



# 2020 CHAMPION GUIDE

LIVE UNITED®

**United  
Way**



**United Way  
of the Coastal Empire**

# WELCOME

Thank you for leading your organization's 2020 United Way campaign.

Whether this is your first time as a Champion or you have served before, this toolkit can help you inform your colleagues about United Way and inspire them to give, volunteer, and engage in support of our community.

Workplace campaigns, like the one you're about to manage, take place at 700 companies and organizations across our four county area. These efforts represent 90% of the contributions raised in the campaign. With your help, this network will successfully mobilize to fight for the education, financial stability, and health of every person in our community.

Thank you for your partnership. Together we can make the kind of change that doesn't just improve lives, it improves generations.

## YOUR ROLE AS CHAMPION

You will work closely with United Way (UW) to plan and implement a successful fundraising campaign.

### RESPONSIBILITIES

- Educate co-workers about United Way and encourage participation in the campaign.
- Organize meetings and special events.
- Coordinate distribution and collection of campaign materials and pledge forms.
- Promote year-round engagement through advocacy and volunteerism.
- Thank colleagues for their efforts.

### BENEFITS

- Showcase your leadership and project management skills.
- Network with colleagues.
- Create positive impact in your community.
- Develop a more engaged workforce for your company.

## UNITED WAY OF THE COASTAL EMPIRE

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# BEST PRACTICES

## 1 CONFIRM LEADERSHIP SUPPORT

- Confirm your leader's support and ask him/her how they want to be involved.
- Inquire about a corporate gift.
- Secure a budget; ensure time is allocated for campaign-related activities.

## 2 SELECT A STRONG CAMPAIGN TEAM

- Recruit co-workers to serve on your team; seek representation from all departments and levels.
- Allow team to set goals for their departments and assist in deciding how best to engage peers.
- Involve overlooked groups: ask a retiree or past leadership giver to serve on the team.
- Consider sustainable practices like 2 year rotations, mentoring processes, and agency visits.

## 3 PLAN AND PREPARE

- Meet with UW representative to plan campaign and identify growth areas.
- Provide UW with company information (address, # of employees, leadership name(s), phone, email).
- Set realistic campaign goals and establish a timeline that suits your work flow.
- Connect goals with impact; visit [uwce.org](http://uwce.org) for success stories and impact data.
- Relay your plans to UW staff so they can support your efforts.

## 4 PROMOTE LEADERSHIP GIVING

- Plan a leadership program.
- Connect with company leadership to recruit a respected senior staff to make individual leadership asks.
- Identify prospective leadership donors by targeting:
  - > Employees who gave at leadership levels last year [\$1,200]
  - > Donors of \$500 or more, or those whose annual salary is \$60,000 or more
- Always remember, YOU aren't asking, the community is.

## 5 CONDUCT AN EDUCATIONAL CAMPAIGN - EVEN VIRTUALLY

- Kick-off with strength. Schedule a meeting where your UW representative can share the UW story, distribute pledge forms, and answer any questions. As a bonus, any staff who participates in a UW presentation will be eligible for our prize drawing.
- Meeting should take place when most employees can attend.
- Coordinate a stand-alone group meeting or add UW to the agenda for a regular all-staff meeting.

## 6 MOTIVATE TO BUILD MOMENTUM

- Make giving manageable. Asking someone to give \$2 per week sounds easier than \$100 per year. Encourage payroll deduction.
- Promote Caring Club®. Donors who give \$13 per month are eligible for discounts at a variety of local businesses (details at [uwce.org/caringclub](http://uwce.org/caringclub)).
- Host a special event. Generate enthusiasm and camaraderie. Create a challenge. Invite healthy competition among departments to see who raises the most money, has the highest participation rate, or recruits the most volunteers.
- Generate enthusiasm by promoting upcoming special events (such as casual day or time off).

# BEST PRACTICES

## 7 WRAP-UP AND REPORT RESULTS

- Collect pledge forms and complete the Campaign Report Envelope.
- Schedule a wrap-up meeting with your UW representative; turn in the report envelope with pledge forms and any cash donations.

## 8 SAY THANK YOU

- Send a letter or email from you and/or your leadership announcing the campaign results and saying thank you. (Sample wording attached.)
- Thank everyone for their contributions of time, voice, and money. Remember, just listening to the message can create advocates.
- Celebrate with the whole group and recognize special efforts; consider simple ways to say thanks by honoring incentives or hosting an event.

