

CONGRATULATIONS & THANK YOU!

Thank you for being a Campaign Coordinator for your company and United Way of Greater Kingsport!

Being a coordinator means spending time distributing materials, organizing events, and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits.

Become more
connected to the
people in your
company

Strengthen
relationship with
your co-workers

Demonstrate your
Leadership skills

Network with
others in the
community
through United
Way events

Have some
FUN!!

Whether this is your first time as a coordinator or you have coordinated your campaign multiple times, this handbook will help you get the most out of your campaign. Just follow the steps for conducting a successful campaign, and you are guaranteed to have a great campaign.

As we continue using the United Way Worldwide message of UNITED IS THE WAY, remember that you are a catalyst for creating opportunities and inspiring hope for a better life for all . . .

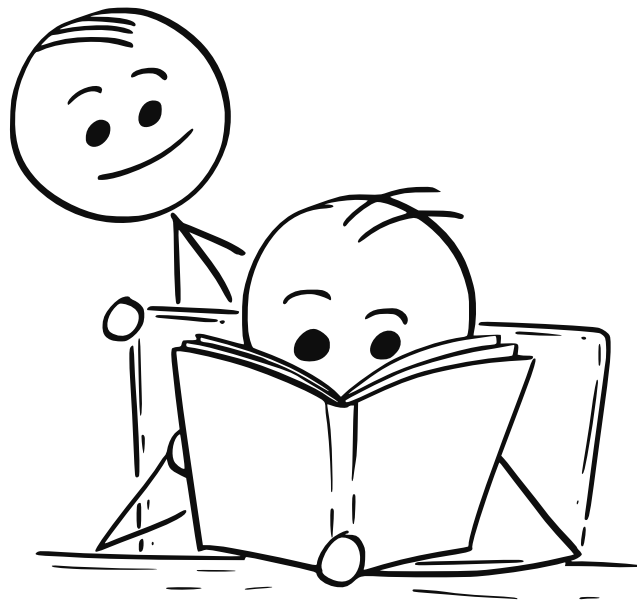
Being a company coordinator is **crucial** to the success of United Way. Without you, we could not fund the programs that provide needed services in our community



UNITED WAY
Greater Kingsport

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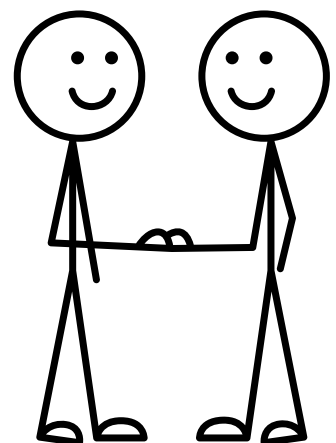
What does a Campaign Coordinator do?

Position
Employee Campaign
Coordinator (ECC)

Goal
To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

Your 17 Responsibilities

- **Attend** United Way coordinator workshop.
- **Work** closely with your CEO, United Way volunteer, and staff member.
- **Develop** an effective campaign plan including dates, goals, etc.
- **Recruit** a team of volunteers to assist you.
- **Request** speakers and tours from United Way.
- **Coordinate** the distribution and collection of campaign materials.
- **Coordinate** your company's kick-off and recognition events.
- **Promote** the campaign throughout your company.
- **Encourage** leadership giving in your campaign.
- **Encourage** your co-workers to GIVE, ADVOCATE and VOLUNTEER.
- **Educate** your co-workers about United Way year round.
- **Attend** United Way kick-off and celebration events. Invite your co-workers!
- **Invite** everyone to give. Set an example by making a gift yourself.
- **Make** your company campaign fun!
- **Complete** your final report and send it with pledge forms to United Way.
- **Thank** your donors and volunteers.
- **Evaluate** and make recommendations for next year.



9 STEPS to a SUCCESSFUL CAMPAIGN

1

Getting Started

- ☐ Attend United Way of Greater Kingsport's campaign coordinator workshop.
- ☐ Know your organization's United Way history. Talk to last year's coordinator and find out what worked and what didn't work.

