2025 UNITED WAY OF THE CAPITAL REGION CAMPAIGN COORDINATOR GUIDE



WE'RE HERE FOR YOU!

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WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO?

United is the way you and your coworkers can change our community.

Key Responsibilities:

- Meet with your United Way campaign manager about your campaign history, what you've liked in the past and what you want to improve. Your campaign manager will share best practices to help enhance and grow your campaign participation and results.
- Attend United Way coordinator training.
- Establish an internal campaign team with representatives from each department and your company's donor groups members. Donor groups include our Tocqueville Society, Bridges Society and Women's Leadership Network (WLN).
- Develop an effective campaign plan including dates and goals.
- Make your campaign FUN! Plan your company's kickoff and recognition events.
- Promote your campaign by distributing educational materials to employees and posting materials through building and/or virtually through email, intranet, and newsletter.
- Encourage leadership giving in your campaign.
- Invite everyone to give and promote 100% participation.
- Thank your donors and volunteers.

Need information fast, like a brochure? Visit <u>www.uwcr.org/materials/</u> or contact your United Way campaign manager to find a library of resources.

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.

YOU MAKE A DIFFERENCE

Three years ago, Susie relapsed in her fight for sobriety and found refuge at Interfaith Shelter in Harrisburg. During her time there, she regained sobriety, worked, learned to budget and save money for a better future for herself and her son.

Interfaith Shelter is one of the many shelters supported by United Way of the Capital Region. We understand a crisis can happen to anyone, that's why we dedicate more than \$1 million annually to help people in urgent situations. This includes food, housing and utilities, child care, information and referral, and language support.

Susie recently earned her associates degree in addictions counseling from Harrisburg Area Community College (HACC). In January 2025, she will begin working on her bachelor's degree at Elizabethtown College. Her goal is to help women and children because she understands how to fight and win the addiction battle as well as the remarkable resources in our community to help people succeed.



"I believe a special thanks goes out to anyone who helps support this work," Susie says. "Sometimes all people need is a helping hand."

BECOME AN INFORMED CHAMPION



GOAL: IMPROVE ACCESS
TO HEALTH CARE

We connect people without health insurance to care and a primary medical care home. This includes dental, vision, and behavioral health services.



GOAL: SUPPORT URGENT BASIC NEEDS SERVICES

We support service providers with food, housing and utilities, child care, language support, information, and referral services.



GOAL: IMPROVE SCHOOL READINESS AND READING PROFICIENCY BY 3RD GRADE.

We strive to improve reading proficiency by preparing children for kindergarten.



GOAL: HELP INDIVIDUALS
GET - AND KEEP - JOBS

We help people get and keep jobs with opportunities for advancement. This includes assistance with child care and transportation.

CAMPAIGN KICKOFF COUNTDOWN

Time to Start Planning – Meet with your United Way campaign manager 3-4 months prior to your kickoff (times may vary).

6-8 WEEKS BEFORE KICKOFF

- Meet with leadership to gain support.
- Establish an internal campaign team with representatives from each department. Include your company's donor group members (Tocqueville Society, Bridges Society and WLN).
- Review last year's campaign. Decide which ideas to repeat and which to re-evaluate.
- Talk to your campaign manager about best practices to enhance your campaign participation and results. (see "Best Practices for Success!" Pgs. 10-14).

4-6 WEEKS BEFORE KICKOFF

- Set campaign participation and fundraising goals. Develop plan to share goals.
- Decide if your campaign will be in-person, virtual or hybrid (see "Ways to Give" Pg.7).
- Establish a campaign timeline and schedule dates on your company's calendar for the kickoff and fun
 follow up events to keep employees informed and engaged (Limit actual campaign to 2 weeks or 1
 payroll period).

3-4 WEEKS BEFORE KICKOFF

- Work with your campaign manager to arrange an initiative liaison to share a message of impact with your staff.
- Have internal campaign team reps and department supervisors announce campaign kickoff date, encourage 100% attendance to learn about United Way's initiatives.
- Ask your leadership to send a message to all employees announcing the campaign kickoff and follow up events dates, include supportive messages of United Way's work.

1-2 WEEKS BEFORE KICKOFF

- Receive all campaign materials from your campaign manager.
- Announce campaign kickoff. Include United Way raffle prizes and company incentives.
- Hold company leadership giving meeting prior to full employee campaign kickoff.

WEEK OF CAMPAIGN KICKOFF

- Hold organization-wide campaign kickoff with your campaign manager to build enthusiasm, educate and give employees an opportunity to give.
- Promote 100% participation and a fundraising goal. Share information on how to give.
- Promote fun activities throughout the campaign. Update progression daily.
- Make sure to follow-up with past donors.

