Employee Campaign Coordinators are key to the success of United Way. Without you, we could not help individuals and families get back on track to self-sufficiency through our programs in access to health care, basic needs, school readiness and workforce development. 2020 has challenged our community and our United Way in ways we never imagined. Our work has never been more important. It is volunteers like you who will help our community move forward through our voices and actions. Our time is NOW.

This guide is designed to help you engage your coworkers virtually in the work of our United Way. We understand this campaign year will be unique and unlike any from the past. We are here for you every step of the way.

Thank you for your leadership and support. Thank you for LIVING UNITED.

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Position Description: Employee Campaign Coordinator

Goal: Empower your coworkers to change our community through giving, volunteering, and advocating for United Way.

Key Responsibilities:
- Attend United Way coordinator training from the comfort of your desk.
- Create a campaign team which includes your CEO, affinity group members and other champions at your workplace.
- Develop an effective campaign plan including dates and goals.
- Access your virtual campaign tool kit for all the components you need for a successful campaign. Print materials will also be available.
- Coordinate your company’s kickoff and recognition events.
- Promote the campaign throughout your company.
- Encourage leadership giving in your campaign.
- Make your company campaign fun!
- Thank your donors and volunteers.
- Check out United Way’s website for tools to help you in your role at https://www.uwcr.org/give/tools-for-workplace-giving
- Invite everyone to give. Set an example by making a gift yourself.

MARK YOUR CALENDAR FOR THESE IMPORTANT EVENTS

Virtual Champion’s Summit on Tuesday, August 11, 2020, from 1:00-2:15 p.m.

Panel members will include:
- Eric Saunders, New Hope Ministries
- Jeannine Peterson, Hamilton Health Center
- Joe Arthur, Central Pennsylvania Food Bank
- Dayl Lynn Shaddock, Sporting Hill Elementary School
- Tim Fatzinger, United Way of the Capital Region

- Stuff the Bus for Day of Caring on September 11, 2020. Watch for more information about ways your company can participate to help give local children a smart and healthy start to school.
1. BECOME AN INFORMED CHAMPION

The more you know about United Way, the more impassioned you will become and the more information you can share with your coworkers.

Our Mission
The mission of United Way of the Capital Region is to improve lives in Cumberland, Dauphin and Perry counties by identifying the most pressing community needs, finding solutions to those needs, and demonstrating how these solutions are making a difference.

Key Bullet Points

• Now, more than ever, our community needs United Way. We face unprecedented challenges brought on by the COVID-19 pandemic and reckoning of social injustices. United Way is the champion organization to help families in need become self-sufficient through proven programs offering access to health care, basic needs, school readiness and workforce development.

• In access to health care, our Contact to Care pilot project:
  o Connects individuals without health insurance to care and a primary medical home.
  o Serves all of Harrisburg and Perry County.
  o Provides dental, vision and behavioral health services.

• In school readiness, our Ready for School, Ready to Succeed pilot project:
  o Prepares children academically and socially for kindergarten through educational workshops in eight school districts representing 15 elementary schools.
  o 66% of our program participants in kindergarten are proficient versus 61% of their peer students not in our program.
  o 56% of our program participants in first grade are proficient versus 48% of their peer students not in our program.

• In workforce development, our Road to Success pilot project:
  o Helps individuals get – and keep – jobs with opportunities for advancement.
  o Offers training on soft skills and help with transportation and childcare.
  o 224 individuals are enrolled in the program and 117 are employed.
  o Our pilot project has a 74% retention rate versus 61%, the standard rate of our partner employers.

• In basic needs, we connect individuals to food, shelter, and clothing because we understand a crisis can happen to anyone. When COVID-19 hit our region, we:
  o Connected people to resources through 211, a nonemergency line available 24/7.
  o Raised more than $263,000 for our nonprofit partners to provide basic needs services to our neighbors. This is above and beyond the $1 million we dedicate annually to basic needs.
  o Partnered with The Foundation for Enhancing Communities to raise an additional $150,000 for nonprofits in central Pennsylvania.
2. INVOLVE YOUR CEO

Participation of your CEO and management team is essential for a successful campaign. We already have their support, or we would not be conducting a campaign. Let us leverage that support in ways that can boost the credibility and importance of our efforts.

