



EMPLOYEE CAMPAIGN COORDINATOR GUIDE

FY 2023-2024



A Message from Our 2023-2024 Workplace Campaign Chair:

As United Way of Central Georgia's 2023-2024 Campaign Chair, I am excited for the upcoming campaign that lies before us. Our collective efforts have the power to make a tremendous impact for our Central Georgia community.

To each of you, I express my gratitude for your commitment to the United Way cause. Your dedication, energy, and unwavering support will be instrumental in providing the resources necessary to drive positive change in our community. It is an honor to serve with such passionate individuals.

As we prepare for the new campaign, I would like to emphasize the importance of our work. The needs in our community are vast, and the challenges we face require a united front. This campaign serves as a catalyst that enables us to continue addressing critical issues such as education, financial stability, and homelessness.

I encourage everyone to approach this campaign with enthusiasm and let's think outside the box, exploring new strategies to engage donors, inspire volunteers, and foster a sense of shared purpose. I invite all of you to actively participate, engage your networks, and help us spread the message of United Way's vital work.

I look forward to working alongside you. Together, let's make this campaign the most impactful one yet, leaving an indelible mark on the lives of those who need our support the most.

Warmest regards,
Roy Bibb (President, MidSouth Community Federal Credit Union)
2023-2024 Campaign Chair, United Way of Central Georgia

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WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

Employee Campaign Coordinators (ECC) are key to the success of every company's United Way fundraising campaign. You serve as the connector between United Way and the employees of your company. With the materials and support we provide, you will educate your colleagues about United Way's vital role in the community and provide them with an opportunity to give, advocate and volunteer with us. Whether you volunteered or were asked to take on this role, we appreciate you, and we are here to help!

WHAT IS A WORKPLACE CAMPAIGN?

The workplace campaign is crucial to supporting United Way. During your company's campaign, employees make their annual pledge and participate in events to raise funds that support our work in the community. Lasting from a week to a month, workplace campaigns should be:

FUN

- We encourage you to set up events to promote the campaign and bring employees together virtually. Ideas for fundraising events are on Page 12.

EDUCATIONAL

- The most important reason to have a campaign is to raise awareness about United Way's impact. You should use your campaign period to inform colleagues about United Way's work through videos, digital materials and virtual meetings with your United Way resource development director.
- These items can be located in our toolkit at UnitedWayCG.org/Campaign-Toolkit or you can contact your United Way resource development director for assistance.

ENGAGING

- Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement, which is as important as ever given the current situation. Giving employees the opportunity to give back through work is becoming increasingly important for workers and job seekers.
- Your effort and dedication to our work is appreciated more than you know. If this seems like a lot, don't worry! We encourage you to set up a campaign committee to divide responsibilities throughout your organization, and remember that your United Way team is available to help every step of the way. Please don't hesitate to ask for assistance or ideas.

WHAT WE DO

At United Way, we work to ensure that households can become stable and children have the support they need to thrive. We connect families to programs and services to help them meet their basic needs, like food, housing, health care and family finances. And we work to ensure that, starting at birth, families have the tools and support needed to make sure their children start school ready to learn and graduate prepared for success in life.

We help families get out of crisis — and stay out. Through strategic investment and innovative partnerships, we work with limited resources to help as many families as possible.

We tackle the root causes of our region's problems, addressing long-standing challenges like a lack of child care access, low literacy rates and limited social services support. We work to strengthen institutions and make changes through policy and partnership.

We bring people together to create sustainable change. For more than 100 years, we have worked collaboratively with nonprofit, for-profit and government agencies to accomplish what no entity can do alone. We give change-makers avenues to make a difference through giving, advocating and volunteering. Together, we change lives for the better.



United Way of Central Georgia

YOUR GIFT CHANGES LIVES

Your generosity funds work that makes change possible. You help ensure that emergency assistance is available for individuals and families when disaster strikes. You also help create and maintain programs that assist individuals and families throughout Central Georgia. Together, we can change lives.



