator Speech
- Campaign Videos
- Event Ideas
- Incentive Ideas
- United Way Logo
- List of United Way Programs & Initiatives

Other resources and information available at www.uwsect.org:

- Frequently Asked Questions
- Financial Reports
- Information about the Gemma E. Moran United Way/Labor Center
 - History
 - Member Feedings Sites
 - Mobile Food Pantry Distribution Sites and Times

Other resources and opportunities are available to enhance your campaign. Speak to United Way staff or Loaned Employee about:

- Live United and "Pledge Today" Banners
- Casual Day Stickers
- United Way Pens
- Town-by-town Statistics
- Sample Letters and Email Messages
- Sample Social Media Messages
- Day of Caring Volunteer Projects
- Thank You Certificates
- Thank You "Candy Cards"

If you need more information about any of these items or require additional support, let us know. Call us at (860) 464-3318 or complete the online submission form on the Campaign Headquarters web page.



Campaign Best Practices

Tried and true techniques that veteran Employee Campaign Coordinators swear by to improve results and participation in the campaign:

Before the Campaign.

- Meet with your United Way representative.
- Attend Coordinator Training.
- Secure CEO/Management support, and Unions where applicable.**
- Review your campaign history and set a goal.
- Recruit a campaign committee, if possible, to help with the campaign.
- Determine your campaign plan, timeframe, and incentives for giving.
- Schedule a United Way Day of Caring volunteer project.**
- Gather your campaign communications and any campaign materials.
- Schedule your kick-off, United Way speakers, and any special activities.
- Send a letter or email from your CEO endorsing the campaign.
- Promote the campaign.

During the Campaign.

- Distribute pledge forms and materials to every employee.**
- Promote the campaign, kick-off, and special activities through numerous channels.
- Hold a special event to invite members to join the Spinnaker Club (leadership givers who contribute \$1,000 or more annually).
- Hold a mid-campaign committee meeting to review the progress towards the goal.
- Send regular progress reports to employees.
- Follow-up with individuals who have yet to complete their pledge form.
- Send reminders about campaign activities, incentives, and deadlines.

We know this list looks long but don't feel overwhelmed! Consider implementing 2-3 new ideas or events each year to enhance your campaign.



After the Campaign.

- Collect all pledge forms and campaign materials.
- Schedule a time with United Way representative to complete paperwork.
- Take care of any corporate contributions or matches on employee giving.
- Send a thank you letter to everyone including the campaign committee and CEO.
- Publish a short story, photo, and the results of your campaign in the company newsletter.
- Hold a post campaign committee meeting to evaluate the challenges and successes of the campaign. Keep the notes handy for next year for yourself or the next ECC.
- Talk to your United Way representative so that we can continue to improve our service.

Year Round.

- Keep employees updated on the activities of United Way.
- Follow us on Facebook, Twitter, Instagram, and LinkedIn.
- Display or distribute information about United Way 2-1-1 in your office building, reception area, cafeteria, etc.
- Promote opportunities to employees including Day of Caring projects, reading to young students, and volunteering at the Gemma E. Moran United Way/Labor Center and mobile food pantry. All volunteering can be arranged through United Way.
- Run a food drive or school supply drive.
- Work with your HR department to implement a new hires program so that all new employees are given the opportunity to donate when they begin employment.
- Ask employees that are leaving or retiring if they would like to fulfill their pledge to United Way.
- Visit a United Way partner program to see your United Way at work in the community.



Talking About United Way

Has anyone ever asked you what does United Way do? The framework below will set the stage for discussing United Way. Once you share this framework you can explain your connection to United Way and why you give and volunteer and what it means to you.

Always extend an invitation to people that are interested in learning more about United Way to visit our website, follow us on social media, and/or volunteer with us.

Mission: To inspire and coordinate the generosity and commitment that sustains a united, thriving community.

Vision: United Way envisions a community united in its efforts to ensure that individuals and families achieve their full potential.

- Your contribution, when combined with gifts of others, makes a powerful impact and supports a vital, local network of health and human services that work together to help those in need.
- A single gift to United Way will address many challenges in our community and affect hundreds of thousands of lives.
- Supported programs include early care and education, child development, employment training, physical and mental health care, crisis intervention, shelter, emergency/disaster preparation, and response and recovery service.
- United Way operates the Gemma E. Moran United Way/Labor Center which provides food and household items to more than 70 free emergency food programs. United Way also supports 2-1-1 Connecticut for free information and referral 24/7 and Project Warm-up for one-time, emergency heating assistance.
- United Way also administers the New London County Fund to End Homelessness, New Capacities: Norwich project to increase the number of financially stable households in that town, the Emergency Food and Shelter Program (EFSP), and FamilyWize RX Discount Cards.





**Look for United Way of
Southeastern Connecticut on**



Thank you for all you do to Live United!



LIVE UNITED

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