Let’s make this our strongest campaign yet. We make a difference by uniting people to work towards a common goal. As your organization’s Campaign Keyperson, you play an important role.

You can help us harness the collective energy to increase the quality of life for all of our neighbors in Northwest Vermont. YOU MAKE CHANGE HAPPEN!
As a Campaign Keyperson, you provide education, direction and leadership to:

**EDUCATE**
Ensure that all employees understand how United Way of Northwest Vermont works to improve our community.

**CONVENE**
Unite your colleagues and ensure that everyone has the opportunity to give.

**LEAD**
Direct, energize and motivate for your campaign.

**YOUR UNITED WAY WORKPLACE CAMPAIGN**

Your campaign is the time to harness the collective power of people to build a stronger community. It’s a way to bring people together to meet the needs of our neighbors and an opportunity to let others experience the excitement and reward of belonging to something big. Your workplace campaign will give participants the gratifying sense that each of us is part of the change—part of the movement.

United Way’s vision for the future is simple. We want to make our home a better place for everyone. A place that offers security, safety, inclusion and prosperity. A place where everyone has the opportunity to thrive. Where communities are healthy and connected, families are stable, and kids are set up for success—regardless of their background or where they live.

**YOUR NETWORK OF SUPPORT**

Campaign Associates are individuals from the community who serve United Way of Northwest Vermont during the annual Community Campaign from September through December. Their salaries are paid by sponsoring organizations. The Campaign Associate Program is essential to maintaining United Way’s cost-efficient fundraising methods.

Their primary duties involve working with CEOs, workplace campaign Keypersons and campaign committees to plan, manage, and revitalize workplace campaigns. Campaign Associates are prepared to make presentations to employee groups regarding the role United Way plays in identifying and meeting critical human service needs in our community.

Your Campaign Associate and the United Way staff are available to support you throughout your campaign. Campaign Associates are your liaisons to United Way and are a great resource for tips, ideas, materials and best practices.
Here are a few tips to help you get started:

1. **REVIEW PAST CAMPAIGNS**
   - Set up a meeting with your United Way Campaign Associate and/or former Keyperson and ask:
     1. What were the best parts of last year’s campaign?
     2. What was the total employee contribution?
     3. What percentage of employees participated?
     4. What was the CEO or top management involvement?
     5. Was there a major social event or other special events?
     6. How was the campaign promoted?
   - Ask your Campaign Associate for a copy of your organization’s giving history. Look for participation and Leadership Giving trends. Consider how you can positively influence participation, increase payroll deduction giving (versus one time gifts), and retain donors from previous years.

2. **ENCOURAGE TOP MANAGEMENT SUPPORT**
   - Talk to your company’s leadership about approving a campaign keyperson committee, budget and allowing company time for meetings and activities.
   - Ask top management to publicly support, endorse and participate in the campaign and events. An email from the CEO can help set the tone for the campaign, and thank you emails to all contributors are appreciated by employees.
   - Discuss implementing a program that matches a percentage of employee gifts.

3. **BUILD A STRONG CAMPAIGN TEAM**
   - Recruit a campaign committee that includes representatives from all departments, labor unions and retiree groups. The best candidates are people who are organized, enthusiastic, creative and interested in improving our community. Anyone who has been helped by United Way themselves makes a great addition to the team.
   - Find a co-keyperson who will be your successor and involve them in the planning, organization and implementation of the campaign.
   - Consider creating positions for your team: public relations/communications representatives to deliver United Way messages to fellow employees in creative ways; or human resources/payroll representatives to help simplify payroll deduction and record keeping.
GET CONNECTED

- Develop a Campaign Plan; Create a timeline and set measurable goals. If you ran a campaign last year, set one or more goals based on where you think you can make the greatest improvement such as an increase in participation, average gift or number of Leadership Givers (gifts of $1,000 or more). Ask your United Way Campaign Associate for ideas to help set goals.
- Choose strategies that are tailored to your corporate culture.
- Identify events that work best for your company and are fun. Think about what gets your colleagues excited or what hobbies or talents employees have that could be incorporated. We have lots of ideas to start your brainstorming.
- Consider incentives that can increase participation (review your campaign history to identify growth opportunities).
- Be sure to include retirees.
- Clearly define roles and assign responsibilities to committee members.

