



UNITED WAY
Kennebec Valley

United Way of Kennebec Valley

Employee Campaign Manager Guide

2026

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 2026 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 want to prove how United is the Way. In Kennebec County, 35% of households are working hard but still struggling to make ends meet. Families are facing impossible choices between food, transportation, and healthcare. The need is real—and growing. When we come together, we turn individual generosity into lasting impact. With your continued leadership, we can do even more.

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 37,451 people in Kennebec County can access essential resources.

With appreciation,

Chris & Katie Doherty

Chris & Katie Doherty
2026 Campaign Co-Chairs



Key Dates

★ Campaign Kickoff Breakfast

*Sept. 16 | 7:30 a.m. - 9 a.m.
Augusta Civic Center*

★ UWKV Refresher

*Sept. 30 | 2:30 p.m. - 4:30 p.m.
MaineGeneral Alford Center for Health*

★ Campaign Celebration

*Jan. 2027
TBD*

About United Way of Kennebec Valley



WHO WE ARE

Mission

United Way of Kennebec Valley unites people and resources to improve lives in our community.

Vision

United Way of Kennebec Valley envisions a strong, self-sufficient community in which people are healthy, educated and financially stable.

What We Do

United Way of Kennebec Valley (UWKV) serves Kennebec County by advancing community impact initiatives that strengthen our region, including funding 58 local nonprofit and school-based programs that help people experiencing challenges and hardship.

Rooted in our community, we listen to understand challenges and partner to create solutions. We act with data-driven, community-led innovation that reflects the needs and strengths of our neighbors.

Impact Areas

Youth Opportunity



We support youth from early childhood to career readiness by strengthening education, literacy, and pathways to work and college.

Healthy Communities



We improve community health by addressing hunger, expanding care access, and strengthening support for families and mental health.

Financial Security



We build financial security by meeting basic needs and creating pathways to employment and income.

Frequently Asked Questions

Why United Way?

Giving to United Way is a powerful way to make a meaningful difference across your entire community—not just for one cause, but for the many interconnected challenges people face. Your contribution is strategically invested in proven programs and innovative solutions that create lasting, measurable impact. By combining your gift with others, United Way maximizes results and drives community-wide change. Just as importantly, giving to United Way is simple and flexible, with options like payroll deduction and online pledging that make it easy to contribute in a way that fits your life and budget.

How are we different?

United Way is uniquely positioned to address the interconnected challenges facing our community. Education, financial stability, and health all affect one another, so lasting progress requires coordinated solutions—not isolated efforts. By bringing together data, local expertise, businesses, government, and nonprofit partners, United Way aligns resources to create measurable change. It funds both immediate support and long-term solutions, holds programs accountable for results, and connects donors and volunteers with meaningful ways to make an impact—creating a coordinated effort that goes further than any one organization can alone.

Why workplace giving?

Supporting United Way gives your employees the flexibility to direct their giving to causes they care about—while ensuring every contribution is part of a strategic, high-impact approach. The result is stronger participation, enhanced workplace culture, and a clear demonstration of your company's commitment to community impact.

What if I can't afford to give?

With payroll deduction, you can give a small amount from each paycheck and build it into a meaningful annual contribution. When combined with gifts from others, your support helps create measurable change across the community. For example, just \$5 per biweekly paycheck can help provide 313 emergency food bags—supporting individuals who might otherwise have to choose between putting gas in their car to get to work or putting food on the table.



Where does the money go?

Your support of United Way of Kennebec Valley helps fund community impact initiatives, including 58 local programs that focus on building healthy communities, expanding opportunities for youth, and strengthening financial stability for individuals and families. Funding is awarded through a Community Investment process led by local volunteers who understand the needs of Kennebec County. Each program is carefully reviewed, vetted, and held accountable to ensure dollars are invested in effective, results-driven services that make a real impact.

How are we held accountable?

