Best Practices for Employee Campaign Managers Campaign 2021
Fast Facts – What is United Way?

✓ United Way of Gloucester County was founded in 1957
✓ Comprised of 22 partner agencies who are invited to apply annually for UWGC funding for their programs in 3 “impact areas”…health, education, and financial stability
✓ Programs are reviewed and outcomes measured by a volunteer committee to ensure impact
✓ This volunteer committee consists of people from all walks of life in the community brought together by UWGC to collaborate and develop plans for each impact area
✓ Nearly $92 million has been raised for our partner agencies and designated charitable agencies (per our donors’ wishes) since 1957
GOALS FOR 2021

✓ MAKE THE “ASK”...it is typical for people to avoid making a commitment unless they are specifically ASKED and are given enough information to make their decision. Many people who do not give say that they were never asked to give.

✓ INCREASE PARTICIPATION in your workplace campaign...offer incentives if your coworkers make pledges! More about this later

✓ INCREASE THE CAMPAIGN’S AWARENESS AND VISIBILITY...colorful posters are available for you to use...check out our website uwgcnj.org under “Campaign Toolkit”
The Employee Campaign Manager (ECM) is Responsible for:

• Planning the campaign
• Coordination of the campaign
• Management of your campaign “team”
• Keeping your UW Loaned Executive or the UW Campaign Director “in the loop” as well as asking for help if you need it
Important First Steps

• Review last year’s campaign – what worked and what you would do differently
• Establish support from top management
• Don’t do it alone! Recruit a team eager to help
• Plan for a “campaign window”…how long will your campaign last? A week? Two weeks?
• Develop a fun and exciting plan that includes a campaign kickoff and other activities

THANK YOU FOR GIVING.

Your support makes a difference for thousands of children in our community.
A Checklist for a Great Campaign
1. Teamwork! Ask your coworkers to assist you…this will be your “committee”!

2. Ask senior management if they would publicly support the campaign via email blasts, or thanking those who pledged via email or text.

3. Review the prior year’s campaign performance & calculate a winning strategy.

4. Be the “face” of United Way…hand deliver United Way brochures to your coworkers, put up posters around your workplace announcing the campaign, get creative!

5. If health protocols permit you to have small employee group meetings, consider using a guest speaker from one of our partner agencies; ask us for details.

6. Use incentives to motivate giving…more on this later!

7. Run the campaign:
   - Personalize pledge forms with employee names, if possible
   - Schedule dates for the campaign to begin and end
   - Ask UWGC to schedule guest speaker for your kickoff date
   - Make sure all employees have received UWGC brochure and pledge form

8. Report campaign results to UWGC (see “Wrapping Up the Campaign”)

9. Report final results in company-wide announcement and thank all who pledged via email, text, company newsletter, and/or departmental meeting.

10. Don’t forget to say THANK YOU to all donors, committee members, and helpers!
Suggestions for Running Your Campaign

- Emphasize payroll deduction as the preferred method of giving…it’s the most cost-effective and easiest way to pledge.

- Know what United Way is and does, and how one gift helps many.

- Make the campaign fun! Make it motivational, informational and interesting, rather than just about asking for a donation. Show our campaign video (available for download), so that you and your coworkers learn what services are available to people who need them.

- “Asks” are much more effective if done in person or during a staff meeting (observing any health protocols) rather than leaving pledge forms in a pile in the break room…these are typically ignored. Did you know that most people say, when asked why they did not pledge, say that they were not “asked” to do so?

- Many people do not realize that pledging just $3.00 a week (the price of a cup of coffee and a donut) becomes $156.00 given per year! Make sure all your coworkers know this.

