

2022-23

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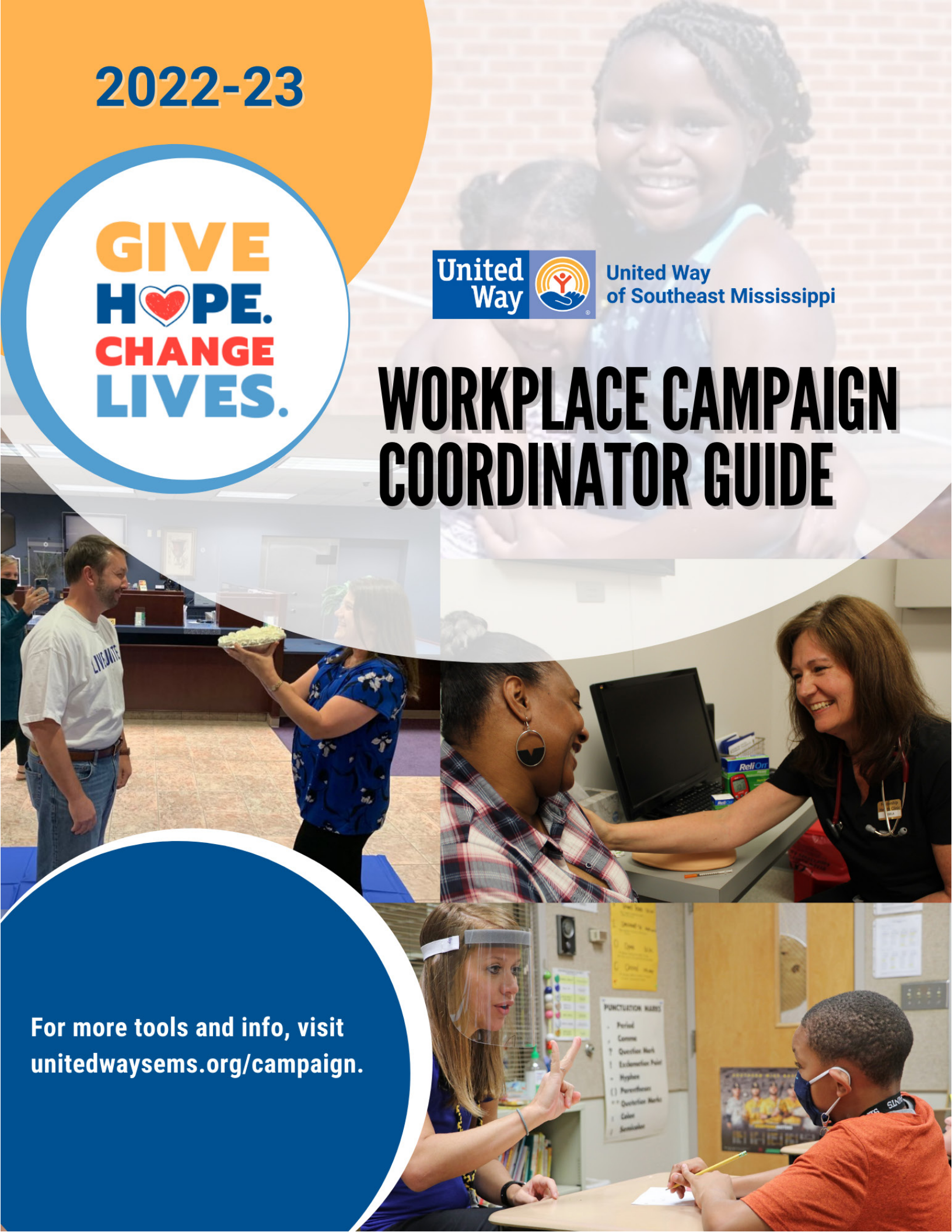
United
Way



United Way
of Southeast Mississippi

WORKPLACE CAMPAIGN COORDINATOR GUIDE

For more tools and info, visit
unitedwaysems.org/campaign.



WHAT DOES UNITED WAY OF SOUTHEAST MS DO?

