



**UNITED in  
PURPOSE**

# 2024

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# EMPLOYEE CAMPAIGN LEADERS

Guide to Your Workplace Campaign



# THE BASICS OF **YOUR ROLE**

Here are the 1-2-3s of being an Employee Campaign Leader (ECL)

## 1

### **What is an Employee Campaign Leader (ECL)?**

An ECL is a company employee and United Way of White County volunteer leader who oversees a portion of their company's United Way Campaign. You are the key to campaign success. Being an ECL allows your company to shine.

## 2

### **What do I do?**

Very simply; you ask individuals to consider making a payroll deduction for organizations that align with their philanthropic interests. An employee who chooses to participate can designate their pledge to a non-profit in White County, or support United Way of White County Programming in general where their pledges go to the community's greatest needs.

- Remind them that many hands make light work! If everyone gives even the smallest portion, the impact will be great! United Way is designed to turn small dollars in to large investments that make a difference.
- Use the campaign emails templates, videos, and posters. Send reminders.
- Remember giving is a personal decision. We are thankful for their consideration, whether they give or not.

## 3

### **What to do if you are unsure of the answer, or need help.**

The Digital Toolkit should make it easy! We've created the message for you, but we are also here for you. Please call if you need support, a presentation, or help with pledge forms.

# UNITED WAY OF WHITE COUNTY **OUR MESSAGE**



**Bec Dwyer-Coop**  
Executive Director

Thank you for being an advocate for United Way of White County, now approaching our 45th year of service to the community! Regionally, Nationally, or Globally, United Way is a steward of public trust. Our goal is simple, to gather and invest resources that tackle our community's biggest challenges. By convening with the public, collaborating with partners, and measuring results, the United Way of White County uses its position to change a community for the better. Because we are United Way, our community investments can be leveraged to create a bigger impact, and you can trust that your gifts will be used responsibly.

I encourage you to see your donation differently than just a payroll deduction. Your donation is invested in the lives of those in our community. When you give to United Way, you have choices in where you want to see it invested. Over the years, we've partnered with many non-profit agencies, relieving the costs of operations so that they can continue to serve specific populations. Through research and measurement, we invest in solutions and carefully monitor results. Most importantly, when you give to the United Way, your money stays in our community.

*Bec Dwyer-Coop*, CFRE

# ECL CHECKLIST

## Plan

- Schedule an appointment with your United Way
- Go to [unitedwayofwhitecounty.org/toolkit](http://unitedwayofwhitecounty.org/toolkit) for your sample materials
- Secure Support from your CEO/HR manager
- Establish a goal, and share progress
- Help schedule a time to visit for the United Way Executive Director

## Gear Up

- Establish a timeline
- Begin campaign promotion with posters and advance emails to staff. Resources can be found at [unitedwayofwhitecounty.org/toolkit](http://unitedwayofwhitecounty.org/toolkit).
- If possible, update your website to include your commitment to social responsibility (UWWC Logos are found at [unitedwayofwhitecounty.org/toolkit](http://unitedwayofwhitecounty.org/toolkit)).

## Run (Kickoff)

- Hand out/email pledge forms to employees
- Send follow-up emails every few days to keep up enthusiasm
- Hold a fundraising event or incentive (see *ideas*)
- Give employees the opportunity to learn more about United Way by coordinating speakers, or arranging volunteer activities

## Close

- Send a reminder email that your campaign is concluding and encourage participation
- Collect pledge forms
- Contact your United Way for envelope pick up
- Submit contribution forms and final report data to your payroll department
- Announce Campaign Results!
- Thank employees with a celebration event, letter, email, etc.
- Choose next year's ELC, give any notes, and provide this information to United Way of White County



# YOUR CAMPAIGN TOOLKIT

## ENVELOPE COVER SHEET

Your Organization/Corporation:

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Business Address:

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Business website:

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ECL Name and preferred contact information:

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The next few pages are campaign materials for you to print and use in guiding your workplace campaign. Use any or none, and let us know if you need more!

# FUN CAMPAIGN IDEAS

Host a kickoff breakfast for your company like donut day, and have them pick up their pledge forms during this time. Consider having a United Way of White County representative to speak.

Enter participating employees in a raffle for a day off.