- Many motivational and inspirational UWGC posters can be found at https://uwgcnj.org/campaign-toolkit/. Print them out in color and hang them up throughout your workplace! Make sure your coworkers know to visit United Way’s website (www.uwgcnj.org) and Facebook page (www.facebook.com/uwgcnj) so they can learn about the value and impact of United Way in their community.
During the Campaign

- Lead by example – be the first to pledge your gift
- Speak about the campaign at staff meetings, live or virtual
- Promote and Educate:
  - Employee newsletters and email
  - Campaign posters and flyers (find them at uwgcnj.org under “Campaign Toolkit”)
  - Endorsement letters/emails from top management
- Create Awareness:
  - Invite agency speakers from one of UWGC’s 22 partner agencies to speak to your coworkers
  - Include Success Stories in your emails (available at uwgcnj.org under “Campaign Toolkit” or also in hard copy upon request
- Follow UWGC on Facebook, Instagram, and Twitter
- Share your campaign results, events, and photos throughout your workplace
- Track Results
Wrapping up the Campaign

• Make a final request via email for all employees to fill out their pledge forms

• Ensure the pledge forms are filled out completely, signed, and that the math is accurate…say THANK YOU to all those who pledge!

• Collect pledge forms and any cash and checks (most pledges will be payroll deduction), total the proceeds, collect Thanks for Giving tickets, put everything in an Employee Campaign Envelope, and give to your Loaned Executive or the UWGC Campaign Director

• Develop a formal thank you plan for all volunteers and donors…an email blast along with an invitation to donuts in the breakroom is one idea
SAY “THANK YOU”!

The most important “Best Practice” of all....

- Send a personal thank you to your campaign team and organization.
- Have your agency or department head send an organization-wide thank you.
- Generosity should be rewarded with sincere gratitude
Some Ideas for Thanking Donors, Committee Members, and All Those Who Helped With the Campaign

- Place Thank-You posters throughout facility.
- Publish a special Thank-You edition of Employee Newsletter.
- Send Thank-You emails or text messages.
- Include a Thank-You message as a payroll stuffer.
- Always publicize winners of raffles, prizes, competitions, etc.
- Display a giant Thank-You card in your facility designed by clients from a United Way-funded agency such as The Arc Gloucester or HollyDELL…just ask us and we’ll coordinate this for you!
USE INCENTIVES…

they work!

Incentives are items, small gifts, or services that are offered to employees to hopefully motivate them to participate in the United Way campaign at the Leadership, Leadership Plus, or Founders levels. They either cost nothing or are inexpensive (you might even be able to get a business to donate something!) and the list is endless. Here are a few suggestions…

- An extra day off work with pay
- Preferred parking spot for a month
- Eagles or Phillies cap
- Donut & coffee at your desk for a week
- Ask a local restaurant if they would donate a gift card…let them know they would be helping United Way by doing so.
- Ask an upper manager if they would offer use of their office for a day by someone who pledges at the Founder level.
Your NJECC Pledge Form is 3 parts:

- 1st page = payroll copy
- 2nd page = NJECC coordinator copy
- 3rd page = donor copy (for tax purposes)

Campaign Envelope

be used ONLY with United Way accounts, NOT Public Employee Accounts

Campaign 2021

Campaign Pledge Form

[Form fields and options]
United Way of Gloucester County

PLEDGE FORM

Want to see how your contribution is making a difference? Please provide your home e-mail address so we can show you how your contribution is making a difference.

HOME E-MAIL ADDRESS

- EASY PAYROLL DEDUCTION
  - Pay Period x # of Pay Periods
  - My total annual gift

- DIRECT GIFT
  - Direct gift to be paid by:
    - Cash
    - Personal check (payable to UWGC)
    - Securities (please call United Way at 856-845-4303 when you are ready to transfer Funds)
    - Credit Card (please go to United Way website: www.uwgcnj.org/make-a-donation.html)

- I prefer that my gift remain anonymous.

PLEASE CHOOSE HOW YOU WANT TO HELP YOUR COMMUNITY.

**OPTION A**
- EDUCATION: Enhancing children and youth's potential through education and mentorship.
  - Improving high-quality child care, after-school programs, healthy habits and mentoring.
  - Ensuring all children enter school ready to succeed.
  - Preparing individuals to prosper in college, work and life.

- FINANCIAL STABILITY: Helping families become financially stable and independent.
  - Assisting individuals gain employment through resume building, training, experience, and job readiness classes.
  - Reducing the long-term need for food, housing, and utility assistance through life skills education and financial counseling.

