

UNITED WAY OF KENNEBEC VALLEY

EMPLOYEE CAMPAIGN MANAGER GUIDE



Hopeful

UNITED

**FOR A STRONGER
COMMUNITY**



United Way
of Kennebec Valley

You're an

Employee Campaign Manager?

THAT'S A REALLY BIG DEAL!

Welcome to the United Way team! Your company is passionate about making Kennebec County a better place to live, work and play. That's why your workplace provides employees the opportunity to donate to causes that matter to them through United Way payroll deduction. Through collective generosity, we are United for a Stronger Community. We are hopeful that when we come together those in need will receive the support they need in order to live stronger, healthier lives!

As an Employee Campaign Manager (ECM), you'll have a personal staff contact at United Way to guide you through each step of your campaign. And when the campaign is over, you can count on United Way as your year-round partner for volunteer opportunities, advocacy, and community involvement.

This handbook is your basic guide for how to prepare, plan, conduct and conclude your company's campaign. We offer you many ideas, strategies, and resources to help make your campaign (whether it be virtual or in-person) a success. And remember, United Way staff and volunteers are here to help in any way we can. Our nonprofits have been there for us through thick and thin, it's time to band together for them—United for a Stronger Community.

With appreciation,
Sue Grenier & Nate Curtis
2022 Campaign Co-Chairs
G&E Roofing Company &
Gagnon Dental



Key Dates

- ★ **Employee Campaign Manager Trainings**
Aug. 17 or 25
11-12:30pm | KSB
Operations Center
- ★ **Campaign Kickoff/Hopeful Sign Lighting Event**
Sep. 20
5:30pm | Water St., Augusta
- ★ **Movie in the Park**
Sep. 30
6pm | Mill Park in Augusta
- ★ **Campaign Celebration**
January
TBD



What is United Way?

United Way of Kennebec Valley is a 67-year-old nonprofit organization that serves all of Kennebec County and funds 49 local programs to provide a better quality of life for people experiencing challenges and hardships. In 2021, UWKV became the first organization to endorse Impact2032, which is a driving movement that unites Kennebec County community members to accelerate change in the areas of health, education and financial stability.

Impact3032 is a deeply coordinated and collaborative effort, led by United Way of Kennebec Valley and driven by the community, including leaders from the business, nonprofit and government sectors.

These county-wide goals will lead to long-lasting impact in Kennebec County—making the place we all call home a better place for everyone to live, work and play.

THE GOALS:

HEALTH

Children and adults in Kennebec County will have opportunities to engage in healthy behaviors and leverage prevention and wellness services.

EDUCATION

Children and families in Kennebec County will have access to quality early learning experiences prior to kindergarten.

FINANCIAL STABILITY

Adults and families in Kennebec County will have employment, income and resources to achieve financial stability.

HOW WE INVEST YOUR DOLLARS:



Health Investments

Health affects individual experiences, as well as families, communities and schools—impacting the economy in terms of financial and productivity costs.



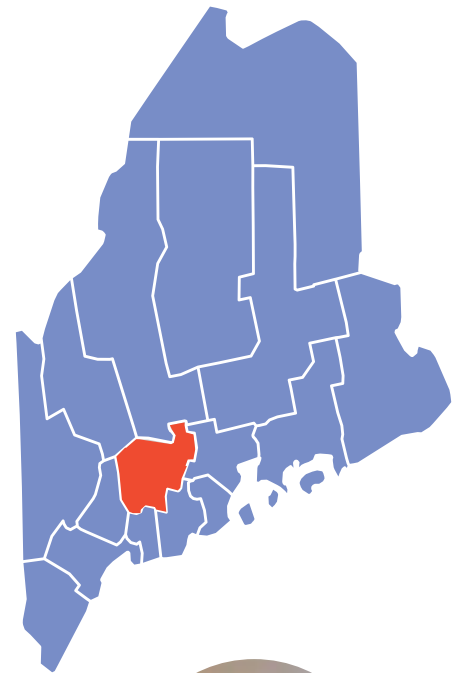
Education Investments

Our ability to support children to reach their full potential academically impacts the well-being of the entire community. Educational achievement correlates with income, health and long-term success.