Enlist Support

2

- ☐ Secure top level management support by asking your CEO to commit to one (or more) of the following:

- To insure succession planning, ask your CEO to appoint next year's coordinator to help you.
- Ask your CEO to allow time for employees to attend a campaign meeting.

Ask your CEO to encourage donors by providing incentives for giving (incentive ideas on page 14).

- Find out if your company has a matching gifts program.
- Encourage your CEO to speak about the benefits of giving to United Way at your employee group meetings or write a letter of support (sample letter on page 16.)

- ☐ Recruit a committee representative of different departments in your organization.

- Remember the benefits of TEAM—Together Everyone Accomplishes More
- Clearly define the role of your volunteers and how much time they will commit to the campaign.

- ☐ Arrange for support and materials from United Way.

- A United Way volunteer or staff member is available to help you. Here are a few ways an account representative or United Way staff can help:

Provide campaign materials, information, and support.

Make presentations in your employee meetings.

Arrange for an agency speaker, agency fair, or agency tours.

Assist in planning and implementing your campaign.

Communicate how United Way programs help people.

Set goals for your campaign.



Decide on a Solicitation Style

- ☐ Decide on the best method of approaching fellow employees—group, individual, or both.

Group Solicitation: Employees are brought together to hear the United Way message and then are asked to fill out their pledge cards at the end of the presentation. Group solicitation allows for best use of time, a uniform message, and less follow-up.

Individual Solicitation: This is a one-on-one ask for an employee to make a gift. This style requires more volunteers but personalizes the campaign and gives you the opportunity to answer individual questions.

Both: Hold one group meeting or a series of group meetings and use the one-on-one method as a means of follow-up for those who couldn't attend a group session.

Set Clear Goals and Develop a Campaign Plan



- ☐ Analyze past campaigns and set realistic goals. Set an increase based on one or more of the following areas:

Percent Participation: Divide the total number of givers by the total number of employees to get your percent participation. United Way recommends setting a goal of 100% solicitation instead of 100% participation to give everyone an opportunity to give without feeling pressured.

Dollars Raised: Consider raising your dollar goal by a percentage over the previous year's goal. Be sure to include your employer's corporate gift in total amount raised.

Average Employee Gift: Determine your company's average gift by dividing your total campaign by the number of givers.

Per Capita Gift: This amount is calculated by dividing the total campaign amount by the total number of employees.



Promote Your Campaign

- ☐ Use United Way videos, brochures, posters, and thermometers to build awareness of the upcoming campaign. United Way provides these at no cost to your organization.
- ☐ Try placing United Way information in unexpected places, such as on the back of restroom stall doors.
- ☐ Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools. (Sample e-mail messages available from UW.)
- ☐ Increase employee awareness by creating goals for departments where everyone wins. (example: All departments that exceed 60% participation win a prize.)
- ☐ Prizes and incentives can also create interest. If you have a budget, you can order items from the United Way catalog. (See page 14 for a list of free incentive ideas.)

Educate Your Employees about Your Local United Way



- ☐ **Campaign Videos:** Videos are a great addition to your United Way employee meetings. An annual high-quality video has been produced locally to tell our story! The videos highlight people who have been helped right here in our own community. These are available through the uwaykpt.org website.
 - ☐ **Newspaper Inserts:** These great and informative collateral pieces should be handed out to every employee. They tell the details of the United Way story, the initiatives and the agencies. They are prepared each year and thematically tie with the campaign video.
 - ☐ **Speakers:** Recipients of program services can tell you personal stories about the impact of United Way on their lives. Agency representatives can tell you about the programs their organizations offer. We encourage you to leave at least 20 minutes in your agenda if requesting a recipient of service to come to your meeting.
 - ☐ **Tours:** Encourage your employees to get a first hand look at agencies and the services they provide by participating in a tour of two or more agencies.
 - ☐ **Personal Testimonies:** Whether we realize it or not, most of us have been touched by a United Way agency. Some of your co-workers may be willing to share their own personal stories.
- *Speaker and tour request form included in coordinator packet or is available on the United Way website—www.uwaykpt.org.

