



## How to LIVE UNITED

### Start an Employee Campaign

**Determine** the best person to act as your employee Campaign chairperson. **Support** the training and orientation of these volunteers to meet with the United Way Director for a planning session. **Encourage** the employee campaign chair to assemble a committee to help. **Ensure** payroll and human resources is aware of campaign and that employees may be making deductions from their payroll (see payroll deductions Information sheet). **Meet** with the Employee campaign chair (& team) as goals are determined to ensure the plan works with the company's needs and goals. **Assist** the workplace campaign by allowing for a budget, time for volunteers to canvass, offer incentive prizes, allowing time for United Way presentations (i.e. at Staff meeting-15 minutes). **Create** special events as an option but be clear as to the limitations and concerns with the employee campaign chair prior to campaign. **Consider** a post-campaign *THANK YOU* for volunteers. **UNITED WAY** would be pleased to assist you with this.

# What is an ECC?

## Employee Campaign Chairperson (ECC) is:

Leader of Workplace Campaign

A committed member of the United Way Team- a donor and volunteer

A passionate spokesperson for the mission of the United Way of Monroe County

## Traits and responsibilities:

- ✓ Enthusiastic, resourceful, creative, and motivated to help others and build a more caring community
- ✓ Committed to the United Way and its Mission: *“to improve lives and build community by engaging individuals and mobilizing collective action.”*
- ✓ Team player who knows how to empower others
- ✓ Stays informed about the United Way and encourages fellow team members to do the same.

## Primary Objectives of an ECC:

- ✓ Educate and Inform
- ✓ Establish a plan and set goals
- ✓ Recruit committed and ambitious volunteers
- ✓ Schedule planning meetings
- ✓ Monitor your progress and help move team towards Goal
- ✓ Communicate progress to all employees
- ✓ Evaluate your campaign’s performance and plan next year’s
- ✓ Recognize and thank volunteers, canvassers, and donors for their support!



# UNITED

## NOW MORE THAN EVER

### How Can United Way Help?

First off, let me thank you for your interest in supporting an employee campaign at your workplace. This is the beginning of a mutually-beneficial relationship that can have so many positive effects on your employees, staff, management, as well as on the community! We appreciate your decision to provide others at your workplace with the most effective way to fulfill their philanthropic aspirations, while helping us to build a more caring community together... The UNITED WAY!

We are here to support your efforts and to ensure your campaign is effective, efficient and SUCCESSFUL

#### HOW TO LIVE UNITED

JOIN HANDS AND OPEN YOUR HEART. LEND YOUR MUSCLE.

FIND YOUR VOICE. GIVE 10%, GIVE 100%, GIVE 110%.

GIVE AN HOUR. GIVE A SATURDAY.

THINK OF WE BEFORE ME.

REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL.

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED

#### HERE IS HOW:

- ✓ Volunteer Leadership Support- assist with plan development, goal setting, Donor & Volunteer Engagement
- ✓ Resources: Information packets, Promotion items, UW Staff
  - ✓ Logos, Posters, Advertising material and Displays
  - ✓ Speakers and Agency Representatives and Performances
    - ✓ Quarterly Newsletters and Videos
- ✓ Campaign Kits and HOW TO's on setting up Payroll Deductions



United Way of Monroe County

### UNITED WAY PLEDGE

Name: \_\_\_\_\_ Employee # \_\_\_\_\_  
Please print name

To help meet the health and welfare needs of our community, I wish to enroll as a participant in \_\_\_\_\_ Company's United Way Drive. If I am already contributing to United Way and do nothing, my contribution will remain the same as for Fair Share giving or dollar contribution.

I authorize \_\_\_\_\_ Company to withhold from my wages the following amount:

- \_\_\_\_\_ "Fair Share" (one hour pay per month)
- \_\_\_\_\_ Amount pledged per week (hourly)
- \_\_\_\_\_ Amount pledged bi-weekly (salaried employees)
- \_\_\_\_\_ One time deduction \$ \_\_\_\_\_

I understand this authorization will remain in effect until I give a written notice of change.

Signature \_\_\_\_\_ Date \_\_\_\_\_



Here is an example of a company self-made United Way Pledge Card.



Here is an example of what a standard United Way Pledge Card looks like. You can use either example or choose to create your own.

