

MAKE THE BIGGEST IMPACT THROUGH UNITED WAY!

Employee Campaign Coordinators (ECCs) are an important connection in our community between the people who need help and the people that want to help. Employee Campaign Coordinators are the lead volunteer and contact person for the workplace regarding the United Way fund drive. Your role as a United Way fund drive leader is one of the most important, vital volunteer roles of all. In this guide, you will find all the tips, how-to's, and ideas to make your fund drive a success, including:

Step-by-step instructions for planning your fund drive

- Ideas to make your fund drive fun and engaging
- Resources for additional information and ideas

Don't forget that the United Way staff are also here to help you. Each workplace is different and unique and what works for one may not work for all. Want to bounce ideas off someone or have questions? Please reach out to us - we are here to help make you and your fund drive a success!

KEY CONTACTS AT UNITED WAY

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KEY DATES

United Way Blue Jean Ball

Thursday, September 12, 5 – 7:30pm
Whippoorwill Hill (1780 E Rayletown Rd)

End of Community Campaign

November 15, 2024

WHAT IS A UNITED WAY EMPLOYEE CAMPAIGN COORDINATOR (ECC)?

United Way volunteers are an important part of the United Way fund drive. The impact we make on our community is only possible thanks to you and your hard work! You help drive the fund drive at your workplace and assist United Way with some logistical aspects of processing your donations.

You are the first point of contact that your coworkers have for all things related to the United Way fund drive. A major part of your role will be spreading information about your fund drive and simply asking your coworkers to donate – many people who donate do so because they were asked by someone they trust and respect. By sharing information about the fund drive and why it is important to you, your coworkers are more likely to join you!

HOW TO RUN A WORKPLACE FUND DRIVE

#1: Determine Internal Roles & Responsibilities

Every workplace is different, so you may be the only campaign coordinator, or you may be working with others. The key is: Determine how many volunteers you need to easily communicate with employees. Once you establish which people (or in the case of a large workplace, what size committee) you may need, set up a team meeting to discuss roles and responsibilities, monitor progress, and evaluate your efforts as you go through your fund drive period.

TIP: Don't forget to include a marketing, HR, and payroll staffer in your initial fund drive planning, if your workplace is large enough to employ those positions. They can play a vital role in a large workplace fund drive!

#2: Determine Your Fund Drive Dates

Setting specific dates will help define and drive the momentum of your campaign. These dates will determine when and how you kick off your area's campaign, send reminder messages, how to create excitement and team bonding during a year of mostly online work, and establish a deadline for pledge forms to be turned in. **The length of your fund drive can range from a few days to a week, to a whole month.** Most fund drives run for a couple of weeks.

#3 Set Goals

Set an ambitious, but attainable goal. In our ECC survey, we asked you to choose your goal based on the following options: (1) the amount your workplace raised last year, (2) the average amount you raised over the past 5 years, (3) the amount you raised last year, plus 5%, or (4) a custom goal.

Examples:

- Raising \$5K at your workplace
- Setting a goal to have 50%, 80%, or even 100% participation of employees, regardless of the dollar amount that might be raised. Even small donations are a great way to start giving to United Way, and over time as donors see the results of their gift they are often moved to give more.

#4: Plan Fund Drive Timeline & Activities

Once you have a team, a goal, and dates, it's time to decide how you will make your fund drive fun and engaging along with setting deadlines for your activities. Determine the desired outcome of the organization, what you can take on as the ECC, and what your team is willing to help you accomplish to help guide your decisions.

#5: Messaging & Campaign Communications

This is where your marketing person can come in handy. Decide how you will announce the important info about the fund drive at your workplace with instructions on how employees can participate. Do you have an intranet where you can post information? Can your CEO send an email to all staff inviting them to participate in the fund drive?

#6: Campaign Wrap-Up

Pledge Card Collection/Payroll Deduction:

So, you've finished your fund drive. Congrats! **If using paper donation forms**, make sure you turn in all original completed forms, keeping paper copies for your organization's records. All donations should be kept confidential and protected.

Make sure your HR or payroll department is ready to enter payroll deduction gifts from employee's paychecks. Payroll should keep copies of all the pledge forms with the originals coming back to United Way. If your fund drive is near the end of the year, make sure you know the last date that your payroll office will need to receive these deductions in time for January paychecks.

Account for all of your fund drive contributions by filling out the front of the fund drive envelope completely and enclosing all donations inside. Sign and seal the envelope. Contact United Way of Monroe County to let us know your fund drive is complete and, if you're using pledge forms, they are ready to be picked up.

