

# 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](http://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

CHANGE  
STARTS WITH  
**U**



**I AM NOT A STATISTIC.  
I'M JUST A KID.  
AND I'M NOT HUNGRY ANYMORE.  
BECAUSE OF U.**

# 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



**CHANGING LIVES**

# ECM Checklist

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](http://www.uwgcnj.org)) and Facebook page ([www.facebook.com/uwgcnj](https://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](http://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](http://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*



*Donut & coffee at your desk for a week*



*Preferred parking spot for a month*



*Eagles or Phillies cap*



*Ask a local restaurant if they would donate a gift card...let them know they would be helping United Way by doing so.*

UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED®



*Ask an upper manager if they would offer use of their office for a day by someone who pledges at the Founder level.*



# Campaign Envelope

# Pledge Form

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

## CAMPAIGN 2021



### CAMPAIGN EMPLOYEE REPORT ENVELOPE FILL OUT COMPLETELY - PLEASE PRINT

For United Way Use Only  
Account # \_\_\_\_\_

Company/Organization		Total # Employees	
Street Address/P.O. Box		Employee Campaign Manager	
City	State	Zip	Phone
Date			

Totals Below Should Agree with Envelope Contents (do not include previously reported data.)  
PLEASE CHECK ONE: ☐ PARTIAL REPORT ☐ FINAL REPORT (please complete section C)

A CONTRIBUTIONS	# OF DONORS	TOTAL CONTRIBUTION	AMOUNT ENCLOSED
1) Cash/Check		\$	\$
2) Employee Payroll Deductions <i>(give yellow copies of pledge forms to your payroll dept.)</i>			
3) Other Fundraising (enclose all proceeds)		\$	\$
<b>TOTAL EMPLOYEE GIVING</b>		\$	\$
Corporate Gift Enclose signed pledge card or check		\$	\$
<b>ENVELOPE TOTAL</b>		\$	\$

### B Please Provide the Following Information:

The Number of Donors Reported in this Envelope Who Are: Leadership Givers \_\_\_\_\_ \$ Contributed by Leadership Givers \_\_\_\_\_  
(Donors giving \$1,000 or more)

### C Billing Instructions

Send Employee Payroll Deduction Billing Statements to: Please Send Corporate Gift Statement to:

Name (Please Print)	Title	Phone
Address		
City	State	Zip

Employee payroll deduction pledge payments will be paid by ☐ Monthly ☐ Quarterly ☐ Other Start Date: \_\_\_\_\_

Employee payroll deduction pledge payments will be paid by ☐ Monthly ☐ Quarterly ☐ Other Start Date: \_\_\_\_\_

For United Way Use Only  
UW Loaned Executive Signature \_\_\_\_\_



## Campaign Pledge Form

Give...Advocate...Volunteer... **LIVE UNITED**



First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_  
Home Address: \_\_\_\_\_  
(Street) (City) (State) (Zip)  
Employer: \_\_\_\_\_ Day Phone: \_\_\_\_\_  
Email address: \_\_\_\_\_

(All information is kept confidential & used for pledge processing only)

### YES, I WANT TO HELP

Please indicate method of payment below

☐ Payroll Deduction: \$ \_\_\_\_\_ Per Pay Period x \_\_\_\_\_ # of Pay Periods = \$ \_\_\_\_\_ Annual Payroll Gift  
☐ Founders Society member (gifts of \$1,000 & above) ☐ Leadership Plus (1.5% of annual pay)  
☐ Leadership (1.0% of annual pay) ☐ Fair Share (0.6% of annual pay)  
☐ Direct Payment: I pledge a gift of \$ \_\_\_\_\_ to be paid by: ☐ Cash ☐ Personal check payable to UWGC  
TOTAL AMOUNT OF GIFT \$ \_\_\_\_\_ / \_\_\_\_\_  
Sign to Authorize \_\_\_\_\_ Date \_\_\_\_\_

### HOW I WANT MY GIFT TO HELP IN GLOUCESTER COUNTY

☐ **YES!** I want my gift to help where it is needed most.  
☐ **OR,** I want my gift to assist in a specific area of care.  
☐ Promoting Healthy Living  
☐ Investing in Children & Families  
☐ Meeting Basic Needs/Empowering Individuals to Achieve Self-sufficiency

### How your United Way contribution helps in our community

- Affordable childcare for low-income families.
- Shelter & basic needs for victims of natural and man-made disasters.
- Specialized employment opportunities for adults facing physical or mental challenges.
- Emergency & supplemental food for low and fixed income households.
- Mental health counseling & substance abuse treatment for the uninsured.
- Enrichment programs for children & youth.