1-2 WEEK(S) POST CAMPAIGN

- Ensure pledge forms have employee signatures and accuracy.
 - o Meet with your leadership and internal campaign team to review results.
 - o Announce results to employees and thank them for their support.

WAYS TO GIVE

United Way of the Capital Region **2024 PLEDGE FORM** ☐ Male ☐ Female ☐ Other First Name Don't forget your address and number. E-mail Home Work Work Location Employee ID Donate \$1,000 or more to be recognized as a Leadership Donor! **PLEDGE** ☐ Support the work of United Way of the Capital Region (Community Impact Fund).... AND/OR United Way's initiatives: Complete if donating directly to United Way. ☐ Support Workforce Development\$ Support Access to Health Care.....\$ Contact to Care Initiative Road to Success Initiative ☐ Support United Way Basic Needs.......\$ ☐ I wish to forward a portion of my gift to*: (optional) Organization Name Adddress I do not want my name released to the agency/agencies receiving my gift. TOTAL: \$ SIGNATURE: DATE: **Payment method and** PAYMENT METHOD **MEMBERSHIP OPPORTUNITIES** sign here. I would like to join: ☐ Cash/Check (Payable to United Way of the Capital Region) Check #:_ ☐ Capital Club (\$1,000+ per year) ☐ Credit Card (Pay online at www.uwcr.org/payment or call us at 717.732.0700.) ☐ Women's Leadership Network (\$500+ per year) ☐ Bridges Society (\$500+ per year) ☐ Bill Me First Billing Date: _____ ___ (MM/YY) ☐ Bridges Society Donors Age 22-30 ☐ One Time ☐ Semi-annually ☐ Quarterly ☐ Monthly ☐ Stock/Securities (Please notify United Way of transfer.)

Watch for an updated pledge form in August.

PAPER PLEDGE FRONT

Donor groups!

United Way of the Capital Ragion empowers independence to help individuals and families move forward. We do this by providing tools and life skills for people to take control of their fatures through socies to health entry business and market with the providing tools and life skills for people to take control of their fatures through socies to health entry business and market for health entry business and wendforce development, programs.

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Thank you for your contribution to United Way of Capital Region!
Your personal information is kept confidential. We do not rent, trade or self our lists of contributors.

BACK OF PLEDGE FORM

WAYS TO GIVE

United Way - Easy 1-2-3! is ideal for 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 IDs and passwords when they log on to the company's ePledge portal.

Timeline:

- 4-6 weeks before campaign start date Complete the Campaign Easy 1-2-3! worksheet and return it to your campaign manager - <u>Andar 360 (unitedwayepledge.org)</u>. Make sure your IT department has the technology required in place.
- 2-3 weeks before the campaign start date United Way will provide you with a personalized login link for your company ePledge portal. Use this link to login and customize your portal before your campaign begins. Once you complete your ePledge setup, you will receive a link to send to your employees to pledge through.
- A few days before the campaign start date Announce to employees that your campaign is kicking off.
- During campaign Send link to your employees to pledge. Promote participation and fundraising goals internally to help increase participation.
- After the campaign Coordinators will be given access to download reports including one for payroll deductions and results.

United Way Full System (personalized) is ideal for 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 to automatically send an easy login ID and password to each employee via email. Employees then use their assigned IDs to log onto the organization's ePledge portal and enter their pledges.

Timeline:

- 4-6 weeks before campaign start date Complete the ePledge worksheet to set up portal and return it to your campaign manager. Request an employee data file from your human resources department and send it to your campaign manager. Make sure your IT department knows the technology required to run an e-campaign.
- 2-3 weeks before campaign state date Send your employee files to United Way. Run a test email to ensure there are no issues with SPAM blockers. Communicate upcoming campaign to employees.
- A few days before the campaign start date Announce to employees that your campaign is kicking off.
- During the campaign United Way will email your employees with a personalized link to your company's custom ePledge portal.
- After the campaign Coordinators will be given access to download reports including one for payroll deductions and results.

3rd Party Processor Please inform your campaign manager which system your company is using. (Example: Another United Way, Frontstream, CyberGrants, YourCause).

2025 CAMPAIGN MESSAGING AND TOOLS

United is the Way We Help All Families Thrive

Elevator Speech

United Way of the Capital Region helps all families thrive by focusing on four pillars: access to health care, basic needs, school readiness and workforce development.

In access to health care, we connect people without health insurance to care and a primary medical home. This includes dental, vision and behavioral health services.

Through our work:

- o More than 900 people now have insurance.
- o More than 2,300 people now have a primary medical home.

In basic needs, we help people in urgent situations. In fact, our United Way dedicates more than \$1 million annually to help local families with food, housing and utilities, child care, information and referral services, and language support.

In 2023:

- More than 1 million meals were served to people in need.
- More than 114,000 people received help with housing or utilities.

