

**UNITED IS THE WAY**



**GIVE TODAY  
IMPACT TOMORROW**

## **2024 CAMPAIGN COORDINATOR GUIDE**

**United  
Way**



**United Way  
of Wilson County**

# 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 your success

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

## Get the Answers You Need

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

Find answers and learn more at [unitedwayofwilson.org](http://unitedwayofwilson.org)

## Your United Way Toolkit

- Speaker requests
- Marketing materials
- Impact statistics and stories
- Special event/incentive ideas
- Pledge form - fillable PDF
- Videos (agency tours and campaign video)

Contact Betty Baker for any of the above materials:



252-37-3194 ext. 202



[asstdir@unitedwayofwilson.org](mailto:asstdir@unitedwayofwilson.org)

# 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 pieces, etc.
- Speaking at meetings, visiting agencies and special events
- Participating in campaign team meetings
- Identifying volunteer opportunities
- End of campaign analysis and debrief

# We focus on the following areas:

## Education

We are working to reduce the dropout rate by promoting student achievement and engagement.



## Volunteerism

We connect our community with meaningful volunteer experiences.

## Financial Stability

We provide opportunities for workplace training and development.

## Health

Our child wellness programs are educating youth and their families about healthy habits.



# The Money Raised Here Stays Here!

**98% of what we raise in Wilson County stays in Wilson County.**

**United Way touches the lives of people right here in our community.**

Because your United Way invests in proven, high quality programs, your contributions go toward creating long-term impact in our community. Here are just a few things your donation to the annual campaign helped fund last year.

## **INCOME**

**8,471**

safe shelter nights were provided to children and adults due to domestic violence, homelessness or sexual abuse.

**1,131**

adults received vocational training, scholarships, job placement and CPR training.

## **EDUCATION**

**3,923**

children attended our United Way Agencies' after school and summer programs.

**97%**

of the children in our after school programs advance to the next grade level.

## **HEALTH**

**106,906**

warm meals were served to children and adults right here in your community.

**4,967**

families received food from our United Way Agencies' food pantries.

## Campaign Planning Worksheet

What are your campaign goals?

Total \$ Raised:

# of New Donors:

Participation Rate:

Other:

What are your campaign dates?

Start:

End:

Who will be on your campaign team?

- 
- 

Who in executive management will you recruit to help?

- 
- 

What campaign events or volunteer activities will you plan?

- 
- 

## Campaign Planning Worksheet

- Collect pledge forms, cash, and checks
- Report results to employees and prepare envelope for United Way
- Update United Way on the number of employees at your company
- Call United Way to pick up envelope or drop off at United Way office at 219-A Barnes St. South
- Evaluate your campaign and start planning for the future

## Schedule a guided agency tour



## United Way t-shirts

Buy a 2024 United Way  
t-shirt for \$15



## United Way Videos!

Visit the United Way website  
[unitedwayofwilson.org](https://www.unitedwayofwilson.org)  
for videos or email Betty Baker  
for a link to our agency videos.  
[asstdir@unitedwayofwilson.org](mailto:asstdir@unitedwayofwilson.org)

## Be Prepared to Inform and Manage Possible Questions

Take a tour or visit with an Agency Director.

Become familiar with types of giving in the Leadership Circle - (remember that spouses can combine contributions to qualify for the Leadership Circle).

Specific Care donations can be made as designations to agencies that appear in the United Way campaign brochure—Agency 4 digit codes are required.

# Strong Campaigns Generate Excitement

You don't have to spend a lot of money to create a lot of excitement during your campaign. Here are some simple and easy-to-execute ideas to get you started.

## Raise extra \$'s

Encourage your most talented to entertain co-workers at a Lip-Sync Contest, Barbecue Cook-Off, Bake Sale or Talent Show.

## Share a Story

Invite employees to be videotaped sharing why they have pledged or let them share a personal story regarding the United Way, how they were helped or why they volunteer.

## Chalk It Up

Use chalk to write "LIVE UNITED" in front of the office, in the parking lot, or on another paved surface.







# Campaign Materials

**GIVE TODAY**

**CHANGE**

**TOMORROW**



**The UNITED WAY to Give**

Offers a unique opportunity to help many with just one donation.  
What we raise in Wilson stays in Wilson!

United Way programs provide meals for homebound senior citizens, mentors for children guiding them to academic success, job training for individuals with disabilities or disadvantaged circumstances, shelter for the homeless, food for the hungry and so much more.

Community volunteers make funding decisions to ensure your donation supports vital local programs dedicated to improving the lives of all.

