



UNITED WAY
Kennebec Valley

1955 - 2025

70 YEARS OF
IMPACT



UNITED WAY OF KENNEBEC VALLEY'S EMPLOYEE CAMPAIGN MANAGER GUIDE 2025

YOUR COMMITMENT, OUR EXPERIENCE

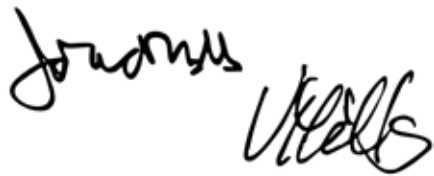
Together, we can create a brighter future for all.

Welcome to the United Way team! We are thrilled to have you as an Employee Campaign Manager (ECM) for the 2025 United Way campaign. As an ECM, you have the chance to leverage the generosity, talent and energy of your colleagues to give back to our community and strengthen Kennebec County. Your company is committed to making Kennebec County a stronger, healthier community where everyone can live, work and thrive. One way we achieve this is by offering employees the opportunity to donate through United Way payroll deduction.

This year, we are focusing on ALICE households. ALICE stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. In Kennebec County, 40% of households fall below the ALICE Threshold, meaning they cannot afford basic needs like housing, child care, food, and transportation. We are highlighting the social issues ALICE faces daily – making them **UNIGNORABLE**.

Whether you are new to this role or a returning campaigner, this guide will help you plan and execute a smooth and successful campaign. Take advantage of the materials we've provided and know that your United Way representative is always here to help. When the campaign ends, United Way remains your partner through year-round volunteer opportunities, advocacy and community engagement. Because of you, over 34,291 people in Kennebec County can access essential resources.

With appreciation,



Jared & Vivian Mills
2025 Campaign Co-Chairs



Key Dates

- ★ **Employee Campaign Manager Trainings**
Aug. 28 | Alford Youth & Community Center
or Sept. 18 | Viles House
11 - 12:30 pm
- ★ **Campaign Kickoff Breakfast**
Sept. 10 | Augusta Civic Center
7:30 am - 9 am
- ★ **Impact2032 Summit**
Oct. 28 | Augusta Civic Center
8 am - 3:30 pm
- ★ **Campaign Celebration**
January
TBD

UWKV Celebrates 70 Years

2025 marks 70 years of United Way of Kennebec Valley (UWKV), a nonprofit organization that serves all of Kennebec County and funds 62 local nonprofit and school-based programs to provide a better quality of life for people experiencing challenges and hardships. UWKV is the backbone organization for Impact2032, a movement that unites Kennebec County community members with a shared vision to accelerate change in the areas of health, education and financial security.

Impact2032 is a deeply coordinated and collaborative effort, led by UWKV 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:



Healthy Community

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



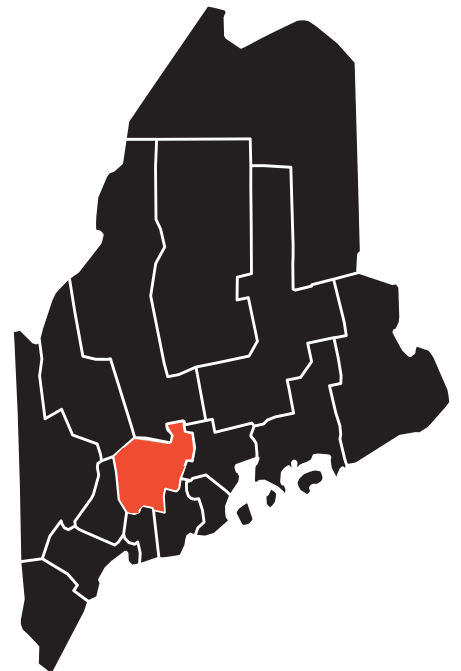
Youth Opportunity

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 Security

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.



Learn more and get involved at:
Impact2032.org



Campaign Checklist

PLAN

- ☐ Attend ECM Training.
- ☐ Order and obtain campaign materials (virtual options available).
- ☐ 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.
- ☐ Establish workplace campaign goals related to a dollar amount and participation percentage.
- ☐ Recruit and train your committee; establish a timeline.
- ☐ Plan your kickoff, special events and volunteer opportunities.