Financial Stability Investments

Reducing poverty and increasing financial stability are sound social investments for Kennebec County—generating strong returns to society in the form of reduced expenditures on health care, decreased crime rates and improved quality of life.



Chuck Hays, MaineGeneral Health
Katie Doherty, KV Chamber of Commerce
Impact2032 Co-Chairs

Learn more and get involved at:
Impact2032.org



Campaign Checklist

PLAN

- Attend ECM Training.
- Meet with your UWKV staff representative to review past results and explore this year's theme, materials and strategies.
- Identify opportunities and challenges for this year's campaign.
- Plan your kick-off, special events and volunteer opportunities.
- Obtain and order campaign materials (virtual options available).
- Establish workplace campaign goals related to a dollar amount and participation percentage.
- Recruit and train your committee: establish a timeline.

GEAR UP

- Send a letter from management to employees (see p. 7).
- Review campaign supplies and prepare materials for distribution.
- Schedule and plan a Kickoff Event.
- Contact United Way to request program speakers and/or virtual presentations.

CONDUCT

- Build enthusiasm for the campaign through emails or video calls.
- Distribute pledge forms and encourage 100 percent participation.
- Send personal communications to all employees (see p. 7).
- Hold educational meetings and fundraising events with staff.
- Send follow-up emails every few days to maintain enthusiasm.
- Hold giveaways and drawings to encourage participation.
- Follow-up with past contributors who have not yet responded.

CLOSE

- Collect forms. Make copies for your payroll/HR.
- Announce your campaign results to co-workers. Thank all donors and the campaign committee.
- Choose Employee Campaign Manager for next year.
- Commend a job well done at United Way's Campaign Celebration!

How can your staff invest in the Kennebec Valley?

Individual Contribution

United Way makes it easy for you to donate through payroll deduction. However, there are many ways to invest in your community. For example, donors can give monthly or one-time through credit card or electronic bank transfer (ACH).

Band together to create change

Join a network of community leaders advancing the common good through one of the following groups:

- Emerging Leaders Society (\$400-\$699)
- Leadership Circle (\$700-\$9,999)
- Tocqueville Society (\$10,000+)

Create lasting change

Stay involved in the community after retirement through Always United or choose to name United Way as a beneficiary and support the Kennebec Valley for generations to come.

Volunteer

The community could always use extra hands—volunteer your time today!

Good to know!

Here are a few things to keep in mind as your organization gears up to give!

Tips for a Successful Campaign

Time it right.

Choose a Campaign Kickoff time when you know your fellow employees will be most engaged.

Get high-level buy-in.

When the CEO and senior managers are the first to give, others will follow their example.

Create a corporate match.

Connect corporate giving to employee giving by creating a corporate challenge match for staff gifts.

Be visible.

Get on the agenda for scheduled company-wide department meetings, or other gatherings.

Offer incentives.

Promote incentives, contests, or drawings to encourage giving. See the Engagement Idea Guide for a list of UWKV prizes available.

Make it personal.

A personalized ask is best, particularly from a friend. Utilize personal connections and communications.

Promote. Publicize. Plan.

Raise awareness of United Way's work. Send email updates. Form a committee. Count on UWKV's support.

Thank and celebrate.

Acknowledge those who help. Involve and recruit others who share your passion. Thank them again and again.

Let the spirit live on!

Opportunities to be Hopeful don't end when your campaign does. Keep staff posted on UWKV's success!

We also present annual CAMPAIGN AWARDS in the following categories:

- ★ Employee Campaign Manager of the Year
- ★ Large Business Partner of the Year
- ★ Small Business Partner of the Year
- ★ New Campaign Partner of the Year
- ★ Chairperson's Recognition Award
- ★ 100% Staff Participation

MEET THE TEAM

Your United Way representatives are here to help, every step of the way.