\_\_\_\_\_ First Name \_\_\_\_\_ Last Name

\_\_\_\_\_ Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_ Email Address \_\_\_\_\_

\_\_\_\_\_ Company Name/ Employee ID# \_\_\_\_\_ Phone Number \_\_\_\_\_

Loyal contributor since \_\_\_\_\_ (include any United Way)



- \$ \_\_\_\_\_ per pay period
- One hour pay per month
  - \$10 per month
  - \$15 per month
  - \$25 per month

Sign and date here to authorize your pledge and confirm payment

Signature \_\_\_\_\_ Date \_\_\_\_\_

*thank you!*

# How to Set up Payroll Deductions...

Payroll deductions are clearly the most convenient way to contribute to UNITED WAY. It benefits employees because it eliminates the expense of writing and mailing checks to United Way and because it spreads their donations throughout the year. Payroll deductions also eliminate the need for costly direct billing by United Way and ensure that pledges are collected regularly and forwarded to recipient agencies in a timely manner.

## Simple Steps

1. Forward to your payroll department copies of signed pledge cards where gifts are made by payroll deduction.
2. Enter the pledges of all employees who authorize payroll deduction into your payroll system.
3. Begin deducting the authorized amount from employee's payroll on January 1<sup>st</sup> of the next calendar year.
4. For first time campaigns, you may offer this service immediately and commence deduction on the next appropriate payroll, then conform to the January 1<sup>st</sup> United Way payroll cycle in the next campaign.
5. If your company uses an automated payroll service, simply set up an additional deduction code. The United Way deduction code is similar and should be handled the same as any other deduction codes you are currently using.
6. If your company does not use an automated payroll service, simply deduct the amount from each employee the way you would other deductions.
7. Respond to any pledge and payment inquires from United Way or its auditors.

## Monthly Payroll Deduction Remittances

It is important to remember that it is your responsibility to reconcile the payroll account and remit the total amount of employee deductions for each pay period. Please forward all payroll deductions to United Way of Monroe County on a monthly basis. United Way's commitment to its member agencies is to remit funds every month; therefore, our cash flow is stabilized by those companies that send their funds to us monthly. If you are unable to forward payroll deductions on a monthly basis, please contact the Monroe County United Way to establish a payment plan that is more suitable for your company.

## Year-End Tax Receipts

Employees who donate through the Payroll Deductions Plan are entitled to a Tax Receipt at the end of the year, reporting total charitable donations for the year. This can be provided in one of the following ways:

- ❖ For most employers the simplest way to provide a receipt for income tax purposes is to report charitable donations on his/her W-2 form at years end. Most companies' payroll systems can handle this very easily. You will use United Way's charitable business number.
- ❖ If your payroll system cannot report charitable donations on W-2s then United Way will issue tax receipts after we have received your final payroll remittance for the year (typically in January of the following year). You will need to provide us with the name of each payroll donor and amount donated through payroll deduction for the year. We will also need the total amount remitted by you to the United Way for the year. Tax receipts will be produced and mailed to your organization for internal distribution.



## Special Events and Fundraiser Ideas

1. Agency Fair/Forum
2. Agency Tour/Speakers
3. Appreciation/Thank you
4. Recognition/wind up/How did we do?
5. Pot luck/Themed Lunch
6. Bake Sale
7. Baseball Game/Tug of War
8. Bingo Bowl
9. Book Exchange
10. Campaign Video
11. Car Wash
12. Car-less Car Rally(scavenger Hunt)
13. Carnival
14. Casino Night
15. Themed Days/Casual Day
16. Chili Auction
17. Coffee Train
18. Coloring Contest (Employee's kids)  
\$1 entry fee and prizes
19. Counting/Guess Jar
20. Random calls to employees (Skill test/daily facts)
21. Drawing
22. Dunk Tanks
23. Email Games-Scrambled agencies
24. Employee Videos-How UW has touched me/Testimonials
25. Fortune Telling
26. Employee Front Door parking
27. Funny Fashion Show
28. Garage Sale
29. Give a Rose Day
30. Golf Tournament- mini indoor
31. In-House Newsletters
32. Incentive Prizes- early bird drawing for first 10 pledges turned in
33. Jail and Bail
34. Kick-Offs- Visible support by management group
35. Line Dancing Lessons- any other employee talents???
36. Lip Synch Contest
37. Lunch & Learn
38. Lunch/Breakfast served by management
39. Match the pets/babies photo contest
40. Media support- radio/sports personalities
41. Mini Olympics
42. Murder Mystery
43. No Dress Shoe Zone- pay a fine
44. Pancake Breakfast/BBQ/Hot Dog Days- Management Cooks!
45. Parking Lot BBQ
46. Participation Tickets-Prizes drawn at finale of campaign
47. Pie Throwing/Eating contest
48. Pizza Night for the 2am shift
49. Pizza Party for team# that wins highest numbers
50. Plant Sale
51. Silent Auction
52. Poker Derby- \$1/ hand daily
53. Company Match .50 for every \$1