GEAR UP

- ☐ Review campaign supplies and prepare materials for distribution.
- ☐ Contact United Way to request program speakers and/or virtual presentations.
- ☐ Send a letter from management to employees explaining the impact of United Way and **why your organization supports it to encourage employees to get involved.**

CONDUCT

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

CLOSE

- ☐ Collect forms. Make copies for your payroll/HR. Fill out campaign report envelope and submit original forms to UWKV.
- ☐ 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 (\$50-\$699)
- Leadership Circle (\$700-\$9,999)
- Tocqueville Society (\$10,000+)

Support lasting change

Help create lasting change and establish your Legacy with a planned gift. With multiple giving vehicles available, donors can create mutually beneficial gifts that can support our services in perpetuity.

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 a UWKV representative for a list of available prizes.

Make it personal.

Coordinate with a United Way staff member to learn the impact your company had (or could have) on the community.

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.

Make it real.

Schedule a presentation with a United Way staff and funding recipient to share the importance of your support.

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
- ★ Public Service Partner of the Year

MEET THE CAMPAIGN TEAM

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



Courtney Yeager
President & CEO
cyeager@uwkv.org



Tyler LeClair
Director of Development
tleclair@uwkv.org



Michaela Dube
Finance Coordinator
mdube@uwkv.org



Katelyn Pushard
Director of
Community Impact
kpushard@uwkv.org



Amber Michaud
Administrative
Assistant
admin@uwkv.org

UNIGNORABLE

This year, United Way is putting a spotlight on the people who make up the 40% of households in our region that fall under the ALICE threshold – Asset Limited, Income Constrained, Employed. These are our neighbors, coworkers, family members, and friends. And now, they are being seen and heard.

This year, we are proud to feature six new illustrations based on portraits by Augusta photographer Dave Dostie, each capturing a real member of our community who is ALICE.

These aren't stock photos or abstract statistics. These are real people from Kennebec County. Each poster includes a QR code linking to our website, where you can learn more about their journeys and the broader impact ALICE has on our community's health, education and financial security.

We encourage you to use these posters throughout your workplace campaign to spark conversation, build empathy and invite action. By continuing the visual storytelling we began last year, this campaign makes ALICE not only visible, but **UNIGNORABLE**.

We've intentionally used the bold **UNIGNORABLE** red/orange in this campaign – a color that demands attention, challenges comfort, and reflects the urgency of ALICE's reality. It also echoes the red in the United Way logo – reminding us that together, we are making ALICE **UNIGNORABLE** beyond just this campaign year.

*Don't sweat the small,
Everything material doesn't matter,
You can lose it in a heart beat*



HELP MAKE
JAMES & JEN
UNIGNORABLE



SAMPLE COMMUNICATIONS KEEP YOUR CO-WORKERS UPDATED

UNITED IS THE WAY

Communication is the key to a successful workplace campaign! Use these sample communications to inspire your co-workers and share United Way of Kennebec Valley's impact in our community. Feel free to customize the content to reflect your team's personality and your company's culture. And remember that your United Way representative is here to support you every step of the way. Don't hesitate to reach out with any questions!

CAMPAIGN KICKOFF

Dear (EMPLOYEE NAME),

We've kicked off our annual United Way campaign, and I wanted to take a moment to share why (ORGANIZATION NAME) believes that United is the Way to create lasting change in our community.

By partnering with local businesses like ours, UWKV works to build strong, healthy communities, give all kids equal opportunities, and improve financial stability for all. Currently, UWKV provides funding to 62 nonprofit programs in Kennebec County, which in turn impacts 1 in 4 (34,291) residents in our community. Ranging from large organizations to small, volunteer-run programs, UWKV and its partner programs create long-lasting, positive impacts in our community.

This year, UWKV is focusing on specific members of our community who are ALICE (Asset Limited, Income Constrained, Employed). ALICE represents the 40% of households in Kennebec County who are unable to afford the basic cost of living. ALICE has historically been overlooked, but this year we are hoping to help UWKV make ALICE Unignorable. By supporting UWKV, you are helping our neighbors, friends, and families access life-changing programs.

Every bit truly counts. Donating \$1 per week is enough to provide 156 meals at a local food bank. We hope that you will make an Unignorable impact with us this year!

Thank you,

(ECM NAME)



CAMPAIGN PROGRESS REPORT

Hello (EMPLOYEE NAME)!

I am excited to share that we are well on our way to our goal of raising \$X for United Way of Kennebec Valley! You are truly helping to make ALICE Unignorable!

Did you know that UWKV is celebrating its 70th anniversary this year? That's right! And there are so many ways you can take part in the 70 for 70th challenge! You can contribute an additional \$0.70 per paycheck, \$70 a month, or come up with your own creative way to get involved.