- Ask your CEO to approve the creation of a campaign committee, as well as incentives to encourage giving.
- If possible, ask for a corporate gift or match of employee giving to add to your campaign total.
- Ask your CEO to personally endorse the campaign during our fundraising season. We have included a sample e-mail below.

Sample E-mail: Campaign Kickoff Email or Video Message from the CEO

Dear (EMPLOYEE NAME):

During the coming weeks, (WE OR COMPANY NAME) will conduct our annual fundraising campaign to support United Way of the Capital Region and our community. By making a gift to United Way, you help change lives in Dauphin, Cumberland, and Perry counties.

The Capital Region faces unprecedented challenges brought on by the COVID-19 pandemic and reckoning of social injustices that have existed for far too long. United Way is here for our community now to help all families in need become self-sufficient through proven programs in access to health care, basic needs, school readiness and workforce development.

These challenges are bigger than any of us can tackle alone; that’s why United Way brings everyone together to help our region not only put the pieces back together NOW, but also to create a path forward for a better TOMORROW.

Please consider a gift to United Way. Thank you.

3. FORM A CAMPAIGN COMMITTEE

You do not have to “go it alone.” In fact, the larger your workplace, the more important it is to recruit some help. The more people you have helping on your campaign, the better your ability is to reach more people. It also means LESS WORK FOR YOU!

- Ask a friend at work to be an assistant coordinator.
- Recruit people from all areas of your organization.
- Include your affinity group champions to share the opportunities of joining these groups.
- Include people with United Way experience, if possible.
- If employees at your workplace are members of a union, make sure that you invite representatives from the union to serve on your committee and help plan your campaign.
4. DEVELOP A PLAN

Be Prepared
This year we are all facing new and different challenges. Our dining room tables have become our homes offices and face-to-face meetings have been replaced with Zoom and other virtual meetings. In addition, many companies have been economically impacted by COVID-19. We understand. Preparing for the current conditions at your workplace can help your coworkers be part of positive changes through United Way while meeting their current circumstances.

Key points to consider:

- **Every gift matters. Every opportunity to engage matters.**
  Every gift to United Way helps us make a difference in the lives of our friends and neighbors. Engaging your coworkers is another great way to share the importance of our work.

- **Understand Your Untapped Potential**
  Work with your United Way staff person to determine areas where improvement is possible in your campaign.

- **Set a Participation Goal**
  To ensure that co-workers do not feel pressured, it is not recommended to set a participation goal above 80 percent. Set a dollar amount goal by reviewing last year’s average gift and set a realistic monetary goal. Increasing participation will help you reach the monetary goal.

- **Set a Goal of 100 Percent Ask**
  Make sure that everyone has an opportunity to give. This year, we will have several virtual platforms to help people give.

- **Establish Campaign Dates and Develop a Realistic Plan to Achieve Your Goals**
  While the period of direct solicitation within your workplace should typically take two weeks for solicitation and two weeks for follow up, the campaign doesn’t just “happen”. Choose which of the best practices and “funraisers” you will employ and prepare for them. Schedule United Way presentations in advance and plan the publicity efforts that will surround your campaign. United Way staff is available for both in-person and virtual meetings.
Campaign Timeline

8 - 6 WEEKS BEFORE KICKOFF
- Meet with and obtain CEO commitment for your upcoming campaign. Schedule campaign dates on your CEO’s calendar. Limit your actual campaign to two weeks or one payroll period.
- Obtain pledge forms or decide on a virtual giving platform. Provide details to United Way based on your needs.
- Solicit incentive items.

6 - 4 WEEKS BEFORE KICKOFF
- Establish a campaign committee representative for each department within your company.
- Contact a United Way representative and discuss ways he/she can help.
- Schedule company meetings.

4 - 3 WEEKS BEFORE KICKOFF
- Ask your CEO to issue a letter to employees announcing campaign dates and details.
- Notify all department supervisors of campaign dates and ask for their support in having employees attend campaign meetings.
- Review previous year’s campaign and decide which ideas to repeat and which to re-evaluate.
- Establish a campaign timeline so everyone is on the same page.

2 -1 WEEK(S) BEFORE KICKOFF
- Hold company Leadership Giving and supervisor meetings prior to employee meeting.
- Work with United Way to arrange United Way speakers. This can be done virtually.
- Promote the campaign by sending e-mails and pertinent information. Include a campaign stuffer with one or two paychecks or employee mailings leading up to the campaign.
- Publish information about the upcoming campaign and incentives in company newsletter.
- Post a friendly e-mail message to everyone alerting them to the upcoming campaign.
- Purchase/order refreshments in preparation for your kickoff (if you hold an in-person kickoff).