PROMOTE AND PREPARE

- Publicize your campaign with posters, banners or through your company newsletters, intranet or an email campaign.
- Use the tools and materials available in our Campaign Toolkit (available at unitedwaynwvt.org) which includes videos, brochures, posters, and more to inform and inspire.
- Work with your United Way Campaign Associate to ensure you have pledge forms and other materials you need for employee meetings.
- Post United Way facts, daily reminders and provide a link to unitedwaynwvt.org on your intranet site and in company emails (giving goes up if people know they are making a difference).
- Follow and tag us on Facebook & Instagram and share it with your coworkers! (Facebook.com/UnitedWayNWVT and @unitedwaynwvt)

KICK OFF YOUR CAMPAIGN

- Make your gift to United Way before you encourage your team to give. It’s easier to ask if you’ve already given.
- Invite all staff to a kickoff event to highlight management support, campaign goals, campaign activities and dates and how to give.
- Invite a United Way Campaign Associate to speak at your events.
- Ask current contributors to consider increasing their gift.
- Communicate! Use the company newsletter or website to promote campaign activities, share stories and use sample emails and letters from the Campaign Toolkit at unitedwaynwvt.org.
MAKE AN ASK

- For suggestions on how to ask without pressure, please ask your Campaign Associate or United Way staff member – we respect each person’s decision to give or not.
- Make sure everyone is asked for a gift through group events and meetings or personal conversations. The primary reason people state for not giving is that they weren’t asked.
- Take time to make sure employees understand how United Way works in our community and answer any questions.
- If co-workers have participated in the past, thank them first.
- Engage colleagues to participate in campaign activities.
- Tell employees when the campaign ends and where they can return forms. Ask every employee to turn in a pledge form by a certain date even if they choose not to contribute. This will let you know that everyone had an opportunity to give.
- Contributing is a personal matter and should be kept confidential. Prevent the perception of pressure, real or implied, by making YOUR goal 100 percent contact for the campaign and not 100 percent participation.

MONITOR YOUR PROGRESS

- Keep a running total as pledges are collected and provide regular updates to employees about the progress of your campaign.
- Hold a mid-campaign review to see if you’re on track for goal.
- Follow up with those who didn’t turn in a pledge form.

SHOW APPRECIATION AND GRATITUDE

- Report final totals to your employees and thank everyone. Let your coworkers know their contributions are appreciated by blanketing the bulletin board or lunchroom with posters, say thanks in your newsletter and send personal letters or email from you or the CEO, and hold a thank you event.
- Meet with your committee to evaluate the campaign and to say thank you. AND: Congratulate yourself for a job well done!

STAY INVOLVED YEAR ROUND

- Share United Way updates and stories so colleagues know the impact of their gift.
- Organize group volunteer activities – visit Volunteer Connection on our website for volunteer opportunities.
- Participate in United Way events held throughout the year.
INCENTIVE IDEAS

• The number of ways an incentive can be used is limitless – do whatever works for you. Use them as a tool to meet your goal, increase participation or increase the average gift of your employees. Low-cost gifts and prizes are available from the United Way supply catalog and website (unitedwaystore.com), or you can seek goods or services donated by your vendors, clients, employees, friends or family, such as:
  • Paid time off (i.e. extra paid vacation day or birthday off, sleep in and come to work late, or create your own 3-day weekend)
  • Casual Friday privileges
  • Executive parking spot or special parking privileges for week
  • Morning goodies for the department with the most participation, highest per capita, or largest increase in givers
  • Dinner prepared and served by the CEO
  • Event tickets and gift certificates from local restaurants