Make sure to share milestones throughout the year. This encourages employees to give and help meet the goal. For example, "Jeans Day" at halfway through the goal, etc.

Contact us to organize a volunteer opportunity for employees to gain perspective on how their gift will be put to work.

Do a parking space raffle quarterly for those who donate.

If you're the boss, offer to trade jobs for a 1/2 day!  
Enter donors into a drawing.

United  
Way



Campaign 2024

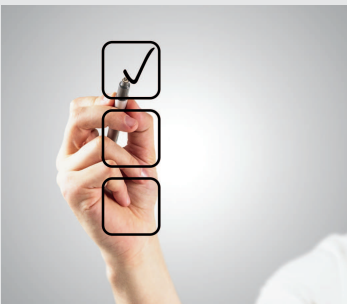
# SEE YOUR DONATION **DIFFERENTLY**

Ever wonder how your donation is invested in the lives of those in our community. Here are some important things you should know:



## **When you give to United Way, your money stays here in our community.**

United Way helps a variety of people in the community, such as grocery store stockers, caregivers, and hardworking teachers. They also help families who are struggling to choose between food or rent, neighbors at risk of losing their homes, and those facing difficult situations such as disabilities or abuse. The people helped by United Way are members of the community and often our neighbors.



## **When you donate to United Way, you have choices**

You can donate to the Community Fund which is invested where it's needed most. Or, you can designate your gift to one of our certified agencies or any other registered non profit that aligns with the pillars of health, education, and financial stability.



## **Your gift is more than a payroll deduction**

and your opportunity to make a difference is about more than dollars. Beyond making a donation, United Way offers volunteer opportunities throughout the year.



# QUESTIONS AND ANSWERS

## What is United Way?

United Way is a nonprofit that partners with businesses, donors, nonprofits, and social service agencies to address our community's most pressing needs.

## Why is there a United Way?

For nearly 45 years, United Way of White County has served as the community collaborator and resource allocation agency and create solutions to the most complex issues we face. Today, United Way of White County uses research backed by United Way World and the Winthrop Rockefeller Foundation to identify challenges and measure results.

## Why let United Way Invest My Donation?

By allowing United Way to invest your donation, you are ensuring that your gifts, combined with those of others, are going to address the most critical needs in our community. **No one non-profit** can do it alone. United Way makes a collective impact.

## I already give to a preferred agency

Our workplace campaigns and diverse fundraising supports our local nonprofit network, reaching more people and raising more money than a single agency could afford on its own. And, our support goes beyond dollars. By partnering with United Way, local agencies gain access to our community conversations, our training support, data, best practices, and more.

## Why should I give to United Way?

Many of us have a favorite cause or charity who's mission is singular. The mission of United Way is not about a single issue but about whole families and communities. Complex problems require solutions that frequently involve multiple partners providing program support to create lasting change. When you give to United Way, you aren't just treating a symptom, you are providing long term solutions.

**BUILD YOUR TEAM. BUILD YOUR BUSINESS. BUILD YOUR REPUTATION.**

# VOLUNTEER VALUE

Together, we can go beyond the annual workplace campaign and provide a meaningful way for your workforce to put their talents toward community good.



## We know our community

**NO ORGANIZATION IS BETTER EQUIPPED TO CONNECT VOLUNTEERS** to the needs in White County. We partner with numerous non-profits, policy makers, schools and churches throughout the region. We have the capability and capacity to connect you to countless volunteer opportunities.

## We create an experience

Whether you're looking for unique, rewarding team-building opportunities, business-to-business networking, or a great fit for your corporate social responsibility platform, United Way can meet your needs. Play a role in creating lasting change!

## We make it easy

Giving should be joyful! Whether you give your time or money, we will work closely with you to ensure that everyone leaves energized and inspired! We will plan the project, manage the logistics, and handle communications so that it is as easy for you as possible!

## Mark Your Calendar



October 11th  
Campaign Kick-Off  
Event volunteers needed.

December Santa's Shopping Experience  
Shop, Wrap, Collect  
Make the Holidays brighter for children & families!

# THANK YOU



**UNITED in  
PURPOSE**



**WE ARE  
HERE  
TO  
SUPPORT  
YOU!**

Phone call  
**501-268-7489**



Email Address  
**bec@unitedwayofwhitecounty.org**



Website  
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