

EMPLOYEE CAMPAIGN COORDINATOR GUIDE 2018 CAMPAIGN



THE IMPORTANT ROLE OF CAMPAIGN COORDINATOR

You are now part of a special group of volunteers who bring the United Way message to the people of Kershaw County. This year, more than ever, during this time of economic crisis, our message “Live United” includes the urgent need to REACH OUT and help our fellow neighbors. Increased need for housing and rent assistance, increasing unemployment and homelessness are just a few of the serious problems our community is now facing.

By reaching out and running successful campaigns, we all can help ensure that the funds our agencies need to meet the increase in demand will be there for them.

We are all in this together- and truly, when we help one we help everyone.

So, use this handbook to help you get started. Read through the information and decide what will work best in your organization. We have included ideas from other local employee coordinators to give you some inspiration and direction.

We wish you the best of luck and encourage you to learn and have lots of fun!

Start Preparing For Your Award Winning Campaign List:

- Review United Way materials
- Tour a United Way agency
- Meet with your United Way Campaign Team
- Visit www.uwkc.net

Give Live United

Conduct a Leadership Campaign.

Couples or individuals who give \$500 or more become Leadership Givers. There are four levels of leadership giving:

Director: \$500—\$999

Palmetto: \$1,000—\$2,499

President: \$2,500—\$4,999

Chairman: \$5,000—\$9,999

Tocqueville Society: \$10,000 and up

If your organization has a number of people who are prospective leadership givers, Please Consider a **separate leadership campaign**. Ask your CEO to recruit a well-respected member of senior staff or management to partner with you to identify potential donors and hold a separate meeting for these individuals. We can help you with this.

10. Thank **everybody** and **celebrate** your success.

RECRUIT A TEAM TO HELP WITH YOUR CAMPAIGN

Involve your Chief Executive Officer

- Ask him or her to endorse the campaign in a letter to all employees
- Make sure he or she participates in employee group meetings to underscore your organization's support of the campaign and its importance to the community
- Ask for campaign goal incentives such as days off, jeans day, etc.

HELP PROMOTE YOUR CAMPAIGN BY SENDING OUT A SUPPORT LETTER FROM YOUR CEO BEFORE YOUR CAMPAIGN BEGINS.

Dear Employees,

Every year XXX COMPANY gives each of us the opportunity to participate in one of the best ways to make a difference in our community – our local United Way campaign. The United Way of Kershaw County supports 40 local programs by providing funding to them on a yearly basis. Our agencies provide assistance to Kershaw County residents in a variety of ways. Whether your interest is in assisting children, supporting education, improving health, aiding in crisis situations, or helping families through difficult times, the United Way of Kershaw County is there.

Through your dollars our community is made stronger, and our collective achievement is that we are changing lives and making this a wonderful community to call home. Together, we can all LIVE UNITED and change lives. The money that is raised here, stays here, and that is a party that never stops.

Here at XXX we all have jobs that provide good benefits and the ability to meet our needs. Many of our neighbors are not so fortunate. I ask you to consider increasing your gift or giving Fair Share (1%) to help those who are struggling in this difficult economic climate.

When you give to the United Way, your gift stays in your hometown. Whether you are a first-time contributor or someone who has supported the United Way for many years, a gift of time or money to the United Way of Kershaw County directly benefits the community in which we live and work.

In our organization we pride ourselves on caring about our community. XXX Company supports the United Way of Kershaw County because it is the right thing to do. Together we can help by choosing to give. Let's all make a commitment to LIVE UNITED this year through our generosity.

Sincerely,

CEO

XXX Company

BRING EVERYONE TOGETHER FOR A 15-25 MINUTE

EMPLOYEE CAMPAIGN MEETING AGENDA

- **2 MINUTE WELCOME**
- **2 MINUTE UNITED WAY ENDORSEMENT**
- **7-15 MINUTE UNITED WAY SPEAKER AND VIDEO**
- **4-6 MINUTE CAMPAIGN INFORMATION AND CLOSING REMARKS**

**Collecting pledge cards at the meeting is the most productive and successful option. As Coordinator it reduces your work load, because no intense follow up is required. You will have a more successful campaign because more people are inclined to give while they are focused and around peers who are giving.

SAY THANK YOU WHILE SHARING YOUR RESULTS!

Turn in report forms to Pam Spivey:

- pamspivey@uwkc.net
- Fax: 803-425-4616
- United Way of Kershaw County PO Box 737, Camden 29021

Local industrial site DSV, DOUBLED their campaign.

Here's how...

2018 United Way Campaign

Set your own date!

Associates may give a 1 time cash/check donation or give by automatic payroll deduction.

- Each associate that gives any amount will receive a bag of candy.
- Associates donating at least \$20 will be entered into a drawing for a \$75 gift card.
- Associates that give a minimum gift of \$4 a week (\$208 for the year) will receive the "LIVE UNITED" tee shirt from the United Way and a Portable/folding chair. You will also be entered into a drawing for a \$100 gift card!
*** There will be a grand prize drawing at the end of the campaign for all who donated. The grand prize will be a Samsung Galaxy Tab4 10.1 Tablet!*

NEED HELP? FEEL FREE TO CONTACT UNITED WAY OF KERSHAW COUNTY STAFF

Donny Supplee, President
donnysupplee@uwkc.net

Janis Gardner, Director of Finance and Administration
janisgardner@uwkc.net

Pam Spivey, Director of Campaign/Communications
pamspivey@uwkc.net

Molly Kornegay, Community Impact Coordinator
mollykornegay@uwkc.net

Nicholas Julian, Director of Support Services
nicholasjulian@uwkc.net

Tenell Felder, Director of Communications
tenellfelder@uwkc.net

Your time and efforts make a difference in your campaign and in the lives of many here in Kershaw County. Thank you!



www.uwkc.net

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