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Implement the Campaign with a 100% Ask

- ☐ Start by making a gift yourself. It is easier to ask someone else to give when you give yourself.
- ☐ Personalize each pledge card to help make sure everyone is asked. You can preserve the confidentiality of the gift by placing the pledge card in an envelope.
- ☐ Make sure every employee is given the opportunity to give. Be sure to include employees who are part time, temporary, travel, or work off-site.

Report Your Results

8

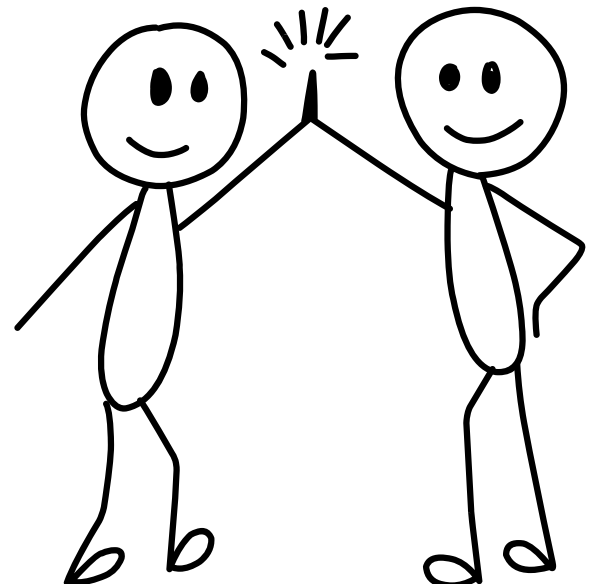
- ☐ Collect all pledge cards. Make sure all payroll deduction cards are signed and turned in to your payroll department.
- ☐ Summarize all campaign information on the Report Envelope. Enclose cash, checks, and copies of all pledge cards. Be sure we have enough information to recognize your employees for Leadership Giving and the Extra Mile Club.
- ☐ Seal your envelope and write your initials across the seal.
- ☐ Call your Campaign Cabinet Division Representative or the United Way to pick up your Report Envelope.

9

Celebrate Your Results!

☐ Report your final results to your fellow employees and thank them for participating. Some ways to say thank you are...

- Hold a thank you event for employees.
- Send a thank you letter from the CEO.
- Send personalized thank you notes.
- Put together goodie bags to thank your committee.



United Way makes a difference in our community. Your contributions are working year round improving the lives of your family, friends, neighbors and co-workers.

United Way is effective because it is . . .

Local

Your donation works right here in our own community. United Way is the best way to help the most people in the Kingsport area.

Efficient

Thanks to the dedication and commitment of many community volunteers and a small staff, United Way is able to maintain a low overhead. United Way is the most efficient way to help the most people.

Accountable

Trained volunteers review agency programs, budgets and outcomes. United Way makes sure your gift supports programs that have proven they meet the need and change lives. United Way is the smartest way to help the most people.

Expert

United Way continuously evaluates our community's diverse needs and directs funds to those areas that have the most positive impact in our community. United Way an expert in helping the most people.



MISSION and VISION

Mission: TO IMPROVE LIVES by mobilizing our community to action by addressing local health and human service needs effectively.

Vision: A community where everyone has an opportunity to THRIVE

Strategies to grow your LEADERSHIP GIVING

United Way recognizes donors who contribute \$500 or more on an annual basis in a **Leadership Giving Recognition Booklet** and also by inviting them to a thank you event. Spouses may combine their gifts to be recognized at one of the following levels:

Tocqueville Giving
Society
\$10,000 and above

Ordre de Liberte
\$25,000 - \$49,999

Members de la Societe
\$10,000- \$24,999

Leadership Giving
Society
\$500 - \$9,999

Platinum Level	\$7,500 - \$9,999
Gold Level	\$5,000 - \$7,499
Silver Level	\$3,500 - \$4,999
Pewter Level	\$2,000 - \$3,499
Bronze Level	\$1,500 - \$1,999
Copper Level	\$1,000 - \$1,499
Initial Club Level	\$ 500 - \$ 999

How do I Encourage Leadership Giving?

