



LIVE UNITED

# ONE TEAM CHANGING THE FUTURE

EMPLOYEE CAMPAIGN COORDINATOR GUIDE



United Way  
of West Tennessee



# HOW TO BE A GREAT CAMPAIGNER

*"The main reason I encourage our employees to donate to United Way is because of the sheer number of people each gift impacts. Personally, I can't afford to give to 15 different charities - But I can give once to United Way in my county . I feel like my money goes farther and helps more people because of United Way."*

*- Janet Elliott, MTD Products  
Martin, Tennessee*

## Arm yourself with the tools you need

- Learn the difference United Way is making in people's lives and how United Way meets people's needs in your community.
- Understand the different ways to contribute (how to fill out pledge cards, how to make a gift online, etc).

## Share the United Way story

- Make sure you're talking about United Way with your coworkers and educating them *before* pledge cards are distributed. Try to avoid making a blind "ask" without first laying the groundwork.
- Meet with your team in groups or individually to share the United Way story and answer questions. Distribute materials, show the campaign video, and help us share stories about lives that have been changed.
- Let your coworkers know that United Way looks at the big picture and adds value to every gift by leveraging the power of each collective dollar.

## Make your personal pledge

- Commit to United Way by making your own personal pledge before asking others to contribute. Let your coworkers know that you support the campaign, and share with them why United Way is so important to you!

## Make the ask!

- Personally ask each individual to contribute. (Remember, giving is a personal decision).
- Make sure that everyone is given the opportunity to contribute in whatever way they can.
- Collect pledge forms and return to your United Way Resource Director.

## Say thank you!

- Thank everyone for their generosity; remind them what a huge impact your organization is making together.

# Welcome to the United Way team!

United Way Campaign Coordinators are ambassadors, organizers, motivators, and storytellers. As your organization's campaign leader, you will educate and inspire others about the work that United Way is doing in your community. You will help them understand how their contributions help United Way change lives in your community.

**You enable your coworkers to invest in what matters** by planning, organizing, and coordinating a successful United Way campaign within your company.

# 5 STEPS

## TO RUNNING A SUCCESSFUL CAMPAIGN

### 1. ENERGIZE

Recruit a strong team to lead your United Way campaign.

### 2. INSPIRE

Share the United Way story with each employee.

### 3. ENGAGE

Connect employees to our work and show them how they can do something about it.

### 4. ASK

Ask everyone to give.

### 5. THANK

Thank everyone for giving.

# 1. ENERGIZE

- **Recruit a team for your company's campaign.** Involve them in planning a strategy and setting a goal that fits your company's size and culture. Recruit campaigners to connect one-on-one with employees.
- **Set a goal.** Consider prior year results, number of employees, and current business climate. Visibly track results throughout the campaign.
- **Establish support from the top.** Get your CEO actively involved in all aspects of the campaign through events and communications.
- **Enlist a Leadership Giving chair.** Leadership Giving (\$500 +) is the foundation of every successful campaign.



*Tips: Try increasing employee participation, increasing donations through payroll deduction, asking employees to increase their gifts from last year, and increasing leadership giving.*

# 2. INSPIRE



- **Share videos and stories** featuring those impacted by United Way. You can contact your resource director for any materials.
- **Expose employees to information about United Way's work.** Include information about United Way in your company newsletter, on social media, or place posters in key meeting areas.
- **Harness the power of personal testimonies.** Ask a colleague who has benefitted from United Way to share his/her experience or ask your resource director to schedule an agency speaker.
- **Set up community impact tours** for employees to see firsthand their dollars at work. Ask donors from your company to volunteer to participate in the Community Impact process in the spring.

# 3. ENGAGE



- **Attend and invite your colleagues to attend the United Way Campaign Kickoff.** Meet other United Way supporters in your area, share ideas and get excited!
  - **Hold a company-wide kickoff** at the beginning of your campaign. Ask your resource director for ideas.
  - **Use special events and fun activities** to add an additional spark to your campaign.
  - **Plan a Company-Wide Volunteer Day!** Let us help you connect with an opportunity in your area and expose your employees to local needs and services.
- **Share the impact and benefits of leadership giving** at management and employee meetings.

*Tips: Remember that every campaign is different! Your resource director will work with you to determine the course of action best for your company.*

# 4. ASK

- **Ask people one-on-one** to support United Way through your company campaign.
- **Use campaign events and staff meetings** to educate employees about United Way's work.
- **Invite a United Way representative to speak** with your employees during a meeting or event.
- **Identify potential Leadership Givers** (\$500 per year or more) and personally ask them to support the campaign with a major gift.
- **Communicate with givers year-round.** Organize a company-wide volunteer opportunity, organize a food or clothing drive, include United Way information in your company newsletter, or ask us about starting a "new hires" program to engage new employees throughout the year.



# 5. THANK

- **SAY IT.** Through their generous gifts to United Way, your campaign team and colleagues have helped make a better future possible for our neighbors. Make sure all donors hear a great BIG thanks! Consider hosting a thank you event for employees, announce results via internal communications, and send a thank you letter or email to all donors.
- **SUBMIT IT.** Work with your United Way representative to close out your campaign. Submit both pledge card data and corporate gift data. A hard copy of this information should be turned in with your campaign report envelope.



## FAQs

### HOW WILL MY GIFT TO UNITED WAY BE INVESTED?

Your gift to United Way of West Tennessee joins hundreds of other regional contributions to change the odds for our friends, neighbors, and coworkers who cannot make ends meet. Through your generosity, we are able to partner with programs that address critical needs in our communities.

In addition, we provide innovative poverty-fighting programs such as 211 and VITA.

### WHAT IS 211?

211 is a toll-free helpline that connects people with important community resources like food, shelter, emergency assistance, and more.

### WHAT IS THE DIFFERENCE BETWEEN UNITED WAY OF WEST TENNESSEE AND UNITED WAY WORLDWIDE?

Although we're a part of the national "United Way" movement that's focused on measurable community impact, United Way of West Tennessee is an independent, volunteer-driven nonprofit organization serving 14 counties in West Tennessee. We pay dues to United Way Worldwide and receive membership as a United Way organization to receive benefits such as training and branding infrastructure. We operate autonomously— with the flexibility to address the specific needs of our area—while maintaining the ability to draw on the best ideas of United Ways throughout the country. Although United Ways share a logo and have similar missions, each United Way is independently operated by local staff and volunteers.

### CAN I MAKE A CONTRIBUTION TO MY FAVORITE NONPROFIT EVEN IF IT'S NOT ONE OF YOUR FUNDED AGENCIES?

Yes. You can make a contribution to the 501(c)3 health and human service organization of your choice by writing the name and address of the organization on your pledge card. Giving through United Way reduces costly and time-consuming fundraising efforts for your favorite agency so that their time can be better spent serving community members.

### WHAT'S YOUR OVERHEAD?

United Way of West Tennessee's overhead expense ratio is 9% based on our audited financial statement. When you give to UWWT, 84% of your gift directly funds programs that are made possible by our partnerships with local nonprofits.

In addition, another 7% of your donation will impact the community through one of the services offered directly from our office (2-1-1, VITA, Disaster Relief, etc.)

We keep our expenses low through a commitment to organizational efficiency, a high level of volunteer participation, firm sponsorships, and in-kind services offered by local companies.

*Didn't find the answer you were looking for?  
Email us at [give@unitedway.tn.org](mailto:give@unitedway.tn.org)!*

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