

EMPLOYEE CAMPAIGN LEADERS

Guide to Your Workplace Campaign

UNITED WAY
South Hampton Roads

THE BASICS OF **YOUR ROLE**

Here are the basic 1-2-3s of being an Employee Campaign Leader (ECL).

1

What is an Employee Campaign Leader (ECL)?

An ECL is a company employee who volunteers to oversee a portion of their company's annual United Way campaign. It is the ECL's responsibility to help plan and implement the campaign to ensure its success. Whether you have an official corporate social responsibility policy or not, your company will shine in giving back to the community.

2

How do you make the ask?

Make personal contact!

- **People support organizations** whose work aligns with their personal interests. Identify issues that are important to your co-workers.
- **Hearing a personal story** from an individual who has been helped by the United Way compels more people to support the cause. Coordinate a speaker presentation through United Way to educate your employees about the impact of their donation.
- **Remember, people listen** to those who are passionate about the cause. Discuss your own observations and firsthand knowledge about your local United Way one-on-one with coworkers or through a United Way representative during a presentation.
- **Promote payroll deduction** contributions throughout the campaign, as it is the easiest way to give and make a significant impact.
- **Giving is a personal decision.** Always respect the employee's decision and thank all employees regardless of whether or not they give.

3

What do you do when you don't know the answer?

Check the next couple of pages, but if you're still not sure, simply contact your United Way representative. They are always available to answer questions and support you! Every question or comment is an opportunity to communicate and share the positive aspects of the United Way.

If you need campaign materials or assistance getting your campaign off the ground, contact your United Way representative or call us at 757.853.8500.

GOALS

100% EDUCATION
Ensure that everyone knows how United Way works to make this a better community for all of us.

100% ASK
Ensure that everyone has been given an opportunity to give, and has considered a gift to United Way.

LEADERSHIP GIVING
Establish a goal for Leadership Giving, and then incorporate it into your overall goal. Leadership Giving begins at $1,000 a year, or just $19.24 a week.

WHAT DOES **UNITED WAY** DO?

United Way brings together individuals, nonprofits, businesses and government partners to create big and lasting impact through three main initiatives:

1

Education

We're working to shift the odds so tomorrow's leaders can build a better foundation today. With an approach to education that spans from cradle to career, we're ensuring every child gets a strong start in life, teenagers have the tools to learn and grow, and young adults thrive in the job market..

2

Financial Stability

We're working to help every person, in every community, get on a path toward financial empowerment and economic mobility. That starts with access to services, job training, job coaching, credit counseling and money management programs.

3

Health

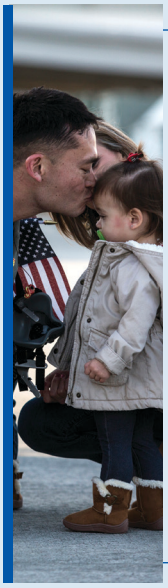
We're working to help every person, in every community, live a healthy life. That starts with access to nutritious food and physical activity, good health care (including maternal and mental health support), safe neighborhoods and more.

For more information on our initiatives, visit **unitedwayshr.org.**



SEE YOUR **DONATION** DIFFERENTLY

Ever wonder how your donation is invested in the lives of those in our community? Here are a few important things you should know:



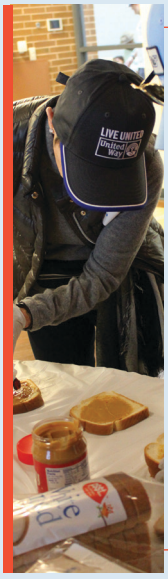
United Way maintains low administrative costs

to ensure that we maximize the amount of every dollar invested in direct service. We work hard to limit our overhead expenses to under 15 percent, which is less than half the industry standard of 35 percent. And, we have a 4-star rating from Charity Navigator.



When you donate to United Way, you have choices.

You can donate to the Community Impact Fund which is invested where it's needed most. If you have a heart for children or veterans, you can give to United for Children or Mission United. You can also choose to designate your gift to one of our certified agencies or any other local, registered 501(c)(3) you wish to support.