United Way of Kennebec Valley is committed to strong financial oversight and ethical practices. Our finances and investments are carefully reviewed and approved by our Board, and community funding decisions are guided by local volunteers and Board approval. We are proud to hold Candid's 2026 Platinum Seal of Transparency and Charity Navigator's Four-Star rating, and to meet the rigorous standards set by United Way Worldwide for accountability, governance, and operations.

Can I give to a specific organization?

Yes. United Way allows the donor to direct all or a portion of your gift to a specific nonprofit, another United Way, or any qualified 501(c)(3) organization. While you have this flexibility, the greatest community impact is achieved when funds are pooled and invested by United Way where needs are most urgent. No fee is charged for designations to UWKV partner programs, but a small administrative fee applies to other nonprofit designations. Designations under \$52 will be directed to UWKV's Community Impact Fund. To learn more, visit www.uwkv.org/designations.

What else do we do besides fund agencies?

In addition to raising and investing funds, United Way brings together community partners, donors, and local organizations to develop collaborative, forward-thinking solutions to complex challenges. By aligning efforts and resources, United Way helps drive meaningful, community-wide progress through key initiatives and programs such as:

- » **Impact2032**, a community-driven effort to improve health, education, and financial stability for all Kennebec County residents by 2032, powered by shared goals, strong partnerships, and collective progress tracking.
- » **211 Maine**, a free and confidential service supported by United Ways across the state, including UWKV, that connects individuals to local resources 24/7 via phone, text, or online.
- » **Day of Caring**, held each spring and fall, which mobilizes volunteers from local businesses and schools to support organizations across Kennebec County.
- » **VolunteerME Kennebec Valley**, an online platform that connects community members with meaningful volunteer opportunities and local causes.

Workplace Campaign Basics



UNITED WAY
Kennebec Valley

Campaign Overview

Time Frame

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

Giving & Tax Exemption

Using a United Way of Kennebec Valley 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. Payroll deduction typically runs from Jan. 1 through Dec. 31, though United Way can work with your company to establish a different schedule if needed.

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.

Recognition

United Way offers several levels of giving, with leadership-level giving for individuals beginning at \$700 per year. All participating companies are recognized on United Way's website and in print materials, and those that demonstrate exceptional leadership in their annual campaigns may receive additional awards. Recognition is based on factors such as creativity, campaign implementation, and total dollars pledged. United Way also proudly recognizes its top 12 contributing businesses as Cornerstone Partners.

Meet the Campaign Team

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



Erin Fogg
President & CEO
efogg@uwkv.org



Shannon Ferran
Director of
Development
sferran@uwkv.org



Katelyn Pushard
Director of
Community Impact
kpushard@uwkv.org



Michaela Dube
Finance &
Operations Manager
mdube@uwkv.org



Mary-Kate Murphy
Marketing & Events
Coordinator
mmurphy@uwkv.org



Cormac Manning
Community Impact
& Operations
Assistant
admin@uwkv.org

ECM Campaign Checklist

Plan (4-5 weeks out)

- ☐ 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.
- ☐ Secure CEO/Senior Management support.
- ☐ 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 and campaign materials.
- ☐ 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 the campaign report envelope and submit original forms to UWKV.
- ☐ Announce your campaign results to co-workers.
- ☐ Thank all donors and the campaign committee.
- ☐ Choose an Employee Campaign Manager for next year.
- ☐ Commend a job well done at United Way's Campaign Celebration!

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 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



Ways for Staff to Contribute

Payroll Deduction

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

Legacy Society

Staff can take care of the next generation through a Legacy Gift. Donors 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! Staff can find volunteer opportunities on our VolunteerME Kennebec Valley portal: www.uwkv.org/volunteer.

Leadership Circle Giving Levels

\$700-\$899 (Kennebec)

\$900-\$1,199 (Sebago)

\$1,200-\$1,699 (Vinalhaven)

\$1,700-\$2,199 (Allagash)

\$2,000-\$3,499 (Sugarloaf)

\$3,500-\$4,999 (Rangeley)

\$5,000-\$7,499 (Moosehead)

\$7,500-\$9,999 (Bigelow)

\$10,000+ (Tocqueville Society Member)

\$10,000-\$15,999 (Monhegan)

\$16,000-\$24,999 (Acadia)

\$25,000-\$44,999 (Cobbossee)

\$45,000-\$69,999 (Maranacook)

\$70,000+ (Katahdin)





Setting up Payroll Deductions

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 in the virtual campaign toolkit at www.uwkv.org/campaign-toolkit.