- HEALTH: Improving and maintaining people's health.
  - Increasing access to critical healthcare services.
  - Reducing substance abuse, child abuse and domestic violence.
  - Empowering people with physical and intellectual disabilities to achieve their highest potential.

**OPTION B**

**OPTION C**
- Restricted Contribution
  - AGENCY NAME (please be specific)

Thank you for your contribution through the United Way campaign. No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. You will also need a copy of your pay stub, W-2 or other employer documented showing the amount withheld and paid to a charitable organization. Consult your tax advisor for more information. Planned giving: Please consider a gift to United Way of Gloucester County in your will, insurance policies, or retirement.
# Donor Choice Form

To be used ONLY with United Way accounts, NOT Public Employee accounts

## IMPORTANT INSTRUCTIONS:
In order to make sure that your designation is processed correctly, please read the guidelines on the back of this form and answer all the questions listed below. THEY MUST BE COMPLETED IN FULL. Use a ballpoint pen and press firmly!

## Donor Information
- **First Name**: 
- **Last Name**: 
- **Home Address**: 
- **Home Phone Number**: 
- **Email**: 

## Employer Information
- **Company Name**: 
- **Address**: 
- **Phone Number**: 

## Payment Amount/Hashed
I wish to designate $ of my total gift of $ ($26 minimum for designated donations)

1. **Payroll Deduction**: $ Per Pay Period x Number of Pay Periods = $ Annual Payroll Gift
2. **Cash or Check**: (Made payable to United Way) Amount Enclosed $ 

Signature (required) 

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<tr>
<th>Date</th>
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</table>

## Designated Organization
- **Full Name of Organization**: 
- **Complete Address**: 

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454 Crown Point Road, Somerville, NJ 08876 • (609) 845-3303
Campaign Envelope

These are to be used ONLY with Public Employee accounts, NOT United Way accounts

Pledge Form

NOTE: No Donor Choice form is to be used with Public Employee accounts. The donor fills in designated agency name(s) on the bottom of this form.
Campaign Posters & Visual Aids

Many more items can be found at https://uwgcnj.org/campaign-toolkit/

Together we stand United to create strong communities made up of healthy children and families, thriving economic conditions, and good education options.

Thank you.

I always wondered why somebody didn’t do something about that. Then I realized I am somebody.
### United Way of Gloucester County 2021 Funding Amounts

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>INVESTING IN CHILDREN &amp; FAMILIES</strong></td>
<td></td>
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<tr>
<td>Big Brothers Big Sisters – Mentoring</td>
<td>$15,000</td>
</tr>
<tr>
<td>Girl Scouts of Central &amp; Southern NJ – Leadership Experience</td>
<td>$13,500</td>
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<tr>
<td>Glassboro Child Development Center – School Age Care Program</td>
<td>$48,000</td>
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<tr>
<td>Repauno Preschool Day Care Center – Infant &amp; Preschool Children</td>
<td>$15,000</td>
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<tr>
<td>Boy Scouts Garden State Council – Scouting Positive Impact</td>
<td>$3,500</td>
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<tr>
<td><strong>TOTAL IMPACT AREA</strong></td>
<td><strong>$95,000</strong></td>
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<tr>
<td><strong>MEETING BASIC NEEDS / EMPOWERING INDIVIDUALS FOR SELF-SUFFICIENCY</strong></td>
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<tr>
<td>Center for Family Services – Mother Child Residential</td>
<td>$10,000</td>
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<tr>
<td>Center for People in Transition – Steps to a Career</td>
<td>$30,000</td>
</tr>
<tr>
<td>Food Bank of South Jersey – Children Yr. Rd. Feeding Program</td>
<td>$15,000</td>
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<tr>
<td>Literacy New Jersey – Gloucester County Program</td>
<td>$30,000</td>
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<tr>
<td>Volunteers of America – Eleanor Corbett House</td>
<td>$15,000</td>
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<tr>
<td><strong>TOTAL IMPACT AREA</strong></td>
<td><strong>$100,000</strong></td>
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<tr>
<td><strong>PROMOTING HEALTHY LIVING</strong></td>
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<tr>
<td>Arc Gloucester – Camp Sun ‘N Fun</td>
<td>$20,000</td>
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<tr>
<td>FamCare – Special Medical Services</td>
<td>$22,500</td>
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<tr>
<td>HollyDELL – Twenty-One Plus</td>
<td>$20,000</td>
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<tr>
<td>Maryville – Residential Substance Use &amp; Co-occurring Services</td>
<td>$15,000</td>
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<tr>
<td>Samaritan Healthcare &amp; Hospice – Center for Grief Support</td>
<td>$10,000</td>
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<td><strong>TOTAL IMPACT AREA</strong></td>
<td><strong>$87,500</strong></td>
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<td><strong>TOTAL FUNDING FOR IMPACT AREAS</strong></td>
<td><strong>$282,500</strong></td>
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<tr>
<td>Support for “NJ211” Partnership Fee</td>
<td>$7,400</td>
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<tr>
<td>Special Initiative “Live United” Mini Grants</td>
<td>$34,500</td>
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<tr>
<td><strong>TOTAL FUNDING FOR INITIATIVE AND SUPPORT</strong></td>
<td><strong>$41,900</strong></td>
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<tr>
<td><strong>TOTAL 2021 ALLOCATION FUNDING</strong></td>
<td><strong>$324,400</strong></td>
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What We’ve Learned
2021 Annual Campaign