Your gift is more than a payroll deduction,

and your opportunity to make a difference is about more than dollars. Beyond making a donation, United Way offers volunteer opportunities throughout the year or you can choose to join one of our leadership societies to get more involved. For information, please visit our website, unitedwayshr.org.



When you give to United Way, your money stays here in our community.

It helps many people you see on a daily basis: the veteran by the coffee shop drive-thru holding a HELP sign, the person with a disability who bagged your groceries yesterday, or your son's favorite preschool teacher who works two jobs to make ends meet. Some may even be your neighbors and colleagues.

ABOUT **LEADERSHIP GIVING**

LEADERSHIP SOCIETIES

United Way of South Hampton Roads
AFRICAN AMERICAN LEADERSHIP SOCIETY

We are a passionate coalition of professionals and allies committed to building a stronger, more equitable community for all.
$1,000 minimum pledge
Step-up program: $600 Year 1 – $800 Year 2 – $1,000 Year 3
www.unitedwayshr.org/aals

United Way of South Hampton Roads
WOMEN UNITED

We are a local force of innovators and visionaries passionate about investing in programs that transform the lives of women and children.
$1,000 minimum pledge
www.unitedwayshr.org/womenunited

United Way of South Hampton Roads
YOUNG PHILANTHROPISTS

We are a dynamic network of emerging leaders driving impact through philanthropy, service, and connection.
$250 in 20s, $500 in 30s minimum pledge
www.unitedwayshr.org/yp

United Way of South Hampton Roads
TOCQUEVILLE SOCIETY

We are a distinguished group of community leaders and philanthropists making a transformative impact in our community.
$10,000 minimum pledge with 50% directed to the Community Impact Fund
Step-up program: $6,000 Year 1 – $8,000 Year 2 – $10,000 Year 3
www.unitedwayshr.org/ts

LEADERSHIP GIVING LEVELS

Tocqueville Society
$10,000 minimum pledge

Beacon Society
$2,500 minimum pledge

Navigator Society
$1,000 minimum pledge

Keel Club
$500 minimum pledge

QUESTIONS AND ANSWERS

A United Way representative is always happy to come out to speak to your employees, but if a fellow employee has questions for you, here are some helpful talking points.

United Way works with over 200 nonprofit agencies across our community, 84 of which have gone through the process to become Certified Agencies. For a full list of Certified Agencies, visit: **unitedwayshr.org/ci**.

What is United Way?
United Way is a nonprofit that partners with businesses, donors, other nonprofits and social service agencies to address our community's most pressing needs.

Why is there United Way?
For over 100 years, United Way has served as the community collaborator and "funds raiser" to meet the needs of those in crisis and create solutions to the most complex issues we face.

Why let United Way invest my donation?
By allowing United Way to invest your donation, you are ensuring that your gifts, combined with those of others, are going to address the most critical needs in the community.

How much should I give?
Only you can decide how much to give. United Way offers several giving and recognition opportunities. Many people elect to give one to two percent of their annual salary, or challenge themselves to increase their gift by five percent each year. Payroll deduction makes giving easier.

I don't use any of the agencies' programs, so why should I give through United Way?
While you may not have needed the services of many of our local agency partners, chances are that you have a neighbor, colleague or friend that has.

How do agencies receive their designations?
Designations to agencies are provided separately from any Community Impact funds distributed for agency programs through grants. Designations are sent throughout the year after the campaign is closed and designation reports are completed.

Why should I give through United Way instead of directly to my preferred agency?
By running the annual workplace campaign, United Way is supporting our local nonprofit network, reaching more people and raising more money than a single agency could afford to on its own. And, our support goes beyond financial. By partnering with United Way, local agencies have access to funding opportunities, best non-profit industry practices, training and more.

Why should I give to United Way?
Many of us have a favorite charity where we volunteer or that we support financially and most have a singular mission. The mission of United Way is not about a single issue but about whole families and communities. Complex problems require solutions that frequently involve multiple partners providing program support to create lasting change. When you give through United Way, you are supporting comprehensive solutions.