We are a local nonprofit that believes there are common problems in our region worth fighting for and that no individual or organization can solve these problems on their own. We bring together individuals, organizations, and nonprofits to collectively solve fundamental problems in our region.

We serve the region's neighborhoods and rural areas alike, providing programs and supporting partners in Forrest, Lamar, Marion, and Perry counties.

We lead programs that make a difference.

We lead programs designed to meet specific community needs and provide support to families and individuals.

We fund local nonprofits.

We invest in dozens of fantastic nonprofit agencies doing critical work in communities throughout our service area. We use an extensive vetting process lead by a Committee of professionals across a range of fields to guide funding decisions and ensure dollars go to organizations and programs working in each of our impact areas.

We tackle the issues.

We identify areas of need and bring together local governments, businesses, schools, and volunteers to drive positive change in communities across the region.

We empower people.

We connect individuals with knowledge and services, which has a positive impact on the lives of people in the community as well as the lives of their family members, friends, and neighbors.

We bring together volunteers.

Whether it's helping to build houses for low income residents or delivering fresh meals to the homebound and senior citizens, we bring volunteers together to improve the lives of people in our region.

Everyone deserves the opportunity to have a good life: **a quality education** that leads to a stable job, **enough income** to support a family through retirement, and **good health**. United Way of Southeast Mississippi focuses on these three building blocks.



HEALTH

Edwards Street Fellowship Health Clinic

One thing that's great about being a United Way partner agency is that we can budget for receiving a set amount of money each month. That's huge because our medical patients...are with us throughout the year; they don't stop needing us during the summer or holiday seasons. When someone in the community donates to United Way, they are supporting so many worthwhile agencies with their one gift. That one gift touches children, adults, and seniors right here in the greater Hattiesburg area.

- Ann McCullen, Executive Director
Edwards Street Fellowship Center



EDUCATION

Aldersgate Mission: COMPASS Learning

Without United Way funds, we would be unable to sustain this program. We've been doing this for 11 years and the reason we've made it 11 years is through the generosity of United Way. Without the funds, I would not be able to keep the computers serviced and maybe we'd only have 25 to work with and then the next year maybe we'd only have 20. Because of the generosity of United Way, we're able to do this.

- Mary Jo Jackson, Program Director
COMPASS Learning, Aldersgate Mission



ECONOMIC MOBILITY

Christian Services: THRIVE

The United Way umbrella helps those dollars land in all the right places...They hold agency partners accountable to make sure that we're doing what we need to do with the donor dollars - and we do that alone, of course - but they add that layer of community support, community buy-in, community check-in to make sure the dollars are being directed to where the actual community need is.

- Maggie West, Executive Director
Christian Services, Inc.

CAMPAIGN PLAN & TIMELINE

8 Weeks Before Kickoff

- ☐ Arrange a meeting with your United Way of Southeast Mississippi staff representative
- ☐ Establish a campaign committee
- ☐ Review/analyze last year's campaign
- ☐ Meet with and obtain CEO support of campaign

6 Weeks Before Kickoff

- ☐ Conduct meeting of campaign committee to set goals, establish campaign timeline, plan events and develop a leadership giving campaign
- ☐ Secure incentives and prizes
- ☐ Develop publicity and education plans

3-4 Weeks Before Kickoff

- ☐ Start planning your leadership meeting(s) & campaign kick-off
- ☐ Confirm all meetings arrangements with department heads and United Way staff
- ☐ Schedule tours of United Way of Southeast Mississippi Partner Agencies with your Campaign Executive or United Way staff

1-2 Weeks Before Kickoff

- ☐ Begin campaign promotion
- ☐ Send CEO letter/email to all employees
- ☐ Hold your leadership meeting to conduct executive/management-make the ask
- ☐ Conduct tours of UWSEMS Partner Agency
- ☐ Secure campaign supplies

Campaign Kickoff and Employee Meetings

- ☐ Hold employee kick-off meeting with CEO remarks, video, speakers and UW staff
- ☐ Publicize results of leadership campaign
- ☐ Conduct employee group meetings
- ☐ Continue follow-up with each employee – 100 percent ASK!
- ☐ Report progress to employees
- ☐ Give away prizes and incentives in drawing for those who have returned pledge forms

