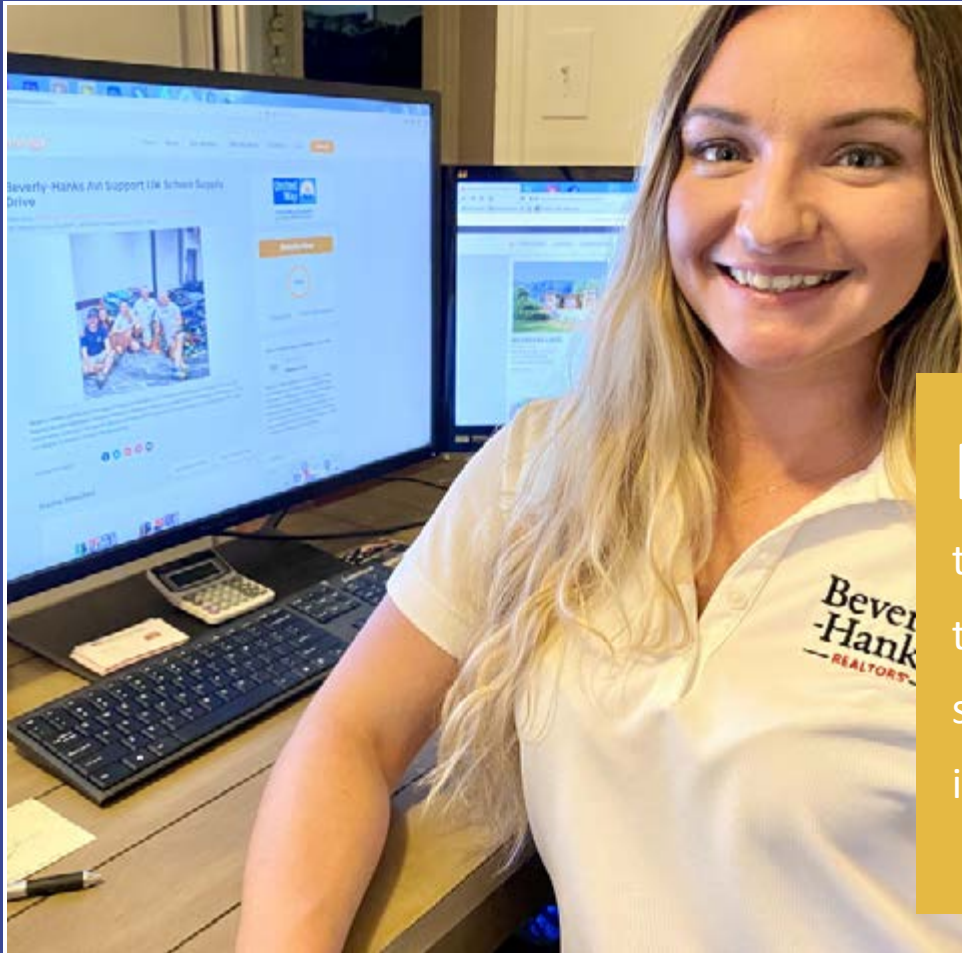


THANK YOU!

BECAUSE GREAT THINGS HAPPEN WHEN WE LIVE UNITED.



INSIDE

tips and resources
to run a smooth and
successful campaign
in your workplace.

Employee Campaign Coordinator Manual

INSIDE

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Your role in the annual campaign

Employee
Campaign
Coordinator
(ECC)

Your company has asked you to coordinate all the key components of the traditional Live United campaign. Thank you for taking it on!

You know your co-workers. You know what inspires them and tires them. You also know when the best time to get their attention will be. You will use this information to decide how to run your campaign this year.

You will likely build a team to work on this project with you but even if you are the only person at your company with this title, **you are NOT alone!** You will have a United Way (UW) representative (*rep.*) to help you...

United Way
Representative
(UW Rep.)

Your UW rep. is your rock. This person has been fully trained around the message of this year's campaign and can access any information you need regarding your company's accomplishments and involvement.

Do you need materials, advice, help? Call on your rep. to get what you need.

Do you have great photos, videos or stories about your co-workers or company? Share them with your rep. so we can spread the word.

Did you raise a boat-load of money and need to turn it in to United Way? Get with your rep., he or she will come by and get it to the right place - or better yet, come in to our office (*please make an appointment*) and we'll take it from there!

What's in it for you? How to take your career to new heights.



Eaton Employees find creative ways of getting involved and supporting our community.

Obviously, we want you to be successful as an ECC because when you are, our campaign is successful and that means even more lives transformed in our community.

That said, we also want you to have a successful experience so that YOU can succeed as well.

Every self-help article related to career advancement offers up the idea: take on special projects that highlight your leadership and technical skills. Becoming an ECC is the perfect opportunity to do just that:

- Refine and showcase your leadership and project management skills.
- Network within your company. As an ECC you will have the opportunity to speak with co-workers you might not normally have the chance to meet.
- Take advantage of the networking opportunities outside your company - you can make key connections to bring in new business or relations.
- Make sure to put this experience on your resume and connect to the people you meet on LinkedIn or in other networking opportunities.