STRATEGIES TO INCREASE PARTICIPATION

• Hold a drawing at the end of each employee meeting for all who turn in a pledge card
• Give everyone who turns in a pledge card a raffle ticket. When the campaign is complete, have a drawing for incentives
• Reward participants with a party if you make the company goal
• Have a raffle for all those who turn in their pledge cards on the first day
• Earn company dollars to spend at a campaign event for turning in pledge cards

STRATEGIES TO INCREASE THE AVERAGE GIFT

• Give the employees extra time off for increasing their gift by 10% over last year’s pledge
• Hold a leadership campaign, establishing a company leadership level. Recognize participants accordingly
• Stress the ease of payroll deduction
• Ask employees to give $1 more a week
• Provide Leadership materials to employees (available online or through your LE)

Connect with your Campaign Associate for more creative ideas for your campaign: (802) 864-7541.
“FUN”RAISING IDEAS

• Penny Wars – a good inter-departmental competition
  Goal: To have the highest “positive” total
  How to play: Add pennies to your jar and add silver coins or bills to your
  competitors jars. Pennies are “positive” total, silver coins and bills are
  “negative” total.
• Raffle – can be a 50/50 money raffle or a raffle for prizes
• Silent Auction – a good “re-gifting” idea wherein people donate new or
  slightly used items for auction
• Bake Sale/Book Sale/Garage Sale
• Potluck Lunch – people donate items & employees pay ($2, $3 or whatever)
  to have a great lunch
• Cooking contest – ex: Chili Cook-off, pie contest, etc
• CEO/Executive car wash – people pay to have the CEO/Executive wash their
  car
• Ugly Tie contest
• Trivia contest
• Pumpkin carving contest
• Please share fun ideas with your LE!

CAMPAIGN TOOLKIT

• The Campaign Toolkit is available online at unitedwaynwvt.org. There you
  will find tools and resources to help plan your campaign:
  • Keyperson Training Guide
  • Campaign Video
  • Case for Impact Report
  • Campaign Posters
  • CEO Leave-Behind
  • Case for Leadership Brochure
  • Goal Thermometer Poster
  • Workplace Pledge Form (please contact your Campaign Associate for
    hardcopies)
  • Pledge Listing Sheet and Instructions
  • Information about Volunteer Roles, Funded Agencies and Programs

Connect with your Campaign Associate for more creative ideas
for your campaign: (802) 864-7541.
Thorough reporting on behalf of our Keypersons helps us reduce costly administrative work and focus on the community:

**STEP 1**

**Complete a Pledge Listing Sheet**

Complete and organized Pledge Listing Sheets help us maintain accurate records, verify pledges and thank contributors. It is a confidential list and will not be used for any type of solicitation.

The information can be completed on an Excel spreadsheet (electronic Pledge Listing Sheets are available in the Campaign Toolkit at unitedwaynwvt.org). You may submit electronically to finance@unitedwaynwvt.org.

Complete the organization information at the top of the page – It is important that we have a contact name and phone number in case of questions.

Group the pledge forms into types of giving (as indicated below in Section II).

- For each donor: in Section I: List the employee's name;
- in Section II: List the amount pledged or paid in full under the appropriate column:

  - **A1: Cash/Paid in Full Contributions**: include pledges which have been paid for by cash, check, or credit card.
  - **A2: Employees to be Billed by United Way**: list pledges for individuals who have asked to be billed and any stock gifts.
  - **A3: Payroll Deduction Pledges**: list all payroll deduction pledges.

Sub-total the columns on each sheet. If more than one sheet is used, add the sub-totals from each sheet and record the grand totals on the final sheet.