WEEK OF CAMPAIGN KICKOFF
- Hold an organization-wide event to build enthusiasm and start the campaign. This can be through any of United Way’s virtual engagement activities.
- Distribute personalized pledge forms and promote 100 percent card return.
- Post campaign tracking charts and update them daily.
- Make sure to follow-up with past contributors who have not yet responded.
- Schedule company activities to promote awareness and excitement of campaign.

1- 2 WEEK(S) POST CAMPAIGN
- Tally final campaign results.
- Ensure that all pledge forms have employee signatures.
- Meet with your CEO and report results.
- Announce final report to employees and thank them for their support.
- Conduct final meeting with campaign committee and choose a chairperson for next year.
- Check all pledge forms and make sure that any write-ins include a federal tax ID number.
5. THE ESSENTIAL CAMPAIGN SUPPLIES

Need some information fast? How about a brochure, one-pager, success story or other resources to help you manage your campaign? Visit https://www.uwcr.org/give/tools-for-workplace-giving or contact your United Way staff person to find a library of resources.

If you would like to order LIVE UNITED T-shirts or supplies, contact the United Way store at www.unitedwaystore.com.
6. HOLD EMPLOYEE MEETINGS – MAKE YOUR VIRTUAL MEETING FUN!

Ask and You Shall Receive!

Do you know the number one reason why people say they don’t give to United Way? It is because they weren’t ASKED TO GIVE! That is why our job as campaign coordinators is to ensure that EVERY person in the workplace is formally asked to give. So how can we plan to ask each individual associate and do it effectively?

- Think first about how effective your “point-of-contact,” moment is going to be. The instant each person receives their pledge form or invitation to give online. In most instances, a person will make the decision to give or not within 10 seconds. How inspired will they be to give at that exact moment?
- People give to people. The most effective “asks” include an education piece along with the human element, the personal touch of a face-to-face plea. At the very least, include a story, an e-mail, or a letter explaining why their gift is needed.
- Ask for a completed pledge form from every co-worker. If you campaign is virtual, follow up to ensure your co-workers have had an opportunity to give.

Let Us Do It For You!

- Find the time to schedule a 15-minute United Way presentation. These could occur during already scheduled staff meetings or a quick virtual discussion.
- We can do presentations for as few as five people or as many as 2,000.
- Our statistics show that workplaces that invite United Way in to do a formal presentation for staff members consistently raise more money than those that do not.
- The positive spirit and educational approach of the group meeting fosters a greater spirit of giving in a greater number of people. The United Way message is presented in a consistent manner to the workforce.
Virtual Campaign in a Box
To help meet your needs this year, we have created a virtual “campaign in a box” with a variety of talking points, materials, and fund engagement activities to share the United Way message.

United Way of the Capital Region 2020 Campaign Message Platform

United Way of the Capital Region: Here for You NOW for a Better TOMORROW

Elevator Speech
The Capital Region faces unprecedented challenges brought on by the COVID-19 pandemic and reckoning of social injustices that have existed for far too long. United Way is here for our community now to help all families in need become self-sufficient through proven programs in access to health care, basic needs, school readiness and workforce development.

These challenges are bigger than any of us can tackle alone; that’s why United Way brings everyone together to help our region not only put the pieces back together NOW, but also to create a path forward for a better TOMORROW.

Short Speech
The Capital Region faces unprecedented challenges brought on by the COVID-19 pandemic and reckoning of social injustices that have existed for far too long.

United Way is here for our community now to help families in need become self-sufficient for a better tomorrow through proven programs offering access to health care, basic needs, school readiness and workforce development.

We connect individuals without health insurance to care and a primary medical home. We help prepare children for kindergarten and help individuals earn and keep jobs. For families in crisis, we connect them to food, clothing, and shelter.

During the COVID-19 pandemic, we raised more than $263,000 to support local families in need. This is above and beyond the $1 million we dedicate annually to basic needs services. Every community needs a safety net. We make sure our safety net is strong to help as many people as possible get back on their feet.