LEARN MORE ABOUT LIVES YOU'VE IMPACTED: UNITEDWAYCG.ORG

UWCG INITIATIVES



PINK PROMISE UNITED was created by United Way of Central Georgia to fill a critical shortage of funding in women's health in our area. Pink Promise United provides mammogram screenings and readings for local women with the fewest resources - women who are underinsured, uninsured, low income, or unable to access care. Breast cancer awareness and education are also provided. Early detection is key for saving lives.



UNITED TO END HOMELESSNESS aims to coordinate and implement a comprehensive strategy to reduce housing vulnerability in Central Georgia. United Way of Central Georgia and a community wide partnership of local government, essential providers, and community stakeholders will employ the housing first model to create long-term supportive housing and efficient rapid rehousing for those experiencing homelessness. The longer people experiencing homelessness stay on the streets, the more likely they are to develop debilitating or disabling conditions or addictions that lead to chronic situations. It's imperative that we have a system of care that can get these individuals housed as quickly as possible.



BROOKDALE RESOURCE CENTER helps alleviate homelessness in our area. UWCG partnered with Macon-Bibb Gov. to take on the operations and management of the center. The transitional living facility offers a customized 90-day program to families and individuals with a final goal for permanent housing. Residents are provided shelter and meals and also through a counselor can receive health evaluations, educational support, and assistance finding a job.



VOLUNTEER UNITED provides nonprofits in Central Georgia volunteer management support through training, media contacts and an online recruitment platform. Companies and employees alike can use the service to find volunteer opportunities and match their talent with community needs.



READ UNITED addresses the literacy challenges facing Central Georgia. Reading on grade level by the end of 3rd grade is a key indicator of high school graduation and career success. Volunteer tutors work with kindergarten through third grade students to improve their reading skills all while creating a bond with the children to become a positive influence in the child's life.



PARENTS AS TEACHERS (PAT) builds strong communities, thriving families, and children who are healthy, safe, and ready to learn. PAT matches parents and caregivers with trained Parent Educators who make regular personal home visits to ensure optimal health and learning development during a child's earliest years in life, from prenatal through kindergarten.



FIRST STEPS supports all expectant parents and children birth to age five and their families, including: adoptive parents, legal guardians, foster parents, and grandparents. The team provides support by guiding and linking families with information and referrals to relevant resources in categories such as: parenting skills, maternal/newborn/child health, home & child safety, school readiness, and family economic self-sufficiency, ensuring a great start towards healthy development.



THE BASICS is a new addition to UWCG's educational initiatives and was inspired by the fact that 80% of brain growth happens within the first three years of life. Focusing on five evidence-based parenting and caregiving principles The Basics mission is to bolster brain development for social, emotional, and cognitive skill building among children from birth to age 3 as a sturdy foundation for school readiness across whole communities.



COMMUNITY SCHOOLS UNITED is a new initiative for UWCG. A neighborhood based strategy that provides children in low-income communities with a high-quality education. The program centers public schools as hubs for communities while combining a rigorous relevant educational program as well as extended learning opportunities to include family and community engagement with an infusion of social services.

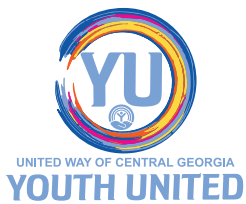
UWCG INITIATIVES



DOLLY PARTON IMAGINATION LIBRARY is another UWCG partnership, bringing a great opportunity to the Central Georgia area. DPIL is a book giving program which sends free books each month to children signed up for the program from birth to age five. This enables each child to own a library of books throughout their younger years that parents and caregivers can read to them, thus building a larger and more diverse vocabulary.



GOLDEN EAGLE AWARDS is a new initiative of UWCG, even though it has a long standing tradition in our community. The scholarship awards program was established in 1977 to honor the achievements of high school seniors in 13 different categories. Each winner receives a \$1,000 scholarship along with a Golden Eagle Award, and each honorable mention receives a \$300 scholarship. UWCG is proud to take the reins of this program and carry it into the future by continuing to support local high school students achieve their goals.