In school readiness, we help level the playing field for children by preparing them for kindergarten and improving reading proficiency by 3rd grade. We offer educational workshops for children ages 3-5 and their families to prepare them academically and socially for school.

Through our work:

- 61% of children in our program scored proficient in reading on the PSSA test versus 20% of their peers not in in the program.
- 68% of children in our program in kindergarten are proficient in reading vs. 35% of their peer students not in our program.

In workforce development, we help people get – *and keep* – jobs with opportunities for advancement. This includes assistance with child care and transportation.

Through our work:

- o 250 individuals have graduated from the program and are employed and financially stable.
- We have a 79% retention rate for individuals in our program vs. the standard rate of 64% reported by our partner employers.

Every day, our communities show that when people unite to take action, change is possible. Join me and donate today.

June 10, 2025.

Watch for updated messaging as the year progresses. For now, thank you for telling our story!





Resources and Tools

We offer a variety of easy-to-read and share flyers and engagement activities for your use. These resources are provided by your campaign manager, both electronically and in print. Here is a list of our current resources. Additional resources will be created as needed. For more information, visit https://www.uwcr.org/campaign/workplace-giving/

Flyers and Tools:

- Bridges Society
- Women's Leadership Network (WLN)
- Tocqueville Society
- Leaders in Giving
- How We Can Partner with You
- Corporate Leadership Giving Program
- Cornerstone Partners
- Electronic Giving Options

- Raffle Prizes
- Pledge Forms
- Basic Needs
- Workforce Development
- Access to Health Care
- School Readiness
- Initiatives Impact Summary Flyer
- General Flyer About United Way

Activities and Games Available from United Way

- Jenga Coming Soon!
- Jeopardy Available for virtual and in-person use.
- Bingo Available for virtual and in-person use.
- Trivia (transportation and general trivia).
- Supply drive (i.e. books, healthy snacks).
- Trike Race Ready for friendly competition? Hold a trike race at your office.

For information on all available games, contact your United Way campaign manager - Ashton Burno at aburno@uwcr.org or by phone at 717.724.4063 or Shannon DeMarco at sdemarco@uwcr.org or by phone at 717.724.4065.



Looking for Other Ideas? Here's Some Inspiration:

- Cornhole
- Mini golf
- Chili cookoff
- Silent auction
- Plant sale
- Bake sale



BEST PRACTICES FOR SUCCESS!

1. INVOLVE YOUR LEADERSHIP

Leadership team participation is essential for a successful campaign. We have the support of your company leaders so let's leverage it to boost the credibility and importance of our efforts.

- Ask your leadership to approve the creation of a campaign committee, as well as incentives to encourage giving.
- If possible, ask for a corporate gift or a match of employee giving to add to your campaign.
- Ask your leadership to personally endorse the campaign during our fundraising season.

2. FORM AN INTERNAL CAMPAIGN TEAM

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 donor 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 you invite union representatives to serve on your internal campaign team and help plan your campaign.

3. DEVELOP A PLAN

Know Your Campaign Environment

Know if your campaign will be running in-person, virtual or hybrid.

Set a Participation Goal

To ensure co-workers do not feel pressured, it is not recommended to set a participation goal above 80%. 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% Ask

Make sure that everyone has an opportunity to 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 2 weeks for
solicitation and 2 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. Your
campaign manager is available for both in-person and virtual meetings.

4. 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, like a parking space raffle.,

Volunteer Opportunities:

Hold year-round onsite volunteer opportunities for

your employees to engage in our work. You can include volunteering with your staff meetings, individual department meetings, training sessions, etc. United Way also offers individual volunteer opportunities working with a network of other nonprofits and youth volunteer opportunities to get our future workforce involved in the community. For more information, contact your campaign managers - Ashton Burno at aburno@uwcr.org or by phone at 717.724.4063 or Shannon DeMarco at sdemarco@uwcr.org or by phone at 717.724.4065.

Share United Way Success Stories:

Success stories help donors understand the impact of their gifts. Share success stories from United Way's program participants through videos and flyers.

"Signature Event:"

Generate enthusiasm and interest with a special event held "off" campaign time, such as onsite volunteer activities, Day of Caring, Stuff the Bus, donor group events, etc.).

5. INCREASE PARTICIPATION

- Provide United Way presentations in every department.
- Ask for personal testimony from employee(s).
- Gather CEO endorsement letter/video and attendance at meetings.
- Show United Way videos through email.
- Offer 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.
- If applicable in your organization, engage all union members.
- E-mail consistently throughout your campaign highlighting the impact of United Way.
- Promote year-round communication.



6. 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 in the average gift.

