2019
EMPLOYEE GIVING CAMPAIGN
COORDINATOR GUIDE

THE POWER OF U.

United Way
Char-Em United Way
As an Employee Campaign Coordinator, you have “special powers” to help Char-Em United Way (CEUW) make a difference in people’s lives. To help you harness and channel these powers, we’ve created this Coordinator Guide. Use it as your resource and inspiration to engage, encourage and guide your employees in making important decisions about the support they provide.

Because of you, and your strong commitment, we’ll “save the day” for those who need our help in our community.

Char-Em United Way’s purpose is to bring people and resources together. They stand at the intersection of means and needs, engaging donors and passionately advocating for those who are underserved in our community.

Melanie Leaver – Associate Dean, North Central Michigan College
POWER UP YOUR TEAM.

The key to a successful campaign is to help every employee understand and actively support all CEUW does for our community. How do you do that? Remember to **SOAR:**

- **S** – Strategize a plan with clear and measurable goals
- **O** – Organize and inspire your team
- **A** – Ask everyone to give
- **R** – Respond by thanking everyone for their donations and gifts of time

KEEP YOUR CAMPAIGN FLYING HIGH!

Keep your team engaged throughout the campaign:

- ✔ Participate in CEUW events
- ✔ Create an employee volunteer project…ask us how!
- ✔ Host a United Way event at your workplace
- ✔ Create a giving challenge at your workplace

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United Way
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EVEN HEROES NEED A CHECKLIST.

Use this list to stay organized and on-track for running an exceptional campaign.

**PLAN**
- Email anora@charemunitedway.org to begin planning your campaign
- Attend United Way’s Kick-off event(s)
- Establish campaign goals (e.g. dollar amounts, participation average, etc.)
- Recruit and train your campaign team

**GEAR UP**
- Establish a timeframe for campaign activities
- Begin campaign promotion with posters, emails, etc.
- Send a letter from management or leadership to employees
- Prepare your campaign materials

**EXECUTE**
- Hand out pledge forms and/or email to employees about giving
- Send follow up emails every few days to keep up energy and enthusiasm
- Hold meetings or fundraisers (e.g. casual day, etc.)
- Give employees the opportunity to learn more about United Way by coordinating a speaker or volunteer activities

**CLOSE**
- Send a reminder to employees that the campaign is closing soon
- Collect pledge forms
- Submit pledge forms and pledge info to payroll team and forward to anora@charemunitedway.org
- Thank employees for their participation with an email, letter or event
- Gather feedback and notes for next year

Stay connected with CEUW throughout the year. Find us at [facebook.com/charemunitedway](http://facebook.com/charemunitedway) or sign up for enews on our website at [charemunitedway.org](http://charemunitedway.org).
10 WAYS TO CREATE EVERYDAY SUPER HEROES.
(SPIDER BITES AND PHONE BOOTHs NOT INCLUDED)

1. Host a campaign kick-off party to show the work you’re supporting

2. Create teams to encourage friendly competition and boost morale

3. Invite co-workers to join United Way’s leadership group

4. Encourage in-house clubs and groups to spread the campaign messages to their members

5. Run a contest relating to a specific focus area

6. Host a volunteer activity for all employees

7. Host a food-related event. Sharing a meal (or snacks) is a great way to bring people together and keep them engaged

8. Invite a senior executive to host an event

9. Ask co-workers to consider stepping up their gift (e.g. from 5% to 10%)

10. Offer rewards for reaching goals
Putting the Power of U to Work Every Day.

People have a great many needs in Northern Michigan. Likewise, there are a great many organizations and programs working to address these needs. So why support United Way? Here’s why:

✓ **We solve problems, not just symptoms** – There are often several factors that lead to people needing community services. United Way looks deeper to address all the factors that lead to need, thereby ensuring a more permanent solution.

✓ **We promote collaboration among helping organizations** – There is no one single answer to addressing the need for human services. United Way identifies where needs exist and mobilizes the right resources to best address each situation. As a recognized convener in the region, we address redundant referral networks and support coalitions to tackle tough community issues.

✓ **We are the voice for the unheard** – Despite the breadth of human services offered in Northern Michigan, people still struggle to find the help they need. We work to find and fill those gaps on an ongoing basis.

✓ **We ask and answer the tough questions** – At United Way we ask “Who aren’t we serving?” rather than “Who are we serving?”—a critical point that leads to addressing needs on a more effective project/program basis rather than an agency basis.

✓ **We maximize the impact of every donation** – With every dollar donated, we leverage our resources to increase that donation’s value to the community. Last year alone, each dollar donated resulted in $4.60 in value of services back to the community.

**Why support United Way?**

Char-Em United Way is uniquely positioned to address the pressing needs for community programs in our region. We bring our area’s helping network together to discuss solutions for a stronger community. Better solutions happen when we ask the right questions and work together to address them. It’s smart. It’s right for our donors. It’s right for our community. This is the Power of U....the power of United Way. It’s more than our name; it’s our commitment to tackling the tough issues together.