YOUTH UNITED is a student-lead council offering Central Georgia high school juniors and seniors an opportunity to become involved and be engaged in their community. The program offers hands on experience in developing leadership skills while receiving training and participating in the community investment process. The student's lead their own service projects connecting students to volunteerism. Youth Council members attend monthly meetings to plan their volunteer projects and events.



MISSION UNITED is United Way of Central Georgia's answer to the challenge facing our military veterans who struggle with acclimating to civilian life after serving our nation. Our program provides a straightforward entry point for veterans to receive help and a dedicated navigator to ensure they transition successfully and don't fall through the cracks.



MACON RBI (PLAY UNITED), Reviving Baseball in Inner Cities is a Major League Baseball outreach program aimed at increasing participation and interest in baseball and softball regardless of a child's financial situation. The RBI program also encourages young people to achieve academically and teaches the value of teamwork along with other important life lessons.



2-1-1 CENTER connects ANYONE in United Way of Central Georgia's 14 counties to resources that address everyday challenges and those that develop during times of emergency. This service is free, confidential and available 24 hours a day, 7 days a week, 365 days a year. A trained live specialist is available by phone, online, or text to assist with needs such as food pantries, job search programs, family services, and financial emergencies.



2-1-1 MOBILE consists of a mobile van equipped with technology and Wi-Fi access that allows United Way of Central Georgia to take our services directly into neighborhoods, especially those with populations most in need of these services. The van was made possible by a gift from the John S. and James L. Knight Foundation Fund.



SingleCare®

SINGLECARE formally Familywise, is a collaboration with United Way to improve the health and financial stability of Central Georgia. The SingleCare prescription savings card is available for anyone in Central Georgia whether they have health insurance or they are uninsured. Each year locally several hundred thousand dollars are saved by reducing costs for people's prescription drugs.



MYFREETAXES.COM and **VITA** are free tax preparation services available to ensure everyone in our community receives the tax credits for which they are eligible. They are available to those who qualify with limited income, disabilities, and/or limited English. MyFreetaxes.com is a free online service provided to people with no income limit. VITA offers local locations with IRS-certified volunteers who provide free basic income tax return prep to those with incomes of \$57,000 or less, who need help and guidance with preparing and filing electronically.

RUNNING YOUR CAMPAIGN

PREP FOR SUCCESS

As you develop your campaign strategy, consider your company's size and culture to find ways to engage everyone at all levels across all departments. Refer to our Virtual Campaign Playbook for more information.

1. Consider prior year results, number of employees and current business climate.
2. People like to see results! Showcase dollars raised in real time throughout the campaign and remind your colleagues of the impact their gifts will make.
3. Build a diverse team from all departments to help plan and track events throughout your company campaign. Divide and delegate duties to the members of the team.
4. Involve your CEO with the strategy to help:
 - Establish a campaign timeline, budget and fundraising goal.
 - Confirm your company's corporate gift.



INSPIRE

Share the United Way story with all employees.



ASK

Ask everyone to give.



THANK

Thank everyone for giving.



INSPIRE

Prior to the campaign kickoff, send emails to employees to educate and motivate them to give. You can download templated emails located in our online campaign toolkit that can be customized to come from your CEO.