### Thanks for Giving Incentive Program

Many chances to win:  
travel voucher  
gift cards

**Thank You**

white United Way; yellow Payroll; pink Donor

United Way of Gloucester County • 454 Crown Point Rd. • Thorofare, NJ 08066 • www.uwgcnj.org • 856.645.4301



**(separate donor choice form not necessary with this)**

white United Way • yellow Payroll • pink Donor

# Donor Choice Form

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

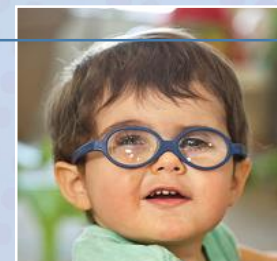
<b>Donor Choice Form</b>	
United Way of Gloucester County 454 Crown Point Road • Thorofare • NJ • 08086 • (856) 845-4303	
<b>IMPORTANT INSTRUCTIONS:</b> In order to make sure that your designation is processed correctly, please read the guidelines on the back of this form and answer all the questions listed below. <b>THEY MUST BE COMPLETED IN FULL.</b> Use a ballpoint pen and press firmly!	
<b>Donor Information</b> First Name _____ Last Name _____ MI _____ Home Address _____ Home Phone Number (____) _____ Email _____ (street) (city) (state) (zip)	
<b>Employer Information</b> Company Name _____ Address _____ (street) (city) (state) (zip) Phone Number (____) _____	
<b>Payment Amount/Method</b> 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) _____ Date _____	
<b>Designated Organization</b> Full Name of Organization _____ Complete Address _____ (street) (city) (state) (zip)	



*Give*



*Advocate*



*Volunteer*





# Campaign Envelope

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

# Pledge Form

## CAMPAIGN 2021

### EMPLOYEES CHARITABLE CAMPAIGN REPORT FILL OUT COMPLETELY - PLEASE PRINT

For United Way Use Only  
Account # \_\_\_\_\_

Organization Name	Total # Employees			
Street Address/P.O. Box	Employee Campaign Manager			
City	State	Zip	Phone	Date

Totals Below Should Agree with Envelope Contents (do not include previously reported data.)  
PLEASE CHECK ONE: ☐ PARTIAL REPORT ☐ FINAL REPORT

A CONTRIBUTIONS	# OF DONORS	TOTAL CONTRIBUTION	AMOUNT ENCLOSED
1) Cash/Check		\$	\$
2) Employee Payroll Deductions <i>(give yellow copies of pledge forms to your payroll dept.)</i>			
3) Other Fundraising (enclose all proceeds)		\$	\$
<b>TOTAL EMPLOYEE GIVING</b>		\$	\$
<b>ENVELOPE TOTAL</b>		\$	\$

### B Please Provide the Following Information:

# Caring Contributors \_\_\_\_\_ # County Leaders \_\_\_\_\_ # Super Givers \_\_\_\_\_

# of Mega Givers \_\_\_\_\_ \$ Contributed by Mega Givers \$ \_\_\_\_\_  
*(Donors giving \$1,000 or more)*

### For United Way Use Only

UW Lossed Executive Signature \_\_\_\_\_

Audited by \_\_\_\_\_ Date \_\_\_\_\_

Gloucester County Public Employees Charitable Campaign  
454 Crown Point Road  
Thorofare, NJ 08086  
(856) 845-4303

Thank You!



### GLOUCESTER COUNTY PUBLIC EMPLOYEE CHARITABLE CAMPAIGN Campaign Pledge Form

Campaign Administrator:  
United Way of Gloucester County  
454 Crown Point Road  
Thorofare, NJ 08086  
(856) 845-4303  
www.uwgcnj.org



1. First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_  
(Street) (City) (State) (Zip)  
Employer: \_\_\_\_\_ Email: \_\_\_\_\_  
(All information is used for pledge processing purposes only.)

2. YES, I WANT TO CONTRIBUTE TO THE G.C. PUBLIC EMPLOYEE CHARITABLE CAMPAIGN!

☐ Payroll Deduction: \$ \_\_\_\_\_ Per Pay Period x \_\_\_\_\_ (# of Pay Periods) = \$ \_\_\_\_\_ Annual Payroll Gift  
☐ Mega Giver (gifts of \$1,000 & above) ☐ Super Giver (1.5% of annual pay)  
☐ County Leader (1.0% of annual pay) ☐ County Contributor (0.6% of annual pay)

☐ Direct Payment: I pledge a gift of \$ \_\_\_\_\_ to be paid by: ☐ Cash ☐ Personal check payable to GCPECC

Number of Pay Periods per Year: ☐ 52 ☐ 26 ☐ 24 Other: \_\_\_\_\_

TOTAL AMOUNT OF GIFT \$ \_\_\_\_\_ DATE: \_\_\_\_\_

SIGN TO AUTHORIZE \_\_\_\_\_

3. DESIGNATE YOUR GIFT

Select an organization(s) from the GCPECC Campaign Brochure. Fill in the agency name, and dollar amount. Each designation must be at least \$52. Thank you.

