WELCOME

Thank you for leading your organization’s 2021 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 advance 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**

**SAVANNAH STAFF**

Kim Tanner, VP of Resource Development

ktanner@uwce.org | 912.651.7716

Kyle Harding, Development Director

kharding@uwce.org | 912.651.7714

Kristen Crawley, Development Director

kcrawley@uwce.org | 912.651.7719

Jenny Grusheski, Project Manager

jgrusheski@uwce.org | 912.651.7715

Savannah Office General Information

428 Bull Street, Savannah, GA 31401

912.651.7700 | uwce.org

**COUNTY STAFF**

Mary Fuller, Bryan County Area Director

mfuller@uwce.org | 912.651-7751

9611 Ford Avenue, Richmond Hill, GA 31324

40 South Industrial Boulevard, Pembroke, GA 31321

Kayce Masaniai, Liberty County Assistant Area Director

kmasaniai@uwce.org | 912.368.4282

301 Olive Street, Hinesville, GA 31313

Elizabeth Waters, Effingham County Area Director

ewaters@uwce.org | 912.826.5897

711 Zitterour Drive, Rincon, GA 31326

BEST PRACTICES

**1. CONFIRM LEADERSHIP SUPPORT**

* Confirm your leaders support and ask them how they want to be involved and talk about goals.
* 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, volunteer activities, and agency visits.

**3. PLAN AND PREPARE**

* Provide UW with company information: address, # of employees, leadership name(s), phone, company email.
* Set realistic campaign goals and establish a timeline that suits your work flow.
* Connect goals with impact; visit uwce.org/campaignhq for success stories and impact data.
* Meet with UW representative to plan campaign, identify growth areas, and set dates.

**4. PROMOTE LEADERSHIP GIVING**

* Plan a leadership program.
* Connect with company leadership to recruit a respected senior staff to make individual leadership asks Beacon, Young Leaders, Alexis de Tocqueville.
* Identify prospective leadership donors by targeting:
  + Employees who gave at leadership levels last year.
  + 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 brochures and 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 team 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 $3.50 per week are eligible for discounts at a variety of local businesses (details at uwce.org/caringclub).
* Try something different:
  + Host a special event.
  + Generate enthusiasm and camaraderie.
  + Create a challenge or consider participation awards like casual day, raffle, time-off.
  + Invite healthy competition among departments to see who raises the most money, has the highest participation rate, or recruits the most volunteers.

**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.
* Share learnings and opportunities for improvement with UW staff.

**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 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.
* Be a champion for our community throughout the year when you give, advocate, and volunteer.

**Sample Meeting Format – 20 minutes total**

**Topic** **Presenter** **Time**

Welcome Champion 1 minute

Distribute brochures and pledge forms

How United Way Helps the Community UW Representative 5 minutes

United Way Success Story / Video 3-4 minutes

Assistance with pledge forms, prize drawing UW Representative 3 minutes

Leadership Endorsements Leadership 3 minutes

Questions, thank you, wrap up UW + Champion 4 minutes