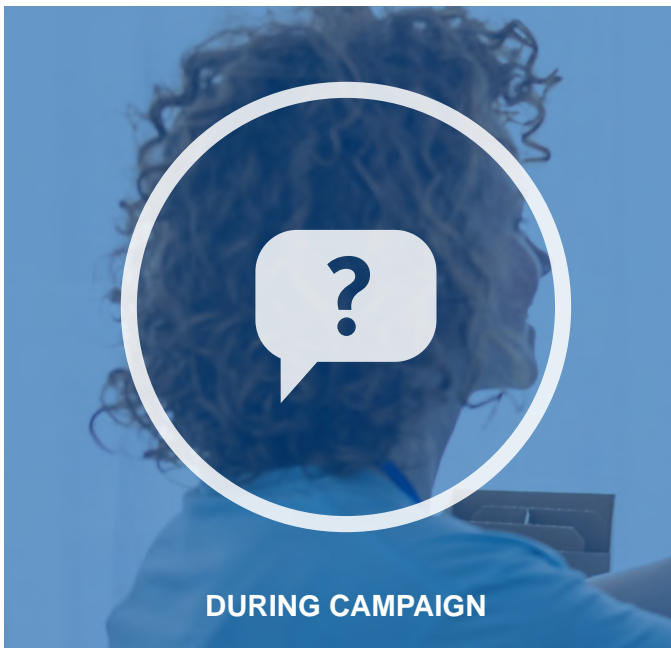
Consider hosting a company-wide rally with presentations and CEO appearances. This can be facilitated in-person or virtually.

As the ambassador for United Way, you can help your colleagues understand the importance of their gift. We have created several assets to communicate the value of United Way's work in our online toolkit at **UnitedWayCG.org/Campaign-Toolkit** including:

- Videos
- Posters
- Sample letters
- Brochures

You can share this information during presentations and via your employee communications, such as intranet, voicemail, announcements, bulletin boards, email, management endorsement letters, newsletters, paycheck stuffers and social media.

Be sure to encourage colleagues to follow us on Facebook, LinkedIn and Instagram to stay updated.



ASK

1 Identify executives and/or employees giving \$500 or more. There are several strategies to enhance their giving experience through Step-Up programs or affinity group engagements:

- Ask retirees to make a planned gift.
- Set an average gift goal for your company and incorporate an incentive.
- Hold a special leadership solicitation/recognition event.
- Include names of leadership donors on the intranet/newsletter/etc. (with their permission).
- Set participation rate as a company goal.
- Hold a raffle for everyone who donates (prime parking spots, days off, gift cards, etc.).
- Hold competitions between stores/branches/locations/departments based on participation rate.
- Offer a casual dress day to everyone who donates.
- Offer an opportunity to win United Way swag.
- Host a wrap-up party and thank everyone who participated.

2 **The No. 1 reason people do not give is because they are not asked!** So please ask everyone. United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to learn about how United Way changes lives and how each contribution drives our mission forward.

Start at the top – ask company leadership to set the example by making their contributions early.

Remember to include off-site and remote employees and highlight corporate support, especially if your company has a program in place that matches employee donations. You can make the ask:

- Personally
- At campaign events
- At staff meetings
- At leadership events
- Via email and social media

3 Ensure that your campaign team has the opportunity to speak with all employees.

- Keep regular totals and give progress reports to your CEO, team, organization and your United Way resource development director.
- Publicize campaign results throughout the organization.
- If your campaign takes place **in person**, make sure that pledge cards are filled out and signed, and that the total amounts are accurate. Give completed report envelopes, including signed pledge forms and raffle tickets, to your United Way resource development director. If your campaign takes place **virtually**, give digital copies of these items to your United Way resource development director.



THANK

It is just as important to officially close the campaign and thank people as it is to begin the campaign.

- Thank employees for their participation, time and support individually through a CEO recognition letter.
- Recognize your team and others who volunteered their time.
- Publicize your results via email, voicemail, intranet, newsletters, social media, etc.
- Celebrate your success.

Inform employees of any company privacy policy that does not allow United Way to contact them.



TIPS & TRICKS

It is critical that your organization hosts a campaign kickoff that includes a presentation from a United Way representative to educate employees about the work we do. This can be done in as little as 10 minutes and effectively introduces employees to the campaign and the organization.