Agency	Annual Amount
_____	_____
_____	_____

☐ Check this box if you want an acknowledgement of your gift from the designated agency.

Weekly Giving Guide							
Annual Income	Super Giver (1.5%)	County Leader (1.0%)	County Contributor (0.6%)	Annual Income	Super Giver (1.5%)	County Leader (1.0%)	County Contributor (0.6%)
\$10,000	\$2.88	\$1.92	\$1.15	\$36,000	\$10.39	\$6.92	\$4.15
\$12,000	\$3.42	\$2.31	\$1.39	\$40,000	\$11.54	\$7.69	\$4.61
\$16,000	\$4.62	\$3.08	\$1.85	\$44,000	\$12.69	\$8.46	\$5.08
\$20,000	\$5.76	\$3.85	\$2.31	\$50,000	\$14.42	\$9.62	\$5.77
\$24,000	\$6.92	\$4.62	\$2.77	\$55,000	\$15.87	\$10.58	\$6.35
\$28,000	\$8.08	\$5.39	\$3.23	\$60,000	\$17.31	\$11.54	\$6.92
\$32,000	\$9.23	\$6.15	\$3.69	\$65,000	\$18.75	\$12.50	\$7.50

Thanks for Giving Incentive Program  
Mega Giver gift (\$1,000 or over) = 5 chances  
Super Giver gift (1.5% of annual pay) = 4 chances  
County Leader gift (1.0% of annual pay) = 3 chances  
County Contributor gift (0.6% of annual pay) = 2 chances  
Win a travel voucher or valuable gift cards  
Many chances to win

### Thank You!

(White copy: United Way; Yellow copy: Payroll; Pink copy: Donor)

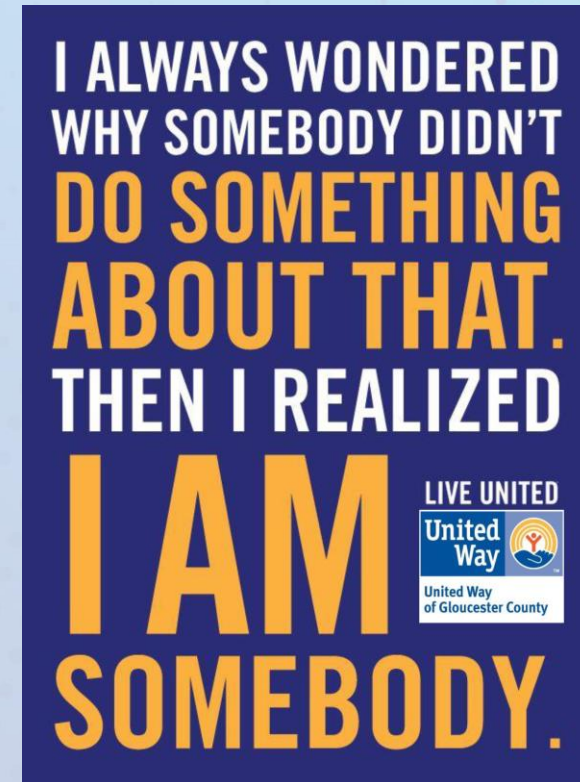
Contributions to the GCPECC are non-deductible to the full extent of the law. Not for tax purposes, that the GCPECC does not provide any goods or services, except of a nominal value in return for your contribution.

**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/>



## United Way of Gloucester County 2021 Funding Amounts

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



# What We've Learned

## 2021 Annual Campaign



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 of  
Gloucester County

[www.uwgcnj.org](http://www.uwgcnj.org)  
[www.facebook.com/uwgcnj](https://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

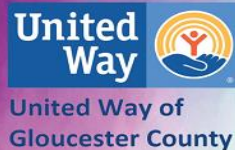
Ask your Loaned Executive for  
an adequate supply of these  
for all of your coworkers,  
or call Donna Murphy  
at 856.845.4303 x18

## 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  
Acenda 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.  
Repauno 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!



[www.uwgcnj.org](http://www.uwgcnj.org)  
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 2

**CHANGE**  
DOESN'T HAPPEN  
**ALONE.**



TM

**THANK YOU**  
**FOR *CHANGING* LIVES**

**THANK  
YOU!**

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