If using the virtual giving platform, request a report from United Way for your HR department at the end of your fund drive, which will include payroll deduction information. **Contact david@unitedwaysci.org.org**

IMPORTANT FUND DRIVE NOTES:

- **PLEASE TURN IN YOUR CAMPAIGN FUNDS AND PAPERWORK NO LATER THAN TWO WEEKS AFTER YOUR CAMPAIGN CLOSES.**
Turning in your fund drive paperwork allows us to deposit checks, process donations, and thank donors in a timely manner.
If using the online giving platform, please notify United Way as soon as your fund drive closes to ensure prompt reports to your HR department.
- **Partial drop-offs can also be a good idea if your fund drive runs on a longer cycle** or generates a lot of cash and checks. Donors appreciate their checks being cashed promptly – and cash laying around is never a good idea! We can provide extra fund drive envelopes for you as needed.

#7: Share your Campaign & Be Recognized!

Celebrate your co-worker's generosity and caring! We want to hear about – and see – your fund drive! Remember to snap pictures of any great moments to display at your office and to share them with us on social media. We can come to take a picture of you and your group to share on our social outlets.

Either email photos to us or email our staff to arrange for a photo shoot: **Contact: Jenn at jenn@unitedwaysci.org.**

UNITED WAY INFORMATION AND RESOURCES

- [United Way Mission and Values](#)
- [United Way programs and partnerships](#)
 - [United Way partner agencies](#)
 - [Dolly Parton's Imagination Library](#)
- [United Way impact report](#)
- [United Way Fund Drive Toolkit](#)
- [United Way FAQ](#)

SAMPLE EMAILS

INSTRUCTIONS: These emails must be personalized by you for your workplace. The missing information that must be inputted is highlighted in yellow. Be sure to check your email from Catherine or Carter on individual links for employee E-Pledge donations, your individualized ECC link to check organization donation progress, and additional Campaign/Fund Drive resources.

For E-Pledge (Online) Campaigns: For all parts that say **(insert registrant website URL here)**, you must be sure to enter the **donor registrant website URL, not the coordinator URL. The coordinator URL will not work for donors.** Please reach out to United Way if you have any questions.

Coordinator URL: In order to login on the coordinator side of the E-Pledge website, through the link provided you will be promoted to login. Your user id is your work email address. Your temp password is **ChangeMe24**. Directly after changing this temporary password, you will then create a new password and use your work email and new password to login.

Sample 1: Kick-off Email

Subject: From Poverty to Possibility

The United Way 2024 campaign is officially underway! We invite you to help create lasting change in our community. To pledge, please visit **(insert registrant website URL here)**.

More than 45,000 households in south central Indiana are in, or one emergency away from, poverty – including 30% of households with children and 43% of senior (65+) households. Across our region, families work hard but still struggle to make ends meet – much less save for a stable future. Living paycheck to paycheck while hovering at or falling below the poverty line in the reality for 46 percent of families.

Your generous donation to United Way is more than just a gift; it's a vital contribution to a collective effort to move families and individuals **from poverty to possibility**.

United Way responds to our region's highest needs by rallying partners from all sectors to tackle issues that no one can address on their own. Together in 2022, **we invested over \$2 million to create lasting change in our region**. But we can't do it without you. Every contribution matters and every action counts. Together, we can create a brighter future. Donate today and be a part of our mission!

Thank you!

Sample 2: Campaign Progress Email

Subject: Join me to rally together!

I'm so excited to announce that we have reached **XX%** of our United Way campaign goal. Please don't forget to make your donation by **(insert campaign deadline)** so that we can reach our goal of **\$X,XXX**.

Your donation stays local and will fund programs that help struggling families and individuals move from **poverty to possibility**. To pledge, please visit **(insert registrant website URL here)**.

I'm proud to be part of this exciting effort that means so much to thousands of individuals and families who benefit from our combined campaign gifts. It takes everyone; join me to rally together to make an impact!

Thank you!

Sample 3: Reminder Email

Subject: Be Part of the Solution

Your generous gifts to United Way work around the clock, every day of the year. We are driving change by bringing partners from all sectors together to tackle complex issues that no one can address on their own.

Did you know:

- **\$2 per week** provides one week of emergency shelter to an individual in crisis
- **\$3 per week** helps a student in need access important prescription medications
- **\$10 per week** covers one year of a client's online therapy fees

Please join me and other coworkers in supporting the United Way campaign to **move families and individuals from poverty to possibility**. Your donation has never been more important to this community. Make your donation today at **(insert registrant website URL here)**.

Thank you!

Sample 7: Thank You Email

Subject: Thank you!

Thank you for your generous donation to this year's United Way campaign. Thanks to donors like you, we raised \$XXX, which was XX% of our goal. I'm proud of how we rallied together to make an impact for the future of our community. It takes everyone, and you showed up!

Together, we are changing the stories of thousands of people, which is no small task. It takes a little bit from all of us to make those positive changes for so many. Feel great, pat yourself on the back and know that every day this year, your donation is helping move struggling families and individuals from poverty to possibility.

Thank you!