- Ask someone to speak at the kick-off about leadership giving. He/she should participate at that level.
- Determine who to target for your leadership giving campaign by salary range, management level, or donors who are already close to that level of giving.
- Break it down into a palatable amount; for example, “you can be a leadership giver for just \$10/week, about the cost of going out to lunch one day each week.”
- Spouses may combine gifts for recognition. (Be sure they complete section on pledge card.)
- Follow-up with those who were unable to attend your meeting.
- Report all results with appropriate documentation for recognition and say thank you (thank you ideas on page 16).

strategies to grow your campaign:

Extra Mile Club

United Way recognizes those who give 50% above their Caring Gift Level with a thank you art print.
(See the back of the pledge card for the Caring Gift Guide.)

Increasing Participation

- Hold an “early bird” drawing for everyone who turns in a pledge card by the end of each employee meeting.
- Hold a drawing at the end of the campaign for everyone who participated.
- If you make your goal, have a party.
- Implement the 100% ASK. Give everyone the opportunity to hear about United Way and an opportunity to give.
- Implement the 100% ASK. Give everyone the opportunity to hear about United Way and an opportunity to give.

Increasing the Average Gift

- Give employees time off for giving at a certain level. For example, a day off for one hour’s pay per month.
- Stress the ease of giving through payroll deduction.
- Hold a leadership giving campaign
- Ask employees to give up one soft drink per week and increase their gift by that amount.
- To educate employees about the need, use the Reach Out a Hand to One information.

UNITED IS THE WAY



strategies to grow your campaign:

DO SOMETHING FUN!

Incentive Ideas

Casual Day // Premium parking space // Time off with pay //
Extra lunch time // Leave early passes // Sleep in passes //

Get vendors to donate door prizes

Sporting event tickets // United Way t-shirts and other gifts*
// Company logo items // Movie passes // Dinner for two //
Hotel stay giveaways // Gift certificates // Airline tickets

* visit the United Way Store at unitedwaystore@staplespromoproducts.com

Themes

**Add a little character to your campaign by centering
everything around a theme:**

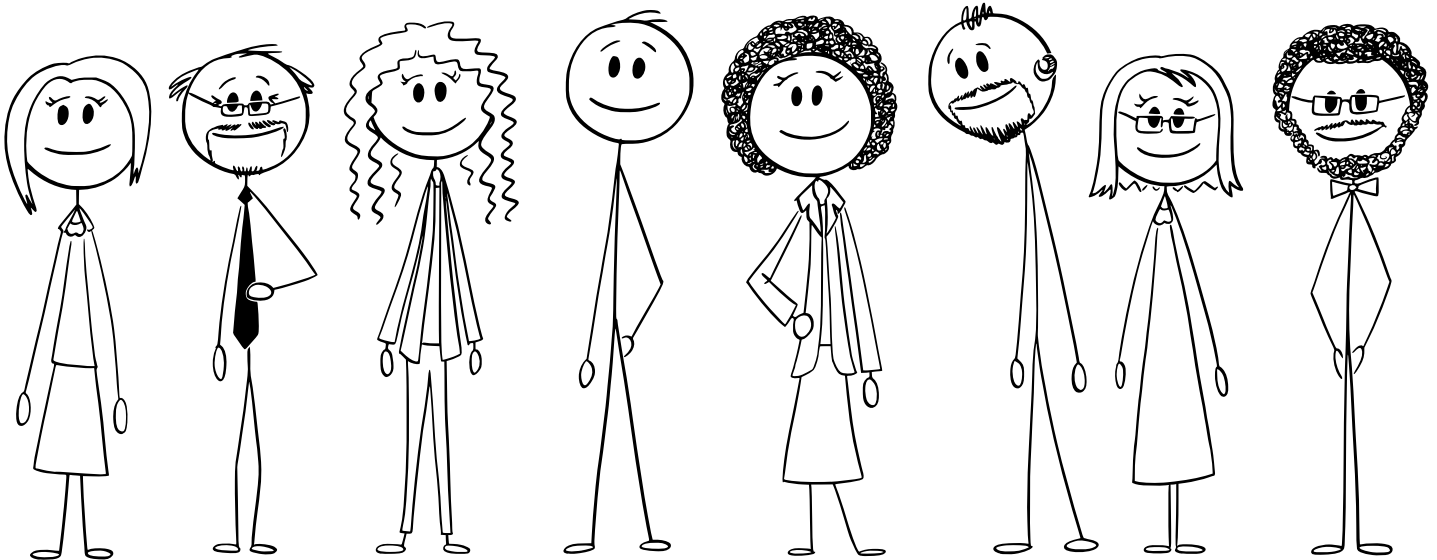
United Way slogan or theme // American Idol or Star Search //
Mardi Gras // Camp United Way // A decade theme (1960's
etc.) // Sports (Football, Baseball, etc.) // Olympics