3

If using e-pledge, let UWKV know when your campaign has ended. United Way will then provide you with a 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 pay periods in your annual payroll cycle, unless otherwise specified. 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!

Sample Communications



Communications

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!

Talking Points

Your dollars support people right here in Kennebec County. When you give to United Way, you help provide local individuals and families with access to health care, youth opportunities, and resources that promote 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 impacting the lives of 37,451 Kennebec County 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.



Campaign Kickoff Email

Dear [EMPLOYEE NAME],

We've kicked off our annual United Way campaign, and we're proud to join together in support of United Way of Kennebec Valley (UWKV). This is an opportunity for all of us at [ORGANIZATION NAME] to show how much we care about the people and communities we call home.

Last year, donors helped UWKV support 58 local partner programs and impact 37,451 lives across Kennebec County. Through these programs, families accessed food and childcare, patients received help getting to important medical appointments, and children gained access to inclusive early-learning opportunities that helped them thrive.

This year, UWKV is placing a special focus on youth opportunity because every child deserves the support and resources to reach their full potential. For many local families, however, providing those opportunities can be difficult.

In Kennebec County, 35% of households are working hard but still struggle to afford basic necessities. Families may be forced to make impossible choices between food, transportation, healthcare, childcare, and other essentials. By supporting UWKV, you can help ensure children and families have the stability and resources they need to thrive.

When we rally together, our individual gifts become something much greater: reliable, life-changing support for people throughout our community. Every contribution, no matter the amount, helps ensure assistance is available when it matters most.

This year, UWKV's 26 for 26 Challenge aims to raise \$2,026,000 in 2026 to meet growing needs across Kennebec County. Let's show that [ORGANIZATION NAME] cares about our community by coming together to expand opportunities for young people and support local families.

We hope you'll join us in making an impact.

Thank you for helping prove that United is the Way,

[ECM CAMPAIGN MANAGER NAME]

Campaign Progress Report

Dear [EMPLOYEE NAME],

We are so inspired by the generosity of [ORGANIZATION NAME] employees! So far, [NUMBER OF EMPLOYEES] employees have participated in this year's United Way campaign, bringing us to [COMPARISON STAT WITH LAST YEAR].

Can we rally together to grow our impact even further before the campaign ends on [DATE]?

Every gift, no matter the amount, helps ensure our neighbors can access support when it matters most. Here are just a couple examples of what your donation can help make possible:

- \$1.50 per week (\$78) can provide a dental cleaning for one uninsured child.
- \$3 per week (\$156) can provide 21 KidsPaks for a child who might otherwise go without food over the weekend.

Please consider pledging \$1 or more per week as part of [ORGANIZATION NAME]'s 2026 United Way Campaign.

[INSERT PLEDGE NOW BUTTON LINKING TO E-PLEDGE FORM OR INFORMATION ON PAPER PLEDGES]

Thank you for helping show that [ORGANIZATION NAME] cares about our community.

[ECM CAMPAIGN MANAGER NAME]

Final Email Reminder

Dear [EMPLOYEE NAME],

Today is the final day to pledge your support for [ORGANIZATION NAME]'s 2026 United Way Campaign.

Thank you to everyone who has already made a gift. Your generosity shows how deeply [ORGANIZATION NAME] cares about our community.

If you have not yet given, there is still time to join your coworkers in making a difference. When we rally together, our combined support creates meaningful opportunities for young people and helps children, families, and individuals across Kennebec County access the resources they need to thrive.

Please consider pledging \$1 or more per week. Thank you for helping build a stronger Kennebec Valley.

[ECM CAMPAIGN MANAGER NAME]