Campaign Wrap-up - Hold Special Events and Fundraisers

- ☐ Conduct final meeting with campaign committee and solicitors
- ☐ Prepare written evaluation & recommendations for next year's Employee Campaign Coordinator
- ☐ Meet with CEO and report final results
- ☐ Announce final report to employees
- ☐ Thank and recognize contributors

Final Report

- ☐ Submit final United way campaign envelope and report to United Way office

ROLE OF THE CAMPAIGN COORDINATOR

The Importance of Being an Employee Campaign Coordinator

As an Employee Campaign Coordinator, your primary role is to plan, coordinate, and implement an effective United Way of Southeast Mississippi workplace campaign.

YOUR RESPONSIBILITIES INCLUDE:

MANAGE

- Attending ECC training or strategy meetings offered at the beginning of each campaign season.
- Working closely with your United Way SEMS Representative to develop an effective campaign plan.
- Recruiting a campaign committee from key areas of the organization.
- Coordinating the distribution of campaign materials and the collection of pledge cards.
- Communicating the specifics of your electronic campaign, including informing your United Way SEMS Representative via email of the date on which you want your donor website to be activated, when you will send your electronic donor file, when you want the donor website to be shut down, and when you will need the final payroll file.
- Coordinating kickoff and recognition events.

PROMOTE

- Emphasizing the significant challenges that underserved populations in our region face every day to your colleagues and inspiring them to make a commitment to Live United.
- Promoting the campaign within your organization.
- Publicizing results throughout the campaign.
- Holding a separate meeting for Leadership givers and prospects.
- Providing all associates and retirees the opportunity to give.

COMPLETE

- Thanking donors and volunteers for their generosity.
- Completing the campaign by submitting the Campaign.
- Reporting Envelope (CRE) and pledge forms to United Way SEMS's administrative office.
- Evaluating and making recommendations for next year's workplace campaign.
- Recruiting colleagues to volunteer.

HOW UNITED WAY SEMS HELPS YOU WITH YOUR CAMPAIGN:

Your United Way SEMS Representative is always ready to assist you with planning and managing your workplace campaign. They have helped many other ECCs in our area put together programs that are successful year after year. Whenever you need assistance, just reach out to your representative via phone or email. You'll also find plenty of good advice online at UnitedWaySEMS.org, where you can:

- Find upcoming volunteer opportunities.
- Read stories about United Way SEMS's work.
- Download campaign materials including brochures, pledge cards, sample campaign letters, posters, PowerPoint presentations, and more.

START BUILDING YOUR CAMPAIGN TEAM

A SUCCESSFUL CAMPAIGN BEGINS WITH A GREAT TEAM. RECRUIT PEOPLE WHO BELIEVE IN UNITED WAY SEMS AND WHO WILL INSPIRE OTHERS TO GET EXCITED ABOUT THE CAMPAIGN. MAKE SURE TO INCLUDE EMPLOYEES FROM ALL AREAS AND LEVELS OF YOUR ORGANIZATION.

STEP 1: GET TOP LEVEL SUPPORT

GET YOUR CEO INVOLVED BY ASKING HIM/HER TO:

- Allow adequate time (and funding) for campaign planning and special events.
- Consider joining the Grand Givers Society, if not already a member.
- Write letters to all employees encouraging participation and thanking them after the campaign (See sample below.)
- Speak at your campaign meeting to show his/her support.
- Provide incentives for good employee participation.

**CEO AND COMPANY
SUPPORT ARE CRITICAL
TO A SUCCESSFUL
CAMPAIGN.
THE INVOLVEMENT FROM
TOP MANAGEMENT
SENDS A POWERFUL
MESSAGE OF SUPPORT
AND CONCERN FOR OUR
COMMUNITY.**

SAMPLE OF CEO MOTIVATIONAL LETTER:

Dear Employee,

As CEO of (Company), I am very proud of our company and its employees for helping to make our community better.