SAMPLE CAMPAIGN KICKOFF AGENDA

OPENING REMARKS	PRESENTER	MINUTES
Campaign coordinator introduction	ECC.....	1
United Way overview.....	UW staff/exec.....	5
Campaign schedule/incentives	ECC.....	3
Thank-you.....	ECC.....	1
TOTAL TIME		10

ENGAGE EMPLOYEES YEAR-ROUND

- Volunteer with us! Our volunteer portal can be found at **UnitedWayCG.org/VolunteerUnited**. Your resource development director can help you find an opportunity that works for your company. We have plenty of virtual volunteer opportunities available.
- Educate new hires about United Way, give them an opportunity to give and invite them to sign up for emails to learn more about how their work makes a difference.
- Schedule a virtual United Way learning experience so staff can see their dollars at work. Contact your resource development director for more information.
- Identify next year's ECC and share their information with United Way.
- Ask employees to visit **UnitedWayCG.org/News** to learn how their gift makes a difference.



FUNDRAISING IDEAS

Every workplace campaign is different. Yours can be shaped around your organization's culture. This year's campaign may be different, but that doesn't mean it can't be fun! Try out some of these in-person and virtual fundraising ideas to get your employees excited about the campaign. For the complete list, visit our website: UnitedWayCG.org/Campaign-Toolkit.

PARKING FOR PLEDGES

Offer numerous prime parking spots through a silent auction or a raffle to donors who make gifts.

HOST A TRIVIA CONTEST

Have employees team up and compete against one another in a trivia tournament bracket on Zoom. Teams buy tickets to participate and you can sell lifelines (e.g., 5 seconds to look up answer, ask a friend) to raise extra funds.

DRESS UP DAY

Choose a theme and have employees dress up at home and post photos on social media to spread awareness about United Way and the campaign. Be sure to include a hashtag!

BE THE GOOD CHALLENGE

Have your CEO set the tone by performing a good deed like a virtual volunteer opportunity and then tagging a colleague to follow the lead. Then, that colleague tags a co-worker to do something good for someone else, and so on.

FIT FUNDRAISING

Host a virtual run, golf tournament, free throw contest or jump rope contest. Have participants submit videos and scores and give a prize to the winner. These are all fun, easy and healthy ways to contribute to United Way.

TALENT SHOW

Host a virtual talent show on Zoom and learn about the secret talents your employees have. You can also host online galas, open mic nights, dance parties or other entertainment events. Or line up virtual performances from your most talented team members who play an instrument, sing, dance, do comedy etc. Charge "admission" to view and vote on the winners with an extra donation.

EXECUTIVE COSTUME CONTEST

Employees vote with their dollars for the executive they'd most like to see in a costume (e.g., pink bunny). The "winning" executive dresses up for a companywide Zoom call to announce the amount of money raised through the campaign.

ONLINE AUCTION

Offer a chance to win donated items, such as weekend use of a management leased vehicle, virtual lunch with an executive, sports collectibles and more.

ONLINE LEARNING

Find professional volunteers or colleagues to teach employees new skills, like cooking or flower decorating.

FREQUENTLY ASKED QUESTIONS

This guide is designed to help you answer frequently asked questions about giving to United Way. Questions and concerns are a natural part of the process of asking people to give, so they should be regarded as signals that you are doing your job. Remember to address all concerns. If you encounter any questions that you can't answer, please contact your United Way resource development director.

Who runs the United Way of Central Georgia?

United Way of Central Georgia is governed by its Board of Trustees, a diverse group of volunteers from across Central Georgia. They determine policy and oversee every aspect of the organization. Volunteers determine how contributions should be distributed to the local partner agencies. Professional staff provide support to volunteers, plan and organize the annual fundraising campaign and manage day-to-day activities.

What is United Way of Central Georgia's relationship to United Way Worldwide?

United Way Worldwide is the national voluntary membership organization (trade organization) for over 1,400 independent local United Way organizations across the country and the globe. United Way of Central Georgia is an independent, autonomous organization governed by its own Board of Trustees, and headed by its own president. United Way Worldwide does not manage, control, direct, set policies for or govern United Way of Central Georgia.