Courtney Yeager
Executive Director
cyeager@uwkv.org



Michelle Tibbetts
Director of Development
& Marketing
mtibbetts@uwkv.org



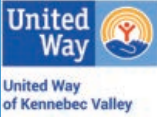
Irene Favreau
Director of Finance
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Katelyn Pushard
Director of
Community Impact
kpushard@uwkv.org



UNITED FOR A
STRONGER COMMUNITY



SAMPLE COMMUNICATIONS KEEP YOUR CO-WORKERS UPDATED

LIVE UNITED

Below you will find sample communication to share in support of your United Way workplace campaign. Please feel free to modify these communications to fit your team and company culture. Should you have any questions as you prepare for your campaign or after kickoff, do not hesitate to get in touch with your United Way staff representative. We are here for you every HOPEFUL step of the way!

CAMPAIGN KICKOFF

Dear [EMPLOYEE NAME],

Together, we are taking action to create a brighter future in which every child has a strong start in life, more people are on a path toward financial stability and individuals have access to critical health care services.

Yet, as you have seen and felt, the pandemic deepened and magnified the equity gaps in the areas of health, education and financial stability across Kennebec County. Our community's needs are vast and interconnected. We cannot ensure all kids have strong start until families have access to child care and safe housing. And we cannot ensure people struggling with their mental health can address their daily needs without a strong support system.

Addressing these complex challenges requires solutions made possible only by well-orchestrated collaboration and engagement, which has always been at the core of United Way's mission and work.

But we cannot do it alone. This is an unprecedented moment that requires all of us to step up. Your support today matters. [COMPANY]'s annual United Way campaign offers you an easy, efficient way to create a thriving future for all in Kennebec County.

TAKE ACTION TODAY (if using e-pledge include link)!

We remain Hopeful!



CAMPAIGN PROGRESS REPORT

Since the kickoff of our 2022 United Way Campaign, we've been inspired by the thoughtful generosity of [COMPANY] employees. We are currently at [COMPARISON STAT WITH LAST YEAR], and we can grow our support for the community before the campaign ends on [DATE].

Every little bit counts—if you can give, please do. Your gift ensures every child get a strong start in life; puts more people on a path toward financial stability; and makes it easier for individuals to access critical physical and mental health services. Thank you!

Please pledge today to help our community recover, rebuild, and thrive. We are stronger and better together—we are UNITED for a Stronger Community.

FINAL REMINDER EMAIL

Today is the last day to pledge your support for [COMPANY's] 2022 United Way Campaign.

Together, we are uniting to help build a stronger Kennebec County. Please consider rounding up your pledge today—\$1 or more a week could make all the difference for someone who is struggling.

Thank you!





UNITED FOR A
STRONGER COMMUNITY



FOUR STEPS TO SET UP PAYROLL DEDUCTIONS

LIVE UNITED

1

Notify your payroll office and your company's payroll processor (if applicable) about offering payroll deduction at your company. Contact UWKV if you have any questions.

2

Begin your United Way campaign. Check out tools on the virtual campaign toolkit at www.uwkv.org/campaign-toolkit.

3

If using e-pledge, let UWKV know when your campaign has ended then United Way will provide you with your payroll deduction excel file for your payroll department. If you used paper pledge forms, make sure your payroll department has recorded all pledges before returning to United Way in the campaign report envelope.

4

Payroll deductions need to begin with the first payroll in the new year and continue for all the pay periods in your annual payroll cycle (unless otherwise specified by a donor). Payment can be sent every payroll, monthly, quarterly, or semi-annually. Payment should be remitted to
United Way of Kennebec Valley, 121 Commercial Street, Augusta, ME 04330.

YOUR UNITED WAY STAFF REPRESENTATIVE IS READY TO ASSIST YOU AT ANY TIME!



NEW HIRES AND EXITING EMPLOYEES

LIVE UNITED



One way to increase employee engagement at your company and support our community is by starting a New Hire Program to encourage recently hired employees to sign up for a payroll deduction donation to United Way. A New Hire Program is a great addition to your annual campaign and can be especially helpful for companies that hire employees throughout the year.

How do I implement a New Hire Program?

