

GIVE TODAY

CHANGE

TOMORROW



UNITED

WE IMPROVE LIVES

Employee Campaign Coordinators Guide

THE ROLE OF The EMPLOYEE CAMPAIGN COORDINATOR - ECC

- | | |
|-------------------|-------------------------------------|
| 1. PLAN | Assemble a team & plan the campaign |
| 2. INSPIRE | Share United Way's story and impact |
| 3. ENGAGE | Volunteer & learn |
| 4. ASK | Ask co-workers to invest |
| 5. THANK | Say thank you & celebrate success |

As an ECC, you are helping local children, families, and adults find pathways out of poverty.

GET THE ANSWERS YOU NEED

- What is United Way?
- Why give?
- Why is United Way focused on poverty?
- What can \$2 do?
- How does United Way make funding decisions?

Find answers and more at UnitedWayofWilson.org

YOUR UNITED WAY TOOLKIT RESOURCES - unitedwayofwilson.org CAMPAIGN

- Speaker Request
- Marketing Materials
- Impact Statistics & Stories
- Special Event/Incentive Ideas
- Pledge Form - fillable PDF
- Videos (Agency Tours & Campaign Video)

**Contact Betty Baker: asstdir@unitedwayofwilson.org
to receive any of the above materials. 237-3194 ext 202**

CAMPAIGN TIPS

10 BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN

1. Build a team and secure CEO/management support.
2. Determine your timeline and start planning at least 2-4 weeks before your kick-off.
3. Set your goal.
4. Plan your campaign activities.
5. Incorporate volunteering into your campaign.
6. Promote your campaign to employees (and retirees).
7. Start your campaign with a fun, inclusive kick-off.
8. Organize special events and use incentives.
9. Recognize leadership donors, first time donors, etc.
10. THANK employees and celebrate success!

UNITED WAY CAN HELP WITH...

- Running reports
- Sending thank you notes, videos, marketing collateral, etc.
- Speaking at meetings, visiting agencies and special events
- Participating in campaign team meetings
- Identifying opportunities for volunteering
- End of campaign analysis and debrief

UnitedWayofWilson.org



CAMPAIGN PLANNING WORKSHEET

What are your campaign goals?

Total campaign \$: _____
of new donors: _____
% participation rate: _____
OTHER: _____

What are your campaign dates?

Start: _____
End: _____

Who do you want on your campaign team?

-
-

Who in executive management will you recruit to help?

-
-

What campaign events/volunteer activities will you plan?

-
-

CAMPAIGN WRAP UP

- Collect pledge forms, cash, and checks
- Report results to employees & prepare envelope for UW
- Update United Way on the # of employees at your company
- Call United Way to pick up envelope or drop off at UW
- Evaluate your campaign and start planning for the future

Fillable pledge cards are available. Email Betty Baker at: asstdir@unitedwayofwilson.org or call 237-3194 extension 202

FRONT

UW ACCT NO. _____ DATE _____

Consider Joining The **L. Vincent Lowe, Jr.**

Fair Share Guide
Salaried Givers - 1% of gross annual salary
Hourly Givers - 1 hour's pay per month (6/10 of 1% of gross salary)

INVEST IN YOUR COMMUNITY THROUGH THE UNITED WAY OF WILSON COUNTY

\$1 PER WEEK provides 12 elderly homebound senior citizens a hot, nutritious meal through the home delivered meals program.

\$2 PER WEEK can shelter someone who is homeless for one night or provide food to someone who is hungry.

\$5 PER WEEK can provide two children with a learning environment and recreational experience keeping them safe and off the streets.

\$7 PER WEEK can provide emergency day care for five sick children for one week each, so five teen students can go to school.

\$10 PER WEEK sends six children with developmental disabilities to summer day camp where they can swim, sing, snack, participate in arts and crafts and receive a hug every day.

CONSIDERATION OF COMMUNITY NEEDS, I PLEDGE MY FAIR SHARE.

United Way of Wilson County, Inc.