One way we do this is through our participation in the annual United Way campaign. United Way of Southeast Mississippi offers everyone an opportunity to help others with the confidence that dollars contributed are well spent right here in our community.

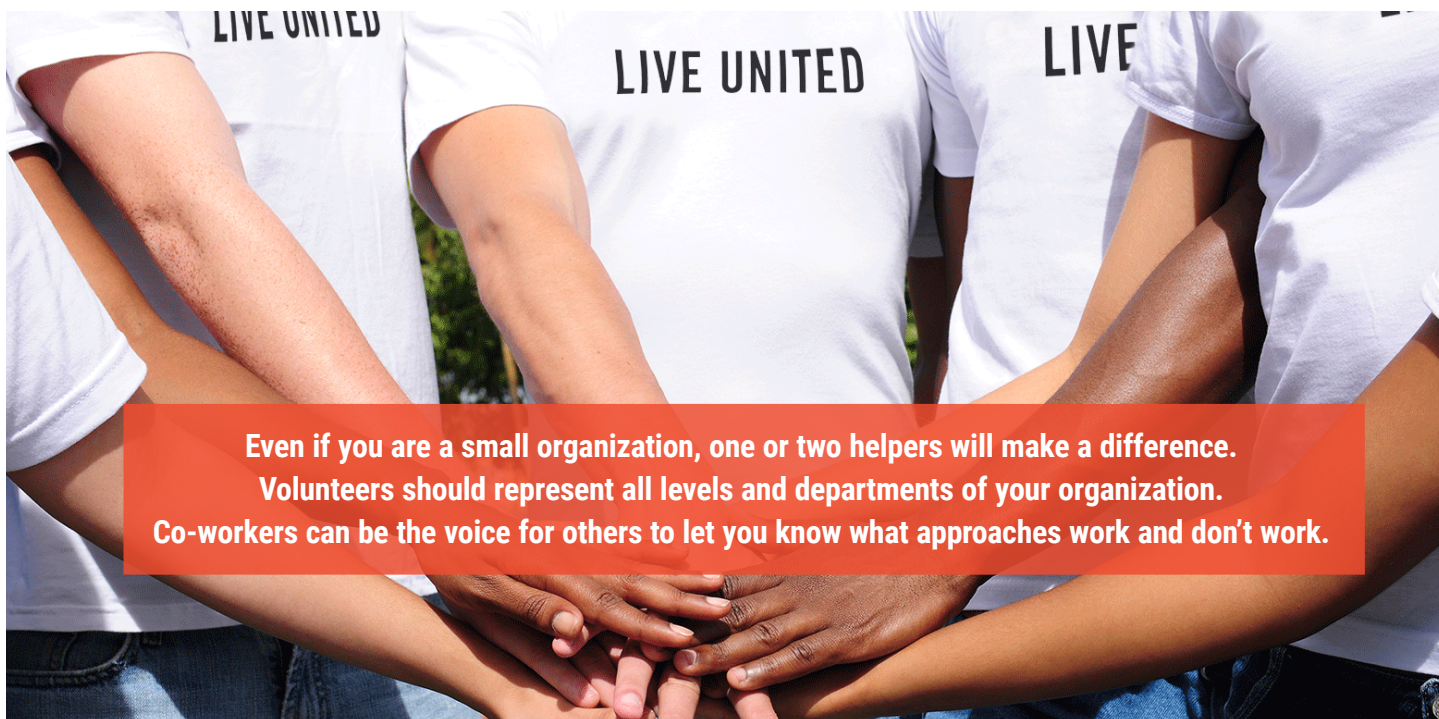
In addition to our corporate gift, (Company) also supports an employee campaign. Our company believes in the effectiveness, efficiency, and accountability of our local United Way. That is why we provide the time and opportunity for our employees to learn about the services funded by United Way, so that they can make an informed giving decision. We also offer payroll deduction to enable you to give as generously as possible without greatly impacting your family's budget. We do this because our community's needs are great and we believe that everyone has a stake in making it a better place to live.