## 9 CONNECT YEAR-ROUND

- Establish a new hires program for new employees to support United Way. Encourage co-workers to subscribe to UWCE's monthly e-newsletter or add a United Way spotlight to your newsletters and staff meetings.
- Visit [uwce.org](http://uwce.org) and find success stories and videos to share; follow UWCE on social media.
- Organize company-wide volunteer opportunities through United Way Volunteers at [uwce.org/uwvolunteer](http://uwce.org/uwvolunteer).
- Be a champion for our community throughout the year when you give, advocate, and volunteer.

### SAMPLE MEETING FORMAT

<b>Welcome</b> Distribute brochure, pledge forms	Champion	3 Min.
<b>Leadership Endorsement</b>	Leadership	2 Min.
<b>United Way Overview</b> United Way success story United Way campaign video	UW Representative(s)	5 Min. 5 Min. 5 Min..
<b>Closing Remarks</b> Explain forms, payroll, incentives. Ask for pledges, answer questions. Thank everyone, collect forms.	Champion & UW	5 Min.

# #AlwaysUnited CAMPAIGN OPTIONS

2020 is a year like no other. Our community NEEDS us to be a family of givers, like never before. #AlwaysUnited has deep meaning—we rise to the challenge and give help then, now, and always. YES, you should have your United Way campaign, and YES we are here to help with THREE EASY OPTIONS.

## 1. Your Branded Electronic Campaign - Contactless Campaign. Virtual Campaign.

### a. **We Provide** links to:

- Electronic Giving
- Electronic Brochures / Prize Giveaway Entry Forms
- Impact Videos
- Copy/Paste Announcement Emails
- Links to Printable Materials
- Other Electronic Support as Needed

### b. **You Guide** your Associates through watch/learn/give steps.

This Option is 100% yours to execute however you choose, with our promise of 100% support when you need it. We will not come on site in order to preserve your safety culture and your work from home program. We will educate, coach, and meet virtually in preparation for your BEST CAMPAIGN EVER!

## 2. Your Branded Traditional Campaign - Paper Campaign. Traditional Campaign.

### a. **We Mail:**

- Brochures
- Pledge Forms
- Envelope(s)
- 211 Cards
- Flash Drive with Video Content
- Promotional Items as Available

### b. **You Mail:** results in your envelope.

This Option is just like we've always done, but without in-person visits. All supplies will be cleaned/wiped/packed by personnel wearing appropriate coronavirus PPE. Optionally we can deliver and/or pick up materials and envelopes. In person presentations are an option if you require them, but are not recommended. We are not asking Agency leaders for in person presentations in 2020.

## 3. Blended Campaign - Pick options from the above two, and let us know 2 weeks prior to beginning what you want to do. We can provide extra videos, do video conferencing via YOUR chosen platform, or discuss any other options.

# MENU OF AVAILABLE MATERIALS:

## ELECTRONIC:

- Videos
  - Primary UWCE Impact Video
  - Stories
  - Community Fund Advocates
  - Ambassador Videos
  - UWCE Staff Videos
- Draft Email Content for Copy/Paste
- Champion Resources
- Meetings via YOUR chosen online platform, you host and send us a link.
- Meetings via OUR chosen platform, we host via Zoom.com and send you a link.

## PAPER:

- Brochures
- Campaign Poster/Thermometer
- 211 Cards
- Pledge Forms / Prize Giveaway Entry (Note: Prize Giveaway is 100% virtual this year. QR code is on brochure.)

**OTHER:** We have a small selection of promotional items like koozies, branded face masks, etc., to help you promote your campaign. Please call for availability.

Due to COVID-19 Guidelines we are asking to limit in-person presentations, paper-handling, and any activity that would potentially bring risk to you and your associates. We are still HERE TO HELP you in any way we possibly can. On behalf of the community and our agency partners, we THANK YOU for your generosity, creativity, and perseverance.

# WORKPLACE CAMPAIGN TIMELINE

## Planning

## TARGET DATES

- ☐ Meet with UW representative to begin planning your campaign. \_\_\_\_\_
- ☐ Visit uwce.org for campaign ideas and materials. \_\_\_\_\_
- ☐ Secure support from leadership. \_\_\_\_\_
- ☐ Establish campaign goals: dollar amount and % participation. \_\_\_\_\_

## Pre-Campaign

## up to 6 weeks before campaign

- ☐ Recruit and train co-workers to be on your team. \_\_\_\_\_
- ☐ Establish goals and timeline for campaign meetings & events. \_\_\_\_\_
- ☐ Send an endorsement letter from management to employees. \_\_\_\_\_
- ☐ Prepare campaign materials provided by United Way. \_\_\_\_\_