Connect with your United Way Donor Relations Staff with questions regarding Pledge Listing Sheets:

**JOHN CRONIN**
**Director of Donor Relations**
802-861-7842
john@unitedwaynwvt.org

**RUTHANN HACKETT**
**Individual Donor Relations Manager**
802-861-7831
ruthann@unitedwaynwvt.org

**CARI KELLEY**
**Workplace Donor Relations Manager**
802-861-7851
cari@unitedwaynwvt.org
After completing the pledge listing sheet, please complete the Employee Campaign Pledge Envelope. Review your organization’s pertinent information as printed on the Employee Campaign Pledge Envelope and make any corrections. If your company information is not preprinted, please complete this block and the required information in the upper right-hand corner.

**TOTAL # OF EMPLOYEES:** Please provide us the total number of employees with your company at the time you ran the campaign even if they have not pledged. Examples of employees not solicited are (employees on leaves of absence, serving in the armed forces, not able to report to work long term, etc.)

**PARTIAL/FINAL:** Select PARTIAL REPORT if you need more than one envelope or are anticipating more pledges. Select FINAL REPORT if all results are enclosed or if the report is the last of several envelopes.

**A. CORPORATE GIFT:** Please check off the applicable payment type of the corporate pledge. A signed corporate pledge form must be enclosed in the reporting envelope, even if the Corporate Gift will be mailed separately.

**B. EMPLOYEE GIVING:** Using the grand totals from the Pledge Listing Sheet(s) you just completed, enter the information in the appropriate columns on the Employee Campaign Pledge Envelope.

1. **CASH/PAID IN FULL CONTRIBUTIONS:** Enter the total amount of dollars from Column A1 on the Pledge Listing Sheet. The total pledges must equal the amount enclosed in the envelope. Also, indicate the number of donors this represents.

2. **TOTAL TO BE BILLED BY UNITED WAY:** Enter the value of the total pledges from Column A2. Also, indicate the number of donors this represents.

3. **TOTAL PLEDGED THROUGH PAYROLL DEDUCTION:** This is the total value of pledges from Column A3. Also, indicate the number of donors this represents.

4. **TOTAL SPECIAL EVENT FUNDRAISING:** List the total value of funds raised by special event activities. The total dollar amount raised should equal the amount enclosed in the envelope. If you have more than one special event, please itemize them on a separate sheet and include your list with the pledge forms. Note that special events do not require listing the number of donors and are not generally counted as pledges.

5. **TOTAL EMPLOYEE GIVING FOR SECTION B:** Add the value of dollars in 1, 2, and 3. Also, add the number of donors this represents from 1, 2 and 3.

**C. TOTAL THE EMPLOYEE CAMPAIGN REPORT ENVELOPE:**

Add A + B

**D. TOTAL CASH & COINS INCLUDED IN ENVELOPE:** Write in the exact amount of cash and coins included for security purposes. Please keep the cash attached to each pledge form, so we understand which pledge form the cash should match up with. ALL TOTALS IN THE ENVELOPE SHOULD AGREE WITH THE ENVELOPE CONTENTS.

**PLEDGE REMINDER:** In the white box at the bottom of the form, indicate if you would like us to send a pledge reminder. If so, include the contact person name and address where the statement should be sent. Statements are sent out quarterly.

---

Complete a Campaign Pledge Envelope

**STEP 2**

Connect with United Way Workplace Donor Relations Manager Cari Kelley with questions regarding the Pledge Envelope: (802) 861-7851.
Separate the pledge forms:

1. Place white copies of the pledge form in the Employee Campaign Report Envelope.

2. Give yellow copies to your payroll department. (If using your own, internal forms, please keep a copy for your payroll records.)

3. Employees keep the pink copies for their own records. Please make employees aware of new IRS guidelines included under “Important Tax Information” on the back of their copy.

Please do not mail your results and forms. Please hand deliver the envelope to United Way or call your Campaign Associate for pickup: (802) 864-7541.

SPECIAL THANKS
To Chris Gillman from Global Foundries and Alison Emerson from VEIC for all of their hard work on the Keyperson Training Committee.