UNITED WAY - WHO WE ARE AND WHAT WE DO



If you were to ask most people what United Way does, they'd probably tell you we raise money and give it away to other nonprofits. While this is correct, it's not the **WHOLE** story.

United Way of Asheville and Buncombe County uses **FOUR key strategies to help us fulfill our mission.**

1 When most people think about United Way they think about our Community Partnerships - specifically the money we invest in area nonprofits. This work is fueled by our Live United Fund, which also supports NC-2-1-1, our community school strategy, and our volunteer center.

This year we are investing just over \$1.5 million in the work of local agencies that help to mobilize and support a robust network of people, partners, and resources to co-create opportunities for every person in our community to live free from poverty and injustice.

Through competitive grants and hubs of service contracts, we're making strategic, wide-ranging investments that yield a high return and are focused on elevating student success, supporting families, and engaging communities throughout Buncombe County.

What does that look like? Well here's one example - 3 schools now have free mental health support for students on site because of our investments. With depression among youth at an all-time high, this is a small, but important step to address a big need.

When life throws a curve ball, **NC 2-1-1 helps our neighbors find the resources they need** to get their lives back on track. Improving lives is what 2-1-1 does 24/7.

2 A central focus of our work is centered around using the **community school strategy to build partnerships** with Asheville City and Buncombe County Schools, more than 40 area nonprofits and community members to improve support for middle school youth, their families AND their communities.

We are in five schools - Enka, Erwin, Owen, Asheville, and Reynolds Middle. Together with our partners, we are:

- Developing smart tools like the **Early Warning and Response System** to help teachers and service providers spot when a student is falling off track and pair them with needed resources,
- Running **Homework Dinners** - free, weekly dinners and tutoring sessions for families with K-12 students, and
- We are working toward creating full service hubs of resources for families and neighboring communities at the schools.

4 And finally, we UNITE people through volunteerism. When people want to find ways to give back to their community, **Hands On Asheville-Buncombe, our volunteer center helps them find meaningful projects.**

**We do all of this work with our Vision in mind:
A united and resilient community
where everyone belongs and everyone thrives.**

HOW TO RUN THE BEST CAMPAIGN EVER

Remember that ECCs are key partners in making it possible for us to help transform the lives our neighbors in Asheville and Buncombe County. **YOU are helping to change our community for the better!**

Some people get nervous about asking people for money. Think of it this way. Most people like living in a safe and thriving community - we want it to be strong and vibrant for ourselves and those we love. **You are helping your coworkers get involved with making their community stronger and you will be helping them understand the impact they are making and feel good about their role.**

Here are some BEST PRACTICES to help you do this:

Assemble your core team/committee.

- Include people from many departments and types of positions.
- Share the weight - delegate the work.
- Make sure someone with authority to sign off on purchases/resources is on the team.
- Set departmental goals and tailor efforts to each department's needs/interests. Rely on the team members to know what is best for their dept.

Set your goals for your campaign (*your CEO may have ideas on that already*).

Consult with your rep. and/or your CEO. They can let you know your company's employee participation rates and together you can set realistic goals for this year's campaign.

Work with your company's leadership team for extra support.

Your leadership team members are very interested in seeing the campaign go well. Often they have been in your shoes or are on one of United Way's committees or board. Because of their position they can often help "make things happen" at your place of work and expect that you will call on them to do that in very visible ways.

Develop a communications plan - within your team, company leadership, your rep. and with your fellow employees.

Set regular meeting/check-in dates with your team and make sure to keep them brief and on track using a timed agenda. Walk out of every meeting with clear to-do lists and assignments.

Advertise campaign and event dates early and often. We have materials you can use and you can come up with your own. Remember to use "high traffic areas" - break-rooms, bathrooms and elevators. But also don't forget technology. Do you have an intranet and a website where you can post information? Use email and other tools to spread the word internally.

Events can get people's attention and can be a lot of fun and increase participation.

When planning, always keep your goals in mind - don't just hold an event for the sake of doing one - be strategic with your

time and resources. The more aligned your events are with your goals the greater impact your participation will have. Use key opportunities to increase participation including:

- Employee gift matching programs,
- Staff volunteer opportunities - that will build team work and understanding about an issue. Be sure to check with your rep. about company-wide volunteer opportunities, and
- Use our affinity group events and structure to develop interest among women and leaders under the age of 40 - Women United and Highlands Circle are great ways for people to meet and network with peers on behalf of United Way.

Stay on message.

Always tie your talking points and written materials back to the two previous pages - we all want to sing from the same songbook! We also have materials - printed/electronic - for you to use at any time. Speak to your rep. to get what you need. **Oh, and please help set a positive tone and avoid any guilt or "strong-arming". We want to meet our goal but we also want all participants to feel good about the experience.**

Remember to THANK EVERYONE!

