

United We Fight. United We Win.



JACKSON COUNTY UNITED WAY 2018 Coordinator Guide



Welcome to the Team!

The logo consists of the words "LIVE UNITED" in a bold, white, sans-serif font, set against a solid blue rectangular background.

Your commitment.

Our experience.

Together, we can create a brighter future for all.

In today's workplaces, there are fewer resources to research, plan, implement or support meaningful and involving ways to give back to the community. That's why organizations of every size turn to United Way. A United Way workplace campaign is an engaging, time-tested way for everyone in your organization to give, advocate or volunteer. Together, you'll impact the important issues facing our community's children, youth and families. All while creating a sense of teamwork and purpose that strengthens your own workplace community.

As an Employee Campaign Coordinator (**ECC**), you'll have the United Way staff and an array of support materials to guide you each step of the way. Whether you turn to the UW staff, seek advice and information online, from our printed coordinator materials, or from your fellow Employee Campaign Coordinators, you can count on United Way's experience as the leader in workplace campaigns. And when the campaign is over, we're your year-round partner for volunteer opportunities, advocacy, education issues and community involvement.

Thank you for being an ECC! Your time and commitment will make a difference in your company and in the lives of so many in our community.

Get all the information you need at jacsy.org/ECC

Good for morale.
Great for the community.

Everyone wins with workplace campaigns.

LIVE UNITED®

More than fundraising. A United Way campaign can bring your entire organization together around the common goal of helping people right in our own community. Campaigns boost morale, build teamwork and promote positive values that enhance your corporate profile. Throughout the campaign, **ECCs** have a valuable opportunity to inspire, lead and manage a very important and visible endeavor.

Do it your way. Every company culture is different. United Way campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic focus or time and resources. Just ask your UW staff contact for ideas about how to use an array of resources such as speakers and volunteer community opportunities.



A big return on any investment. We make it easy to make a difference. United Way provides a tool kit, materials, online resources and expertise to make your campaign easy and eventful.

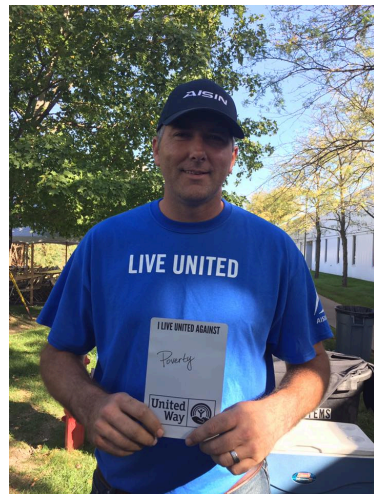
Expertise you can rely on. Whether your workplace has thousands of employees or just a few, you'll benefit from decades of experience supporting companies just like yours. Your UW staff contact will help you bring your organization's vision of philanthropy, community service or corporate responsibility to an inspiring and effective campaign.



Planning and Preparing

What does an ECC do?

- Coordinate your company's kickoff and recognition events. Make it fun!
- Request speakers from United Way.
- Promote the campaign throughout your company.
- Encourage leadership (\$500+) giving in your campaign.
- Set an example by making a gift yourself.
- Senior leadership support is essential for a successful campaign. Ask your CEO or top management to consider officially endorsing the workplace campaign with a personal letter or greeting to staff members. Ask them to approve incentives to be used for the campaign. Ask your CEO to host and attend your company's campaign kick-off celebration.
- Recruit a team or campaign committee from various departments. Those who have benefited from or volunteered for a United Way program will help you spread the message.
- Provide updates on your campaign progress to Sean Hildreth, Resource Development Director at your Jackson County United Way, at sean@jacsy.org.
- Complete your final report and send it in with the pledge forms.
- Thank your donors and volunteers!



Recommendations for Committee Members' Roles

1. Communications and United Way Education
2. Distribution and Collection of pledge forms
3. Incentives/ Prizes
4. Special Events and Competitions



5 Steps For Success

ONE: The Kickoff

Pull Together Your Resources

- **Request** campaign supplies in advance.
- **Recruit** a team of enthusiastic, resourceful, and committed employees. Plan a company-wide meeting to kick off the campaign!
- **Distribute** pledge forms, pens, brochures; show the campaign video; have your CEO speak to endorse the campaign. United Way would be happy to send one of our staff to speak to your employees (see back page for our contact names).

TWO: The Logistics

Set Your Timeline

- **Set** specific start/end dates. Keep your campaign within 1-2 weeks.
- **Promote** the campaign on internal websites and your company's social media.
- **Deliver** Pillar packets in person to your company's Pillars. Have a current Pillar distribute Potential Pillar packets
- **Display** brochures and pledge forms. Visit jacsy.org/ECC for online resources and be available to answer questions.