TOTAL PLEDGE \$ _____ PAID NOW \$ _____ BALANCE DUE \$ _____

BILL DIRECT monthly quarterly other _____

PAYROLL DEDUCTION I hereby authorize _____ to deduct from my pay _____ per _____

PRINT NAME _____
SIGNED _____
BILLING ADDRESS _____
CITY _____
STATE _____ ZIP _____

LEADERSHIP CIRCLE (details to the right)
Permission to share my name _____
yes _____ no _____

\$10,000 & Over
Alexis de Tocqueville Society

\$500 to \$999
Pillars

LIVE UNITED

Thank You

The best way to give is through **Payroll Deduction.**

If you choose **Bill Direct**, we will need you provide us with the timing for your billing and your name and address.

Please print and sign your pledge card whether you give or not.

If your gift (or your gift combined with your spouses gift) qualifies you for the **Leadership Circle \$500 +** please check the appropriate box.

BACK

The best way to give is Community Wide Care

Living United in Wilson County Since 1959!

In 1959, the United Fund of Wilson County was organized during a meeting at the Cherry Hotel. The goal for this initial fundraising effort was to raise \$70,529.20. To date, the United Way of Wilson County has raised over \$100 million for the community.

United Way

Thank You

Community Wide Care: United Way recommends this choice. This is how your gift has been traditionally distributed by the United Way to local charities. The benefits are that your gift helps the most people and dollars are distributed by knowledgeable volunteers.

Specific Care: Please direct my gift, amount indicated to the Agency or another United Way as listed here. (**Specific Care must be a minimum of \$25.00 per agency.**) Agency 4 digit Code(s) are located in your United Way brochure.

Agency Code # _____ = \$ _____
Agency Code # _____ = \$ _____
Agency Code # _____ = \$ _____
United Way of _____ (All county & state) _____ = \$ _____

CASH RECEIPT

NAME _____
has contributed to the United Way of Wilson Co., Inc.

Total Gift \$ _____
Paid Now \$ _____
Balance Due. \$ _____
Solicitor _____
Date _____

IF YOU CHECKED ANY OF THE ABOVE, YOU MUST PROVIDE THE FOLLOWING INFORMATION

Your name _____
Address _____
City _____
Firm - If employed _____

IMPORTANT!
Do not detach this section from the pledge card if you designated your pledge.

FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING BRANCH AT 919-807-2214. THIS LICENSE IS NOT AN ENDORSEMENT BY THE STATE.

You may separate here to receive your receipt for cash donations.

If you wish to designate your gift use the following steps: Check **Specific Care** and fill in the 4 digit code that can be found in your **United Way Campaign Brochure.**

All Donors Choice designations must be at least \$25 per agency.

Please provide your address at the bottom of the designation section if you choose to designate your pledge.



United Way of Wilson County

United Way of Wilson County

219 Barnes Street-PO Box 1147
Wilson, NC 27834-1147
Phone: 237-3134

Worksheet

Company:
Division:
Address:
Solicitor's Name:

Excel Worksheets a from Betty Baker
asstdir@unitedwayofwilson.org
237-3194 ext. 202

Date:

Phone:

Name of Contributor	Fair Share Amt	Fair Share	Leadership Giver	Total Contribution \$	Total Payroll Deduction	Total Bill Direct \$	Total Cash or Check \$
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United Way of Wilson County

United Way of Wilson County

219 Barnes Street-PO Box 1147
Wilson, NC 27834-1147
Phone: 237-3134

Summary Sheet

Company:
Division:
Address:
Solicitor's Name:

Date:

Phone:

Employee Gift	+ Corporate Gift	= TOTAL
\$ -	\$ -	\$ -

Fill in when campaign is complete.

BREAKDOWN OF CONTRIBUTIONS

Employee Gift	# Contributors	Total pledged	Cash/checks encic	Balance to be billed
Payroll Deduction	#	\$ -		\$ -
Bill Direct	#	\$ -		\$ -
Cash or Check	#	\$ -	\$ -	
Employee Totals	0	\$ -	\$ -	\$ -

Corporate Gift		\$ -	\$ -	\$ -
Corporate & Employee GRAND TOTAL		\$ -	\$ -	\$ -

Number of Employees	
Number of Employees Giving	
Number of Employees Giving Fair Share	
Per Capita Gift based on Total # of Employees	
Average Gift based on # of Employees Giving	
Percentage of Employees Giving	
Percentage of Fair Share Givers (# giving)	

CAMPAIGN AWARDS:

Diamond Award = \$200 Per Capita
Platinum Award = \$100 Per Capita
Gold Award = \$80 Per Capita
Silver Award = \$60 Per Capita
Bronze Award = \$40 Per Capita

The Award Criteria is based on Per Capita Giving. The total employee gift is divided by the total number of employees to equal the per capita gift. Example: \$300 - employee gift, 15 employees = \$60 per capita gift.
If you are eligible for a Diamond, Platinum, Gold, Silver or Bronze Award, please check here: _____

Submit your reports with your Report Envelope by
October 31 to be entered into the \$2,500 Drawing

United Way of
Wilson County



ENV. NO. _____

BATCH NO. _____

CORPORATE AND EMPLOYEE REPORT ENVELOPE

If you have any questions contact Betty Baker 237-3194 ext 202

FIRM/ORGANIZATION NAME Acme Company UW ACCOUNT # 246
 ADDRESS 509 Main Street TOTAL EMPLOYED 8
Wilson ZIP 27893 SOLICITOR Sue Barnes
 UW DIVISION Pacesetter SECTION _____ DATE 09/28/23

CONTRIBUTIONS REPORTED TODAY

(Not those previously reported)

		TOTAL FLEDGED	=	CASH/CHECKS ENCLOSED	+	BALANCE TO BE BILLED
TOTAL CORPORATE CONTRIBUTION <small>Not previously reported. Enclose card.</small>		\$ 200.00		\$ - 0 -		\$ 200.00
	# OF CONTRIBUTORS					
CONTRIBUTIONS FULLY PAID <small>Attach each payment securely to the card to which it applies.</small>	# 1	\$ 210.00		\$ 210.00		\$ - 0 -
TO BE BILLED <small>Enclose signed cards.</small>	# 1	\$ 175.00		\$ - 0 -		\$ 175.00
PAYROLL DEDUCTION <small>Employer keeps record of PD.</small>	# 6	\$ 980.00		\$ - 0 -		\$ 980.00
TOTAL EMPLOYEE CONTRIBUTION	# 8	\$ 1,365.00		\$ 210.00		\$ 1,155.00
CORPORATE and EMPLOYEE GRAND TOTAL for this report		\$ 1,565.00		\$ 210.00		\$ 1,355.00

FOR UW OFFICE ONLY

# OF CONTRIBUTORS	# PAYROLL DEDUCTION
TOTAL AMOUNT	# BILL DIRECT
# CASH	# DRAFT / CR. CARDS
# CHECKS	DATE / AUDITOR

billing address of payroll location

Same as Above

partial report

final report

Spread the news!! Fair Share Givers who donate to the United Way of Wilson County 2023 Campaign may be eligible to participate in the Fair Share Challenge - A \$2,500 Give Away!!

FAIR SHARE CHALLENGE

Good things come to those who Care!

Thank you for your FAIR SHARE Investment!

Your Fair Share Investment in United Way of Wilson County is important to our community and is greatly appreciated.

To show our appreciation, United Way of Wilson County is offering you this chance to win a \$2,500 cash prize.

It's Easy...

As a Fair Share Giver your name is entered as a finalist to the Fair Share \$2,500 Give Away. If you would like to participate in the challenge, please return the entry form to the Campaign Coordinator within 3 business days.

1. Complete the below entry form. Any person 18 years of age or older, has a valid Social Security number, and has made a Fair Share contribution or more to United Way of Wilson County's 2023 Community Investment Campaign designated to another United Way or to the United Way of Wilson County. Pledge must be received by December 31, 2024.

2. Completed entry form must be given to the Campaign Coordinator within 3 business days of receipt. Contact Betty Baker asstidir@unitedwayofwilson.org. United Way of Wilson County reserves the right to determine the number of entries.

**FAIR Share Challenge
Rules and Regulations**

1. The Grand Prize. One person will win a \$2,500 cash prize.

****This is a sponsored incentive, no investor dollars are used in the Fair Share Challenge.*

2. Who is eligible? Any person who is 18 years or older, with a Social Security number or ITIN number, and makes a Fair Share contribution to United Way of Wilson County's 2023 Community Investment Campaign to be paid in full by December 31, 2024.