## Campaign

## 1 week (up to 1 month)

- ☐ Conduct a Leadership Campaign. \_\_\_\_\_
- ☐ Conduct campaign meetings and special events. \_\_\_\_\_
- ☐ Distribute pledge forms and state when they are due. \_\_\_\_\_
- ☐ Send reminders to maintain interest; share updates, success stories, and facts, which are available at uwce.org. \_\_\_\_\_
- ☐ Ask UW staff for additional learning opportunities through agency tours or volunteer activities. \_\_\_\_\_
- ☐ Send a reminder when pledge forms are due. \_\_\_\_\_
- ☐ Collect pledge forms and make sure they are signed. Give YELLOW copy to payroll/HR. Give PINK copy to donor. \_\_\_\_\_
- ☐ Return WHITE copy with cash/checks to United Way in Campaign Report Envelope; contact UW for pick-up/drop-off. \_\_\_\_\_

## Post-Campaign

## 1 week

- ☐ Announce campaign results to co-workers and management. \_\_\_\_\_
- ☐ Thank participants with a celebration event, letter, or email. Give special recognition to your team, leadership givers, etc. \_\_\_\_\_
- ☐ Gather feedback and make notes to begin planning for next year: set dates, and share updated info with UW staff. \_\_\_\_\_

## IMPORTANT DEADLINES

Workplace Campaigns November 6

## UNITED WAY COMMUNITY EVENTS

Campaign Kick-Off	September 10
Victory Celebration	November 19
Turkey Trot	November 26

## ADDITIONAL RESOURCES

## UNITED WAY 211

United Way 211 connects individuals with health and human service information in Bryan, Chatham, Effingham, and Liberty Counties.

Visit [uwce.org/211](http://uwce.org/211)  
Dial: 211 or 912.651.7730



## UNITED WAY VOLUNTEERS

United Way Volunteers is a direct service of United Way of the Coastal Empire connecting people with meaningful volunteer opportunities at more than 100 local non-profit organizations.

Visit: [uwce.org/uwvolunteer](http://uwce.org/uwvolunteer)  
Dial: 912.651.7727

UNITED WAY  
**VOLUNTEERS**

# 1 Dozen Ideas for Virtual Fundraisers for UWCE

Share on social media using #LiveUnited #AlwaysUnited #UWCE.

## 1. Virtual Walk or Run

There are lots of creative ways to hold a virtual walk. Participants pay an entry fee and then they act as your fundraisers, asking their friends and social circles to pledge or donate to their efforts. They log their own distances and collect their entry fees and pledges.

And the great news? You don't have to find a venue, recruit volunteers, hand out t-shirts, or worry about insurance. People across the world can walk for United Way or donate to United Way. Themed walks or runs can draw in even more participants. For example, a Star Wars themed walk can have you "Walk anywhere you want in the galaxy."

## 2. Watch Party

Find a documentary or film that is relevant United Way of the Coastal Empire and host a watch party to gather people virtually to watch it together. Facebook makes this very easy to do using their Watch Party feature. Choose a movie, schedule a time, and ask for donations. Or, sell "tickets" to the event and even have movie snacks and candy shipped to watchers ahead of time.

Lots of info is available to help you host a Facebook Watch Party. You may want to check into copyright issues and get permission to show a particular movie especially if you're selling "tickets."

## 3. Online Gift Card Auction

We've seen online auctions before, but this one is so easy and has been quite successful for many nonprofits. This is an event that can be managed ALL online and keeping it to gift cards means that you can send prizes to winning bidders all over the country!

Ask local businesses to donate gift cards (all amounts are welcome). We might even ask our own volunteers and donors if they have gift cards laying around their homes or offices that they'd like to donate (often people have a card or two tucked away in their wallet). Try to get gift cards for a variety of services and products like automotive, hotels, personal services, national chains, and restaurants to appeal to a wide variety of people.

## 4. Virtual Tour/Open House

You can host an open house of your facility, show all the areas where you need help, and explain why you need to raise funds! If you don't have a facility, show how you are working from home, how your volunteers are dedicating their resources, and how you're thinking outside the box to get through this time. Think of this as a virtual ask or pledge event where people get to learn first-hand about your nonprofit's work and make a commitment.

## 5. Online Contests/Competitions

Online contests and competitions are fun, easy, and interactive. Participants pay to enter, and then voters pay to vote! You can create a contest that is connected somehow to our UWCE cause. Get creative!!!