2020 has challenged our community in ways we never imagined. It is people like you and me who move our community forward through our voices and actions. In the most challenging times, the people of the Capital Region rise to the occasion. Our time is now.

Here is what you can do NOW to help our region recover and come out stronger than before:

- Donate to United Way.
- Spread the word about our work.
- Volunteer to give back.

Thank you for supporting United Way. Thank you for LIVING UNITED.
Long Speech
The Capital Region faces unprecedented challenges brought on by the COVID-19 pandemic and reckoning of social injustices that have existed for far too long. These challenges are bigger than any of us can tackle individually, but together we can help our region put the pieces back together and come out stronger than before.

United Way is here for our community now to help all families in need become self-sufficient for a better tomorrow through proven programs offering access to health care, basic needs, school readiness and workforce development. Our work is driven through collective action. We bring together our community to create solutions to tackle the most pressing issues we face.

In access to health care, we connect individuals without health insurance to care and a primary medical home through Contact to Care. This community pilot project helps individuals become self-sufficient in navigating the health care system. We also teach people why preventative health matters so they can make it part of their everyday lives and the lives of their children.

Contact to Care was launched in the City of Harrisburg in 2017. NOW:
- The project serves all of Harrisburg and Perry County.
- Provides dental, vision and behavioral health services.
- 535 individuals have insurance.
- 758 individuals have a primary medical home.

In the second half of 2020, we will expand our reach to serve residents in Cumberland County.

In school readiness, we teach families the importance of early learning and family engagement to prepare children for kindergarten through our Ready for School, Ready to Succeed pilot project. We hold educational workshops, make connections to preschools, and help families register their children on-time for kindergarten. Through this work, we help level the playing field for all children to succeed in school.

Ready for School, Ready to Succeed was launched in three school districts in 2017. NOW:
- We serve eight school districts representing 15 elementary schools.
- 5,788 individuals have participated in 712 education workshops.
- 66% of our program participants in kindergarten are proficient versus 61% of their peer students not in our program.
- 56% of our program participants in first grade are proficient versus 48% of their peer students not in our program.

In the second half of 2020, we will add Central Dauphin and East Pennsboro School Districts to serve more families.

In workforce development, we help individuals get – and keep – jobs with opportunities for advancement through Road to Success. This community pilot project provides comprehensive support services through the first year of employment. This includes training on soft skills and help with transportation and childcare. Our goal is to help individuals find a path to self-sufficiency.

Road to Success was launched with three partner employers in 2017. NOW:
- We have 19 partner employers.
- 224 individuals are enrolled in the program and 117 are employed.
- Our pilot project has a 74% retention rate versus 61%, the standard rate of our partner employers.
In the second half of 2020, we will expand our reach to serve residents in Upper Dauphin County and Middletown. We will also increase our transportation and education services.

When it comes to basic needs, it is about connecting individuals to food, shelter, and clothing because we understand a crisis can happen to anyone. Every community needs a safety net. We make sure our safety net is strong to help as many people as possible get back on their feet.

When COVID-19 hit our region, our United Way immediately went into action. WE:

- Connected people to resources through 211, a nonemergency line available 24/7. Calls doubled during March and April.
- Raised more than $263,000 for our nonprofit partners to provide basic needs services to our neighbors. This is above and beyond the $1 million we dedicate annually to basic needs.
- Partnered with The Foundation for Enhancing Communities to raise an additional $150,000 for nonprofits in central Pennsylvania.

Now more than ever, our community needs United Way. We are a linchpin organization helping individuals and families become self-sufficient. Our programs improve lives and we have the capacity to help meet the dramatic increase in need.

2020 has challenged our community in ways we never imagined. It is people like you and me who move our community forward through our voices and actions. In the most challenging times, the people of the Capital Region rise to the occasion. Our time is now.

Here is what you can do NOW to help our region recover and come out stronger than before:

- **Invest in proven programs.** Every gift to United Way makes a difference. Invest in proven programs now to not only help our community get back on track, but also to create a path forward for a better TOMORROW.
- **Spread the word.** United Way is speaking up for our most vulnerable citizens and championing the cause of recovery for our community.
- **Volunteer.** United Way is working in partnership with other organizations in our community now to provide safe volunteer opportunities.

Thank you for supporting United Way. Thank you for LIVING UNITED.