There are a lot of program partners out there. Why should I give to the Community Impact Fund?

United Way volunteers provide accountability for donations to United Way. Simply put, United Way takes the guesswork out of giving and makes sure your dollars will be directed to local agency programs and community initiatives that attack the root causes of community problems, such as nurturing children and youth, increasing people's economic self-sufficiency, encouraging citizens to get involved and making families stronger. Trained, knowledgeable volunteers - people who live and work in our community - invest your gift to United Way.

Why do United Way funded program partners do their own fundraising activities and charge for services?

The United Way fundraising campaign does not cover any agency's entire budget. United Way funds are used for programs and services. Therefore, portions of an agency's budget need to be funded by other means, such as government contracts, fees and supplemental fundraising activities.

How does an organization become a United Way member program partner?

To qualify for consideration as a United Way program partner, an agency must be recognized by the IRS as a 501(c)3 nonprofit organization; led by a volunteer Board of Directors and provide human services to residents with United Way of Central Georgia's regional operating territory. Greatest consideration for membership is given to agencies whose programs align with United Way of Central Georgia's targeted program priorities such as Early Childhood Development, Youth Development, and programs for Families and Seniors. Any agency that meets United Way of Central Georgia's basic requirements for membership consideration, believes it is providing services that align with United Way's priorities and does not duplicate an existing program partner should contact Tammie Collins at (478) 621-7795 to discuss partnership possibilities.

Continued on next page

FREQUENTLY ASKED QUESTIONS

Continued from previous page

Are donations to United Way tax deductible?

Your gift is tax deductible if you itemize your deduction. However, a receipt is not necessary unless you pay \$250 or more at a time.

How much of my gift reaches the agencies?

Eighty-six cents of every dollar go directly to programs and services. Only 14 cents are used for administrative and fund-raising costs. The Better Business Bureau recommends charities limit these costs to 35 cents on the dollar, which makes United Way very low compared to the national requirements.

Who decides how much money each program partner receives?

Volunteers become knowledgeable of program partners through agency service plans, site visits, and presentations to recommend funding levels. Annually, over 60 volunteers are recruited and assigned to review panels that are organized around major service categories. After having reviewed service plans, budgets and listened to presentations given by the program partner, these panels recommend funding levels to United Way's Executive Committee and to the Board of Trustees, who make final decisions on the allocations.



Does United Way pressure people to give?

No! Giving is a personal decision. United Way has a strong policy against coercion. Whether a person gives to United Way and how much the person chooses to give is up to the individual. United Way of Central Georgia does not support the use of threats or coercion of any kind.

I heard about someone who needed help, but didn't receive it, Why?

Some partner programs do not offer a specific service that is requested and may refer the person to another agency. Sometimes it's necessary to put people on a waiting list simply because there aren't enough funding resources to go around.



TOGETHER WE CREATE CHANGE

PINNACLE PARTNERS



Most Generous Workplaces

- #1 Geico
- #2 Publix Super Markets
- #3 Mercer University
- #4 Bibb County School District
- #5 Robins Financial Credit Union
- #6 Houston County School District
- #7 TruckingExpert.Com
- #8 Cadence Bank
- #9 Georgia Power
- #10 Piedmont Macon
- #11 YKK (U.S.A.)
- #12 Houston County Board of Commissioners
- #13 Butler Automotive Group
- #14 Houston Healthcare
- #15 MetroPower
- #16 United Way of Central Georgia
- #17 Truist Financial Corporation
- #18 Perdue Foods
- #19 Zachry Group
- #20 Peach County Schools
- #21 Macon-Bibb County Government
- #22 L.E. Schwartz & Son
- #23 Baldwin County School District
- #24 Armstrong World Industries
- #25 Macon Housing Authority

* Top 25 MGW List as of May 31, 2023



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United Way of Central Georgia