



WE  
IMPROVE  
LIVES



# CAMPAIGN PLANNING RESOURCES

## 2017

## CAMPAIGN MEETING FORMATS

Coordinate engaging and effective meetings that educate others about United Way and spark interest in giving. Every office culture is different, so find what suits yours.

### Educational Meeting

1. Welcome participants and thank them for their attendance.
2. Ask CEO to provide an overview of company involvement with United Way.
3. Introduce UW staff (or Agency Speaker) to share a success story.
4. Show campaign video.
5. Ask everyone to give and encourage them to complete/return forms before leaving meeting.
6. Make closing remarks, address questions, and thank everyone again.

### Lunch & Learn

1. Welcome participants and thank them for their attendance.
2. Ask CEO to provide an overview of company involvement with United Way.
3. Show campaign video.
4. Ask everyone to give and encourage them to complete/return forms before leaving meeting.
5. Make closing remarks, address questions, and thank everyone again.

### Additional Opportunities

1. Invite UW to present campaign materials at a fair or information session.
2. Coordinate informal opportunities to learn more about United Way 2-1-1, United Way Volunteer Center, and funded programs.

3. Show campaign video on a loop in a common area or break room.

### SAMPLE AGENDA FOR EDUCATIONAL MEETING

#### Welcome

Distribute brochures, pledge forms

#### CEO Endorsement

#### United Way Overview

Success Story

Campaign Video

#### Closing Remarks

Explain forms, payroll, incentives

Ask for pledges; answer questions

Thank everyone; collect forms

### THINGS TO REMEMBER

- If your company uses its own pledge form or donates online, distribute and collect the **United Way Donor Recognition Forms**.
- Distribute **United Way Prize Giveaway** forms. You must attend a meeting but you do not have to make a donation to be eligible. Collect prize forms at end of meeting and give them to UW staff.
- Recognize **Loyal Contributors** (10+ years) and ask them to share why they support United Way.
- **Say thanks.** Say thanks. Say thanks.

# IDEAS FOR SPECIAL EVENTS

Even with limited time or budgets, you can enliven your workplace campaign.



Take a team photo in front of your office or company sign and share on social media using #OneByOne and tag @UWCE.



Hold a drawing for everyone who donates. Offer incentives such as prime parking, coupons to leave early or arrive late, casual days, a day off, gift cards, or lunch with a VIP.



Encourage friendly competition and boost morale by creating teams for office Olympics, kickball, or a ping pong tournament.

Issue an Executive Challenge. Raise money to challenge



management to a like a dunking booth, pie-throwing, or a crazy haircut.



Offer a special prize for those who increase their giving by a set percentage or dollar amount.



Host food-themed events or cooking contests like a chili cook-off, potluck, or ice cream social. Eating together is a good way to engage people. Have senior staff serve employees.



Schedule an Agency Tour for your employees to see their dollars at work making a positive difference.



Hold a special fundraising event to build camaraderie. Have fun with a dress-down day, bake sale, talent show, or auction.



Organize a volunteer project through United Way HandsOn Savannah. Opportunities are at [www.uwce.org/volunteer](http://www.uwce.org/volunteer).

***What are your best ideas?  
Share them with us!***



Hold a campaign wrap-up party, announce results, and thank everyone who participated.

# SAMPLE COMMUNICATIONS

## CEO LETTER TO CURRENT EMPLOYEES

Dear [Employee Name]:

At [Company], we believe in making a difference in our community. This means giving a little of ourselves to improve the quality of life for all of us. We have that opportunity right now through the annual United Way fundraising campaign.

As you consider making a contribution this year, I invite you to learn more about the work that United Way of the Coastal Empire does in the community. United Way brings our community together to address the three impact areas of Education, Income, and Health. United Way invests in local programs and services that provide these building blocks for a good life.

Our workplace campaign is led by [ECM Name] and will begin [date]. Contributing is a personal decision, but I want all of you to know how important United Way is to [Company] and our community. Contributions stay local and go directly to help people in need. In addition, our United Way has been recognized by Charity Navigator for its exceptional financial management.

By partnering with United Way, our donations will be combined with others giving us the power to improve lives in our community. Remember, the person you are helping with your gift to United Way could be standing right beside you.

Thank you for your commitment to making our community a better place in which to live and work.

Sincerely,

[Name]

[Title]

## ANNOUNCEMENT FROM ECM

Hello Everyone,

It's that time of year again! The United Way of the Coastal Empire community-wide fundraising campaign is in full swing and I have been asked to lead our efforts at [Company]. Thanks again to everyone who participated last year to help raise \$\_\_\_\_\_ for our community. We are excited for another successful campaign!

You will have the opportunity to learn more about the good work United Way is doing at an [educational meeting, information session, special event, etc.] on [date, time location]. We look forward to having you there.

If you have questions, feel free to contact me at [phone] or [email]. Thank you for your consideration and see you soon.

Sincerely,

[Name]  
[Title]

# SAMPLE COMMUNICATIONS

## CEO LETTER TO NEW EMPLOYEES

Dear [Employee Name]:

Welcome to [Company]! We are happy you are here and look forward to working with you. As you settle in to your new role, you will begin to learn our company's culture.

At [Company], we believe in making a difference in our community. This means giving a little of ourselves to improve the quality of life for all of us. We are proud of our commitment to community and one of the ways we express this is through partnership with United Way of the Coastal Empire.