Thank those who donate items for events, your co-workers as they make donations of time and money, and your planning team... you get the idea. Written thank you cards and big announcements are a great way to do this.

Getting your co-workers involved and interested

- Competition revs people up. So do prizes. Use friendly competition to raise interest. Think talent shows, baking, chili-cook-offs. Or just see which dept. will "out fundraise" the others.
- Invite people to join a Leadership or Affinity group: Tocqueville Society, Peaks Society, Women United, Highlands Circle. Remember, Women United now has a "step-up" opportunity!
- Put the campaign video on your company website and/or intranet and send a link to staff in an email.
- Get Hands On Asheville-Buncombe to help you create a group volunteer activity for staff. Sometimes these kinds of experiences can help boost interest in giving.
- Have senior staff host a recognition event for Leadership Givers.
- Offer rewards for reaching intermediate and final goals.

WHAT IS MY ROLE DURING THE INITIAL CAMPAIGN MEETING?

The Welcome group meeting at the beginning...

- Introduce yourself and your CEO, if you are not known to the staff.
- Welcome audience members to their Live United Way campaign.
- Share information about the campaign (*grab a box lunch, location of restrooms if staff are unfamiliar with the space, details about related campaign events, duration of the campaign, etc. based on whatever you've planned for the group meeting*).
- Encourage attendants to give the UW rep. their full attention and consider supporting United Way this year.
- Tell why you Live United - personal story.
- Tell why the company supports United Way and why the company gives employees the opportunity to support change in their community through United Way.
- Welcome the UW rep. to the stage/platform/front of the room and invite him/her to speak.

During the United Way representative's presentation...

You'll want to remain in the room during the meeting, listening to all the remarks and being on hand in case there are any specific questions or technical problems, etc. Usually, Campaign Coordinators' speaking roles are at the beginning and end, to introduce the speaker and wrap up the event.

Phrases you can incorporate when making the ask and closing remarks...

- Thank you for your previous generous gifts. This year, I'm asking that you please consider supporting United Way once again.
- United Way takes the guesswork out of giving back.
- United Way's Live United Fund is an efficient way to give, and it's effective in changing lives.

But there's more to be done...

- Each year, United Way receives about \$1 million more in requests for funding than it has to give.
- We are counting on you to help fill that gap through your generous support.
- Supporting United Way is about supporting the community where we all live, work, and raise our children.
- If you have never given before, I ask you to make a donation.
- If you are already a donor, I ask you to consider increasing your gift.
- There are several ways to make your tax-deductible gift, including the easiest - payroll deduction.

Finally, be sure to remember to share...

- Pledge due date,
- Who is collecting pledge cards and how pledge cards should be returned,
- E-pledge details (*if your company is using e-pledge*),
- Any giving incentives to help meet the company's goal,
- Any special events to be held during the campaign, and
- Thank you for coming.

TOOLS, RESOURCES AND A HANDY CHECKLIST

EMPLOYEE CAMPAIGN COORDINATOR'S CHECKLIST

Use this list to harness the generosity, talent and energy of your workplace to co-create a united and resilient community where everyone belongs and everyone thrives.

PLAN

- Meet with your United Way representative (*staff member or CA*) and begin planning your campaign.
- Attend United Way's Employee Campaign Coordinator Best Practices Workshop.
- Go to unitedwayabc.org/ECCToolkit for ideas and sample materials.**
- Secure CEO or senior management support.
- Establish your company campaign goals like increase donations to the Live United Fund, dollar amount, and participation percentage.
- Identify and secure incentives for contests... some companies give days off, jeans days, sleep in coupons. Others secure great prizes that local companies donate or gift baskets that employees create. Use your creativity.

GEAR UP

- Recruit and train your campaign team.
- Establish a time line for campaign activities.
- Begin campaign promotion.
- Send letter from management to employees.
- Let your rep. know what campaign supplies you'll need (*and how much*) and prepare your campaign materials.

RUN

- Conduct a campaign for leadership givers.
- Hand out pledge forms and/or email information about online giving to employees.
- Send follow-up emails every few days to keep up enthusiasm. Include updates, community facts, and success stories. Find examples in your United Way Brochure.
- Hold meetings and fundraising events (*e.g. bake sale, raffle, soup contest*).
- Give employees opportunities to learn more by coordinating rallies or volunteer activities.
- Take pictures and videos of the fun things you do and send them to your rep. or to tiffany.narron@unitedwayabc.org - we'd love to put them on our website and social media and tell everyone how great you are!**

CLOSE

- Send a reminder email that your campaign is concluding and pledge forms need to be submitted.
- Collect pledge forms.
- 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 feed back and notes for next year.
- Choose the next Employee Campaign Coordinator and provide this information to your rep.

ONGOING

- Host year-round volunteer events so employees can contribute to helping make a stronger community.** Go to handsonasheville.org to learn about ways to be a year-round champion for our community.
- Stay up-to-date on news, progress, and ways to stay involved - find newsletter and social links here:** unitedwayabc.org/social-media.