

United
Way



United Way of
Indian River County

EMPLOYEE CAMPAIGN COORDINATOR HANDBOOK

EMPOWERING GROWTH
DELIVERING HOPE
IMPACTING CHANGE

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We all have the potential to make the world a better place and make a difference in our community.

Your participation in a Workplace Campaign is an easy and effective way to help employees make a difference and show them that their workplace is actively supporting their local community. Employees are making an investment that benefits Indian River County – not just one program, issue, or population. This leads to a stronger, more sustainable place to live, work, and play. These donations achieve results that no one can accomplish individually.

Thanks to people like you who accept this role, we can create opportunities for a better future for everyone in Indian River County. You are empowering growth, delivering hope, and impacting change in your community.

This guide is full of ideas and information to help you during your Workplace Campaign. We are just a phone call or email away with support and direction, any time you need it.

You make a difference in our community by going above and beyond to make this campaign successful. Thank you for your dedication to this year's Workplace Campaign.

**United Way of Indian River County
makes it easy for donors to make
a big impact.**

When your workplace invests in United way of Indian River County, you're investing in your community. Your dollars stay local so that you and your neighbors can thrive.

Today, the most vulnerable are struggling more than ever. Together, we can bring the resources and expertise to help children, young adults, families, and seniors move towards a brighter future. With your support, there's no limit on what we can accomplish.



Mental Health Counseling & Telehealth services for Mia

Prescription Assistance for Gladys



To improve lives by mobilizing the caring power of our community.



United Way envisions a world where all individuals and families achieve their human potential through education, financial stability, and healthy lives.

QRIMPACT AREAS

Health

- Behavioral Health, Mental Health and Substance Abuse for Children and Adults
- Oral Health
- Physical Health
- Senior Care and the Ability to Live Independently
- Prenatal Care
- Domestic Violence

Education

- Early Childhood Education
- Mentoring for Students in Grade School and Post-Graduation
- On-Time Graduation
- Grade Level Performance in Reading, Math, and Science

Financial Stability

- Access to Healthy Food
- Safe Sustainable Housing
- Financial Coaching and Planning
- Employment Training

EMPLOYEE CAMPAIGN COORDINATOR PROGRAM OVERVIEW

Employee Campaign Coordinators (ECCs) develop and execute their organization's workplace campaign, raising awareness about United Way's vital role in the community. As a key contact for United Way within their organization, ECCs have the opportunity to enhance their leadership and project management skills. They develop creative communication plans and coordinate engaging events, ensuring that every employee have the opportunity to participate in the campaign.

Business Partner Benefits

- Fulfill social responsibility goals
- Enhance business image
- Boost community visibility + relationships
- Increase employees professional development, leadership + advanced skills
- Impact community quality of life, maximize volunteer efforts + create civic leaders





ROLES & RESPONSIBILITIES

- Personally meet or phone conference with the Loaned Executive (LE) assigned to your workplace to plan campaign, set presentation date and times, and implement best practices where possible
- Follow up with all employees not attending the presentation to ensure everyone has an opportunity to participate
- Collect pledge cards and complete campaign envelope
- Deliver fully completed campaign envelope to your assigned LE
- Support your own United Way workplace campaign with a personal gift
- **HAVE FUN! Your efforts will help thousands of people in Indian River County!**



GET THANKS

Everyone wants to feel appreciated, so be sure to thank your donors for their generous gifts. Thank you messages and gifts don't have to be big and extravagant. Remember sincere appreciation is key. Examples, templates, branding materials, and other resources can be found in our Workplace Campaign Tool Kit at [unitedwayirc.org/campaign-resources](https://www.unitedwayirc.org/campaign-resources). For personalized materials or additional guidance, please contact us at (772) 567-8900.

- Write a personal thank you note to the employees
- Make a thank you banner or poster to hang in the employee break room
- SWAG for everyone! Hand out United Way promotional items
- Say thank you with a piece of candy and a message:
 - *Crunch Bar* - 'Our community would be in a CRUNCH without your support!'
 - *Life Savers* - 'You are a LIFE SAVER!'
 - *Starburst* - 'We're BURSTing with thanks!'
 - *Tootsie Rolls* - 'Thanks for the ROLL you play in our community!'



INCENTIVES

Many companies use incentives to encourage participation, promote a sense of teamwork, raise additional dollars toward the campaign goal, and generally make the campaign more fun. Here are a few examples:

- Drawings for gift certificates, gas cards, movie tickets, a day off with pay, lunch with the boss or other creative ideas can be done at the end of each employee meeting for people who turn in their pledge cards
- Giving company or United Way products (mugs, shirts, pens, ball caps) to everyone who attends the employee meetings or contributes

Some companies may choose to use a standard for incentives, for example:

- Individuals who contribute at a certain level or increase their gift by 10% over the last year, are eligible for a drawing or get a day off with pay
- A 10% increase in giving, company-wide, and everyone gets a half-day off with pay
- 100% participation and the company will host a picnic, barbecue or ice cream social

SPECIAL EVENTS + ENGAGEMENT IDEAS

It's okay to have fun! Special events are also a great way to encourage participation and boost results. Additional event ideas can be found in the Workplace Campaign Tool Kit at unitedwayirc.org/campaign-resources. Here are a few ideas:

Bake Sale

Arrange for employees to donate baked goods. Advertise well in advance with posters, memos, and bulletins. Have volunteer employees available to help set up, serve and clean up afterwards.

Paper Plane Competition

Have a paper airplane contest from an upper floor of your building. Charge \$1 or \$2 per paper airplane (sheets of paper with folding design already printed on it with space for name). Prizes awarded for longest and straightest flight, or as an alternative, place prizes on the floor and the plane that lands closest to it, wins.

Balloon Pop

Employees donate prizes for this event, which is a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$2 to buy a balloon and pop it to find out what prize they won.

Casual Day

Sell Casual Day stickers or "I'm dressed this way for United Way!" stickers (available from UWIRC) allowing employees purchasing them to dress casually on certain days (usually Fridays). Employees purchase stickers for \$2 or \$5 each.

Volunteering individually or with a team is a great way to connect with your commu-

FREQUENTLY ASKED QUESTIONS

What is United Way's designation policy?

We honor donor's requests for directing their dollars to a specific funded partner. These designations are treated as first dollars toward an agency's total allocation. The Community Investment Volunteers then make recommendations on any additional funding each program should receive from resources generated as part of the Annual Campaign.

Isn't United Way a national organization?

Yes, United Way Worldwide is a national organization that we fall under the umbrella of (are affiliated with.) But we are a local organization where the Board of Directors consists of IRC representatives, make local decisions, and your money stays local.

How much does United Way spend on overhead?

Why should I give to United Way of Indian River County (UWIRC)?

United Way is a community of connected individuals, united and working together to benefit all. Your dollars go further when you give to UWIRC - we offer wrap around services for everyone in IRC. One individual or family can benefit in multiple ways from the programs that we fund in the health, education, and financial stability sectors.

United Way recruits volunteers from all across the community and are involved in the funding decisions to funded partners and programs. These are based on outcomes, the needs in the community, standards, and impact. The funds raise locally are spent locally to advance the common good here in Indian River County. We all win when a child succeeds in school, when families have good health, and our neighbors have good paying jobs.



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