Some Fun Ideas:

- Talent contest: This is perfect for all ages and can be really fun! You might have your own local version of The Voice or America's Got Talent and let the audience help choose a winner.
- Photography: Ask participants to show their best nature photo, still-life photo, pet photo, or community advocate, etc.
- Costume Contest: Ask people to dress up like their favorite painting from a museum or their favorite literary hero or even try to dress up like our UWCE Past Campaign Chairs characters - - I think this one could be a hoot!!
- Drawing/Art Contest: Who needs Forsyth's sidewalks if you can draw on your own driveway!! Or a business parking lot to avoid big crowds during this Corona Virus social distance time, or a downtown parking spot (before the meter app runs out!)
- Essay contest: Ask people to write something about UWCE or an experience they've had related to our cause. Or get creative with what you want them to write about. Ask them to write in Haiku or rhyme. There are so many possibilities with this one!

## 6. T-shirt fundraisers

T-shirt fundraisers can be more than just a basic booster campaign. You can ask our participants to submit entries for the design for your next shirt! Graphic designers and artistic, creative types can submit their entries for a small fee, and the winning design can be determined by paid votes.

Then, they can sell the shirts with the winning design! This can be especially powerful if the designs are created by children (or schools/classrooms) because parents and grandparents often vote a lot!

## 7. Social Media Takeover

Ask a corporate sponsor/donor or local community partner if they would be willing to "donate their social media" for a takeover! Post content throughout the day that links back to UWCE's website (donation page) or social media pages. This way, you can educate new people, make the most of your partnership, and build your reputation and visibility in the community. This will help you introduce UWCE to a new audience, promote this partnership with that page being "taken over" and link our resources to people who may not even know about us yet!

## 8. Virtual Class

If you or anyone you know has any strong skill-set, offer a class! You can also recruit a professional to volunteer to host a class. Set up a private event, charge admission, and teach your skill virtually on the computer!

Ideas for classes include:

- Cooking
- Yoga
- Photography
- Ball Room Dance
- Drawing
- Painting

## 9. Virtual Animal Adoption Event

(This may be a stretch, but I wanted to get to 12 on my list, HA!) And you really never ever know what would be fine and interactive. Connect with an animal rescue organization and ask for a partnership to help with online adoption events. Live videos and puppy or kitty cams can put lots of focus on animals who need homes. While live-streaming, tell people all about the available pets and also ask for donations.

## 10. Wishlist Drive

One thing people can do pretty easily is sit at their computers and click buttons. Many donors feel better about donating ITEMS instead of money, so maybe ask those at 211 to build up an Amazon Wishlist with any supplies needed and share it in your newsletter and social media.

Ask for support, link them to the Wishlist, and let them know that whatever they purchase will be sent right to the UWCE's door!

## 11. Virtual Speaking Engagement

Try to recruit a local celebrity, athlete, motivational speaker, or expert, and ask them to do a virtual speaking engagement for you. The subject matter can pertain to whatever you wish OR specifically to UWCE or it can be something fun like a comedian, a local author, or a TV personality. Charge admission for this engagement and broadcast only to those who purchased tickets!

## 12. Virtual Concert

Very similar to the virtual speaking engagement above, this can be an easy way to get a lot of people involved. Local musicians are always looking for exposure! Find a band or an ensemble that is willing to perform, and charge for tickets. You can even ask the talent to do a special Q&A session after their performance or take requests to add to the \$\$ donations and the live experience!

# COMMUNICATING WITH COWORKERS

Clear communication will help your campaign run more smoothly. Below are some suggestions for emails you and your organization's top leadership can send to employees, so they know what to expect from their United Way campaign. Feel free to cut-and-paste and edit these to make them more useful for you.

## Sample Email for Your Top Leadership to Send to All Employees

At \_\_\_\_\_ (company name), we believe in making a difference in our community. This means giving of ourselves to improve everyone's quality of life. We have that opportunity right now through our annual United Way fundraising campaign.

As you consider making a contribution this year, I invite you to learn more about the work that United Way of the Coastal Empire does in our community. United Way brings our community together to address gaps in health, education, and financial stability. United Way invests in local programs in Chatham, Effingham, Bryan and Liberty Counties that provide these building blocks for everyone to have a good life.

Our workplace campaign is led by \_\_\_\_\_ (United Way champion's name) and will be held \_\_\_\_\_ (dates of your campaign). Contributing is a personal decision, but I want all of you to know how important United Way is to \_\_\_\_\_ (company name) and our community.

Thanks to the generous Jenkins Trust, United Way of the Coastal Empire's administrative costs are covered, and your contributions go directly to help people in need. By partnering with United Way, our donations will be combined with others, giving us the power to improve lives in our community. Remember, the person you are helping with your gift to United Way could be standing right beside you.