To set up a successful New Hire Program as part of your campaign:

1. Confirm with your company's HR/payroll that new employees can sign up for payroll deduction donations and determine when those new donations will start being deducted.
2. Determine the best way to capture employee pledges. Ask United Way for paper pledge forms or an online pledge site that can be open all year.
3. In your new employee welcome packet or emails, include information about United Way such as:
 - a. Directions on how to sign up for payroll deduction or make a one-time donation. UWKV has a one-pager to provide. Include a QR code or link to allow employees to sign up easily or include a paper pledge form.
 - b. United Way campaign flyers and materials (can be requested from United Way).
 - c. A letter from the CEO inviting employees to give and sharing that your company supports community giving.
4. During an employee orientation show United Way videos or allow the campaign leader or other company leadership to speak about why your company supports the community. Be sure to point out materials in the packet and how employees can sign up to give.
5. Create a timeline to follow up with employees after orientation to remind them to sign up by a certain time.
6. Provide both your HR/payroll team and United Way with the pledge forms new employees filled out. If you asked United Way to run your online pledging systems, discuss with your United Way representative the timeline to review those pledges and send to your company payroll.
7. Thank your employees for participating.

NEW HIRE LETTER

This customizable letter can come from either United Way of Kennebec Valley's executive director or be modified to come from your CEO when approaching new hires.

Dear [PERSONALIZE],

Congratulations on your new position! You are joining a company committed to the well-being of our shared community. We are so grateful for [COMPANY NAME], which is a strong partner with United Way of Kennebec Valley. Together, we are mobilizing you colleagues' caring power to change lives throughout Kennebec County.

You can be a part of the meaningful and lasting change [COMPANY NAME] is striving for in our community through partnership with United Way.

One way you can get involved is by signing up for a simple payroll deduction donation to United Way. No matter the size, your donation will change lives. With just a few dollars per paycheck you can improve access to health care, educational opportunities and programs that improve the financial stability of our friends and neighbors in Kennebec County.

Sign up for a payroll deduction donation to support causes you care about—every little bit counts. [INSERT GIVING INFORMATION]

Sincerely,
Courtney Yeager
Executive Director, United Way of Kennebec Valley

EXITING EMPLOYEES

Employees come and go from workplaces all the time. Unfortunately for United Way, we typically do not hear when contributing employees leave a workplace. Those pledges become an “uncollectible” gift. On average, UWKV will not receive around \$80,000 a year from employees who have left their workplaces before fulfilling their pledge. Our goal is to reduce this amount so that more money is supporting our nonprofits annually.

One way we are hoping to combat this issue is through a “Continuing Pledge Form” (see p. 11). This form is designed to be handed to a contributing employee during an exit interview and asks them how they would like to fulfill their pledge to United Way.

Many people would like the opportunity to fulfill their gift, but are unsure how to do it. This small action on your part could make a huge impact for our nonprofits counting on that money every year. Thank you!



THANK YOU FOR GIVING!

We are beyond grateful that you chose to support your community through United Way. Because of your annual gift, 1 in 4 people in the Kennebec Valley have access to basic human needs! We value you and your support and hope you will continue to fulfill your pledge to United Way of Kennebec Valley wherever your next chapter takes you. Now more than ever, we need your help to support 49 local organizations. To fulfill your annual pledge, please complete and submit this form to info@uwkv.org or mail to:

*United Way of Kennebec Valley
121 Commercial St.
Augusta, ME 04330*

Mr./Mrs./Ms./Dr.	First Name	M.I.	Last Name		
Current/ Previous Employer	Home Address		City	State	Zip Code
New Employer	Preferred Phone	<input type="checkbox"/> Home	<input type="checkbox"/> Cell	Personal Email	

HOW WOULD YOU LIKE TO FULFILL YOUR PLEDGE WITH UNITED WAY? REMAINING PLEDGE AMOUNT: \$

CREDIT CARD

Card #: _____
Exp: _____ CSV: _____

*Billed monthly through December 31

Would you rather make this an evergreen donation? Let us know how much to bill your credit card monthly, and we'll do that until you ask us to stop.

Monthly credit card gift: \$

ELECTRONIC BANK TRANSFER (ACH)

ACH pulls your donation directly from your bank account, making it evergreen so you do not have to re-up every year—set it and forget it!

United Way will contact you to get started.

I WILL SEND IN A CHECK

PLEASE INVOICE ME

WOULD YOU LIKE TO TRANSFER PLEDGE TO A NEW EMPLOYER?

