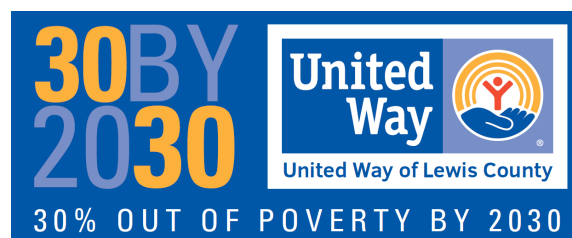


2019-2020

EMPLOYEE CAMPAIGN COORDINATOR GUIDE



Thank you for being a

UNITED WAY EMPLOYEE CAMPAIGN COORDINATOR

Welcome and thank you for taking the time to make a difference in people's lives by leading your company's United Way Workplace Campaign! It takes a special person to manage an employee giving campaign; a person with teamwork and leadership skills, who believes in the mission of United Way of Lewis County, and someone with a dose of creativity and enthusiasm. That's you!

Thanks to successful employee giving campaigns and wonderful volunteers like yourself, United Way of Lewis County can work to lift families out of poverty in our community. We also hope this leadership experience makes a difference in YOUR life, as it has for so many others who have taken the leadership role of Employee Campaign Coordinator (ECC).

Whether this is your first time as a Campaign Coordinator or you're a seasoned veteran, we hope this guide will help you conduct a successful campaign from start to finish.

On behalf of our community partners, United Way, and all of the people served in our community, thank you for being an ECC! Your time and commitment will make a difference in your organization and in the lives of so many in our community.

For more information about United Way of Lewis County, visit www.lewiscountyuw.com.





WHAT WE DO

At United Way of Lewis County, we are leading the community lift **30% of families out of poverty by 2030**. Why? Poverty effects all of us. It influences the quality of our local education, the availability of jobs for qualified workers, and the stability of our local economy.

United Way invests in the most effective community partners that gain measurable results with a strategic focus on early education, affordable housing, and access to resources. When families are stronger and children are more successful, our community thrives.

By bringing the community together around Lewis County's most complex issues, we have the ability to make a bigger impact on families who face the barriers of living in poverty.

We cannot do this work alone. It takes strong partners, collaboration, and action to move the needle on poverty in Lewis County. With your help, we can help more families move from poverty, to possibility.

UNITED we help young children get the very best start in life.

UNITED we empower families to reach their full potential.

UNITED we create pathways to hope and possibility.



How to run a successful

WORKPLACE CAMPAIGN

The success of your employee giving campaign starts here!

There are many elements to running an effective, energetic, and successful employee giving campaign in the workplace. Follow these important steps and you'll have a greater chance of achieving your campaign goals.



TOOLS AND MATERIALS FOR A GREAT CAMPAIGN

You can count on United Way to provide you with collateral to run your company's workplace campaign. Visit www.lewiscountyuw.com/campaign-toolkit to download the latest United Way materials.

- ☐ **Brochures**
- ☐ **Pledge forms**
- ☐ **Posters**
- ☐ **Special Event ideas**
- ☐ **United Way logos**
- ☐ **Promotional video**
- ☐ **Campaign reporting form**
- ☐ **United Way Store ~ www.unitedwaystore.com**
(for ordering promotional items)

WHAT CAN UNITED WAY STAFF HELP WITH?

We are Workplace Campaign experts! The staff at United Way of Lewis County have many years of fundraising experience and are here to assist you with campaign strategies, themes, goal-setting, materials, and much more. We are in this TOGETHER.


Contact United Way's Development Director at (360) 748-8100 | development@lewiscountyuw.com.



United Way of Lewis County

Planning your Workplace Campaign

CHECKLIST

 PLANNING & EXECUTING YOUR CAMPAIGN	TARGET DATE
Review the previous campaign's performance, determine opportunities for growth and identify challenges.	
Meet with your CEO, determine your participation and monetary goals, incentives for giving, and get his/her personal endorsement.	
Recruit a planning committee (if necessary)	
<ul style="list-style-type: none"> Reach out to any United Way loyal supporters, volunteers, board members at your workplace. 	
Meet with your United Way staff member to discuss campaign strategies, themes and develop a calendar of events.	
Determine timeline, plan staff presentation(s), and request United Way materials through your United Way staff member.	
Send a "Campaign Kickoff" letter/email message from your CEO endorsing and announcing the upcoming campaign.	
Promote your campaign through email, face-to-face, e-newsletters and distribute your calendar of events.	
Consider incorporating a volunteer opportunity into your campaign.	
Visit the online Campaign Toolkit any time for campaign materials and ideas. www.lewiscountyuw.com/campaign-toolkit	
Hold campaign launch event/presentation with a United Way speaker and video.	
Make sure every employee receives a pledge form and has the opportunity to give.	
Upon completion of campaign, collect pledges, calculate results and submit campaign envelopes to your United Way staff. Follow up with any regular donors who did not pledge.	
Review campaign results with your Committee members. (if applicable)	
Announce results to all employees.	
Thank all donors with a celebration event, letter or email from your CEO or a visit from a United Way representative.	