**Resources and Tools**

We offer a variety of easy-to-read and share flyers and engagement activities for your use. These resources are available electronically and in print. Here is a list of our current resources. Additional resources will be created as needed throughout the campaign.

**Flyers:**
- Bridges Society
- Women’s Leadership Network
- Tocqueville Society
- Leaders in Giving
- Stay Involved During Retirement
- How We can Partner with You
- Corporate Leadership Giving Program
- Cornerstone Partners
- Raffle prizes
• Basic needs
• Workforce development
• Access to health care
• School readiness
• Impact flyer about pilot projects
• General flyer about United Way’s work
• Electronic giving options
• Pledge forms

Electronic Resources and Activities Available – **New This Year!**
We offer several NEW electronic activities to share the message of United Way’s work. These activities can be accessed anywhere at any time! You and your coworkers can have fun while learning about United Way’s impact in the Capital Region.

Check out the United Way Arcade!
• Campaign Match
• Living Puzzle
• Pinball
• Fact Hunter
• Roadblock

Electronic Giving Platforms to Support Your Campaign - **New This Year!**
• **Campaign 1-2-3 Easy** is ideal for small to mid-size organizations who have not run an electronic campaign in the past. It’s also great for simple campaigns that do not need a lot of customization. Employees create their own user ID’s and passwords when they log on the company’s custom page.

• **Andar E-Pledge** is ideal for larger companies with complex donor options/needs. Organizations need to provide employee names, ID numbers and email addresses as well as customization requests. With this site, employee data will be uploaded into the database in order to automatically send an easy login ID and password to each employee via email. Employees then use their assigned ID’s to log onto the organization’s donation page and enter their pledges.

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**Levels of Giving**

Ideally, ask the employee how many checks/deductions their donation would come from, so that you can say exactly what people could give per week to get to the various giving levels.

• Leadership Gift - $1,000 or more.
• Bridges Society - $500 or more.
• Women’s Leadership Network - $500 or more.
• LINC - $250 or more to United Way’s Community Impact Fund or pilot projects.
• Fair Share - One hour’s pay per month.
• Campaign Raffle Entry - $182 or more.
• Designations – In addition to supporting United Way’s work, donors can designate to any qualified 501(c)(3).
Collection of Pledge Forms

If you are using pledge forms this year, we ask you to complete a report envelope with the details of your campaign. Here is a quick reference for completing the report envelope. If you have additional questions, call your United Way staff member.

**Complete**

**Enter all pledge information**

**Sign here**

**For United Way use only**
7. BEST PRACTICES

Don’t reinvent the wheel! The ideas, incentives and best practices on the following pages have been used in most companies running successful United Way campaigns.

Communicate Year-Round

Communicating with employees throughout the year will keep them involved, help them understand how their dollars are making a difference and demonstrate your organization’s commitment to United Way. Below are best practices and ideas shared by Campaign Coordinators from a wide variety of organizations.

Incentives:
Create campaign incentives that require monthly attention (i.e. a parking space raffle or a “United Way Supporter of the Month” Club).

Thank employees “off” campaign time:
Don’t forget to provide an example of what their contributions mean to the community. Use a short success story or provide outcome measurements that match employees’ interests (United Way staff will be happy to provide this information to you).

United Way newsletters, website and Facebook:
Distribute the United Way newsletter and website information (uwcr.org) through e-mail or post on bulletin boards. Ask a United Way staff member for this information.

Stay up-to-date on United Way and join the conversation by “liking” our Facebook page at: www.facebook.com/UnitedWayoftheCapitalRegion/.

You can also follow us on Twitter @UnitedWayCapReg.

As a Campaign Coordinator, please join our Campaign Coordinator Facebook Group at www.facebook.com/groups/uwcrcoordinators

Issues of the Month:
Create interest through efforts such as “Issues of the Month” and display facts about how United Way is making a difference in our community in lunchrooms or breakrooms. We can arrange for guest speakers based on your issues of focus.

Volunteer Opportunities:
Share volunteer opportunities through e-mail. Post a link to United Way of the Capital Region’s website on your company intranet or encourage employees to log on and search for opportunities by visiting uwcr.org and clicking on Volunteer. We have several at-home opportunities and will add more opportunities as they are developed.

Share United Way Success Stories:
Success stories have the most impact when they are shared by someone we know. Ask your employees to share their success stories or personal testimonies with their co-workers.

Don’t do it Alone:
Form a committee to help you create and execute a year-round communication plan.