Special Events

Special Events can add fun and excitement to your campaign.
They also increase visibility which results in increased giving.

Use them to enhance your employee meetings and the ask.
They will engage first time donors and if timed correctly will
add to your campaign. Be sure to time your events so that
employees don't think they take the place of the pledge. The
ideas are limitless. Here are some to get you started!

Softball Tournament // Golf or Putt-Putt Tournament // Bake
Sale or Yard Sale // Executive Dunking Booth // Silent Auction
// Sell popcorn and soft drinks // Agency Program Lunch and
Learn // Company Picnic or Cookout // Ice Cream Social //
Pancake Breakfast // Office Olympics // Cutest Baby Picture
Contest // Costume Contest or Party // Campaign
Slogan/Theme Contest // Pumpkin Carving Contest //
Recreate a television game show // Car Wash // Wii
Tournament



SAMPLE Campaign Plan

Your key to success is to plan your campaign and make your plan work for you by planning activities that best suit your organization.

Week 1—Collaboration ☐ Meet with upper management. ☐ Recruit committee members. ☐ Talk with account representative to set dates and get materials.	Week 2—Goal Setting ☐ Meet with committee to assess last year's campaign results. ☐ Set goals based on desired outcomes. (See <i>United Way Award form to choose a giving level</i>)	Week 3—Planning ☐ Decide on which special events to try this year. ☐ Outline the campaign time frame (two weeks is recommended). ☐ Assign responsibilities to committee members.
Week 4—Advertise ☐ Hang posters. ☐ Send e-mails. ☐ Announce campaign dates at all meetings. ☐ Market the campaign in an unusual way.	Week 5—Campaign ☐ Run campaign and events. ☐ Hold presentation by inviting CEO and/or account representative to address employees.	Week 6—Wrap-up ☐ Submit final results to United Way. ☐ Celebrate campaign results. Say thank you to all who participated.

Sample Meeting Agenda

CEO welcomes employees & endorses campaign.	3 minutes
Show the United Way Video.	4 minutes
United Way or Agency speaker or Employee testimonial	10 minutes*
* (Please allow 20 minutes if requesting a Recipient of Service)	

Employee Campaign Coordinator discusses United Way & how it benefits our community. (Distributes Campaign Brochures)	3 minutes
Employee Campaign Coordinator makes the ASK.	3 minutes
Employee Campaign Coordinator collects pledge cards & thanks employees.	<u>2 minutes</u>
	15-25 minutes

*You can use one item or a combination in the second bullet. Allow 10 minutes for each and possibly more for a recipient of services speaker.

SAMPLE Letters

Sample Letter #1: Campaign Kick-off letter from Chief Executive Officer

Dear Employee (personalize with employee name, if possible),

Throughout our personal and working lives, we have learned the value of teamwork. By working together as a team, we can accomplish so much more.