3. Who is not eligible? United Way of Wilson County staff, agency staff and United Way committee members.

4. How the drawing works: Beginning with an initial drawing on November 1, 2023, drawings will take place (November 1 through December 13). 18 finalists will be selected through weekly drawings of submitted Fair Share Givers provided to our United Way by each company Campaign Coordinator. Weekly finalists will receive notification from their Campaign Coordinator. Each finalist will be asked to complete the entry form below which states the rules of eligibility and return the completed entry form within 3 business days to the employer's Campaign Coordinator, who will forward it to United Way of Wilson County after validating the pledge information. All entry forms must be returned to Betty Baker at: asstidir@unitedwayofwilson.org. A total of 18 finalists will be randomly selected to move on into the Grand Prize event held on December 20, 2023 at 4:00pm. Finalists must provide United Way of Wilson County with proof of a Social Security number or ITIN number prior to the final drawing and **must be present** at the final event.

5. Campaign Coordinators will verify social security numbers prior to the final drawing event.

6. Requirements: The winner must provide United Way of Wilson County with their Social Security number or ITIN number in order to win the \$2,500 Grand Prize. United Way of Wilson County will mail the winner an IRS Form 1099. *The winner is required to pay all applicable taxes, and must pay his/her pledge in full to United Way of Wilson County by December 31, 2024*. The winner grants United Way of Wilson County the use of his/her name and photograph in all communication and publicity materials.

NOTES:

IMPORTANT DATES -

FAIR SHARE DRAWING BEGINS 11/01/23

GENERAL CAMPAIGN END DATE 10/31/23

WILSON COUNTY SCHOOL END DATE -

CONTACT INFORMATION

UNITED WAY OFFICE NUMBER 237-3194

CAMPAIGN - BETTY BAKER:

asstdir@unitedwayofwilson.org

extension 202

RESOURCE DEVELOPMENT - KATHY BERNI: MONDAY–WEDNESDAY

development@unitedwayofwilson.org

extension 205



United Way of Wilson County

Frequently Asked



When can we start our campaign? Start your campaign as soon as you are ready. Our Campaign runs from 9/1 - 10/31. Our \$2,500 drawing for Fair Share Givers begins on November 1.

How do I get an Agency speaker?

The United Way staff can work with you to schedule a speaker.
asstdir@unitedwayofwilson.org

How long should our workplace campaign last?

Most campaigns can be completed in two or three weeks. The goal is to distribute and collect pledge cards while the United Way message is still fresh in employees' minds.

Our work environment is not conducive to holding a campaign kick-off. How can I involve our employees in the campaign experience?

Take the campaign to them. Some ideas are to use e-mails, voice mails, videos and/or letters from your top management to get the word out. Designate one room as the "United Way Room" and hold an Agency Fair. Create a festive atmosphere in the breakroom with snacks and games that they can enjoy when they turn in their pledge forms.

I have limited time to devote to a campaign. How can I work it into my busy schedule? Contact your United Way 237-3194 ext. 202. We are here to help you every step of the way. Let us know your limitations and we will come up with a plan together to make it easier for you. Another way to ease the strain is to recruit a committee. Assign tasks and assume a management role. Most importantly, start planning early. The earlier you start the easier the process will be for you.

Giving Questions?

How can I be sure my donation will be used efficiently and effectively?

When you give in Wilson County you support the United Way of Wilson County's work, our programs and initiatives and our member nonprofit organizations who provide services throughout our community. United Way volunteers visit each of our member nonprofit organizations and determine funding based on programs, services, individuals served, financial reporting and the impact that each organization has in areas of education, health and financial stability. (The United Way and all of our agencies are audited by an independent auditor.)

Some of our employees and their families are on tight budgets; should we invite them to be part of the campaign?

Yes, most people appreciate the opportunity to participate. Giving through payroll contribution is easy and convenient.

If I stop working for my current employer, what happens to my payroll contribution pledge?

Your pledge will not be automatically routed to your new place of employment or to your home. If you do change jobs or are no longer working, please contact the United Way staff at: 237-3194. At that time, you can decide whether you are able to fulfill your original pledge or adjust it. If you have switched jobs and your current employer runs a United Way Campaign, it is possible to set up payroll contribution through the new employer.

What we RAISE in Wilson County STAYS in
Wilson County!

Betty Baker asstdir@unitedwayofwilson.org

Or

237-3194 extension 202

**BELIEVE
THERE IS
GOOD
IN THE WORLD**