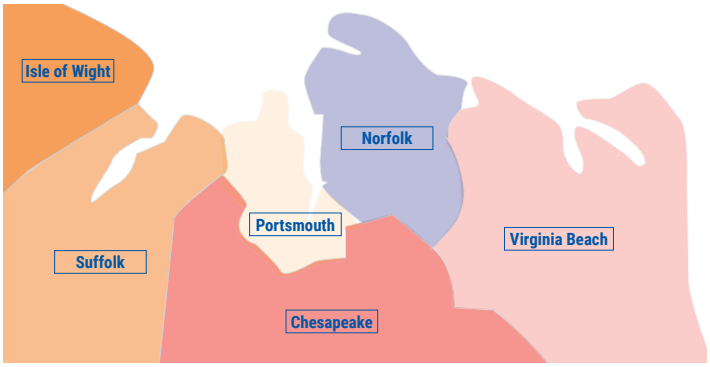
If I stop working, what happens to my pledge?
Your payroll deduction pledge stops, too. Your pledge through United Way is made in good faith based upon your employment. When you start a new job, ask to sign up for payroll deduction again or call United Way for further details. If you are retiring, please contact United Way to continue your contributions and/or volunteer your time.

Can I determine how my gift is used?
You can donate to the Community Impact Fund which is invested where it's needed most. If you have a heart for children or veterans, you can give to United for Children or Mission United. You can also choose to designate your gift to one of our certified agencies or any other local, registered 501(c)(3) you wish to support.



What cities and counties are served by the United Way of South Hampton Roads?

We serve Norfolk, Virginia Beach, Chesapeake, Portsmouth, Suffolk and Isle of Wight.



How can I get involved?

Please visit our 'Get Involved' tab at unitedwayshr.org/get-involved, give our office a call at 757.853.8500 or email us at volunteer@unitedwayshr.org. We have lots of opportunities to plug you in!

How can I be sure that United Way is fiscally responsible?

United Way is committed to being a transparent nonprofit organization. We work hard to limit our overhead expenses to under 15 percent, which is less than half the industry standard of 35 percent. Expense ratios are reported on IRS Form 990 each year. United Way publishes our most recent 990 on our website at unitedwayshr.org. We received the Guidestar Platinum Seal of Transparency, the highest level of recognition for nonprofit organizations, and a 4-star rating from Charity Navigator, the leading charity evaluator in the nation.

How much of my donation actually goes to the agency or cause I choose?

Our board requires we maintain an overhead rate of under 15 percent to maximize the impact of your gift. That means at least $0.85 of every dollar you invest is going to your cause. The 15 percent covers pledge processing, donation distribution, auditing, technology, customer service, materials, staff time and marketing, all of which enables us to run the annual campaign and raise funds on behalf of other community nonprofits.

ECL **CHECKLIST**

Use this list to stay organized and on track for running an exceptional campaign.

PLAN (6 Weeks Out)

- ☐ Schedule an appointment with your United Way Account Manager to understand your role and plan your campaign.
- ☐ Attend United Way's ECL Training.
- ☐ Go to unitedwayshr.org/toolkit for ideas and sample materials.
- ☐ Secure CEO or senior management support. Ask if there is a company match.
- ☐ Establish campaign goals, like dollar amount and participation percentage, strategies and a timeline.
- ☐ Recruit and train your campaign team.
- ☐ Help schedule a "CEO Call," a meeting between your CEO and United Way leadership.

GEAR UP (4 Weeks Out)

- ☐ Establish a timeline for campaign activities.
- ☐ Begin campaign promotion with posters and advance kickoff emails to staff. (Resources for download can be found at unitedwayshr.org/toolkit)
- ☐ Send letter from management to employees (templates at unitedwayshr.org/toolkit)
- ☐ Order campaign supplies and prepare your campaign materials.
- ☐ If applicable, update your online pledge site and/or intranet – consider adding United Way program information.

RUN (Kickoff)

- ☐ Conduct a pacesetter campaign for leadership givers. Reach out to your United Way Account Manager for more information.
- ☐ Hand out pledge forms and/or email information about online giving to employees.
- ☐ Send follow-up emails every few days to keep up enthusiasm.
- ☐ Hold meetings and fundraising events (examples at unitedwayshr.org/toolkit).
- ☐ Give employees the opportunity to learn more about United Way by coordinating speakers or arranging volunteer activities.