Please give serious consideration to this opportunity to be a part of something that helps so many. The dates of our company's campaign are (Dates). Our employee campaign coordinator is (Name). Please give him/her and the campaign committee your support. Thank you for helping (Company Name) Live United!

Sincerely,

(CEO / Manager)

STEP 2: RECRUIT HELP



Even if you are a small organization, one or two helpers will make a difference. Volunteers should represent all levels and departments of your organization. Co-workers can be the voice for others to let you know what approaches work and don't work.

HAVE CO-WORKERS TO HELP WITH:

- Brainstorming for new ideas
- Publicity (especially word of mouth)
- Organizing special events
- Solicitation
- Record-keeping



United Way staff are here to help!
601-545-7141

Who are some co-workers who can help you coordinate your campaign? Who is already donating to United Way or volunteers with one of our service partners? Reaching out to someone who is already invested in the organization can be helpful. Think about their strengths and what your co-workers can bring to the table to help.

Make a list of who you could ask for help and how they can compliment your strengths as campaign coordinator.

STEP 3: PREPARE AND PLAN

EDUCATE YOURSELF ABOUT UNITED WAY:

- Read through this booklet.
- Visit unitedwaysems.org.
- Contact the United Way office at any time.

JOIN THE CAMPAIGN COORDINATOR FACEBOOK GROUP:

- You can brainstorm with other company coordinators.
- Ask questions, share ideas, get feedback.
- You will get motivated!

REVIEW PREVIOUS CAMPAIGN RESULTS:

- What were the campaign's strengths and weaknesses?
- Total amount pledged?
- Percentage of employee participation overall?
- Total number of employees and whether it has increased or decreased?
- Number of care share (formerly fair share) or double care share givers?
- Number of Grand Givers?
- **What two new things could you do differently to improve your campaign?**

TIP: SET A GOAL OF ASKING 100% OF EMPLOYEES SO THAT EVERYONE HAS A CHANCE TO PARTICIPATE.

SET A REALISTIC AND CHALLENGING GOAL:

United Way stresses employee participation more than dollar amounts. We encourage all campaign partners to set a goal of 100% EMPLOYEE PARTICIPATION at any level.

However, some people prefer a financial goal to work toward. Employee giving potential is a benchmark that can be used.

What were the goals your company set last year?

What was your company's campaign total last year?

What are some realistic goals you can set for this year?

CREATE A TIMELINE AND MAKE ALL PLANS:

After setting a goal, create a timeline for your company to follow, such as when to hold a group meeting, etc. Other things to plan include: Any theme? Available incentives? Would you like an agency speaker?

STEP 4: IMPLEMENT AND PROMOTE CAMPAIGN MATERIAL

Once you have your plans in place, make sure everyone knows it's campaign time.

Promote the campaign by using:

- fliers
- letter from CEO
- incentives
- emails
- posters
- goal thermometers

You can access fliers, handouts, and other resources, etc. on our website: www.unitedwaysems.org.

When you have all your preparations in place, it's time to actually ask your co-workers to give.
REMEMBER: Your job is not to make sure everyone gives. Your job is to educate your co-workers and provide them an opportunity to give.

GROUP MEETING TIPS:

- Be relaxed and HAVE FUN!
- Publicize the meeting well in advance.
- Have food if possible.
- The United Way office can provide you with a few small gift items to use as door prizes or prizes for early birds, etc.
- For your "ask" to be effective, make it as personal as possible. For instance, if there is a co-worker who has been helped by a United Way partner, ask this person to speak.

THE 20-MINUTE MEETING:

1. Introduction by Employee Campaign Coordinator (1 minute)

Welcomes employees and explains purpose of the meeting.

2. Company CEO (2 minutes)

Top management provides statement of encouragement and support.

3. Campaign Coordinator or United Way rep (3 minutes)

Provides an overview of United Way, its programs, and the impact in the community.

This can also be a time to pass out brochures.

4. Partner Testimonial (5 minutes)

Speaker will illustrate how United Way donations are making a difference in our community by giving a personal testimony.

