



Because of **YOU**,
WE CAN

**CAMPAIGN
COORDINATOR
GUIDE
2022 AND 2023**

Thank You from our Campaign **Leadership!**

United Way 2022/23 Campaign Chair



Brian Skinner
President & CEO
Towne Financial Services Group

United Way Board Chair



Steven D. Bond
Assistant City Manager
Hampton, VA



Charvalla West
COO & Director of Community Impact
United Way of the Virginia Peninsula



Steven S. Kast
President & CEO
United Way of the Virginia Peninsula

What Does United Way Do?

United Way creates Pathways out of Poverty for our neighbors in need by bringing the community together to navigate through the Virginia Peninsula's toughest challenges.

Goal: Lift People out of Poverty

We do this by:



Convening & Collaborating

around issues surrounding poverty, and finding community-wide solutions through our collective partnerships



Investing & Resourcing

the gifts raised in our community, and mobilizing them where they're needed most



Advocating & Educating

by lifting the voices of those experiencing poverty, and sharing what it takes to create Pathways out of Poverty

Communities We Serve



United We CAN Community Assistance Network

Helping our Neighbors in Need

(757-229-2222)

United Way's Community Assistance Network (CAN) provides Advocacy and Referral Services for those facing poverty-related crises on the Virginia Peninsula.

Your Role as a Campaign Coordinator

100% Education

Ensure that everyone knows how United Way works to lift our neighbors out of poverty.

100% Ask

Ensure that everyone has been given an opportunity to give, and has considered a gift to United Way.

Collect Donations

Make sure all donations are collected and turned in to United Way of the Virginia Peninsula.

How to run a campaign:

1) Establish Ways to give: Paper pledging ePledge form Both (recommended)
including cash/check gifts

Payroll Deduction offered? Y or N

2) Set Campaign Dates: ___ / ___ / ___ to ___ / ___ / ___

Suggested Length per # of employees:

<100 employees: 2-3 weeks | 100-1,000 employees: 4 weeks | 1,000+ employees: 5 weeks

3) Set Kickoff Date(s): ___ / ___ / ___

4) Schedule a United Way Speaker

Have any upcoming staff/department meetings? Invite a UWVP representative to come in and share United Way's work with your team! Email info@uwvp.org

5) Distribute pledge forms and/or ePledge form

Paper Pledge Forms are available for printing on our website, or your UWVP rep can bring them to you. The ePledge form (recommended) can be easily posted on your intranet, and/or emailed to all employees

6) Encourage giving and collect pledge forms

Every few days, remind employees about the campaign, and say Thank You to those who have already donated. Need help making the ask? Visit www.uwvp.org/workplace-campaign-0 for messaging templates.

7) Submit Results to United Way

Schedule a day/time for your UWVP rep to pick up all pledges and donations. Please add the payroll contact's information on the **Results Envelope**. Pledge forms can also be scanned and emailed to: info@uwvp.org

Running a Virtual Campaign

With COVID-19 creating a "new normal" for many businesses across our community, UWVP added resources that enable coordinators to EASILY run a virtual workplace campaign! Use these tools to ensure employees working remotely have had the opportunity to give back:



zoom

UWVP representatives can host and/or attend Zoom conferences!

This can be either in addition to or in place of in-office presentations.



Renew by email - just reply YES!

If your organization has run a workplace campaign before, UWVP can help you send an email to your donors asking if they would like to renew (or add to) their most recent gift.



All campaign materials are available to download or share on our website at:

www.uwvp.org/workplace

This includes: Fillable PDF Pledge Form, UWVP partner agency brochure, Videos

FAQs

Frequently Asked Questions

We highly encourage you to have a United Way representative come to speak to your employees either in person or virtually, but here are some helpful responses to common questions.

What is United Way?

United Way is a nonprofit organization that **connects businesses, local nonprofits, and government agencies** to address our community's most pressing needs. We are working to move 10% of households out of poverty by 2023 and we have already seen success with a **2% decrease** from 2018-2020.

What Does Poverty Look Like in my Community?

United Way helps those living below the Federal Poverty Line and the working poor who United Way calls ALICE. **ALICE stands for Asset Limited, Income Constrained, Employed.** 41% of residents across the Virginia Peninsula are living as ALICE. Your donation to United Way helps provide the resources ALICE needs to overcome the cycle of poverty.

Who are United Way's Partner Agencies?

United Way **funds and supports local direct service nonprofits across the Virginia Peninsula.** Our Impact Partners are doing incredibly impactful and necessary work for our community and addressing issues like homelessness, hunger, and financial insecurity. For a full list of Partner Agencies, visit: www.uwvp.org/partners.

Why United Way?

Through our **unique partnerships** with the public and private sectors of our community, United Way creates new ways to **solve old problems**, and leads community wide solutions to lift people out of poverty. By giving to United Way, your gift goes further to help our neighbors in need.