- Encourage giving through payroll deduction.
- Encourage donors to increase their gift by 10% or \$1 a week over last year's pledge.
- Promote giving at the \$500 level to become involved in Bridges Society or WLN.
- Focus on leadership giving at the \$1,000 level.
- Promote United Way's raffle. Giving \$182 or more makes a donor eligible to enter.
- Encourage employees to volunteer through drives to collect books, health supplies, etc.
- Establish incentive levels.
- Provide impact statements. (Available at <u>uwcr.org</u>.)



General Ideas:

- Tiered incentive program.
- Campaign merchandise from the United Way store (www.unitedwaystore.org).
- Tie incentives to payroll deduction.
- Time off.
- Company match.
- VIP Parking spaces.
- Hats, t-shirts, sweatshirts and other company gear.
- Department challenges award winner with pizza party.
- Car washes by management staff.
- Casual dress days.
- Remote workday.

Ideas for Incentives Based on Increasing Weekly Pledge \$2, \$4 or \$5

- 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.
- Remote workday.

Incentive Ideas for Returning Pledge Form

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



8. INVITE OTHERS TO JOIN YOUR CAUSE

Get vendors, clients and customers involved. 88% 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!

9. 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 committee.
- Solicit through the mail include endorsement letter, personalized pledge form and a stamped return envelope.

10. PROMOTE LEADERSHIP GIVING

Did you know individuals and couples giving \$1,000 or more to United Way are the fastest growing segment of our annual campaign? 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 Leadership 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 before your company campaign begins.
 - 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 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.
 - o 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.

11. PROMOTE DONOR (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.

How will Your Company Benefit?

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

12. FOLLOW UP

- Send campaign ending soon email to remind individuals that haven't given yet, that they still
 have an opportunity to give.
- Announce how close to the fundraising and participation goal your company is and promote a push to achieve the goal. Create excitement around the goal.

13. REPORT RESULTS

- Communicate your campaign results to your entire organization.
- Make sure all payroll deduction forms are signed and turned into your payroll department. If you are using an online platform, remind everyone to make their gift.
- Summarize all campaign information on the report envelope. Remember to enclose cash, checks, and copies of all pledge forms. Be sure we have enough information to recognize your employees for leadership giving.
- Call your campaign manager to pick up your report envelope.

14. 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 your leadership
 to send a letter to all givers, blanket bulletin boards, lunchroom and employee communications
 with messages of appreciation.
- Thank your internal campaign team members with a special meeting, individual thank you notes or a special note from your leadership.



SERVICE PROVIDERS

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 Central PA
- Beacon Clinic for Health and Hope
- Best Friends Day Care
- Bethesda Mission
- Boys & Girls Club of Harrisburg
- Capital Area Intermediate Unit
- Catholic Charities of the Diocese of Harrisburg, PA, Inc.
- Center for Community Building, Inc.
- Center for Employment Opportunities, Inc.
- Central Pennsylvania Food Bank
- Christian Churches United of the Tri-County Area
- Cocoa Packs
- Communication Essentials, LLC
- Community CARES
- Community Check-Up Center of South Harrisburg, Inc.
- Community Connections for Children
- CONTACT Helpline, Inc.
- Contact to Care United Way Access to Health Care Initiative
- CyraCom Language Solutions
- Discovery Kids Childcare Center, Inc.
- Domestic Violence Services of Cumberland and Perry Counties
- Downtown Daily Bread
- Family Promise of Harrisburg Capital Region
- Goodwill Keystone Area
- Hamilton Health Center, Inc.
- Harrisburg Area YMCA
- The Health Ministries of Christ Lutheran Church's Dental Clinic
- Hope Within Ministries
- International Service Center
- Jewish Family Service of Greater Harrisburg, Inc.

- Jewish Federation of Greater Harrisburg
- Joshi Health Foundation
- KinderCare Learning Center
- Latino Hispanic American Community Center (LHACC)
- The Link 4 Youth
- Little Steps Infant Care & Early Learning Center
- Money in Your Pocket United Way Tax Prep Program
- New Hope Ministries, Inc.
- Penn State Health Holy Spirit Medical Outreach at Christ Lutheran Church
- Pennsylvania Wounded Warriors, Inc.
- Perry County Literacy Council
- Perry Human Services
- Rabbit Transit
- Ready for School, Ready to Succeed -United Way School Readiness Initiative
- Road to Success United Way Workforce Development Initiative
- Sadler Health Center
- Safe Harbour, Inc.
- The Salvation Army Harrisburg Capital City Region
- South Central PAWorks
- Suits to Careers, Inc.
- Tiny Learners Early Learning Center
- Tri-County OIC
- UPMC Kline Health Center
- Upper Dauphin Human Services Center, Inc.
- Valley Youth House Committee
- Vision Resources of Central Pennsylvania
- YWCA Carlisle
- YWCA of Greater Harrisburg

*As of July 1, 2024