5. Campaign Video (about 3-5 minutes)

6. Wrap Up by Campaign Coordinator (2 minutes)

It is very important to make "the ask" here. Pass out pledge cards and ask employees to complete them. Also describe incentives (if applicable) and answer any questions.

7. Thank everyone for their participation.

STEP 5: EDUCATE EMPLOYEES

Educate your fellow employees about the positive impact United Way of Southeast Mississippi has on the community. Here are some ways to inform and inspire!

SPEAKERS:


Representatives from United Way of Southeast Mississippi or one of our Partner Agencies...

- Inform your campaign committee members during training
- Add meaning to your employee campaign meetings and kickoff
- Convey firsthand the successes resulting from United Way programs
- Tell how a client personally benefited from a United Way program
- Discuss important topics facing the community; advise employees on the many community initiatives, and how United Way is leading the way.

ONLY HAVE 60 SECONDS?

Be an Advocate:

- United Way recruits people and organizations who bring passion, expertise, and resources needed to get things done.
- Giving to United Way's Community Fund is the most efficient and most powerful way for you to invest in our community. We invest every dollar raised into community problem-solving.
- United Way is not a short-term investment; it's about lasting change. We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- United Way is:
 - **Effective.** We only invest in programs at agencies that are in good financial health and in programs with results that are measurable, sustainable, and meet current community needs.
 - **Efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community.
 - **Local.** We only invest in our programs serving our community. When you invest in United Way, you are helping your neighbors.



It is astounding to see the change that can occur when an individual, like me, pairs with other supporters to contribute to an organization like United Way of Southeast Mississippi. This organization embodies the impact and importance of all contributions, no matter the size, where individuals come together as a team to make a unified difference. As an employee of Hattiesburg Clinic, I enjoy working alongside my coworkers to help meet the various needs in our community. I love the thought that I am just one piece that helps complete the puzzle.

Harlon Aultman
Marketing Manager, Hattiesburg Clinic
Giving for 10+ years

EMPLOYEE TESTIMONIALS BRING IT HOME
Ask employees who are longtime donors or volunteers of United Way of Southeast Mississippi, or who have been helped by the organization or one of our Nonprofit Partners to share their personal stories.

STEP 6: MAKE THE ASK

**“THE ASK”
THE NUMBER ONE
REASON PEOPLE
DON’T GIVE IS
BECAUSE THEY
HAVE NEVER BEEN
ASKED.**



TIPS FOR ASKING YOUR EMPLOYEES TO GIVE:

Make the ask personal. A personal request to contribute can occur at a group meeting or through one-on-one solicitation. Each method has its advantages; only you and our team can decide which will work best for your company. Some hints on how to ask and what the best methods of giving are:

- Employee meetings - the most effective campaign method. Employees are brought together to learn about United Way, preferably at a previously scheduled staff meeting. Pledge cards are distributed and employees are asked to return completed cards as they leave the meeting.
- One-on-one solicitation-personal interaction provides a greater opportunity to have questions answered and concerns individually addressed.
- Combination - many companies hold employee group meetings, followed by a one-on-one contact to those employees who did not turn in their pledge cards at the end of the meeting. This method is more time consuming but combines the benefits of both.
- Retiree giving - asking retirees to give is a great way to expand the pledge base and maintain contact with a special group of contributors. Retirees will appreciate your efforts to include them in this company-wide event.

CONFIDENTIALITY

GIVING IS A PERSONAL CHOICE. TAKE STEPS DURING YOUR CAMPAIGN TO ENSURE EMPLOYEE CONTRIBUTIONS ARE KEPT CONFIDENTIAL.

STEP 6: MAKE THE ASK (CONT.)