“Signature Event:”
Generate enthusiasm and interest with a special event held “off” campaign time.
Increase Participation

- United Way presentation in every department.
- Personal testimony from employee(s).
- CEO endorsement letter.
- CEO endorsement at all meetings.
- Show United Way videos through email.
- Use incentives.
- Establish friendly inter-department competitions.
- Incorporate United Way materials into your new employee orientation packet. Allow new hires to complete a pledge form as they sign on.
- Organize employee volunteer opportunities. Contact Heidi Neuhaus at The Volunteer Center for ideas. *(Contact info at the end of this guide.)*
- Expand your United Way committee.
- Union partnership.
- E-mail consistently throughout your campaign highlighting the impact of United Way.
- Promote year-round communication.

Increase the Average Gift

If the circumstances at your company are favorable based on the current environment, you may want to consider asking for an increase to the average gift.

- Promote a standard of giving (give one hour of pay/month, 15 minutes of pay/week, percent of annual salary).
- Encourage giving through payroll deduction.
- Encourage donors to increase their gift by 10 percent or $1 a week over last year’s pledge.
- Promote giving at the $500 level to become involved in Women’s Leadership Network or Bridges Society.
- Focus on leadership giving at the $1,000 level.
- Promote the United Way raffle. Giving $182 or more makes a donor eligible to enter the raffle.
- Encourage employees to volunteer through drives to collect books, health supplies, etc.
- Establish incentive levels.
- Provide impact statements. *(available at uwcr.org.)*

Campaign Incentive Ideas

**General Ideas:**

- Tiered incentive program.
- Campaign merchandise from United Way store *(www.unitedwaystore.org).*
- Tie incentives to payroll deduction.
- Time off.
- Company match.
- Parking spaces.
- Hats, t-shirts, sweatshirts and other company gear.
- Department challenges - award winner with pizza party.
- Car washes by management staff.
- Establish a higher incentive level than the United Way.
- Ask employees to donate incentives.
- Casual dress days.
Ideas for Incentives Based on $2, $4 or $5 Weekly Pledge

- Company promotional items, such as apparel.
- Offer an extended lunch break.
- Allow employees to leave work a little early or start work a little late.
- Gift certificates for landscaping or snow removal business.
- VIP parking at work, for a designated timeframe.
- Free breakfast or lunch for a week at company eatery.
- Extra paid vacation day.

Incentive Ideas for Returning Pledge Form

- Early bird raffle tickets for submitting pledge form by a certain date.
- Instant lottery ticket.

Run a Retiree Campaign

- Host a separate retiree meeting with United Way and offer incentives to attendees.
- Recruit a retiree to coordinate the effort and ask him/her to serve on your campaign committee.
- Solicit through the mail - include endorsement letter, personalized pledge form and a stamped return envelope.

Invite Others to Join Your Cause

- Get vendors, clients and customers involved. 88 percent of Americans WANT companies to tell them the ways in which they are supporting their favorite causes. Use these stats to your advantage and ask for the support of those you do business with too!

Promote Leadership Giving

Did you know that individuals and couples giving $1,000 or more to United Way each year have become the fastest growing segment of United Way’s annual campaign? As an integral part of your workplace giving program, leadership giving allows your employees to make a greater impact on the lives of people throughout the Capital Region and sets your organization apart as a leader in our community.

Conducting a Leadership Campaign Is Easy!

- Gain CEO support.
- Identify a leadership giving champion (ask a senior manager to lead the effort).
- Identify potential leadership donors within the company.
- Set goals.
- Develop strategies for success by contacting your campaign manager. Best practices include:
  - Hold a separate leadership solicitation.
  - Identify a key speaker. Ideally, the CEO should speak, endorse the campaign and invite each person to join him or her as a Leadership Donor. United Way can provide speakers to partner with the CEO presentation.
  - Meet with prospects individually to personally thank them for their past gifts, invite them to make a new or increased gift, answer questions, and reinforce the value of their support.
  - Follow up with prospects.
  - Create special incentives.
Utilize United Way resources: leadership giving pledge forms, sample letters and customized materials.

- Share results.
- Thank donors with personalized letters from the CEO or other special effort.

**Promote Affinity Group Workplace Programs**

By offering ways to GIVE, ADVOCATE and VOLUNTEER, United Way of the Capital Region is uniquely positioned to provide rewarding philanthropic experiences.