United Way of Lewis County

Frequently Asked Questions

This section is designed to help you answer frequently asked questions about giving to United Way. Questions and concerns are a natural part of the process of asking people to give, so they should be regarded as signals that you are doing your job. If you encounter any questions that you can't answer, please contact your United Way staff lead at (360) 748-8100 or development@lewiscountyuw.com.

What is United Way and what do they do?

United Way of Lewis County is a non-profit organization whose goal is to lift 30% of families out of poverty by 2030. They do this by investing in the most effective partners and programs that achieve measurable results, with a strategic focus on early education, affordable housing, and access to resources.

Why should I invest in United Way instead of choosing a specific agency?

United Way takes the homework out of your tough charitable giving decisions. When you donate to United Way, they invest in outcome-based programs and services that reduce poverty in Lewis County. Donors who give to United Way know that they are supporting work that will strengthen their entire community. Another advantage of investing in United Way is the assurance that there is diligent monitoring to ensure your dollars are making the greatest impact.

Can I give to other organizations through United Way?

Yes, you have the option to designate your donation to a 501 (c) 3 of your choice through United Way. United Way then processes your donation and sends it directly to the charity of your choosing quarterly.

What if I can't afford to make a donation?

Just remember: every dollar, every cent counts toward making a difference. You'll be surprised at how quickly just a few dollars can add up and, together with your colleague's donations, can and will change the lives of

many. For example, if you give \$5 per pay period and you're paid 24 times a year, that will add up to \$120 by year's end and that could mean several meals for a child in poverty or a training class for one of his or her parents.

Is my donation tax deductible?

Yes, it is! Our tax ID number is 91-071507.

How does United Way handle my money and its finances responsibly?

A certified public accounting firm audits United Way of Lewis County annually. Results, along with recommendations for improvements, are presented to the United Way Board of Directors. This group of community volunteers enacts and monitors suggested improvements.

What are my giving options to United Way?

There are many ways to support United Way financially. The most popular way is through the Workplace Giving Campaign and payroll deduction. Additionally, donations are accepted online at www.lewiscountyuw.com/donate. United Way also accepts cash and check donations. Volunteering is equally as important as financial contributions. You can find local volunteer opportunities through United Way's online volunteer center; Volunteer Lewis. Visit www.volunteerlewis.org for local volunteer opportunities.

Will my donation stay in the community?

Yes. We often say United Way is local giving with local impact. The money raised in Lewis County stays in Lewis County *unless* you, as the donor, request that it be sent to another United Way or a charity outside of our area.

THANK YOU!

From all of us at United Way of Lewis County, thank you for taking on the important role of Campaign Coordinator for your company. We strive for you to have the best experience possible and are here to support you every step of the way from planning to completion.

If you have a specific request or would like additional information, please contact:

Angela French | Resource Development Director

United Way of Lewis County

(360) 748-8100

development@lewiscountyuw.com

www.lewiscountyuw.com



ADDITIONAL COMMUNITY RESOURCES

- **2-1-1** An easy to remember phone number that provides free and confidential information on local resources for food, housing, employment, health care, counseling and more. Visit win211.org to access the online database.
- **Familywize** A free prescription discount program. If you are uninsured, underinsured, or experience high deductibles, this program can help you save on prescription costs. Visit www.lewiscountyuw.com/get-help for more information.
- **Community Action Council** Seasonal energy assistance for low-income families and individuals. (360) 736-1800. Visit www.caclmt.org for more information.
- **Volunteer Lewis** United Way of Lewis County's online volunteer center - providing numerous opportunities to volunteer throughout Lewis County. Visit www.volunteerlewis.org for more information and to get started.
- **Washington HealthPlanFinder** Free or low-cost medical coverage through Washington Apple Health. www.wahealthplanfinder.org