Thank you for your commitment to making our community a better place in which to live and work. We are in this together, and we always have been.

## Sample Email to Send to Your Coworkers

The United Way of the Coastal Empire community-wide fundraising campaign is in full swing, and I have been asked to lead our efforts here at \_\_\_\_\_ (company name). Thanks again to everyone who participated last year to help us raise \$\_\_\_\_\_ for our community. We are excited for another successful campaign!

You will have the opportunity to learn more about the good work United Way is doing at our \_\_\_\_\_ (remote Zoom meeting, online campaign, etc.) on \_\_\_\_\_ (date & time). We look forward to your participation.

If you have questions, feel free to contact me at \_\_\_\_\_ (phone) or \_\_\_\_\_ (email).

Thank you for your consideration and see you soon. We are in this together, and we always have been.

## Thank You Email from United Way Champion or Top Leadership

As you know, we recently completed our United Way campaign at [Company], and it was a great success, raising [total \$ amount]. I'm proud to tell you that your donations will be matched by a company donation of \_\_\_\_\_, effectively adding strength your generosity.

Thank you for your participation! Contributions from [company] will make a positive impact in the lives of our neighbors. I appreciate your decision to give to United Way. I cannot think of a more worthwhile investment you can make.

We are in this together, and we always have been.

# FREQUENTLY ASKED QUESTIONS

## WHAT DOES THE UNITED WAY DO?

United Way of the Coastal Empire fights for the education, financial stability, and health of every person in our community. We do this by assessing community conditions, raising money, investing in community goals, and measuring results to create long-term change.

## WHERE DOES THE MONEY GO?

The dollars raised here, stay here and are put to work locally where they are needed most. When you give to the United Way Community Fund, your contribution supports 82 programs across 54 local nonprofits.

## WHY SHOULD I GIVE TO UNITED WAY AND NOT DIRECTLY TO AN AGENCY?

When you give to the United Way Community Fund, your gift becomes part of a collective effort to strengthen our entire community. This kind of investment allows you to accomplish more than you can alone or through a single charity.

## WHAT IMPACT AREAS DOES THE UNITED WAY COMMUNITY FUND SUPPORT?

Based on community input, United Way identifies the most critical needs and addresses them by investing in programs and services that make the greatest impact. Working in collaboration with the community advances the common good in more ways than are possible through just one organization alone.

**EDUCATION:** Helping children achieve their potential by supporting school readiness, academic achievement, and youth development.

**FINANCIAL STABILITY:** Advancing individuals and families by providing basic needs, financial capability, and employment stability.

**HEALTH:** Improving health for all through disease management and prevention, empowering victims to be survivors, keeping children safe, and independent living.

## ARE THERE OTHER WAYS I CAN CONTRIBUTE TO UNITED WAY?

There are many ways to contribute: give, volunteer, and engage. Visit [uwce.org](http://uwce.org) to get started.

## HOW CAN I BE SURE MY CONTRIBUTION IS WELL MANAGED AND WELL SPENT?

Each year, local volunteers and experts carefully review the programs to be funded by your contribution. Every program is evaluated to ensure that it is utilizing resources wisely and delivering results. Your investment is held accountable.

## WHAT FINANCIAL SAFEGUARDS ARE IN PLACE AT UNITED WAY?

United Way is committed to the highest standards of accountability and transparency when handling donor dollars. Processing any transaction must be completed by multiple employees, and all checks must be signed by two authorized signers. The Finance Committee and Board of Directors review financial statements monthly to assess adherence to the budget. An independent accounting firm annually audits United Way, and the Audit Committee and Board of Directors must review and approve the audit annually.

## HOW DOES UNITED WAY PAY FOR ITS EVENTS?

Annual events, such as Kick-off and Turkey Trot, boost morale and create synergy among the community. Nearly all the costs for these events are paid through ticket sales and generous corporate sponsorships. Additionally, the Herschel V. Jenkins Trust Fund and other revenue help offset operational costs such as campaign marketing materials, events, and administrative expenses.

## WHY ISNT MY FAVORITE NONPROFIT FUNDED BY UNITED WAY?

In some cases, an agency may be doing great work, but it may not have programs that align with United Way's community impact goals. In other cases, the agency may not meet United Way's rigorous criteria for performance and accountability.

## IS MY GIFT TAX-DEDUCTIBLE?

Yes, United Way is a federally registered 501(c)(3) nonprofit corporation. Donations to United Way are tax-deductible to the extent allowed by an individual's or corporation's circumstances.