United Way brings our community together to address the issues that matter most. Contributions stay local and go directly to help people in need. In addition, our United Way has been recognized by Charity Navigator for its exceptional financial management.

To help improve lives in our community, United Way focuses on the three impact areas of Education, Income, and Health. United Way of the Coastal Empire invests in programs and services that provide these building blocks for a good life.

As a new employee, I hope that you will consider joining me with a contribution. Payroll deduction makes it easy to give. Making a donation is a personal decision, but I wanted you to know how important United Way is to [Company] and to our community.

Thank you for considering a gift to United Way, and welcome again to [Company]!

Sincerely,

[Name]  
[Title]

## THANK YOU FROM CEO

Dear [Employee Name]:

As you know, we recently completed our United Way campaign at [Company], and it was a great success, raising [total \$ amount].

Thank you for your participation! Contributions from our company will make a positive impact in the lives of our neighbors here in our community.

I appreciate your decision to give to United Way and recognize this represents a sacrifice on your part, since there are other ways to spend your income. However, I cannot think of a more worthwhile investment you can make in our hometown.

Thanks again for caring!

Sincerely,

[Name]  
[Title]

## "NEW HIRES" PROGRAM

Introducing new employees to your company's commitment to United Way allows them to be a part of your social responsibility efforts from the beginning.

Offer new staff the opportunity to give, advocate, and volunteer.

# UNITED WAY OF THE COASTAL EMPIRE

## OUR WORK

United Way's innovative approach follows a strategic continuum that is marked by the key milestones in every person's life. Our blueprint for a stronger community focuses on 3 fundamental issues: Education, Income, and Health.

United Way's fundraising campaign supports programs and services that effectively address these issues. Working in collaboration with the community advances the common good in more ways than are possible through just one organization alone.

### ☐ **Education**

Helping children achieve their potential by supporting school readiness, academic achievement, and youth development.

### ☐ **Financial Stability**

Advancing individuals and families by providing basic needs, financial capability, and employment stability.

### ☐ **Health**

Improving health for all through disease management and prevention, empowering victims to be survivors, keeping children safe, and independent living.

## UNITED WAY 2-1-1



**The number to call when you don't know who to call.**

2-1-1 is an information and referral service provided by United Way of the Coastal Empire. It is a free, confidential help line with trained specialists that connect people in need with useful community resources.

You have questions, we have answers.

- Dial 2.1.1 or 912.651.7730
- Email [211@uwce.org](mailto:211@uwce.org)
- Visit [www.uwce.org/211](http://www.uwce.org/211)



# UNITED WAY OF THE COASTAL EMPIRE

## UNITED WAY HANDSON SAVANNAH



### **Be the change.**

HandsOn Savannah is a direct service of the United Way of the Coastal Empire. UW-HOS connects people with meaningful volunteer opportunities at more than 100 local non-profit organizations. Visit [www.uwce.org/volunteer](http://www.uwce.org/volunteer)

## FREQUENTLY ASKED QUESTIONS

### **What is the mission of United Way of the Coastal Empire?**

*To improve lives by mobilizing the caring power of communities*

We mobilize the caring power of businesses, government, and individuals to improve lives by supporting community programs and services in Bryan, Chatham, Effingham, and Liberty Counties.

### **What issues does United Way support?**

Based on local research and community surveys, we focus on 3 priority issue areas: Education & Youth Development, Economic Independence, and Health & Wellness.

### **Why give to United Way?**

One gift helps many. Our powerful network of engaged partners achieves more than is possible through a single organization. Your contribution supports 101 programs at 63 local nonprofit s.

We are grateful for the Herschel V. Jenkins Trust Fund and other revenue, which typically exceeds 100% of our administrative and fundraising costs. This support maximizes the power of your gift to United Way.

### **How do I know my dollars are helping?**

Agencies with programs that receive funding must meet strict guidelines and go through a rigorous review process. Trained volunteers evaluate organization l capacity, financial stewardship, and performance results to ensure that donations are providing lasting change.

### **How does supporting United Way benefit my business and employees?**

Increase visibility for your company and promote teamwork among employees by uniting around a community cause that aligns with your social responsibility goals. When companies give, advocate, and volunteer, the Coastal Empire becomes a better place in which to live, work, and do business.

## TALKING POINTS

Giving to United Way of the Coastal Empire is the most powerful way to make a strategic difference.

Your donation connects people with resources they need to thrive.

When you partner with United Way to improve lives, you strengthen the entire community.

### **Local**

Your donation stays here in the Coastal Empire and goes directly to help people in need.

### **Reliable**

You are not just giving money, you are making a solid investment. Our United Way has earned Charity Navigator's highest rating for financial responsibility.

### **Smart**

One gift changes many lives. Your contribution, combined with others, supports 58 nonprofits working together to solve problems.

# UNITED WAY OF THE COASTAL EMPIRE

## Easy

A little bit each paycheck goes a long way. Payroll deduction or a recurring credit card gift make it is easy to give back to our community.

*More questions?  
Ask United Way staff!*

## CONTACT INFORMATION

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## CAMPAIGN RESOURCES

For campaign materials, call 651.7718.

For online resources, go to [www.uwce.org](http://www.uwce.org).

# UNITED WAY OF THE COASTAL EMPIRE



**#OneByOne**  
**uwce.org**