We are delighted to acknowledge the many years of quality public speaking training Joanne LaBrake-Muehlberger has provided for our Campaign Associates who give key presentations during our campaign. She has a brilliant way of separating the training into elements that enhance the speaker’s effectiveness and builds each one’s confidence. The presentation module is always one of the most positive experiences for our staff.

Joanne offers public speaking training to businesses and organizations. She is also available for individual coaching sessions. She can be reached at Jlabrake@smcvt.edu.

SPECIAL THANKS TO OUR SPONSOR
United Way of Northwest Vermont would like to thank GlobalFoundries for the generous sponsorship of the 2019 KeyPerson Trainings.

UNITED WAY DONOR RELATIONS STAFF

JOHN CRONIN
Director of Donor Relations
802-861-7842
john@unitedwaynwvt.org

RUTHANN HACKETT
Individual Donor Relations Manager
802-861-7831
ruthann@unitedwaynwvt.org

CARI KELLEY
Workplace Donor Relations Manager
802-861-7851
cari@unitedwaynwvt.org

BUDDHA RAI
Donor Relations Assistant
802-861-7830
buddha@unitedwaynwvt.org
CONGRATULATIONS TO THE 2018 CAMPAIGN AWARD WINNERS OF CHITTENDEN, FRANKLIN & GRAND ISLE COUNTIES:

LIVE UNITED AWARD - McSole, McCoy and Company

CAMPAIGN OF THE YEAR - FoodScience Corporation

AFFINITY AWARD - Dinse, Knapp & McAndrew

KEYPERSON OF THE YEAR - Erin Ward, Northwestern Medical Center

THANK YOU TO THE 2019 CAMPAIGN ASSOCIATE SPONSORS:
FACEBOOK

To introduce the campaign story:

Together with our neighbors, United Way of Northwest Vermont is building a community response to the opioid crisis – a complex community issue that no one organization can solve alone. Now in recovery, Cam Lauf at Turning Point Center is using his experience to help people find their paths to recovery and build community connections that make lasting change. It’s just one example of United Way’s efforts to solve one of our community’s toughest issues with a collaborative approach. Read Cam’s story and watch the short film to learn more: https://unitedwaynwvt.org/cams-story

(For a direct link to the video with no written story:)

Watch United Way’s campaign video to learn more: unitedwaynwvt.org

General post for individuals:

As a (Keyperson, Volunteer, Supporter, etc.) for United Way of Northwest Vermont, I/we am/are proud of our work to unite our region to change lives. We are a powerful network focusing on addressing our community’s toughest issues that no one organization can solve alone—issues like substance use disorder, mental health, and meeting basic needs, like transportation and housing. We bring together individuals, businesses, government and nonprofits to deliver solutions that make lasting change for our neighbors in Chittenden, Franklin and Grand Isle counties. But we can’t do it without the support of our community members.

If you have the opportunity to participate through a campaign at your workplace this season, I encourage you to make a donation today, or go to unitedwaynwvt.org to learn more about how to start a campaign at your workplace.

Change can’t happen without YOU. Please give today!

FRONT PORCH FORUM

Subject: Change can’t happen with YOU!

Body: Dear (Town Name) Neighbors,

As a (Keyperson, Volunteer, etc.) for United Way of Northwest Vermont this campaign season, I’m proud of our work to unite our region to change lives. We are a powerful network focusing on addressing our community’s toughest issues that no one organization can solve alone—issues like substance use disorder, mental health, and meeting basic needs, like transportation and housing. We bring together individuals, businesses, government and nonprofits to deliver solutions that make lasting change for our neighbors in Chittenden, Franklin and Grand Isle counties. Together, we serve people in every town in Northwest Vermont, including (Town Name). But we can’t do it without the support of YOU—our community members and neighbors in (Town Name). If you have the opportunity to participate through a United Way campaign at your workplace this season, I encourage you to make a donation today, or go to unitedwaynwvt.org to learn more about how to start a campaign at your workplace. Change can’t happen without YOU. Please give today!
THANKS!

YOU’RE OUR HERO.