Three: Special Events

Plan Your Employee Campaign Activities

- Hold educational meetings/events throughout your campaign to get employees together, have fun, and learn more about community needs & how they can get involved.
- Hold a leadership meeting to educate upper management & organization leaders on the benefits of giving at the Leadership Give level.
- hand out information on volunteer opportunities. Schedule a company volunteer day.



FOUR: Email Day and Reminders

Communicate and Publicize the Campaign

- **Send** company-wide emails reminding employees of the campaign deadline. Include a message from the CEO about why they give.
- **Use** all brochures, posters, pledge forms, and other supplies—campaigns with great visibility encourage everyone to take part!
- **Ensure** every employee has been asked to give in person, not just handed a form. Make giving personal & relevant.
- **Answer** any lingering questions and contact United Way staff if you need answers

FIVE: Thank You!

Campaign Wrap-up and Celebration

- **Collect** Pledge forms.
- **Follow up** in-person with all Leadership Donors.
- **Fill out** the campaign envelope and call United Way to schedule a pick-up.
- **CELEBRATE!** Hold a wrap-up party and report your results. Send a company-wide email thanking all donors for their support.
- **Share** your success on your company's social media.
- **Stay in touch!** United Way is grateful to our ECCs for all the hard work that you do. Thank you!



Talking Points

United Way fights for the health, education, and financial stability of EVERY person in our community.

We're about three things:

- 1) Every person is supported and grows into a successful adult
- 2) All families and individuals are economically stable and strong
- 3) Every person engages in healthy relationships and lifestyles

A unique position to help. No other organization has the scope and expertise to unite and mobilize a multitude of human services agencies, businesses, community organizations, government, volunteers and private foundations around a common vision for the common good.

More powerful than a single agency or organization. Your gift of time, talent, money or activism does more than it ever could through any single cause, charity, or agency.

You have more impact. Create more long-term social change. Empower struggling communities to thrive. All while directly improving the lives of thousands of children, youth, and families in your own local area.

Together, we can do more than any of us can alone. Through United Way, your contribution joins with those of others to have a more meaningful impact on the community.

There are several ways to energize your campaign!

Strategies to increase participation

- Set a participation rate as a company goal.
- Hold a raffle for everyone who donates (prime parking spots, days off, gift cards, etc).
- Hold competitions between stores/branches/locations/departments based on participation rate
- Offer a casual day to everyone who donates.
- Host a wrap-up party and thank everyone who participated.

Why United Way?



Mission Statement:

Jackson County United Way assesses needs, secures resources and strategically invests those resources to create measurable, lasting change in the areas of education, health and financial stability.

Local

Your donation stays right here in Jackson County, supporting local programs across 20 Certified Partner Agencies.

Efficient

United Way is a proven, organized system and we partner with many human and health agencies to provide much needed services. Our Community Impact Fund fosters collaboration across the community to address specific needs in a creative and non-duplicative way. We ensure your investment goes where it has the greatest impact.

Accountable

Our network of high-quality programs support our goals in Education, Income, and Health. These programs receive funding on a 2-year cycle, are extensively reviewed by a team of community volunteers, and have a history of delivering results.

A List of Possible Special Events!

Appreciation Grams

Appreciation grams are sent to co-workers in the office on an ordinary day or in connection with a holiday such as Valentines, Easter, Halloween, etc. Along with a note include candy, balloon or flowers. Examples include: jelly beans for Easter, Hershey kisses for Valentines, candy corn for Halloween. Take pre-orders for one week; write down the senders and receivers names so the items can be delivered at a later date. Establish a charge for this service.

Potluck Picnic

Have employees bring a dish to auction.

Bake Sales

Homemade items such as cookies, pies, cakes, cupcakes, and candy are arranged on a table throughout the day. Item costs can be pre-established or chance ticket can be sold and winning names drawn later in the day.

Brown Bag Day

Choose a designated Brown Bag Day once a week. Staff and employees should bring bag lunches on that day and money ordinarily spent on lunch out is collected for United Way. Post results of Brown Bag Day in a visible location, enabling employees to see the results of their efforts.

Casual Day

Every Friday employees have the opportunity to purchase coupons for a Casual Wear Day for the following workweek. As they purchase coupons, give employees buttons stating casual day that must be worn and this publicizes campaign among co-workers and offers customers an explanation for the casual wear.

Chili Cook-Off

Employees sign up to bring homemade chili for lunch purchases. Bowls of chili are sold for \$2 to \$5 a bowl. Encourage a western theme and have employees dress for the event. For those just wanting to help, ask them to donate napkins, utensils and bowls.

Employee Car Wash

Recruit a team of car-washers (consider management). Set up in parking lot and have employees purchase tickets in advance (\$5-\$10). Workers never have to leave the office.