United Way of Greater Kingsport offers a good example of just how powerful a force teamwork can be. Through an extensive network of volunteers and donors, United Way makes sure that a wide range of services are available to the people who live and work in our area. These services include substance abuse counseling and education, job training and placement, assistance for victims of domestic violence, programs for the elderly and our young people and many others. Not only does United Way meet these needs but they also work to change the circumstances by addressing the underlying causes of problems.

When you give to United Way of Greater Kingsport, you can be assured that your gift is going directly to the people who need it most. United Way strives to keep the fundraising costs low so that nearly ninety cents of every dollar raised goes directly to fund the programs that provide critical services within our community. Once again, I ask that you join with me in supporting our team effort and continue (company name)'s tradition of community support by giving, advocating and volunteering.

United is the Way,

Sample Letter #2: Thank you letter at campaign's conclusion

Dear Contributor (again personalize if possible),

A heartfelt thanks goes to each and every one of you who contributed to this year's United Way campaign. Once again, you have reached out a hand to influence the condition of all.

Many words come to mind to describe people like you: generous, concerned, and caring. You realize that when you give to United Way, you help ensure that a wide variety of needs are met and that we all win when a child succeeds in school, when families are financially stable, and when people have good health.

Your generous donation helped us raise a total of \$_____ for critical health and human service programs and initiatives funded by United Way of Greater Kingsport. This exceeds last year's results by _____ percent. It's an accomplishment of which you can be proud.

Again, thank you for creating opportunities and inspiring hope for a better tomorrow.

United is the Way,

F.A.Q.

Q: What is United Way?

A: United Way of Greater Kingsport is an independent nonprofit organization governed by local volunteers representing the community, bringing people and organizations together. United Way acts as a catalyst for positive change, helping to create and build the resources necessary to improve the quality of life for those who live and work in our area.

Q: How does United Way serve the community?

A: United Way of Greater Kingsport supports health and human service providers through its strength in raising funds and effectively investing them, through the investment of volunteer resources, and by building community collaborations and partnerships. United Way is the single largest funding stream supporting human services in Kingsport. UWGK's campaign provides financial support for 32 programs through 25 affiliated agencies and community initiatives.

Q: What kind of programs does United Way support?

A: The programs supported by United Way provide a variety of critical services to the community, including food, shelter and emergency services, child care and family support, health care services, care for the elderly, assisting people with disabilities and youth development.

Q: How do programs receive funding?

A: After requesting affiliation with United Way, agency programs must go through a formal review process. Groups that receive funding through United Way of Greater Kingsport are nonprofit, tax-exempt charities governed by local volunteer boards. Each agency must submit to an annual independent financial audit and provide services to the community at a reasonable cost. A re-certification process ensures that agencies maintain high standards of stability, accountability, and quality service.

Q: I don't use any of the agency programs, so why should I give through United Way?

A: You may have already used the services of a United Way agency and never realized it. One day, we all may need disaster services, youth development services, child or adult day care services, or a variety of other valuable services offered through United Way programs. In addition, everyone benefits from the results that ripple out to the community as a whole.

Q: Who is eligible for United Way services?

A: Services supported by United Way of Greater Kingsport are available to people who live and/or work in the Kingsport area. Many UWGK agencies serve areas outside of Sullivan County.

F.A.Q.

Q: Why should I choose to give through United Way?

A: Through United Way's annual citizen-review process, trained volunteers assess community needs and determine how to distribute funds to have the greatest impact. When you contribute to United Way, you know that your gift is helping the most people in the most efficient way. Your dollars raised in the community stay in the local community and help support 44 programs and other community initiatives. United Way also works to break the cycle of need by looking closely at the cause of problems and educating people to make long, lasting positive change in their lives.

Q: Who governs United Way?

A: Volunteers from the community, both residents and employees of local businesses, govern United Way of Greater Kingsport by serving on its volunteer board of directors.

Q: Why should I give if my spouse does?

A: We hope that you and your spouse both will consider a gift. United Way and our community depends on each individual to make a gift based on his or her own income. These gifts are united with others to make the greatest impact on solving health and human service problems. It takes everyone in the community working together to create a brighter future. Together, we can accomplish so much more than any single group can on its own. Your combined gift with your spouse may qualify you for Leadership Giving recognition.