United Way
United Way of Gloucester County

The pandemic was a struggle for everyone. We all shared experiences with anxiety, depression, isolation, and limited access to purchasing basic necessities such as cleaning supplies and toiletries.

What We Learned during this pandemic is that we all need to take mental health seriously, a strong community is essential, and we need to help those who can’t help themselves. The United Way of Gloucester County has been carrying that mantle for almost 70 years.

Since 1957, the United Way of Gloucester County has been working with a number of Community Partners to combat those same challenges with a focus on education, health, and financial stability.

- Thanks to your support United Way was able to support 50+ local nonprofit organizations.
- Through our initiatives and these funded programs & services we were able to assist over 85,000 individuals and families.
- Last year we provided 30,000+ meals to feed our neighbors in need.

United Way
United Way of Gloucester County

www.uwgcnj.org
www.facebook.com/uwgcnj
https://www.linkedin.com/company/uwgcnj
https://www.instagram.com/unitedwaygcnj
https://twitter.com/uwgcnj

454 Crown Point Road • Thorofare, NJ 08086
(856) 845-4303

UWGC Brochure for Campaign 2021
Ask your Loaned Executive for an adequate supply of these for all of your coworkers, or call Donna Murphy at 856.845.4303 x18

Part 1
What We’ve Learned
2021 Annual Campaign

Approximately 1 in 3 Gloucester County residents are helped by one or more programs and initiatives supported by the United Way of Gloucester County. Our administrative costs are only 12.7%, far below the 30% nationally recommended guidelines.

Our Partner Agencies:
Abilities Solutions
Aetna Integrated Health
American Red Cross
The Arc Gloucester
Big Brothers Big Sisters Independence Region
Boy Scouts of America Garden State Council
Center for Family Services, Inc.
Center for People in Transition
FamCare, Inc.
Food Bank of South Jersey, Inc.
Girl Scouts of Central and Southern NJ, Inc.
Glassboro Child Development Centers
HollyDELL, Inc.
Literacy New Jersey, Gloucester County
Maryville, Inc.
Repasano Preschool Day Care Center, Inc.
Samaritan Healthcare & Hospice
Senior Corps
Volunteer Center of South Jersey
Volunteers of America Delaware Valley
Woodbury Child Development Center, Inc.
YMCA of Gloucester County
Plus many other local nonprofits!

Please support the United Way of Gloucester County by making a donation to our 2021 Campaign!

LIVE UNITED

Ask your Loaned Executive for an adequate supply of these for all of your coworkers, or call Donna Murphy at 856.845.4303 x18

Part 2
THANK YOU!

• For giving!
• For your support and enthusiasm!
• For inspiring others!