Remember that every donation makes a real difference in our local community, and when we all come together to give a little, United Way helps to make big changes possible!

Thank you for your Unignorable support!

FINAL REMINDER EMAIL

Dear (EMPLOYEE),

This is your last reminder to be part of our 2025 United Way of Kennebec Valley campaign! I'm so proud of the incredible support we've seen from the (ORGANIZATION NAME) team this year. Together, we're making a real impact by helping 1 in 3 people right here in Kennebec County. Let's finish strong and keep the momentum going!

Thank you for showing that United is the Way and for helping to make ALICE Unignorable!

With gratitude,

(ECM NAME)



FOUR STEPS TO SET UP PAYROLL DEDUCTIONS

UNITED IS THE WAY

1

Notify your payroll office and/or your company's payroll processor (if applicable) that you will offer 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 forms to United Way in a completed campaign report envelope.

4

Payroll deductions should begin with the first payroll in the new year and continue for all the pay periods in your annual payroll cycle (unless otherwise specified). Payment can be sent every payroll, monthly, or quarterly. 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

UNITED IS THE WAY

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 during onboarding. 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. It also offsets United Way's uncollectible rate at your company due to turnover.

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 for each new hire.
2. Determine the best way to capture employee pledges. Ask United Way for paper pledge forms or an online pledge portal that can remain 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 can provide a one-pager. 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 why your company supports community giving.
4. During an employee orientation, show United Way videos or allow the ECM 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 provide an e-pledge portal, discuss with your United Way representative the timeline to review those pledges and send to your company payroll. In both cases, be sure to indicate how many pay periods remain in the year for the employee.
7. Thank your employees for participating.

NEW HIRE LETTER

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

Dear [PERSONALIZE],

Congratulations on your new role! You're now part of a company that not only values its employees but also cares deeply about the well-being of our shared community.

We're especially grateful for [COMPANY NAME]'s partnership with United Way of Kennebec Valley. Together, we're harnessing the caring power of your colleagues to create real, lasting change across Kennebec County.

As you settle into your new position, we invite you to join this meaningful movement. One simple and impactful way to get involved is by setting up a payroll deduction donation to United Way. Even a few dollars from each paycheck can make a big difference, supporting access to health care, education, and programs that strengthen financial security for families right here at home.

Your support, no matter the amount, can help build a stronger, more vibrant community for everyone.

To sign up for payroll giving or learn more, [INSERT GIVING INFORMATION].

With gratitude,
Courtney Yeager
President and CEO, United Way of Kennebec Valley

EXITING EMPLOYEES

Employees come and go from workplaces more often than we would like. 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 nonprofit and school-based programs annually.

One way we are hoping to combat this issue is through a "Continuing Pledge Form" (next page). 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 local programs counting on that money every year. Thank you!

UNITED WAY OF KENNEBEC VALLEY

CONTINUING PLEDGE



THANK YOU FOR GIVING!

We are beyond grateful that you chose to support your community through United Way. Because of your annual gift, more than 34,291 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 62 local programs. 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: \$

(Please check with your employer)

☐ 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 A CHECK

☐ PLEASE INVOICE ME

WOULD YOU LIKE TO TRANSFER YOUR 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, visit community organizations, and learn from 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 year was United Way of Kennebec Valley established?

A: 1955 (70 years ago!)

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

A: 34,291 – 27% of the population!

Q: What are some ways to give to our community through United Way of Kennebec Valley?

1. Donate
2. Workplace giving
3. Planned/legacy gifts
4. Sponsorships

Q: What are United Way of Kennebec Valley's UNIGNORABLE focus areas?

1. Build strong, healthy communities
2. Give all kids equal opportunities
3. Improve financial security for everyone

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

A: 62

Q: What does ALICE stand for?

A: Asset Limited, Income Constrained, Employed

Q: How many supporting businesses does United Way have?

A: 163

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 security.

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 34,291 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, 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/donate.

Are there different levels of giving?

Yes. To join the Emerging Leaders Society, donors need to contribute at least \$50 and consider volunteer hours. Leadership-level giving starts at \$700 per year. See pledge forms for more information.

Who decides where the donations go?

Nonprofit or school-based programs submit formal requests for funding. A volunteer-driven Community Investment Committee reviews 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. Please consult with your tax advisor.

Why should I give to United Way?

United Way is unique because it partners with 62 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. Please see www.uwkv.org/designations for more information.