**OUR PARTNERS**

1105 American Red Cross (252) 414-5457  
1101 Arc of Wilson County (252) 237-8266  
1108 Diversified Opportunities, Inc. (252) 291-0378  
1104 Flynn Christian Fellowship Home (252) 237-8320  
1116 Hope Station (252) 291-7278  
1107 Meals on Wheels Wilson County (252) 237-7623  
1117 P.A.L. Police Athletic/Activities League (252) 399-2319  
1113 The SPOT (252) 991-4018  
1103 Wesley Shelter (252) 291-2344  
1109 Wilson Crisis Center (252) 237-5156  
1112 YO.U.T.H. of Wilson (252) 243-3675

**DESIGNATION – ONLY PARTNERS**

1501 Boy Scouts, East Carolina Council (252) 522-1521  
1502 Carolina Family Health Centers Inc. (252) 243-9800  
1503 Children's Home Society 1-(800) 632-1400  
1529 Fight For Me Foundation (252) 399-2881  
1526 Foundation YMCA of Wilson (252) 291-9622  
1527 Girl Scouts, NC Coastal Pines (919) 600-6310  
1504 Habitat for Humanity, Wilson Area (252) 291-0816  
1506 Imagination Station Science and History Museum (252) 291-5113  
1507 OIC of Wilson (252) 291-0038  
1530 S.A.Y. St. John Save A Youth (252) 265-9764  
1508 Special Olympics, Wilson (252) 246-1133  
1528 Wilson County Partnership for Children (252) 206-4235  
2110 NC211 DIAL 2-1-1  
3110 Operation Wrap Up  
4110 Disaster Relief Fund  
5110 Workforce Development Scholarship

**DONORS CHOICE**

If you prefer to donate to a specific agency versus the general campaign, you may use the above agency 4-digit code on your pledge card.

To take an agency tour or learn more about the United Way visit our website: [unitedwayofwilson.org](http://unitedwayofwilson.org) or call (252) 237-3194

**Need HELP?**

Call the Wilson Crisis Center (252) 237-5156  
or DIAL 2-1-1

**WHY**

**UNITED WA**

Integrity  
Collaboration  
Community  
Service  
Dedication

**UNITED**

**WE IMPROV**

# Pledge Cards

## Front of pledge card


### LEFT HALF

The best way to give is through Payroll Deduction. However, if you wish to be billed for your pledge, fill in your pledge amount information, check the box for **BILL DIRECT**, indicate how you wish to be billed (i.e. monthly) and be sure to **SIGN YOUR CARD**.

**SIGN YOUR PLEDGE CARD!** Your signature is needed to confirm that you received a pledge card (whether you give or not). It is also required for pledges that are to be billed. A Billing address is also needed for Bill Directs.

UW ACCT NO. \_\_\_\_\_

DATE 09/19/24

**United Way**  **United Way of Wilson County, Inc.**

**IN CONSIDERATION OF COMMUNITY NEEDS, I PLEDGE MY FAIR SHARE.** ☐

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

Method of payment for unpaid balance:

☐ **BILL DIRECT** ☐ monthly ☐ quarterly ☐ semi-annually ☐ annually ☐ other \_\_\_\_\_ Begin On \_\_\_\_\_

☐ **PAYROLL DEDUCTION** I hereby authorize my employer to deduct: \$ \_\_\_\_\_ per paycheck for \_\_\_\_\_ pay periods for a **TOTAL PLEDGE** \$ \_\_\_\_\_

**PRINT NAME** \_\_\_\_\_

**SIGNED** \_\_\_\_\_

**BILLING ADDRESS** \_\_\_\_\_

**ZIP** \_\_\_\_\_

**LEADERSHIP CIRCLE** (details to the right)

Permission to publish name \_\_\_\_\_ yes \_\_\_\_\_ no

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

**LIVE UNITED**  
**United Way** 

**Thank You**

**L. Vincent Lowe, Jr.**

*Leadership*  
**Circle**

**\$10,000 & Over**  
**Alexis de Tocqueville Society**  
**\$5,000 to \$9,999**  
**Chairman's Society**  
**\$2,500 to \$4,999**  
**President's Society**  
**\$1,000 to \$2,499**  
**Leadership Society**  
**\$500 to \$999**  
**Pillars**

**Leadership Circle:** If your gift (or combined w/spouse's gift) qualifies you for the Leadership Circle, check the appropriate box to indicate whether or not you want your name published in the annual Leadership brochure.

**THROUGH THE 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 mother 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.


### RIGHT HALF

**LEFT HALF**

### Back of pledge card

## 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 set at \$79,568.30. Today, the organization we now call the United Way raises more than one-million dollars annually to fund human service agencies for people in need in Wilson County.



# Thank You

The best way to give is **Community Wide Care**, however, if you wish to designate your gift to a specific field of service, or a specific agency, use the following steps.