WAYS TO ASK FOR THE GIFT:

- Please join me in giving to United Way of Southeast Mississippi
- Wouldn't you like to be part of helping our community with a gift to United Way of Southeast Mississippi?
- We really need a United Way champion. If you do it, we can get others to step up also. Can we count on you?
- Thank you for taking the time to meet with us today...Will you give a gift of X?
- Thank you for giving in the past. Will you give again and increase your gift this year by x% (or by x\$s, etc.) to help us meet the growing needs in our community?
- I recognize that many people must come to you for gifts. I hope we have shown you the value and benefit of giving to United Way and we want to count on your support and leadership this year. Please join me and others in giving.
- You are able to make a real dent in the needs of this community with your personal gift. Additionally, your leadership will inspire others to also step up their leadership giving. Would you please give a gift of X?
- Your leadership is very important to this organization - we need your assistance by setting an example for senior managers and employees to follow. Your leadership gift is vital to the success of our campaign because you set the tone. Will you help us by becoming a Grand Giver?
- We are counting on you to renew your gift this year, and will you increase your gift?
- Will you give a gift today to support our community?



Ask - Then be quiet. Give them all the time they need to respond.

Don't be afraid of the silence.

Make a firm ask. Don't "hope," "suggest" or plead.

Tell them nicely what you would like them to do.

Simply ask, "will you give..."

And as always, say "thank you," no matter what the answer is.

STEP 7: WRAP UP THE CAMPAIGN

Share results at your regular meetings with employees to keep them updated during the campaign. Track your progress and communicate that to your campaign team and to the employees.



Once your campaign is over, be sure to inform employees so they can take pride in the amount raised.



Make sure pledge forms are completed correctly. Please check that all the information is filled in and the pledge form is signed.

ONCE YOU HAVE ALL YOUR EMPLOYEES' MATERIALS...
RETURN ALL PLEDGE FORMS, DESIGNATION CARDS,
AND CORPORATE PLEDGE CARDS IN THE CAMPAIGN REPORT
ENVELOPE TO THE UNITED WAY OFFICE.

STEP 8: THANK YOU AND CONGRATULATIONS

THE TWO MOST IMPORTANT WORDS TO REMEMBER AND THE ONES THAT PEOPLE ALWAYS APPRECIATE THE MOST ARE **THANK YOU!** YOU CAN NEVER THANK PEOPLE TOO MUCH AND IT IS THE BEST WAY TO ENSURE THEIR LONG-TERM SUPPORT.

HOW YOUR ORGANIZATION CAN SAY THANK YOU:

- Personally thank all your contributors and your committee.
- Have your CEO thank contributors and your committee with a special letter/email/card that everyone in the organization receives.
- Host a fun thank you event: a cookout, ice cream social, or pizza party.
- Show your appreciation with gifts given by fellow employees such as golf lessons, carwashes, sailing trips, homemade cakes, etc.
- Give out special awards to departments who gave generously.
- Organize a “thank-a-thon” where your CEO and/or campaign committee calls Leadership contributors to say thank you.



THANK YOUR TEAM. Be sure to let your UW campaign committee know just how much their help was appreciated. You and your committee have done a GREAT job and worked hard to ensure we all have a better place to live, work, and play.

GIVE MORE THAN A GIFT – VOLUNTEER!

VOLUNTEER SOUTHEAST MISSISSIPPI serves as a liaison between community volunteers and nonprofit partners to assist with strategic community outreach efforts. As United Way of Southeast Mississippi's official volunteer center, it helps individuals and groups find volunteer opportunities that match their interests and/or skills while helping local nonprofits recruit volunteers.

VSEMS serves as one of eight Volunteer Hubs in the State of Mississippi. As part of the Mississippi Hub Network, VSEMS strives to bring our communities together through connections with local nonprofits and volunteers. Our service area includes the following counties: Forrest, Lamar, Marion, Perry, Greene, Jones, and Wayne.

GET CONNECTED is Volunteer Southeast Mississippi's online platform where individuals looking to volunteer and organizations needing an extra hand can meet in the middle. This site enables organizations within our community to easily promote opportunities, needs, and events. Volunteers can then browse existing needs and register for service opportunities that match their own interests. Get Connected also generates reports on all volunteer data to capture the impact of volunteerism within our service area.



LEARN MORE AT
[UNITEDWAYSEMS.ORG/VOLUNTEER.](https://UNITEDWAYSEMS.ORG/VOLUNTEER)

VOLUNTEER EVENT IDEAS

GROUP-BASED

Build your team through volunteerism.

