

UNITED IS THE WAY



EMPLOYEE CAMPAIGN COORDINATOR GUIDE

A United Way Employee Campaign Coordinator (ECC) is a workplace ambassador who organizes and leads their organization's United Way fundraising campaign. They plan team meetings, share campaign materials, organize fun events, encourage coworkers to give, and thank those who do, all with the support of leadership to make the campaign engaging and successful. Here's how:



ENGAGE

- Make giving personal and meaningful. Communications should come from a person, not an institution.
- Be the first to pledge.
- 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. United Way staff can help with informational materials.

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 to encourage employees in engage in the campaign or have incentives.
- 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 who 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.
- 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 who 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.

ENGAGEMENT OPPORTUNITIES

There are so many ways to be involved with United Way all year long, beyond an Employee Workplace Campaign. We are your go-to place for meaningful engagement opportunities individually or with a group.

SPRING

- Leave nonperishable food items by your mailbox for the Stamp Out Hunger letter carriers food drive (second Saturday in May).
- Participate in Union Community Activist Network (UCAN) Training.

SUMMER

- Volunteer at one of the three Giving Gardens in New London County. Plant, harvest, and tend produce which is all donated to the Gemma E. Moran United Way/Labor Food Center.
- Help raise funds and awareness for Tommy Toy during Christmas in July.
- Collect and/or donate school supplies to support local schools.

AUTUMN

- Increase awareness of hunger and food insecurity by wearing orange during Hunger Action Month in September.
- Apply for the Student United Way program, for high School juniors and seniors.

WINTER

- Organize a winter hat/glove or holiday turkey drive.
- Run a toy drive for Tommy Toy and/or volunteer at the distributions to families at sites in Norwich, New London, or Killingly.
- Serve on United Way Allocations or financial review panels to determine how to invest donor dollars.

YEAR-ROUND

- Sort food at the Food Center warehouse in New London.
- Set-up and distribute food to guests at one of the five monthly Mobile Food Pantries.
- Participate in a Quarterly Day of Caring at United Way Partner Agencies.
- Collect food at one of the local food shows.
- Run a food drive.

AND DON'T FORGET TO:

- Promote these opportunities throughout the year.
- Follow us on social media.
- Sponsor an event.
- Visit our website.

AFFINITY GROUPS

making an impact in New
London County

YOUNG LEADERS UNITED

Young Leaders United, a group for people ages 21-40, is committed to creating positive and lasting impact through fundraising and volunteerin. Connect, serve, and lead.

WOMEN UNITED

Women United inspires, educates, and encourages women to affect positive change in the community, focusing on food security through philanthropy, volunteerism, and leadership.

RETIRE UNITED

Retire United is for retirees and those approaching retirement as a way to stay connected to their community. Members make a difference through philanthropy, volunteerism, and advocacy.



Visit uwsect.org/volunteer
Scan the QR code
Email volunteer@uwsect.org

UNITED IS THE WAY



CAMPAIGN BEST PRACTICES

Try these 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 materials.
- Schedule your kick-off, United Way speakers, and 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.
- Communicate with United Way staff on your progress.

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, X, Instagram, LinkedIn, and YouTube.
- Display or distribute information about United Way 2-1-1 in your office building, reception area, or cafeteria.
- Promote opportunities to employees including Day of Caring projects and volunteering at the Gemma E. Moran United Way/Labor Food 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 who are leaving or retiring if they would like to fulfill their pledge to United Way. Reach out to your HR Department to assist and promote the Retire United program.

UNITED IS THE WAY



SPECIAL EVENT IDEAS & INCENTIVES

Casual Days: Offer casual days to allow coworkers to dress casual on certain days. It can be a jeans day, silly hats or ties, crazy socks, or each person's favorite sports team. Or have a Dress Up Day where employees can get all dressed up since this may be a nice change from going casual and they can show off their more formal attire.

Next-up Campaigns: Have employees post pictures to create awareness about the campaign and challenge their next colleague in a social/email post and tag them to do something.