Can I Give to Another Charity through United Way?

By giving to United Way, you are supporting **our community impact partners** and our work to bring the community together to address issues related to poverty. If there is a specific nonprofit organization/501(c)3 is important to you, you are welcome to designate your gift.

If I stop working, what happens to my pledge?

Should you stop working, your payroll deduction pledge stops too. If your employment changes, contact United Way at 757-229-2222 to continue your gift. Donations outside of the work-place can be made at any time at www.uwvp.org.

How Can I Volunteer with United Way?

United Way has a variety of ways to stay involved and volunteer including membership groups and United Way's annual Day of Caring. Opportunities to volunteer with organizations across the Virginia Peninsula are always available at www.volunteerpeninsula.org.

Is There a Fee Taken Out of My Donation?

100% of your gift goes back into the community! Thanks to the generosity of our Board of Directors, no administrative fees will be taken out of your gift to United Way or our Community Impact Partners.

What is a SmartCard?

If you give **\$150 or more** during the campaign, you will receive a SmartCard. The SmartCard contains a variety of **reusable discounts** from local businesses whose owners recognize the generosity of United Way donors. For a list of participating businesses, visit: www.uwvp.org/smartcard

Creative Fundraising Ideas

Below are some fun activities and practices that have helped organizations increase participation in their campaign.

Effective Campaign Practices:

- **Host a kickoff breakfast** or luncheon for your employees, and consider having a United Way representative speak. Distribute pledge forms during this time, allowing attendees to give on the spot!
- **Host a poverty symposium** – UWVP can help lead this. Serves as a great start to your kickoff.
- **Volunteer activity** - for employees to gain a deeper understanding of needs across our community, and make a hands-on difference. Sign up for a volunteer project anytime at: www.volunteerpeninsula.org
- **Have Leadership share campaign message** – use pre-made messaging templates posted on UWVP's workplace campaign page, post a blurb that has the ask to give coming from your organization's leadership. (ex. intranet, company newsletter, social media post, etc.)
- **Share Corporate Gift Info** (if applicable) – If your company has made a gift on behalf of the organization to set the tone of the campaign and/or has agreed to match employee gifts by a certain percent, be sure to share that with your team.

Remind donors that now is the time to give because during the campaign, 100% of your gift goes back to the community! Thanks to the generosity of our Board of Directors, no administrative fees will be taken out of your gift to United Way or our Community Impact Partners.

Creative Fundraisers:

1

Casual Dress Day(s) - Allow employees who make a contribution to wear jeans on Fridays during the campaign. Jeans already allowed? Let donors to wear their favorite sports jersey! Consider "tiering" – for example, for a pledge/donation of \$50 you can wear jeans on Fridays through the campaign, but for \$100 you can wear them through the end of the year!

2

Host an auction or raffle (can be done in-person or virtually) - Incentives such as the best parking spot, a day off, department lunch, a sleep late pass, or a 50/50 raffle are always motivating! Create incentives to buy tickets (ex. \$1 per ticket, for every \$5 you get a 6th ticket free!).

3

Penny Wars - Set out 2 jars and split the office into two teams. Spare change can be collected throughout the campaign, and whoever has the most money at the end wins! Does your jar appear to be "losing" the penny war? Drop a dollar bill into your competition's jar to "cancel" the change collected. Large company? Do 1 jar per department!

4

SmartCards on the spot– UWVP can provide SmartCards to distribute ahead of your campaign. This way, those who contribute \$150+ receive their SmartCard upon submitting their pledge form to you!

5

UWVP giveaways – Ask your representative about giveaways such as pens, "I Gave" ribbons, stickers, etc. Prize packs (typically a t-shirt, hat, notepad, and tote bag) are also available for raffles and/or kickoff events.

Your Community Thanks You For Your Hard Work!

Remember, if you have any questions or need assistance at any time, contact your United Way Representative or call (757) 229-2222. Your representative is happy to help you with goal setting, supply needs (including company branded materials), volunteer requests, and information regarding your organization's giving history.

Campaign Materials

(Available for print or download)
2022/23 Pledge Form

Corporate Gift/Matching Pledge Form

UWVP Community Impact Partners

Brochure UWVP Overview

Report Envelope

Campaign Poster - Connected in Kindness

Campaign Poster - Poverty Affects us All

Campaign Email Templates

SmartCard Vendors/Flyer

UWVP Presentation (PDF)

10 Community Aspirations One-Pager

COVID-19 Impact Flyer

ALICE one pager

Helpful Engagement Tools:

United Way LIVE UNITED Video

Poverty Simulation Website

Volunteer Peninsula

United Way workplace campaign materials are always available to download at www.uwvp.org/workplace.



On behalf of all those who will be helped
because of your service to our campaign,

Thank You

for being a Campaign Coordinator!



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www.uwvp.org
info@uwvp.org

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