If you checked:

**Specific Care**, Fill in the 4 digit Code (found in the campaign brochure), and the amount (\$25 minimum) or the name of a United Way in another county. Be sure to give your name and address information.

**DO NOT DETACH THIS STUB FROM**

**NOTHING HAS BEEN GIVEN. FINANCIAL INFORMATION, LICENSE ARE AVAILABLE AT 919-807-2214. THIS INFORMATION IS NOT TO BE USED FOR ANY OTHER PURPOSE.**

☐ **Community Wide Care:** *United Way* 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 your 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 #		=\$	
Agency Code #		=\$	
United Way of		=\$	

list county & state

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

Your name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Firm - if employed \_\_\_\_\_

Please Check One:

☐ Paid herewith

☐ Payroll deduction

☐ To be billed

**Stub must be received by United Way office no later than Oct. 31 to be honored.**

**CONTRIBUTION. SEND A COPY OF IT TO LICENSING BRANCH BY THE STATE.**

CASH RECEIPT

NAME \_\_\_\_\_

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

Total Gift ..... \$ \_\_\_\_\_

Paid Now ..... \$ \_\_\_\_\_

Balance Due. \$ \_\_\_\_\_

Solicitor \_\_\_\_\_

Date \_\_\_\_\_

Make Checks Payable to:  
**UNITED WAY OF  
WILSON COUNTY, INC.**  
P.O. Box 1147  
Wilson, NC 27894-1147  
Phone: 252-237-3194  
*(Your contribution is tax deductible)*

### RIGHT HALF

Fillable pledge cards are available. Email Betty Baker at [asstdir@unitedwayofwilson.org](mailto:asstdir@unitedwayofwilson.org) to receive the fillable file.

Worksheets are available from  
asstdir@unitedwayofwilson.org as an Excel spreadsheet.

## Work Sheet

**Example**

**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED.**



United Way of Wilson County  
509 W. Nash Street - P.O. Box 1147  
Wilson, N.C. 27894 - 1147  
Phone: 237-3194  
Fax: 237-1868

Corporate Name Acme Company  
Address 509 Main Street  
Solicitor's Name Sue Barnes

Date 10/15/24  
Account 246  
Phone 230-0000

Indicate Method of Payment

Name of Contributor	Fair Share	Leadership	Total Amount Contributed	Payroll Deduction	Bill Direct	Cash or Check
Sue Barnes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	120.00	120.00		

## Summary Sheet

**Example**

United Way of Wilson County  
509 W. Nash Street  
P.O. Box 1147  
Wilson, N.C. 27894-1147  
Phone: 237-3194  
FAX: 237-1868

Awards will be determined from the information on this form.  
This form must be completed to be eligible for an award!

Date: 10/15/24

Corporate Name Acme Company Account Number 246  
Current Number of Employees 8  
Corporate Gift \$ 200.00 + Employee Gift \$ 1,365.00 = Total \$ 1,565.00

Fill in when campaign is complete.

### BREAKDOWN ON EMPLOYEE CONTRIBUTIONS

		Total pledged	=	Cash/checks enclosed	+	balance to be billed
Corporate Gift		\$ 200.00		\$ - 0 -		\$ 200.00
	# Of Contributors					
Employee Fully Paid	# 7	\$ 210.00		\$ 210.00		\$ - 0 -
To Be Billed	# 1	\$ 175.00		\$ - 0 -		\$ 175.00
Payroll Deduction	# 6	\$ 980.00		\$ - 0 -		\$ 980.00
Employee Totals	# 8	\$		\$		\$
Corporate & Employee GRAND TOTAL		\$ 1,565.00		\$ 210.00		\$ 1,365.00

Per Capita Gift based on Total Number of Employees \$ 170.63  
Average Gift based on No. of Employees Contributing \$ 170.63  
Percentage of Employees Giving 100%  
Number of Employees Giving Fair Share Gifts 7  
Percentage of Fair Share Givers 88%

### CAMPAIGN AWARDS:

Diamond Award = \$200 Per Capita  
Platinum Award = \$100.00 Per Capita  
Gold Award = \$80.00 Per Capita  
Silver Award = \$60.00 Per Capita  
Bronze Award = \$40.00 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: \$900 - employee gift, 15 employees = \$60.00 per capita gift. \$900 gift is divided by 15 employees to equal \$60.00 per capita gift. If you are eligible for a Diamond, Platinum, Gold, Silver or Bronze Award, please check this block. ☒

Providing the United Way with your Leadership list will ensure that your Leadership Givers are recognized in our brochure. Spouses can combine both of their gifts to qualify as Leadership Givers.

