It Matters.

10K by 2020

It's a BOLD GOAL

Employee Campaign
Coordinator Guide
Welcome to the United Way team!

Thank you for running your organization’s United Way Campaign. As an Employee Campaign Coordinator, you will harness the generosity, talent and energy of your workplace to cut poverty. You’ll be supporting programs that deliver real results and transform lives.

In this booklet, you will learn how to educate your colleagues about United Way and inspire them to give, advocate and volunteer in support of our poverty-cutting initiatives. Poverty is real. Are you ready to create real change for our community?

Keep reading!

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If you need campaign materials or assistance getting your campaign off the ground, call us at 859-233-4460.
Dear Employee Campaign Coordinator,

Thank you for another year of partnership as we work together to empower everyone in the Bluegrass to live their best lives. We want to ensure that Central Kentucky remains a safe and prosperous place for people to live, learn, work and raise a family. With your support, we know lasting change is possible.

You may not realize that there are 40,000 families struggling to make ends meet, right here in the Bluegrass. Poverty comes in many different shapes and sizes and affects many of our neighbors and friends. 40,000 hardworking families are barely getting by and are faced with tough choices each day like paying the rent or buying groceries.

We have a bold goal to help 10,000 more families become self-sufficient by 2020. We recognize that this is a goal that we cannot achieve on our own. This knowledge makes the work of United Way and its partners even more critical. The problems of poverty are bigger than any one organization. With this understanding, we felt driven to set an audacious goal, because working collectively and collaborating is the main focus of United Way. Assessing the greatest needs of our community, developing solutions, engaging partners and achieving real results. It’s a proven cycle of success that has served the Central Kentucky community well for over 90 years, yet the issues surrounding poverty have never felt so close to home.

We’re focusing our efforts around four main pillars: basic needs, school readiness, student success and financial stability. These are the areas that will help break the cycle and make a better Bluegrass for all of us.

It matters. This goal is critical as the issues of poverty ripple through our communities, our schools, and negatively impact our students and our economy. Helping more families become self-sufficient will make our community a safer place. It will set our students up for a successful educational journey and life after graduation, creating a new and promising cycle. Success will require shared vision, shared efforts and shared achievements. Together, we can accomplish more than any of us could on our own.

Because of your support, we’re already seeing results. Helping 10,000 families become self-sufficient won’t happen overnight, but with committed partners and supporters like you, we know we can achieve our goal by 2020. With your support, anything is possible.

Sincerely,

Bill Farmer
President & CEO
United Way of the Bluegrass
4 Key Pillars of Success

1. BASIC NEEDS

United Way of the Bluegrass wants to ensure that situations, basic needs, injustices, inequities, lack of resources and other obstacles and barriers are addressed in ways that move families forward, not hold them back.

2. SCHOOL READINESS

Children aren’t born ready for success in life. Readiness is a process that begins before birth and must be continually developed during the early years of a child’s life. United Way is leading initiatives to improve the quality of childcare, family support, early intervention and public awareness activities to equip parents to make the best choices for their families.

3. STUDENT SUCCESS

Studies show that out-of-school time directly affects youth behavior and academic success. School progress and achievement often reflect how their time outside of school is structured. United Way helps children and youth achieve their potential with the understanding that education is the foundation for a good life, setting the individual on a path of personal fulfillment, economic security and societal contribution.

4. FINANCIAL STABILITY

United Way of the Bluegrass is committed to investments in economic empowerment, so that low-to-middle income families have the resources and support to meet their needs, weather emergencies and invest in a brighter future. For families walking a financial tightrope, United Way is here to help.

It’s important to hone in on how poverty and other related issues are impacting our community members. These issues touch all of us. By bringing our corporate, not-for-profit, small business and governmental sectors together, we are able to share cross-sector collaborations that address critical gaps, trends and opportunities to create economic stability in our town.
There are 40,000 families in the Bluegrass struggling to make ends meet. Your annual campaign will help 10,000 more families become self-sufficient by 2020.

21,845 kids in Central Kentucky are living at or near poverty.

1 in 2 students are not prepared to enter kindergarten on the first day of school.

