You're an Employee Campaign Manager? THAT'S A REALLY BIG DEAL!

I have been overseeing our Employee Campaign at CES, Inc. for many years. United Way has opened my eyes to many issues that exist in our region; issues that I have never had to face. Each year, a different presenter joins us from one of the many UWEM partner agencies and speaks passionately about the work they do... and the people they help. I feel confident that our contributions are used responsibly to support programming that matters to the people who need it.

I hope you will join us at my two favorite parts of the campaign—KICK-OFF and CELEBRATION!! I get so much energy from seeing employees from so many companies take the time to come together for an hour at the Campaign Kickoff to support each other and celebrate the goals for our community. Did I mention lunch was free?! And at Celebration we get to watch someone win a car! How cool is that?

Thank you for taking on the challenge of running your workplace campaign for United Way of Eastern Maine (UWEM)! We welcome you to this prestigious group of volunteers and can promise that this will be a rewarding leadership experience. Your help is critical to our success and we are thrilled you have joined us to help champion this mission and make lasting change in our community.

With appreciation,

Kay Allcroft
Employee Campaign Manager, CES, Inc.

There are 45,300 people in the United Way of Eastern Maine footprint living in poverty. Your workplace campaign will help address pressing issues and GIVE HOPE TO EVERYONE LIVING IN OUR COMMUNITY.

Key Dates

Campaign Kickoff BBQ
Thursday, Sept 26 4 - 7 PM
Hollywood Casino Parking Garage (top floor!)
Bangor, ME

Day of Caring
October 4th, location TBA
Come help your community by volunteering!

Campaign Celebration
February 2019, location TBA
Bangor, ME
What is United Way?

United Way of Eastern Maine is a nonprofit organization serving all of the communities in the Eastern Maine region. With help from dedicated donors, and with direction from diligent community volunteers, United Way currently funds 30 local programs that help address the most important community needs.

Opportunity 2028 is a ten year plan that will address three key issues facing our communities, identified by thousands of community members like you.

- Basic Needs: Supporting basic needs and self sufficiency including food, shelter and heat.
- Substance Use Disorder: A stronger collective approach to treating and preventing substance use disorder.
- Early Childhood Education: Supporting and enhancing early childhood development that gives our kids the best possible start.

HOW WE INVEST YOUR DOLLARS:

How it makes a difference:

- 20,652 families and individuals will have access to food.
- 6,547 people will have access to treatment.
- 475 kids will have access to after school programs.

WHAT’S YOUR ROLE?

**ECM Benefits:**
- Career-building skills
- Networking opportunities
- Recognition at your company
- Expert knowledge of the value of giving to United Way

**ECM Role:**
- Work closely with your organization’s leadership
- Collaborate with United Way Representative
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you, if needed
- Hold campaign kickoff and recognition events
- Promote the campaign throughout your organization
- Thank your donors and volunteers

**Employee Campaign Managers (ECMs)**

Engage co-workers in building a stronger community by planning and coordinating a successful United Way Campaign.
Campaign Checklist

PLAN
☐ Attend ECM Training (Sept. 12, 16, 18, 19).
☐ Meet with your United Way Representative to obtain campaign materials and begin planning.
☐ Visit www.unitedwayem.org for ideas and materials.
☐ Meet with your CEO and/or senior management to enlist help in championing the campaign.
☐ Establish workplace campaign goals related to dollar amount and participation percentage.
☐ Recruit and train your campaign committee.
☐ Establish a timeline for campaign activities.

GEAR UP
☐ Begin campaign promotion by sending a letter from management to employees (see “Sample Communications,” p. 8).
☐ Review campaign supplies and prepare materials for distribution.
☐ Schedule and plan a Kickoff Event (see “Get Staff in the Spirit,” p. 6).
☐ Request partner agency speakers and/or tours through your United Way Representative.
☐ Talk with Human Resources to establish a plan to solicit retirees.

CONDUCT
☐ Hold a Kickoff Event to build enthusiasm for the campaign.
☐ Distribute pledge forms and encourage 100% participation.
☐ Send personal communication to all employees (see p. 8)
☐ Hold educational meetings and fundraising events with staff.
☐ Send follow-up emails every few days to maintain enthusiasm.
☐ Hold giveaways and drawings for those who have returned forms.
☐ Solicit retirees.
☐ Have department managers announce campaign at staff meetings.
☐ Follow up with past contributors who have not yet responded.

CLOSE
☐ Send a reminder email that the campaign is concluding and pledge forms need to be submitted.
☐ Collect signed pledge forms. Make copies for your payroll/HR.
☐ Submit pledge forms and final reports to United Way and your payroll department.
☐ Announce campaign results to your co-workers.
☐ Thank and recognize all contributors and the campaign committee.
☐ Gather feedback and notes for next year.
☐ Discuss implementation plan for the company’s new hires.
☐ Choose Employee Campaign Manager for next year.