Talk with your new employer about ways to continue to give to United Way through workplace giving or contact 207-626-3400 to discuss this option.

THERE ARE MANY MORE WAYS YOU CAN CONTINUE TO STAY INVOLVED WITH UNITED WAY:

STAY CONNECTED

Join discussion groups, participate in workshops, visit community organizations, and listen to speakers who will serve to inspire and keep you up to date on community issues that affect us all.

VOLUNTEER

Your unique talents and considerable experience can help the Kennebec Valley thrive! United Way can work with you to find flexible and fun ways to stay involved and make a difference in our community.

INVEST IN A BRIGHTER TOMORROW

Consider creating your own personal legacy through United Way of Kennebec Valley's endowment fund and allow your name to stand tall.

Visit us online for more information: uwkv.org



UNITED WAY TRIVIA & TALKING POINTS

Q: What three areas does United Way focus on improving?

A: Health, education and financial stability

Q: How many people did United Way of Kennebec Valley help last year?

A: 31,082—1 out of 4 people

Q: With a donation of \$25, how many meals could a donor provide through the Augusta Food Bank?

A: 75 meals

Q: How many programs does United Way of Kennebec Valley support?

A: 49

Q: Name one of the top five needs from 211 Maine clients last year for Kennebec County (excluding COVID relief).

1. Electric Service Payment Assistance
2. Heating Fuel Payment Assistance
3. Rent Payment Assistance
4. Medical Information Services
5. Housing Search Assistance

Q: How many calls did 211 Maine receive last year in Kennebec County?

A: 3,610

Q: Name three United Way partner agencies.

(Visit uwkv.org or view the back of the brochure)

TALKING POINTS

United Way supports local people. When you donate to United Way, you provide local folks with access to health care, education, and financial stability.

A unique position to help. No other organization has the scope and expertise to unite and mobilize hundreds of human service agencies, businesses, government, volunteers and foundations around a common vision for the common good.

Create more long-term social change. Empower struggling communities to thrive while directly improving the lives of 1 in 4 Kennebec County residents—31,082 people.

Together, we can do more than any of us can alone. Through United Way, your contribution joins with those of others to have a more meaningful impact.

FAQs for ECMs



How long should our campaign run?

For many companies, a two- or three-week campaign is the perfect amount of time to kick off your effort, get the message out effectively, and make your ask without over burdening staff.

Do companies receive special recognition for their donations?

Yes, all companies are recognized on our website and in print materials. Some awards are given to companies that show exceptional leadership to their annual United Way campaigns. This includes creativity in implementation, 100 percent participation, total dollars pledged and more. In addition, United Way prominently recognizes the top 12-contributing businesses as Cornerstone Partners.

When should our campaign take place?

Most campaigns take place between August and November, but they can happen at any time.

How can employees give?

Using a United Way pledge form, employees can give via payroll deduction, cash, check, credit card or ACH. Contributors can also set up an ongoing or one-time payment online at www.uwkv.org/give.

Are there different levels of giving?

Yes. To join the Emerging Leaders Society, donors need to contribute at least \$400 and a set number of volunteer hours. Leadership-level giving starts at \$700 per year. See pledge forms for more information.

Who decides where the donations go?

Nonprofit programs submit formal requests for funding. A volunteer-led Community Investments Committee reviews nonprofit applications. At the end of the process, the Committee recommends funding levels to UWKV's Board of Directors.

When does payroll deduction typically start?

Payroll deduction typically runs from Jan. 1 through Dec. 31. Please let us know if another schedule works better for your company.

Are all donations to the United Way tax deductible?

Yes. All donors receive thank-you letters from United Way after the campaign has been completed. These letters can be used for tax deduction purposes to the full extent of the law.

Why should I give to United Way?

United Way is unique because it partners with 49 programs across Kennebec County. By giving to United Way, you are helping to improve every aspect of the community, not just one cause.

Can employees designate their donations?

Yes. While not restricting your gift on your pledge form is the best way to help create a stronger community for everyone, donors can designate their gift to individual 501(c)(3) nonprofit programs.