2 out of 5 high school graduates are unprepared for college or career.

40,000 families in the Bluegrass are struggling to make ends meet.
How to Run a Great Campaign

A Step by Step Guide

Here are best practices taken from fellow Employee Campaign Coordinators and experts on our United Way team. Follow these simple steps to ensure:

1. You’ll enjoy your role as Employee Campaign Coordinator. You not only can successfully raise money to cut poverty, you’ll have fun doing it and stand out as a leader.

2. Your employees will understand how they can make a difference by participating. People like to get involved in helping the community, and with your Workplace Campaign, they can have fun at the same time.

3. Your organization or company will get the most out of its partnership with United Way. Whether you have an official corporate social responsibility policy or not, your company will shine in giving back to the community.

Don’t forget! Our team of experts is available to support you every step of the way. We appreciate your time as a volunteer in this role. We’re just a quick call or email away.

Keys to success

- A strong campaign team
- Goals for the campaign
- Company leadership support
- Corporate sponsorship
- A communications plan
- Events to galvanize the team
- Thank-you’s to all employee donors
- A meaningful campaign with a fun factor!
Select a Strong Campaign Team
Your best team will have broad representation from all departments and levels.

- Involve team members by handing out assignments - make it easy on yourself!
- Have an executive sign on to the team to help secure resources.
- Have team members set goals for their departments and assist in deciding how best to engage peers. It doesn’t have to be one size fits all.

Connect Goals to Impact
Goals inspire! Start with the most important goal: the impact coworkers are having on the community through their partnership with United Way!

- Set a company-wide goal.
- Connect your campaign to real results. For example, for every $1,000 raised, 242 Bluegrass families will receive a food box with nutritionally-mindful meals designed to feed a whole family for 3 to 5 days depending on family size. Contact your United Way representative for other real examples.

Participation = Success
It’s a simple equation, right? The more people that sign up, the bigger the difference you will make and the more you will have to celebrate! Aim for 100% participation. Find fun and creative ways to engage your colleagues.

- Hold a food-themed event. When food is involved, people flock.
- Invite a United Way speaker. We are always ready to talk to your employees about how giving impacts our community.
- Make your gift first - your leadership and commitment will inspire others to join you.
- Highlight United Way Leadership Groups – such as Young Leaders Society for young professionals and Women’s Leadership Council – and our year-round volunteer opportunities.

Involving Company Leadership
Don’t be afraid to ask your leadership team to get involved. The truth is, people like to be asked to give - it’s a form of flattery. Your leadership team can inspire others to give by ‘leading the campaign.’

- Ask your leadership team to set aside 5-10 minutes for a United Way speaker at a staff meeting.
- Invite your leadership team to run a “pacesetter” campaign and make their personal gift and corporate commitments prior to your campaign launch.
- Ask your leadership team to support your efforts visibly.

Corporate Participation
These days, many corporations have community investment priorities. Ask your United Way representative to help you build out a corporate engagement strategy that could include:

- An employee gift-matching program.
- Local and national corporate grants for United Way’s poverty-cutting programs.
- Volunteer opportunities for employees.

Publicity and Communication
Advertising events and campaign dates early, often and everywhere will make a difference. Whether it is a poster in the break room, speeches at staff meetings, emails, or messaging on your office intranet, United Way can provide you with all the tools you need.

- Make use of United Way brochures, videos, posters, website, and messaging.
- Tailor the sample letters, emails and other goodies available at www.uwbg.org/campaign.

Keep Your Staff Engaged
We hope you and your colleagues will continue your commitment to the community year round. Contact your United Way representative about our volunteer and social opportunities as well as our Leadership Groups.

- Engage your staff using your organization’s social media and email, and connecting to the social media and emails of United Way of the Bluegrass. You can find links to the social media accounts and to sign up for emails on our website, www.uwbg.org.
- Publicize United Way’s year-round events calendar and volunteer opportunities and encourage your peers to join us. For more information, go to www.uwbg.org/takeaction.
- Encourage leadership to organize a special thank you for your leadership-level donors.
United Way Staff is Here to Support You!