Q: How much of my contribution goes directly to service providers?

A: Making use of a vast network of volunteers and with a strong emphasis on efficiency, United Way strives to keep administrative costs low so that nearly ninety percent of total dollars received go directly to the member agencies, other United Ways and Community Chests.

Q: Why should I consider using payroll deduction for my contribution?

A: Payroll deduction is an easy and affordable way to give, allowing you to contribute a small amount of your paycheck over a longer period of time. If your company has a matching gifts program, you can automatically double the impact of your contribution. This efficient system also allows more of your contribution to go directly to service providers by helping to keep administrative costs low.

Q: Can I specify where I want my contribution to go?

A: United Way strongly recommends that you invest your gift in UWGK's general campaign fund, where your dollars will have the greatest impact on addressing the community's most critical needs. Donors also have the option of designating all or a portion of their annual gift to another United Way or Community Chest. All eligible organizations are listed on the back of the United Way pledge card.

F.A.Q.

Q: What is the United Way's policy against pressuring employees to give?

A: United Way of Greater Kingsport has a policy against coercion. Under no circumstances should an employee be threatened or coerced into contributing. Giving is a personal matter and decision; whether people give and how much they choose to give is up to the individual. The purpose of United Way is to offer people an opportunity to give so that others may receive the help they need. We hope you will give because you are able to and because you feel good about helping others. Your giving should be personal and "from the heart."

Q: How much should I give?

A: Only you can decide how much you can give. We provide a suggested caring gift guide on the back of the pledge card for your reference. United Way also offers several giving and recognition opportunities to our donors.

Q: What is the affiliation between United Way of Greater Kingsport and United Way Worldwide?

A: Each United Way is independent, separately incorporated and governed by local volunteers. United Way Worldwide provides a variety of services for local organizations and supports their efforts by producing national advertising campaigns. United Ways have been leading the cause of caring for more than 125 years. There are approximately 1,300 community-based United Ways.

United Ways ensure that each organization in which they invest is a non-profit, tax-exempt charity governed by volunteers, and that it submits to an annual, independent financial audit and provides services at a reasonable cost. United Way Worldwide is an international organization dedicated to leading the United Way movement in making measurable, collective impact in every community across America and in other parts of the world. It invests in the programs and services that strengthen the ability of local United Ways to identify and build a coalition around a set of community priorities and measure success based on community impact.

Q: How can United Way afford advertising?

A: National and local commercials, including the NFL advertising provided through United Way Worldwide, are provided at no cost to United Way. Newspaper, electronic media and corporate advertisers are great supporters of United Way, donating or reducing cost for time and space for these promotions as just one facet of their support. Locally, companies donate in-kind advertising.

Q: I'm new to the area and would like to help others by volunteering. How can I find a volunteer opportunity that fits in with my hectic schedule?

A: Volunteers are vital to the operation of United Way as well as most of our member agencies. Many opportunities are available. If you are interested, visit www.volunteer-United.org or our website at www.uwaykpt.org.

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Q: How can I find out more about health and human service agencies in the community and how their services could be of help to me?

A: Simply dial 2-1-1, an information and referral service for health and human service needs handled through Contact Concern. They can refer you to an agency that can help with the specific need. Calls are confidential.



United Way of Greater Kingsport
301 Louis St., Suite 201
Kingsport, TN 37660
(423) 378-3409

For more information or to pledge online visit
www.uwaykpt.org

Business Hours:

Monday–Friday, 8:00 am–4:30 pm

Summer Hours:

Monday–Thursday, 7:30 a.m.–4:30 p.m.

Closed at 12:00 pm on Friday (Memorial Day-Labor Day)

Staff

Josh Mullins, Executive Director

Becca Sutphen, Senior Director of Community Impact

Lori Miller, Resource Development Coordinator

Bernard Bryant, Director of Finance & Administration

Callie Wagner, Communications Coordinator

Dessie Baxter, Homeless Services Manager

Tessa Gonce, Education and Initiatives Manager