A manual to planning your United Way Campaign during a pandemic.
You’re an Employee Campaign Manager?

THAT’S A REALLY BIG DEAL!

Welcome to the United Way team! Your company is passionate about making the Kennebec Valley 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 can all work together to continue to care for every generation by making a stronger, healthier community. We recognize the impact and challenges COVID-19 is having on our partner programs; this is why now—more than ever—our community needs to come together to support those who need it most!

As an Employee Campaign Manager (ECM), you’ll have a personal staff contact at United Way and an array of support materials to guide you each step of the way. 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 Lead the Way for them!

With appreciation,

Chris and Sarah Voynik
2020 Campaign Chairs
Laflin & Wolfington and Merrill’s Detector Dogs

Key Dates

Employee Campaign Manager Trainings
August 12 or 27
11-12:30pm
Zoom video conferencing

Drive-in Movie Campaign Kickoff
September 16, 2020
5:30pm | Augusta Civic Center

Campaign Celebration
January 2021
TBD

DID YOU KNOW THAT... in five months, United Way of Kennebec Valley helped 23,575 local people access food, shelter, and other basic essentials through the COVID-19 Response Fund? For 65 years, UWKV has been on the frontlines of whatever is thrown its way—keeping the Kennebec Valley strong for every generation!
What is United Way?

United Way of Kennebec Valley is a 65-year-old nonprofit organization serving 20 communities in Southern Kennebec County. United Way funds 50 local programs to provide a better quality of life for people experiencing challenges and hardships.

**HOW WE INVEST YOUR DOLLARS:**

- **Basic Needs Investments**: Combating food insecurity, homelessness and other basic needs to help people escape poverty.
- **Health Investments**: Improving access to health care services and ensuring safety from domestic violence.
- **Education/Youth Investments**: Ensuring access to quality childcare that prepares children for learning. Protecting and bolstering our youth for long-term success.
- **Financial Stability Investments**: Helping workers develop the skills they need to obtain solid jobs and secure a good life.

**HOW IT MAKES A DIFFERENCE:**

- **Talking Points**
  - **United Way supports local people.** When you donate to United Way, you provide local folks with access to basic essentials, 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 3 Kennebec Valley residents.
  - **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.

**YOUR GIFT STAYS 100% LOCAL!**

- **Supporting 50 nonprofit programs across 20 towns**
- **Helping 24,694 people in 2019**
- **33% of the Kennebec Valley population!**
Campaign Checklist

PLAN
- Attend ECM Training.
- Obtain and order campaign materials (virtual options available).
- Visit www.uwkv.org/campaign-toolkit for ideas and materials.
- 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. 8).
- Review campaign supplies and prepare materials for distribution.
- Schedule and plan a Kickoff Event (see p. 6).
- 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. 8).
- Hold educational, socially distanced meetings and fundraising events with staff.
- Send follow-up emails every few days to maintain enthusiasm.
- Hold giveaways and drawings for those who have returned forms.
- Follow-up with past contributors who have not yet responded.

CLOSE
- Send a reminder email to submit outstanding pledge forms.
- Collect forms. Make copies for your payroll/HR.
- Announce your campaign results to co-workers. Thank all donors and the campaign committee.
- Discuss implementation plan for the company’s new hires.
- 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 though one of the following groups:
- Emerging Leader 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!

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Tips for a Successful Campaign during a pandemic.

**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 Zoom calls or department meetings, or other gatherings.

**Offer incentives.**
Promote incentives, contests, or drawings to encourage giving. See p. 6 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 Lead the Way 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 Boyer  
Director of Resource Development & Marketing  
mboyer@uwkv.org

Kelly Tozier  
Admin. & Volunteer Coordinator  
ktozier@uwkv.org

Wendy Beaudoin  
Director of Finance  
wlbeaudoin@uwkv.org
Get Staff in the Spirit of Giving!

Possibly Virtual

Easy Fundraisers for Your Campaign

IT’S TIME TO THINK OUTSIDE THE BOX

Lunchbox Auction
Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious and elegant meals.

Virtual Chopped Challenge
People pay to participate, film themselves receiving their set of ingredients and have to film their process of using the ingredients to make a finished product.