We can provide access to:

- Speakers featuring United Way program partners whose work you directly impact with your support.
- Videos, training materials, and sample communications at your fingertips at www.uwbg.org/campaign.
- An active Board of Directors willing to help engage your leadership team.
- Every other resource you can imagine—just ask and we will figure it out!

*If you need campaign materials or assistance getting your campaign off the ground, call us at **859.233.4460** or email your United Way representative.*

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**Rollover Giving**

**What is Rollover?**

Rollover giving is a way to provide an investor an easy way to continue their investment in the community through United Way without having to re-submit paperwork each year. With Rollover, payroll deductions automatically renew each year from one campaign to the next. This helps maintain a strong relationship between United Way and our partner companies, while ensuring contributions continue to grow to support programs in our region. Rollover is a great way to reach employees who have not responded, who may have been away from the office during the campaign, or who just assumed their gift would continue from one year to the next.

**Benefits of Rollover**

- Heightened Participation – Allows more people to participate in the United Way campaign with less effort.
- Efficiency - Allows ECC and Relationship Manager to focus on priority investors and/or those not currently investing in United Way, rather than having to go back to the same investors year after year.
- Increased Flexibility – Employees who participate in Rollover can increase or adjust their investment at any time.
- Ending on a High Note – When wrapping up a campaign, Rollover allows the Employee Campaign Coordinator and United Way Relationship Manager to tie up loose ends and increase the success of the campaign.

Rollover saves time, increases participation and leads to increased contributions.

**Informing Employees About the Benefits of Rollover Giving**

Please ensure that employees in your organization know about Rollover Giving and have an opportunity to ask questions in order to understand the benefits of this process.
- Include information about Rollover giving in email/letter to employees about United Way campaign.
- Indicate during employee meetings/rallies that Rollover is available.

Following campaign, Rollover donors will receive a unique thank you letter letting them know their payroll deduction has been rolled over to the next year.

If your company would like to begin this process, please contact your United Way representative for additional details.
## Ten Great Ideas To Get People Involved

Create office teams to encourage friendly competition and boost morale.

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<tbody>
<tr>
<td><strong>1</strong></td>
<td>Host a campaign kick-off to showcase the poverty-cutting work you are supporting.</td>
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<tr>
<td><strong>2</strong></td>
<td>Create office teams to encourage friendly competition and boost morale.</td>
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<td><strong>3</strong></td>
<td>Invite coworkers to join United Way’s leadership groups: Tocqueville Society, Women’s Leadership Council and Young Leaders Society.</td>
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<td><strong>4</strong></td>
<td>Encourage your in-house clubs and groups to help spread the campaign message to their members.</td>
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<td><strong>5</strong></td>
<td>Run a campaign video contest about giving to the movement to help 10,000 families by 2020.</td>
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<td><strong>6</strong></td>
<td>Host a group volunteer activity for employees to gain perspective on how their gift will be put to work.</td>
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<td><strong>7</strong></td>
<td>Host food-themed events and contests. Breaking bread is always a good way to get people engaged and feeling like they are part of a team.</td>
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<td><strong>8</strong></td>
<td>Ask colleagues to consider increasing their gift by 10% - ask those who gave $500 or more in the past to consider a Leadership Gift ($1,000 and up).</td>
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<td><strong>9</strong></td>
<td>Invite a senior executive to host a recognition event for leadership givers.</td>
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<td><strong>10</strong></td>
<td>Offer rewards for reaching goals based on office geography, department, individual, etc.</td>
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*People give when they are asked!*
Employee Campaign
CAMPAIGN PLANNING TIMELINE & CHECKLIST

Use this timeline and mark your calendar to get organized for your upcoming United Way of the Bluegrass (UWBG) campaign!

Don’t forget, your UWBG relationship manager (RM) is always there to help you plan and execute your campaign.

Before Kick-off:

☐ 6-8 weeks out:
  □ Schedule a meeting with your RM to discuss the campaign.
  □ Make plans for your kick-off. If you are holding a more elaborate kick-off with events, prizes, refreshments, etc., it’s a good idea to start planning early!
  □ If your workplace runs an electronic/online campaign, contact your human resources or payroll department to obtain an Excel file of employees so UWBG can start building your workplace’s giving website.