CLOSE (After Your Campaign)

- ☐ Send a reminder email that your campaign is concluding and encourage participation.
- ☐ Collect pledge forms.
- ☐ Contact your United Way Account Manager for envelope pick up.
- ☐ Submit contribution forms and final reports/data to your payroll department.
- ☐ Announce campaign results to your employees.
- ☐ Thank employees with a celebration event, letter, email, etc.
- ☐ Thank your campaign team, leadership contributors and other special groups.
- ☐ Gather feedback and notes for next year, and hold a debrief meeting to discuss.
- ☐ Choose a new ECL, set next year's kickoff date and provide this information to your United Way Account Manager.

ONGOING

Stay connected to United Way throughout the year! Find us at facebook.com/unitedwayshr and on Instagram at @unitedwayofshr to stay up-to-date on our community impact, volunteer opportunities and networking events. You can also learn more about our work at unitedwayshr.org.

SOCIAL MEDIA ENGAGEMENT

Social media is a great way to engage your employees in your workplace campaign and promote your internal philanthropic efforts to your external audience. Digital engagement is more important than ever. Be sure to discuss a digital strategy and even consider adding someone from IT to your campaign team.

Be a Social Media Champion

Please be sure to tag us in your posts and link to www.unitedwayshr.org where you can! We'll do our best to cross promote your efforts on our channels too, so monitor our pages as well and give us a Like or Share.

Facebook: United Way of South Hampton Roads

Instagram: @unitedwayofshr

LinkedIn: United Way of South Hampton Roads

YouTube: @UnitedWaySHR



And don't forget to use relevant hashtags on your posts. Here are a few we suggest: #LIVEUNITED #UnitedWaySHR

Sample Posts

A full list of sample posts for Facebook and Instagram is available at unitedwayshr.org/toolkit

Get Creative

For those interested in taking your social media efforts a step further, here are some fun new ideas to consider:

- Use Facebook Live during campaign events, particularly if you have multiple offices or locations.
- Have a staff member take over your Instagram account for the day and share impactful photos.
- Participate in our #WednesdayWhy challenge! Every Wednesday of your campaign period, share a photo or a video of one employee sharing their "why" for giving to United Way. We recommend that your first week be the CEO or another senior-level executive.

Videos

Videos are a great way to educate and inspire! To view a selection of videos from United Way of South Hampton Roads including this year's campaign video, search for UnitedWaySHR on YouTube.

FUN **CAMPAIGN IDEAS**

1. Host a kick off breakfast or luncheon for your employees, and have them pick up their pledge forms during this time. Consider having a United Way representative speak.

2. Raffle a day off to each employee who donates $X or more. This is a great fundraiser for setting donation limits or increasing their gift by ____% (ex. Must donate $50 or X percent of salary to be entered into drawing)

3. Have fun milestones throughout the year. This encourages new employees to contribute. 'In honor of being half way through our goal tomorrow is ___.' or 'Once we reach our goal we will celebrate with ___.' (e.g. Jeans Day, Ice Cream Friday, Happy Hour).

4. Do a parking space raffle. Reserve the best parking space at your workplace for a United Way donor. Collect donations from employees to be entered into the drawing. Do this on a quarterly basis to keep the spirit of giving alive all year long!

5. Host a group volunteer activity for employees to gain perspective on how their gift will be put to work.

6. 50/50 Raffle: Sell raffle tickets for a chance to win—50 percent goes to UW, 50 percent to the winner.

7. Create a theme around your business or in general. Each department forms a team and you announce the winner weekly. Possible teams: sports teams, Nascar drivers, Star Wars (pledge to the light side or the dark side.)

8. Show the boss who's boss! Have your CEO do your job for the day. Collect donations from employees to be entered into the drawing, to trade places with the CEO.

9. Hold a dunk tank for your executives/managers and have every $50 of a pledge or donation earns an employee a ball to throw at the target.

10. Chili Cook-Off/BBQ/Dessert is a great way to get people together for your kickoff. Contestants pay to enter or colleagues donate to "vote" for their favorite. Winner gets a prize.