Identify the Baby Photo Contest

Employees bring in a favorite baby picture, writing their name on the backside. Pictures are numbered and posted on a bulletin board. Employees purchase a chance to match co-workers with baby pictures. Have them put their own name at the top and turn in. Employee with the greatest number correct wins a prize! Remember to have several prizes in the event of a tie.



Levels of Giving

Each year, thousands of individuals, couples and families partner with the Jackson County United Way as leadership givers to significantly improve education, income and health throughout Jackson County.

United Way Leadership Donors are a group of individuals/couples who demonstrate extraordinary concern by donating \$500 or more annually to the United Way. Gifts can be made through payroll deduction, direct payments, or stocks/securities. Workplaces that run leadership giving-specific campaigns have higher rates of employee participation and increased campaign dollars.

At the core of every community are leaders whose caring and generosity set the course for others.

Leadership Giving and Recognition Levels

\$500 - \$999	Patron
\$1,000 - \$1,499	Booster
\$1,500 - \$2,999	Merit
\$3,000 - \$4,999	Pacesetter
\$5,000 - \$9,999	Jackson Society
\$10,000+	Tocqueville Society

How can I increase Leadership Giving in my workplace? Make giving personal and relevant for potential donors, and rely on your United Way staff for ideas and support. We're here to help!

Are Leadership gifts counted in employee campaign results? Yes! These gifts significantly benefit the community and dramatically improve employee giving results.

How do I become a Leadership Donor?

Simply fill out the pledge form provided by your organization with a gift of \$500 or more.

Leadership donors will receive invites to events and will be published in our annual report.

LIVE UNITED®

Organization: _____

Employee Campaign Coordinator: _____

Address: _____ City: _____ St: _____ Zip: _____

email: _____ @ _____ Phone: (____) _____ - _____

DATE MATERIALS NEEDED: _____ No. of Employees: _____

Approximate Dates you plan to run your campaign: _____

☐ We would like to schedule a United Way Speaker for this date and time: _____

ITEM	# REQUESTED	# FILLED
Pledge Forms		
Campaign Rack Cards		
Campaign Poster(s)		
Goal Thermometer(s)		
*Banners: Date needed _____		
*(Available on a first requested – first served basis)		

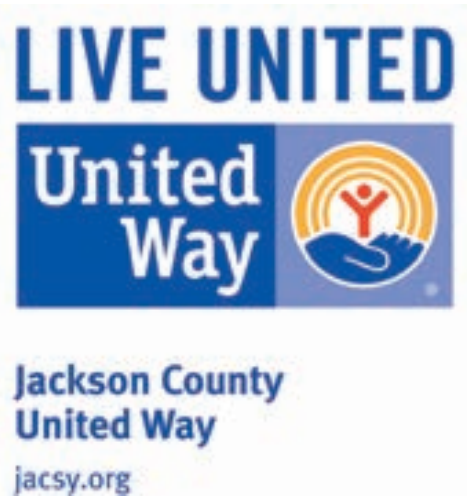
Incentives and “Special Events” increase enthusiasm, participation and size of donations. By encouraging participation in company or department-wide events, it enhances conversations about and awareness of your Campaign. Use these “special events” not just as fund raisers, but as opportunities to demonstrate top management endorsement and support; to further educate your employees about United way and their mission and to enhance team development. They can be great for company spirit; and most importantly -- TO HAVE FUN, IMPROVE EMPLOYEE RELATIONS, AND ENCOURAGE GIVING BACK TO THE COMMUNITY!

If you have any questions, please call 812-522-5450
or email sean@jacsy.org.

Jackson County United Way
P.O. Box 94
Seymour, In 472774



Jackson County
United Way
jacsy.org



Your United Way Staff

Tonja Couch, Executive Director
Sean Hildreth, Resource Development Director
Stephanie Strothmann, Community Impact Director
Bonita Dobbs, Program Manager
Marianne Willacker, Administrative Asst.

We would love to connect with you, so feel free to stop by, call or email!

P.O. Box 94 Seymour, IN 47274 t: 812.522.5450 | jacsy.org

Mission Statement: Jackson County United Way assesses needs, secures resources and strategically invests those resources to create measurable, lasting change in the areas of education, health, and financial stability for all people in Jackson County.



Community Partners

JCUW fights for the health, education, and financial stability of every person in our county. We do this work with deep partnerships and collaborations. The funds raised from the annual campaign go to support our 20 certified community partners and their program work focused on their part of our mission.

Stay connected year round!

Your Workplace Campaign may be over, but the fight for a thriving community does not stop here! Be sure to educate and communicate the LIVE UNITED message all year round.

- Share United Way e-newsletters.
- Include United Way information in your workplace newsletter.
- Volunteer regularly through United Way at various programs.
- Stay connected with Jackson County United Way Facebook!
- Follow us on Twitter and Instagram @myjacsy