INDIVIDUAL CONTRIBUTION
Give an ongoing or one-time donation in any amount to United Way through simple payroll deduction or a direct gift. We will work with your Payroll department to make the process quick and easy.

LEADERSHIP CIRCLE
Join a network of community leaders, advancing the common good with an annual gift of $1,000 - $9,999. Make a payroll deduction or direct gift.

TOCQUEVILLE SOCIETY
Join Eastern Maine’s most generous individuals and drive real community change with an annual gift of $10,000+.

COMMUNITY BUILDERS
Combine your gift of $500 with 25 volunteer hours to make a lasting difference and be recognized as a leader in your community. To find volunteer opportunities, please visit unitedwayem.org
Good to know! Here are a few things to keep in mind as your organization gears up to give.

Tips for a Successful Campaign

Get Donors Interested
78% of people are more likely to give a financial donation if they first have a positive engagement experience.

- Share the story: Contact your United Way Representative to schedule a presentation. We’re happy to bring along a speaker from a partner agency if you’d like!

- See impact in action: Experience how important United Way-funded programs are to the community by touring an agency.

- Volunteer: Strengthen your team and community by participating in a fall volunteer project. Visit volunteerme.unitedwayem.org.

Make the Ask
Research shows that the #1 reason people don’t give to United Way is because they were never asked.

- Ask for the pledge: With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase of 5% to help fund unmet needs.

- Answer questions: Respond to questions honestly, and if you don’t know the answer ask your United Way Representative.

- Leverage incentives: Prizes are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking and gift cards are great ideas.

- Say thank you: Regardless of what the donor decides, thank them for their time.

LIVE UNITED All Year Long
We provide you with the tools you need to show donors how United Way is using their gift, months after they’ve given.

- Send facts and updates: Share stories via email, newsletter, the intranet or a bulletin board. Subscribe to our e-newsletter for all the latest.

- Connect on social media: Advocate for United Way by posting photos of your employee volunteers in action or your campaign events.

YOUR CONTACTS

Your United Way Representatives are here to help, every step of the way. Please contact us at 941-2800.

Jesse Moriarity
Chief Operating Officer
jessem@unitedwayem.org

Matthew Stepp
Marketing & Campaign Coordinator
matthews@unitedwayem.org

James Strout
Business Development Manager
jamess@unitedwayem.org

Marissa Pelkey
Loaned Executive Volunteer
Volunteer@unitedwayem.org
Get Staff in the Spirit of Giving!
Easy Fundraisers for Your Campaign

THINK OUTSIDE THE BOX

**Paper Airplane Flying Contest**
Employees make airplanes by folding same-sized paper and pay to enter the contest. Set winner categories for plane that flies the farthest, straightest, and the best decorated.

**Office Bingo**
Distribute printable Bingo cards to employees who pay to play. Every day, email one bingo number to participants. The first one to reply with “BINGO” wins. The bingo game continues until all the prizes are distributed.

**Walking Taco Sale**
Sell individual bags of corn chips with divided plastic containers filled with taco meat, cheese, sour cream, lettuce, etc.

**Guess the Baby Picture**
Employees bring their baby pictures to work and post photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

**Lunchbox Auction**
Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious and elegant meals.

**Build-Your-Own Ice Cream Sundae**
Have a wide variety of sundae toppings available for employees to make a donation and build a sundae.

**Ice Cream Cart**
On a hot day, visit employee cubicles and offices to sell popsicles, ice-cream sandwiches and other treats. Donate proceeds to United Way.

**Peanuts, Get Your Peanuts!**
Decorate a push cart with a sports theme. Stock the cart with bags of peanuts, chips, hot dogs, soda and condiments. Visit offices to sell items.

“Professional” Lawn Services
Managers donate time to do yard work at the homes of employees who bid for their services.

TRIED-AND-TRUE CLASSICS

**Dress Down Day**
Employees pay to not wear normal work attire for a day. Proceeds support United Way.

**Guess the Number**
Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy.

**Penny Wars**
Assign a money jar to each department. Members of that department place pennies in their own jar and place silver coins and bills into the jars of other departments. Pennies count as positive while silver and bills are negative. The department with the highest number wins a lunch.

**Bake Sale**
Employees buy employee-donated baked goods with donations benefiting United Way.

**Tailgate Party**
Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs and have chips, soda and other tailgating necessities.

**Chili Cook-off**
Participants pay to enter their chili into the contest. Other employees pay to sample chili dishes and votes for their favorites.

EASY RAFFLES

**Informative Meeting Incentives**
Hold a meeting and have a representative from United Way present. Offer donuts, coffee or raffle tickets.