United Way of Wilson County, Inc.  
509 W. Nash Street - P.O. Box 1147  
Wilson, NC 27894-1147  
Phone: 237-3194  
Fax: 237-1868

**LIVE UNITED™**



The following people have qualified for the L. Vincent Lowe, Jr. Leadership Circle, giving a minimum of \$500 (Combined gift from spouses qualify for this membership). If permission is given, the names will be published in the Leadership Brochure or other publications exactly as they are recorded on this sheet.

	<u>Name</u>	<u>Firm, If Employed</u>	<u>Amount</u>	(Circle One) <u>Permission to Publish</u>
				YES or NO
	<i>Miss Ann Smith</i>	<i>XYZ Company</i>	<i>\$500.00</i>	<input checked="" type="radio"/> YES or NO
1.				YES or NO
2.				YES or NO
3.				YES or NO
4.				YES or NO
5.				YES or NO
6.				YES or NO
7.				YES or NO
8.				YES or NO
9.				YES or NO
10.				YES or NO
11.				YES or NO
12.				YES or NO
13.				YES or NO
14.				YES or NO
15.				YES or NO

Date Completed \_\_\_\_\_ Signature of Solicitor \_\_\_\_\_

**Submit your reports with your Report Envelope by  
October 30th to be entered into the Fair Share Challenge  
for a chance to win \$2,500.**

**Submit your reports with your Report Envelope**

**United Way of  
Wilson County**



ENV. NO. \_\_\_\_\_

BATCH NO. \_\_\_\_\_

### CORPORATE AND EMPLOYEE REPORT ENVELOPE

*If you have any questions please call 237-3194 or visit 509 West Nash Street*

FIRM/ORGANIZATION NAME Acme Company  
 ADDRESS 509 Main Street  
Wilson ZIP 27893  
 UW DIVISION Pacesetter SECTION \_\_\_\_\_

UW ACCOUNT # 246  
 TOTAL EMPLOYED 8  
 SOLICITOR Sae Barnes  
 DATE 08/21/14

### CONTRIBUTIONS REPORTED TODAY

(Not those previously reported)

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



# The Fair Share Challenge!!

## 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 Wils County is important to our community and is great 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 was selected as a finalist to the Fair Share \$2,500 Give-Away.

If you would like to participate in the final drawing please return the entry form below to your United Way Campaign Coordinator within 3 business days

1. Complete the below entry form. Any person who is 18 years or older, has a valid Social Security number or ITIN number, and makes a Fair Share contribution or more to United Way of Wilson County's 2024 Community Investment Campaign eligible. Pledge cannot be designated to another United Way or to a program not supported by the United Way of Wilson County. Pledges must be in full by December 31, 2025.

2. Completed entry form must be given to the employer's Campaign Coordinator within 3 business days of notification and then emailed to Betty Baker [asstdir@unitedwayofwilson.org](mailto:asstdir@unitedwayofwilson.org). United Way of Wilson County reserves the right to determine the validity and eligibility of all entries.



To Enter: **United Way of Wilson County**

### FAIR SHARE CHALLENGE Entry Form

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

EMPLOYER: \_\_\_\_\_

Daytime PHONE: \_\_\_\_\_

Cell or Evening PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

BY SIGNING THIS FORM YOU AGREE TO THE RULES LISTED BELOW:

SIGNATURE (REQUIRED) \_\_\_\_\_

DATE \_\_\_\_\_

## FAIR Share Challenge Rules and Regulations

The Grand Prize.

One person will win a \$2,500 cash prize.

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

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

3. How the drawing works: Weekly drawings will be held beginning October 30 through December 11, 2024. 21 finalists will be selected from Fair Share Givers submitted by each employer's Campaign Coordinator. Each finalist will be asked to complete and return the entry form below, which includes the rules of eligibility, within 3 days to the employer's Campaign Coordinator. The Campaign coordinator will submit the completed entry form after validating the pledge information, to Betty Baker, United Way of Wilson County Assistant Director – [asstdir@unitedwayofwilson.org](mailto:asstdir@unitedwayofwilson.org). A total of 21 finalists randomly selected, will move on to the Grand Prize event, held on December 18, 2024 at noon. Finalists must provide the 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.

4. Campaign Coordinators will verify social security numbers and Fair Share amounts prior to the final drawing event.

5. 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, 2025. The winner grants United Way of Wilson County the use of his/her name and photograph in all communication and publicity materials.



**United Way of Wilson County**

*\*This is a sponsored incentive, no investor dollars are used in the FAIR SHARE CHALLENGE.*

My United Way contact is:  
Betty Baker  
[asstdir@unitedwayofwilson.org](mailto:asstdir@unitedwayofwilson.org)  
252-237-3194 ext. 202