Food Ideas: Food is a great motivator to encourage giving AND as a sign of appreciation. Have a pot luck lunch, special breakfast, or pizza party. Offer meals to-go as well.

Meals can serve as a kickoff event, special event when you charge a small donation, or as a reward for giving. Challenge departments to compete and reward the winner with a pizza party. You can also have a food truck come to your business.

Drawings: Hold a drawing linked to when employees turn in their pledge forms. Turn in your form one week early and receive three tickets. Turn it in before the deadline and receive one ticket. You can offer all sorts of prizes such as an extra day or half-day off, longer lunch hour, company promotional items, or prime parking spaces.

Timely Treats: Reward donors who turn in their pledge forms early. Place a balloon on their desk (weighted down with candy kisses or Life Savers) with a note of thanks. This will encourage employees to turn in their pledge form early while recognizing individuals who have already given.

Wall of Fame: Put pictures on a wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years. You can create an electronic version of this to email out as well.

Guess How Many: Guess the number of jellybeans, M & Ms, Hershey Kisses or other treat in a jar. People can buy chances to guess. Winner with closest guess receives the jar of treats.

Even More Ideas:

- Talent shows, dance parties, and entertainment events
- If you do a talent show, have employees “vote” for the winning act with \$1 for every vote
- Online speaker series with United Way partner nonprofits or someone helped by United Way
- Book exchange
- Office Ice Cream Social
- Employee bake sale
- Don’t forget if your organization has second and third shifts. Be sure they are included by scheduling a special meal, visit from the CEO, etc. during the appropriate times.
- Round Up at the Cash Register Promotion - at the company cafeteria/marketplace/ coffee bar, ask employees to “round up” their total order with those funds going to the work of United Way.
- Silent auction of items made by employees or services that could be provided by employees
- Football or basketball pools
- Employee bingo - in the squares include items like reposting a company post on social, wearing company gear or swag, volunteering, etc.

Incentives: It’s important to use incentives as a tool to increase employee participation or the average gift. What works for one company may not work in yours, so do what’s appropriate. Ideas include:

- Time off: an extra vacation day, half-day, sleep in late, call in “well” day, 2-hour lunch break, ‘Sign off at 3 p.m.’ coupons, etc.
- Day off to volunteer at an organization of their choice
- Prime parking spaces
- Lunch or coffee with the CEO
- Gift certificates to stores, restaurants, spas
 - Try asking for these to be donated rather than have your organization pay
- Jeans on Friday during the campaign
- Promotional items from your own company
- Gifts from the United Way Store – www.unitedwaystore.com
- Car wash gift card/Car detailing
- Door Dash/Grub Hub/Uber Eats gift certificates
- Membership to a book club
- Subscription to Spotify or Apple Music
- Amazon Prime Membership/gift card
- Tickets to a local museum, aquarium, events at a casino, concerts, etc.
- Items for pets such as dog walking service or grooming gift card
- Discount, credit, or gift card to your organization’s cafeteria
- Items for the home such as house plants, vegetables from an employee’s own garden, family photo session, etc.
- Beach pass, mini-golf, Go-Kart racing, a day at water park, movie tickets, or cooking class
- Arrange for a food truck to visit your organization one afternoon
- Early bird drawings for employees who turn in their pledge forms by a specified date and/or increase their donation
- In addition to a donation, provide incentives for engagement such as volunteering or making cookies for the bake sale

UNITED IS THE WAY



TALKING ABOUT UNITED WAY

Has anyone ever asked, ‘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.

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.