**Executive Chef**
Raffle off dinner for two or more at the home of a CEO.

**Front-Row Parking**
Raffle off prime parking spots for a year, or during the winter months.

**Lunch with the CEO**
Raffle off lunch with the CEO—CEO’s treat!

**Vacation Day**
Raffle off a day or ½ day of vacation.

unitedwayem.org
FAQs for ECMs

How long should our campaign run?
For many companies, two weeks is the perfect amount of time to kick off your campaign with a fun event, get the message out to all employees, and make the ask without feeling a time crunch. If, however, you are the ECM of a very large company or a company with many satellite offices, you may want to give yourself a little more time.

Do companies receive special recognition for their donations?
Yes. Awards are given to companies that show exceptional leadership and commitment to their annual United Way campaigns. This includes creativity in planning and implementation, participation, total dollars pledged and more. In addition, United Way prominently recognizes the top 10-contributing businesses as Cornerstone Partners.

When should our campaign take place?
Most campaigns take place between mid-September and mid-December, but they can happen at a time that is best suited to your organization. Entries for our incentive prizes must be received by December 20, 2018, so that may affect when you run your campaign. Some companies use electronic pledging – we’d be glad to tell you how you can implement e-pledge in your workplace.

How can employees give?
Using a United Way pledge form, employees can give via payroll deduction, cash, check or credit card. Contributors can also set up an ongoing or one-time payment online at www.unitedwayem.org.

Are there different levels of giving?
Yes. United Way welcomes and values ALL gifts to our campaign. Donors who give at the following levels will be recognized in our publications: You may join as a Community Builder by contributing at least $500 and donating a minimum of 25 hours volunteer time anywhere in our footprint. Our Leaders’ Circle giving starts at $1,000 per year, followed by our Tocqueville Society whose donors pledge $10,000 or more a year.

Who decides where the donations go?
Nonprofit programs in our five county footprint submit formal grant funding proposals every three years. Funding panels made up of dedicated volunteers carefully evaluate each proposal for alignment with goals for our community. Their recommendations are then passed on to our volunteer-led Community Impact Committee, who in turn make their funding recommendations to our Board of Directors for their final approval.

Are donations to United Way tax deductible?
United Way of Eastern Maine is federally registered 501(c)3 not-for-profit corporation. As such, donations to the United Way are tax-deductible to the extent allowed by an individual’s or corporation’s circumstances. Please advise donors to keep a copy of their pay stub or check as proof of their donation.

Can employees designate their donation?
Yes. While we encourage donations to the Community Fund because it allows us to maximize donor dollars through a variety of programs and initiatives, we are happy to direct your donation to any 501(c)3.
These messages can be used as is or adjusted to fit your needs. Please email matthews@unitedwayem.org for an electronic, editable version of these messages.

**Kickoff Communication from CEO**

Subject: We’re planting seeds for a stronger community

[COMPANY] and our employees have always cared deeply about improving the quality of life for people in our community. Participating in this year’s United Way fundraising campaign is the way we at [COMPANY] create real change in our community.

When you support United Way, we all benefit. Our youth are better educated. Our neighbors are more financially stable. Our community is healthier. Your support makes a difference and is vitally important.

Please hold [DATE] on your calendar for our campaign kickoff. We look forward to seeing you all there.

Sincerely,
[CEO Name]

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**Kickoff Communication from ECM**

Subject: It’s time to plant seeds for a stronger community

I am so excited to be leading this year’s United Way campaign! We kick off on [DATE/TIME] and will wrap up on [DATE]. As always, we hope you will participate because when one person is helped, our entire community is strengthened.

This year we hope to raise even more money than last year. Every dollar we raise means that much more in funding to programs that create lasting impact in our communities. We’re asking our employees to consider increasing their gift by 5 percent this year, and encouraging those that have not contributed before to consider a gift toward this year’s campaign. For one in five people in our region, your donation means finding the hope and help they need; a hot meal, homework help for a child, or access to behavioral health services.

Investing in our community is an important responsibility that we all share. Our community thrives when a child does well in school, a neighborhood turns around, families have good health, and workers have solid jobs.

Please join us on [DATE/TIME] to show our community how we work together to LIVE UNITED!

Sincerely,
[ECM Name]

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**Additional Communication from ECM**


One of the most common questions employees ask about United Way is what difference one donation makes. You might be surprised at how far gifts like $1 a week can go when you donate to United Way.

United Way makes the most of every dollar you give. How? By focusing efforts on strategies for long-term change and by investing in proven programs and initiatives right here in the Eastern Maine. For example:

- $1 per week will buy 520 brochures for victims of domestic violence that can be distributed to local churches, hospitals and town offices.
- $2 per week would provide supplemental fresh vegetables to a low income senior for a year.
- $5 per week provides the training material needed for 4 new volunteer tutors who change an adult’s life with literacy.
- $10 per week will provide 104 youth with a one-year membership to an after school program that will provide them with safety and structure.

Thank you,
[ECM Name]