**Women’s Leadership Network (WLN)**

Workplace programs revolve around getting women together to learn more about United Way of the Capital Region and WLN. Women learn how they can make a difference in our community by GIVING, ADVOCATING and VOLUNTEERING through United Way’s WLN.

**Bridges Society**

Your company’s current and prospective Bridges members gather to learn more about how they can help improve lives in our community by GIVING, ADVOCATING and VOLUNTEERING through United Way’s Bridges Society.


LINC is United Way of the Capital Region’s newest donor network. LINC is exclusive to individuals age 30 and under who donate $250 or more to United Way of the Capital Region’s Community Impact Fund. It delivers exclusive events that feature fun and unique volunteer opportunities.

**How will Your Company Benefit?**

- Recognition among a network of hundreds of members from more than 100 area organizations.
- Opportunity to engage employees with the community.
- Team building and leadership experience for participants.
- Education about local issues for members.

**8. FOLLOW UP**

- Ask every employee to return the pledge card whether they give or not.
- Have committee members follow up with those who attended meetings but did not return a pledge card or make an online gift.
- Designate a committee member to solicit anyone who did not attend a meeting.

**9. REPORT RESULTS**

- Communicate your campaign results to your entire organization.
- Make sure all payroll deduction forms are signed and turned in to your payroll department. If you are using an online platform, remind everyone to make their gift.
- Summarize all campaign information on the report envelope. Enclose cash, checks, and copies of all pledge forms. Be sure we have enough information to recognize your employees for leadership giving.
- Call your United Way representative or campaign associate to pick up your report envelope.
- Please try to have your efforts completed by December 19, 2020.
10. SAY “THANK YOU”

Saying “thank you” may be the most important element in maintaining the long-term support you’ve worked so hard to achieve. While United Way has several ways to thank donors, we would like your help to thank donors internally for their participation. Just a small token of appreciation is often enough to convey the message. Here are some ideas:

- Hold a special employee meeting to announce and celebrate your results, ask the CEO to send a letter to all givers, and blanket bulletin boards, lunchroom and employee communications with messages of appreciation.
- Thank your committee members with a special meeting, individual thank you notes or a special note from the CEO.

Sample Letter: Thank You Letter at Campaign’s Conclusion

Dear Employees:

On behalf of United Way of the Capital Region, thank you for contributing to this community effort. Because of your involvement and support, we raised ($__________) for United Way. Your gift is more than a donation, its an investment in our community.

By donating a small portion of your earnings, you have made a huge impact. Your dollars will help move our community forward in access to health care, basic needs, school readiness and workforce development.

Thank you again for your donation and your continued community support. We will keep you posted on the United Way success stories that you helped create. Thank you.

“FUN”RAISER IDEAS

- CEO Challenge: Ask your top executives to challenge the employees to reach a specific fundraising goal. Once the goal is reached, host an event where the CEO celebrates the success in a unique way – like shaving his/her head, working as receptionist for a half-day or cooking breakfast or washing cars for the department with the largest increase.
- Engage your coworkers in one of the many virtual activities created by United Way this year. Create fun competitions between departments and individuals.
United Way of the Capital Region wants to recognize workplaces for their outstanding campaign efforts. United Way thanks these organizations for their outstanding support of our community.

**Pillar Society**  – Companies and organizations donating combined employee and corporate gifts of $100,000 or more.

**Campaign Excellence**  – United Way of the Capital Region recognizes organizations that conduct outstanding campaigns. Awards are based on organization size and campaign performance, which includes per capita giving and participation.

Organizations can qualify in one of three ways:
- Reaching a set level of participation AND per capita giving for your organization’s size.
- Achieving the percent participation increase for your organization’s size.
- Achieving the per capita giving increase for your organization’s size.

**“Best of Awards”**  - The awards are designed to recognize the quality of the campaign, employee support, participation, and financial and non-financial contributions. The awards are intended to honor companies of all sizes. The number of your employees is not a direct measure of your commitment. Ask your United Way staff for a nomination form.

- **The Outstanding Campaign Coordinator/Team Award**  – Recognizes a campaign team or individual coordinator who conducts an exceptional employee campaign, demonstrating excellent leadership, innovative ideas, admirable increases in employee participation and/or per employee giving, and follows the majority of recommended best practices. Award is presented to three companies, based on employee size.