- United Way has deep roots around the world and here in New London County. This vibrant network brings people and resources together to listen to community needs and work together to strengthen local resilience and advancing health, youth opportunity, and financial security for all.
- United Way of Southeastern Connecticut’s four impact areas are: Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency.
- United Way brings the community together to take action so all can thrive. They bring a comprehensive approach to every challenge, actively listen and respond to community needs and scale impact, working towards a future where every person can reach their full potential.
- Last year United Way of Southeastern Connecticut connected to the community by serving 81 local agencies with direct funding or as a Food Center partner and mobilized over 2,000 volunteers.
- The Gemma E. Moran United Way/Labor Food Center provided last year the equivalent of two million meals through member programs and its Mobile Pantry.
- Through their work, nearly 90,000 lives were impacted through support of programs in New London County, connecting people to critical services such as healthcare services, food, education, employment, childcare, counseling, shelter, and social connectedness.

Always extend an invitation to people who are interested in learning more about United Way to visit www.uwsect.org, follow us on social media, and/or volunteer.



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SAMPLE CAMPAIGN ANNOUNCEMENT

[COMPANY NAME] Friends,

Today, so many of our neighbors in New London County are working hard to overcome barriers and get ahead.

Somewhere in our community:

- A working parent is looking for a way to make this week's paycheck cover the growing costs of groceries, prescriptions, and housing.
- A middle-schooler is struggling to find a way to stay focused in class because she didn't get a nutritious breakfast this morning.
- A high school grad is searching for a way to turn his diploma into a good-paying job and a promising career.

But they are not alone.

Together with United Way of Southeastern Connecticut, partners, and supporters like you, we can connect people to the opportunities they need to reach their full potential and make this a community where everyone can thrive.

No challenge is too big for us to take on when we work together, **because United is the Way.**

I encourage you to join me in supporting United Way by making your donation today. [Insert any upcoming event dates, volunteer activities, name and contact information of ECC, incentives, etc]

Please visit www.uwsect.org to learn more about the positive impact [COMPANY NAME] is helping to make in New London County. Thank you!

Regards,
Name of CEO

You may also want to include in this announcement and subsequent communications information about United Way's four impact areas.

HEALTHY COMMUNITY

A healthy community is one where everyone has the care they need to thrive, at every stage of life. United is the Way we can help ensure that all our neighbors – from newborns to retirees – have access to nutritious food, medical care, and personalized support to live their healthiest lives. Please help our neighbors thrive by making a gift or pledge today.

YOUTH OPPORTUNITY

When young people get the support they need, there's no limit to what they can achieve. United is the Way we can equip children, teens, and young adults with the tools to succeed – from story time to graduation day. Please help our neighbors thrive by making a gift or pledge today.

FINANCIAL SECURITY

Our community is stronger when every neighbor has a safe home, a living wage, and a pathway to financial security. United is the Way to build a stronger financial future for us all. Please help our neighbors thrive by making a gift or pledge today.

COMMUNITY RESILIENCY

In moments of crisis – from natural disasters to economic downturns – a resilient community rallies to help neighbors, rises back up together, and stays ready for whatever comes next. United is the Way we can ensure that even through the toughest times, our community steps up to provide help, hope, and healing. Please help our neighbors thrive by making a gift or pledge today.

RESOURCES FOR ECCs

How may we help you?

- Facts and messaging materials
- Training for campaign committees or others at your workplace
- Support creation and planning of kick-off or wrap-up events
- Set-up and/or give presentations during the campaign at events
- Guest program speakers from partner programs to share information on why support is important
- Historical giving reports to help set benchmarks and goals for the campaign
- Reports as needed while the campaign is live to track progress
- Reports to compare with other similar companies, how they run their campaigns, and general results
- Organization team building engagement and volunteer activities during and after the active campaign
- United Way t-shirts and support the donation of other incentives (when available)
- Zoom meeting background images

Find materials at www.uwsect.org/campaigntoolkit, including:

- Pledge Forms (hard copy, electronic pdf, and online pledge forms are all available)
- United Way Videos
- United Way Logos
- List of United Way Programs & Initiatives

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

- Annual Report
- Financial Reports
- Volunteer Opportunities
- The Gemma E. Moran United Way/Labor Food Center
- Retire United
- Student United Way
- Women United
- Young Leaders United

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www.uwsect.org/campaigntoolkit