VIRTUAL **ENGAGEMENT IDEAS**

1. Host a virtual kickoff with remarks from your leadership and a United Way representative as well as an inspiring video.

2. Host virtual "Lunch and Learns" – encourage employees to bring their lunch to a 30-minute virtual presentation about the need in the community, efforts of local nonprofits, leadership societies, etc.

3. Use an engaging activity to liven up your virtual meeting or kickoff:
   a. Have a "scavenger hunt" and ask each person to find an item in their workspace or home that represents their passion for the community
   b. Host a Hampton Roads trivia game with questions using data that shows local need

4. Encourage employees to complete an online poverty simulation activity to experience the challenges faced by those living in poverty.

5. If many of your colleagues are working from home, consider good old-fashioned snail mail communication to cut through the email clutter (i.e. a letter from leadership, small goody bag, info packet with pledge form, etc.).

6. Use prizes that are timely or relevant to essential needs – gift card for gas or groceries, year's supply of toilet paper, movie night at home basket, tickets for a virtual cooking class with a famous chef.

7. Plan a virtual volunteer activity – ask employees to create snack bags, write notes of encouragement, or make phone calls to shut-in seniors.

8. Make it fun and include leadership by sharing if a certain goal is met your CEO or another leader will do something silly (i.e. create a music video, kiss a pig, take a pie to the face, etc.).

9. Incentivize participation in these virtual events by entering those who attend into drawings.

10. Communicate regularly with a series of daily or weekly email messages of thanks, encouragement, campaign updates and educational content.

Resources and materials to support the above ideas are available at **unitedwayshr.org/toolkit**.

LET US BE YOUR **PARTNER**

We know our community

We've been working to help people in our beloved community for over 100 years! We partner with over 200 different nonprofits throughout the region. We have the capability and capacity to connect you to countless volunteer opportunities.

We can create an experience

Whether you're looking for unique, rewarding team-building opportunities, business-to-business networking or a great fit for your corporate responsibility platform, United Way can meet your needs. Our team can help craft a custom volunteer experience that will be fun, and most importantly, meaningful. We promise when you volunteer with United Way, you will play a role in creating lasting change.

We make it easy on you

We are here to make your volunteer opportunity one to remember. Our staff will work closely with you to customize your activity so that everyone leaves energized and inspired. We can plan the project, manage logistics, order materials, setup and wrap-up the event, and handle any related communication so it's as easy for you as possible!

SIGNATURE **VOLUNTEER EVENTS**

DAY OF ACTION
Beautification projects at community gardens and schools

DAY OF CARING
Our largest volunteer event to complete projects at agencies across South Hampton Roads

HOLIDAY EXTRAVAGANZA
Helping make the holidays a little brighter for families in our community

VOLUNTEER OPPORTUNITIES

Volunteer onsite – for a few hours at one of our partner agencies to support their work in our community
Provide gift cards – and congratulatory notes to Thrive participants to celebrate reaching self-sufficiency milestones
Donate children's books – and sign inspiring notes inside to help families build their at-home libraries
Assemble kits – of school supplies for students or hygiene items for community shelters
Assemble bagged lunches – to distribute to area nonprofits and schools
Plan a teacher appreciation day – for teachers at a Title I school
Donate gently used business wear – for local shelters and education programs
Share your expertise – with organizations that need help in areas such as marketing, accounting, and web design
Host a drive – to collect needed items like household essentials, winter coats, or school supplies

The above isn't nailing it? Have another idea in mind?

Contact volunteer@unitedwayshr.org

We'd be happy to work with you to plan a unique volunteer experience for your team.

NOTES:

NOTES:



THANK YOU FOR CHOOSING TO **LIVE UNITED!**

We can't thank you enough for taking on the role of Employee Campaign Leader at your workplace. We could not do this without you and we are here to ensure your campaign is a success. For sample emails, social media posts, videos, campaign ideas, pledge forms, logos, stickers, etc. please visit unitedwayshr.org/toolkit. If you have any questions or need assistance at any time, contact us at 757.853.8500.



UNITED IS THE WAY

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UNITED WAY
South Hampton Roads