IDEA: Participate in a Day of Action

IDEA: Organize a company volunteer project.

- VSEMS will work with you to find a meaningful group project
- Group volunteer projects require a one-month notice.

ON-SITE

Do good without leaving the office.

IDEA: Organize a food drive for a local United Way food service partner or for local veterans.



FREQUENTLY ASKED QUESTIONS

WHAT IS UNITED WAY?

United Way fights for the basic needs, education, financial stability and health of every person. United Way is the largest private funder of health and human service programs in the country. Locally we invest in programs providing services vital to the immediate BASIC NEEDS of the most vulnerable members of our community; while making long term investments in EDUCATION, ECONOMIC MOBILITY, and HEALTH - the building blocks for a good quality of life.

United Way's program funding is made possible through funds raised during an annual community campaign from businesses, employee groups, and individuals. Each United Way is local and independent, choosing its funding criteria and priorities to fit the local community. Local United Ways come together through their affiliation with the national trade organization, United Way Worldwide (UWW).

HOW MUCH OF MY DONATION STAYS LOCAL?

United Way of Southeast Mississippi is a locally operated, independent nonprofit. Gifts to United Way only funds local programs and organizations.

WHY DOES UNITED WAY PROMOTE ITS COMMUNITY FUND OVER DIRECTED GIFTS?

United Way believes its Community Fund brings added value to donors' contributions because of the time and effort provided by Community Impact volunteers who consider the community's greatest needs and evaluate program applications to ensure the best programs receive the critical funding they need. A gift to the Community Fund is also the best way to ensure funding is available to each of United Way's issue areas.

HOW ARE UNITED WAY FUNDING DECISIONS MADE AND BY WHOM?

All programs are reviewed and evaluated by community members serving as Community Impact volunteers. The volunteers consider each program application against variables that include – the administration of the program or service, its goals and effectiveness, finances, and the priorities established in our community. The Committee looks at programs providing services aligned with Support Services, Education, Financial Stability and Health, and makes appropriate funding recommendations to the United Way Board of Directors. The Board has the final authority to determine program funding.

WHY DOES UNITED WAY HAVE PAID STAFF?

No organization as big as this United Way, in terms of the money for which it is responsible and the number of volunteers involved can operate efficiently without qualified staff support. United Way's dedicated staff members manage the day-to-day operations and provide support to dozens of volunteers, numerous health and human service organizations, and hundreds of companies running campaigns.

FREQUENTLY ASKED QUESTIONS (cont.)

CAN I DIRECT MY GIFT TO A SPECIFIC NONPROFIT OR A UNITED WAY IN ANOTHER COMMUNITY?

Yes. While United Way's primary focus is the Community Fund, donors may direct all or a portion of their contribution to any 501(c)(3) qualified organization.

WHAT DOES UNITED WAY CHARGE FOR DIRECTING A GIFT?

United Way does not recover an administrative or fundraising charge for these gifts; 100 percent of your gift is received by the organization.

WHY ARE WORKPLACE CAMPAIGNS IMPORTANT?

The majority of all United Way support comes from individuals giving through workplace campaigns. Every gift, no matter what size, makes an impact on services in our community when it's pooled with the contributions of others. United Way is your pipeline to hundreds of charities. When your employer participates in a United Way Workplace Campaign, they provide the opportunity for you to use payroll deduction. Payroll deduction makes it easy! You don't need to remember to mail your contribution. There are no checks to write, no postage to buy. And since it's spread out over a long period of time, it's painless.

In the past you may have contributed \$25 to your favorite charity. Through United Way and your employer's payroll deduction plan, you may choose to contribute as little as \$1 per week. Over the course of a year, your gift will grow to \$52...and chances are, you won't even miss that dollar each week. Your effort will make a significant impact on the lives of those you wish to help.

GIVE
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CHANGE
LIVES.



**THANK YOU
FOR GETTING INVOLVED.
CHANGING LIVES.
LIVING UNITED.**

Visit unitedwaysems.org/campaign for more resources to help your campaign succeed!



**United Way
of Southeast Mississippi**

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