- **Special Event Award**  – Recognizes an organization that best engages employees with a fun and unique event. Companies will be judged on creativity and increased awareness of the campaign.

- **Best Video or Slide Show Award**  – Recognizes an organization that creates and utilizes a video or slide show that showcases how their organization LIVES UNITED. Companies will be judged on creativity and increased awareness for the campaign. *(video/slide show must be one minute or less.)*

Visit [uwcr.org](http://uwcr.org) for additional information or to see last year’s award winners.
YOUR GIFT TO UNITED WAY OF THE CAPITAL REGION SUPPORTS THE FOLLOWING SERVICE PROVIDERS IN THE AREAS OF ACCESS TO HEALTH CARE, BASIC NEEDS, SCHOOL READINESS AND WORKFORCE DEVELOPMENT*

- American Red Cross Serving Central Pennsylvania
- Beacon Clinic for Health and Hope
- Best Friends Child Care
- Boys & Girls Club of Harrisburg, Inc.
- Capital Area Intermediate Unit
- Catholic Charities of the Diocese of Harrisburg, PA, Inc.
- Center for Community Building
- Central Pennsylvania Food Bank
- Christian Churches United of the Tri-County Area
- Community Check-Up Center of South Harrisburg, Inc.
- CONTACT Helpline, Inc.
- CyraCom Language Solutions
- Domestic Violence Services of Cumberland and Perry Counties
- Fishburn UMC Early Learning Center
- Geisinger Holy Spirit Medical Outreach at Christ Lutheran Church
- The Golden Rule Christian Academy
- Goodwill Keystone Area
- HACC, Central Pennsylvania’s Community College
- Hamilton Health Center, Inc.
- Harrisburg Area YMCA
- The Health Ministries of Christ Lutheran Church’s Dental Clinic
- International Service Center
- Jessica’s Little Angels Day Care
- Jewish Family Service of Greater Harrisburg, Inc.
- Jewish Federation of Greater Harrisburg
- KinderCare Learning Center
- Language Beyond Borders
- Latino Hispanic American Community Center (LHACC)
- MidPenn Legal Services, Inc.
- Neighborhood Center of the United Methodist Church, Inc.
- New Hope Ministries, Inc.
- Perry County Literacy Council
- Perry Human Services
- River of God Child Care Center
- The Salvation Army Harrisburg Capital City Region
- The Salvation Army Harrisburg Service Extension Department
- Shalom House
- South Central PAWorks
- Suits to Careers, Inc.
- Tri-County OIC
- UPMC Pinnacle’s Kline Health Center
- Upper Dauphin Human Services Center, Inc.
- Vision Resources of Central Pennsylvania
- YWCA Carlisle
- YWCA of Greater Harrisburg

*As of June 1, 2020.*
United Way Staff Members Who Can Help YOU!

**Community Impact**
Stefani S. McAuliffe  
717.724.4070  
smcauliffe@uwcr.org

**ELECTRONIC GIVING**
Bonnie Donovan  
717.724.4044  
bdonovan@uwcr.org

**Major Gifts**
Craig Heim  
717.724.4040  
cheim@uwcr.org

**Volunteer Center**
Heidi Neuhaus  
717.724.4055  
hneuhaus@uwcr.org

**Communications & Marketing**
Rae Lynn Cox  
717.724.4058  
rcox@uwcr.org

**Resource Development**
Adrian Buckner  
Vice President of Resource Development  
717.724.4053  
abuckner@uwcr.org

Michelle Phillips  
Campaign Manager  
Health, Education & Community Organizations & Service Divisions  
717.724.4065  
mpthillips@uwcr.org

Leilanda Rowland  
Campaign Manager  
Commercial Industries & Financial and Professional Services Divisions  
717.724.4068  
lrowland@uwcr.org

Campaign Coordinator Council Members Who Can Help YOU!

Sue Copella  
Pennsylvania State Data Center  
Phone: 717.948.6427  
sdc3@psu.edu

Jill Snyder  
Capital BlueCross  
717.541.6742  
jill.snyder@capbluecross.com

Marisa Tokarsky  
Deloitte Consulting  
717.635.4038  
mtokarsky@deloitte.com

Tyne Stock  
Millers Mutual Group  
717.237.7269  
tstock@millersinsurance.com