☐ 4-6 weeks out:
  □ Visit Coordinators’ Corner at www.uwbg.org/campaign and get resources to help you generate support for your campaign.
  □ Download the materials you need. If you need to order any materials through UWBG, let your RM know.
  □ Reach out to co-workers and recruit ambassadors to help you run your campaign.
  □ Schedule a training where your RM can educate ambassadors and generate excitement about your campaign.
  □ Schedule your kick-off, department meetings, a leadership event and any other engagement/educational events during your campaign. Think about the speakers you would like from UWBG and/or the community.
  □ Work with your RM to make plans and secure speakers.

☐ 2-3 weeks out:
  □ Browse creative fundraising ideas at www.uwbg.org/campaign. If you decide to hold any events, your RM will work with you to start making plans as soon as possible.
  □ Make sure your co-workers have received invites to your events!

☐ One week out:
  □ Finalize plans for your kick-off.
  □ Print any campaign materials you need at www.uwbg.org/campaign.

☐ 4-5 days out:
  □ Customize and send intro email to get your co-workers geared up for campaign.
  □ Hang campaign posters.

Day of Kick-off

☐ Send kick-off email.

☐ If running a paper campaign, hand out pledge forms to co-workers.

☐ Hand out donor guides and other information about UWBG’s work to co-workers.

Throughout Campaign

☐ Send mid-campaign email with success stories.

☐ Send fast facts emails.

☐ One day before campaign ends: Send one-day reminder email.

After Campaign

☐ One week out:
  □ Send thank you email.
  
  ☐ Up to 2 weeks after campaign closes
  □ Mail checks to UWBG.
  □ Send campaign reports to your RM.
Partners in Giving
with Cardinal Office Supplies

Pens. Paper. Toner cartridges. We all need them. Wouldn’t it be great if your office supply purchases could also make a positive impact on the community? Well, now they can!

United Way has a partnership with Cardinal Office Products that allows your company to give back even more to the community through your United Way campaign, without spending any additional money or time.

It’s simple.

1. Sign up as a Partner in Giving. For more information about the program or to get started today, please call Paul Hollan with Cardinal Office Products and be sure to mention United Way of the Bluegrass as your Partner in Giving!

2. Buy your office supplies through the Partners in Giving program. Cardinal matches the price you currently pay, providing secure online ordering with FREE next day delivery.

3. 5% of your purchases will be donated in your name to United Way of the Bluegrass.

The community wins!

So sign up today for another simple way to support United Way of the Bluegrass. Happy shopping!

The Cardinal Difference

Cardinal Office Products is the largest independently owned office products dealer in Kentucky, providing over 40,000 items in all office product categories, including office supplies, furniture, technology and janitorial supplies.

Cardinal offers state-of-the-art online ordering, as well as guaranteed access to live consultation through field and phone representatives ready to visit or take your call. The Cardinal difference is about the personal relationships that are built and the personalized service provided.

For more information about the program, contact:

Paul Hollan
800-589-5886 ext. 2222
phollan@cardinalos.com

For more information about Partners in Giving, visit www.UWBG.org/PartnersinGiving.
Incentives
In addition to the knowledge that your investment makes a difference in our community and the warm, fuzzy feeling you receive when turning in your pledge card, your investment can also qualify you for some incredible prizes!

If you increase your gift by just $1 per week ($52 per year), you could win one of the below items:

- $1,000 Grocery Shopping Spree
- $1,000 Fayette Mall Shopping Spree
- 55" Smart HDTV
- Dinner for Two... for a year! (12 gift cards to local restaurants)
- Apple iPad

Every donor will receive a voucher for two box seats to a home game for the Lexington Legends for the 2015 season! It's stachetastic!

Pledges must be received by April 30, 2015 to be eligible for all United Way Incentive Prizes. Full eligibility rules are available on www.UWBG.org/Incentives.
If You Need Campaign Materials, download our campaign toolkit at www.uwbg.org/campaign

If You Need Campaign Assistance, contact your United Way representative or call 859.233.4460

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10K by 2020
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