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 3132