Virtual Office Bingo
Distribute printable Bingo Cards to employees who pay to play. Every day, email one bingo number to participants. The first one to reply with “BINGO” wins. The bingo game continues until all the prizes are distributed.

Coronavirus Swear Jar
Donation of $1-2 each time the virus is mentioned (outside of necessary mention).

Virtual Trivia
Send an email to invite employees to participate via email or posting on the company intranet. Inform them of any entry fee to participate and how they can pay. Create questions and answers and post to a digital platform—the first correct answer wins!

Easy Raffles
Vacation Day
Raffle off a day or 1/2 day of vacation time.

VIP Parking
Raffle off prime parking spots for a year, month, or season.

Guess the Number
Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy. This could also be done virtually by taking a photo and emailing it to participating employees.

GIFs Against Humanity
Send an email to everyone with a word or phrase and people have to respond with their best .gif or meme that summarizes that phrase. The winner will receive a gift card. Considerations: have an impartial umpire or judge for the games so that it is a fair contest for all.

Virtual Workout Class
Consider pairing the workout class with an overall health challenge—employees can pay $5 to enter the challenge and complete bingo with different health challenges (such as drinking water, walking a mile, etc.).

WE HAVE PRIZES, TOO! Ask us about...

UW supporter stickers
Hot/cold packs
Post-it books
Webcam slider covers
Lunch totes
United Way buffs/facemasks
First aid pouches
UWKV logo pens
Keychain tool
M&M filled candy jars
Mason jar glasses
VIP parking signs
Pocket calendars
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% 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 Allocations Committee conducts committee visits and assesses nonprofit programs. Programs also provide a presentation to the Allocations Committee. 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 January 1 through December 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 50 programs throughout the community. 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 checking “influence the condition of all” on your pledge form is the best way to help Lead the Way for our community, donors can designate their gift to individual 501(c)(3) nonprofit programs.
Message of Support from CEO

Subject: We care about our community!

Did you know that United Way has been a leader in funding human service programs in our community for 65 years? Did you know that volunteers distribute the money raised by United Way? And that local partner programs must meet strict criteria for funding?

Last year, employees at [COMPANY] raised [$] to strengthen our region through United Way. The gifts made here at [COMPANY] helped 24,694 local people, including feeding the hungry, teaching children with developmental disabilities, sheltering battered women, and providing meals to the elderly. In March, these nonprofits, like thousands of people in the Kennebec Valley, were greatly affected by COVID-19. While remaining on the frontlines to serve the surging need in our community, these nonprofits also took a huge financial hit and need us now, more than ever, in order to remain open to continue to strengthen the Kennebec Valley long into the future.

United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way, and [COMPANY] offers you the ease of payroll deduction to donate.

Please take time to learn more about how United Way is making our community a better place to live and consider joining me and many other employees who pledge a gift.

Sincerely,

[CEO NAME]

Kickoff Communication from ECM

Subject: We need your help to Lead the Way for our community!

Please mark your calendars for [DATE]—our official United Way of Kennebec Valley Campaign Kickoff! This year will look a little different as we do our best to keep everyone safe and socially distanced to help stop the spread of COVID-19.

As many of you may know, this campaign is a chance to improve the lives of everyone who calls our community “home.” During the next few weeks, you will learn how United Way leads the fight for the health, education and financial stability of everyone in our region. How in March, United Way started a COVID-19 Response Fund and helped more than 23,000 people access emergency services. And that those same nonprofits need the support now, more than ever, to continue serving 1 in 3 local people in need every day.

This season, we hope to raise even more money than last year, when our company collectively contributed [$]. Please join me in showing our community how [COMPANY] works together to Lead the Way!

Sincerely,

[ECM NAME]

Campaign Reminder from ECM

Subject: Lead the Way!

United Way funded programs need your support! Remember that even just $1 a day for a year can provide 1,460 meals through a local food bank. I choose to support United Way because I know that every dollar I give is making the biggest possible impact on local folks. United Way has been a trusted organization in the Kennebec Valley for many generations, and it is up to us to continue to care for our community long into the future! Thank you, [ECM NAME]