

CAMPAIGN COORDINATOR HANDBOOK

Rappahannock
United Way



Congratulations,

You are now part of a group of caring individuals who positively impact the lives of thousands of people in need throughout our community. As the Employee Campaign Coordinator for your organization, you will help us in our efforts to improving lives by mobilizing the caring power of our community.

Since 1939, Rappahannock United Way has been in the business of improving lives in your community. By identifying and addressing critical needs, United Way programs helped over 190,000 of your friends and neighbors last year.

The resources and tips provided in this guide will help you plan an enjoyable, meaningful and efficient campaign. Please feel free to customize these ideas in order to meet your organization's needs or interests.

We want you to have a successful campaign, and we are here to help! If you have any questions, please contact:

Andrew Hamilton
Campaign Manager
(540) 373-0041 ext 20
ahamilton@rappahannockunitedway.org



Live United

Rappahannock United Way is working to advance the common good by focusing on education, income and health. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our goal is to create long-lasting changes that prevent problems from happening in the first place. We invite you to be part of the change.

We invite you to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow.

That's what it means to LIVE UNITED.

Why United Way

LOCAL: Your donation works here in our community helping more people each year, making United Way the best way to help the most people. Rappahannock United Way serves the city of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford.

EFFICIENT: Through the extensive use of community volunteers, a small staff, and a commitment to this community, United Way is able to maintain low overhead expenses. United Way remains the most efficient way to help the most people.

ACCOUNTABLE: Trained volunteers review agency programs and budgets. United Way makes sure your gift supports programs that have proven they are making a difference in our community, making United Way the smartest way to help the most people.

EXPERT: United Way is a proven, organized system that continuously evaluates our community's diverse needs and directs funds to those areas that will have the most positive impact in our community, making United Way the expert in helping the most people.

Our Mission

To improve lives by mobilizing the caring power of communities.

Employee Campaign Coordinator

Enable your co-workers to participate in creating a strong community by planning, organizing and coordinating a successful Rappahannock United Way Campaign within your company.

1 -- Getting Started

Email United Way the following information to ahamilton@rappahannockunitedway.org
Please do so by **August 1, 2009**.

Organization Name
Employee Campaign Coordinator: Name, Phone #, Email
Corporate Contribution (if known)
Employee Campaign Goal
Preferred Campaign Dates

2 -- Training

Attend Campaign Coordinator Training on **July 22, 2009**, where you will tour several United Way agencies, review campaign materials and meet the United Way staff.

3 -- Preparation

Learn your organization's history and involvement with the United Way. Determine what has and hasn't worked. Work with management to set an aggressive campaign goal based on the number of employees you have and last year's campaign performance. Schedule a short, intensive campaign. A one to two-week campaign has proven to be the most effective. Special events keep the campaign exciting.

4 -- Teamwork

Depending on the size of your organization, consider recruiting and coordinating a team of volunteers to assist with campaign. Your management's enthusiasm can be contagious. Ask them to write a personal letter of support to all employees or to make a quick statement at the campaign kickoff.

5 -- Decide on solicitation style

Group Solicitation: Employees are brought together to hear the United Way message and then asked to fill out their pledge cards at the end of the presentation. This is the most time efficient and employees require less follow-up.

Individual Solicitation: This is a one-on-one ask for an employee to make a gift. This style involves more employees but personalizes the campaign and affords you a greater opportunity to answer individual questions.

Both: Hold one group meeting or a series of group meetings and use the one-on-one solicitation as a means of follow-up for those who couldn't attend a group session.

*** Emphasize leadership giving (personal gifts of \$1,000+). Hold a separate group meeting for all management and professional employees to be asked prior to the employee campaign to set the pace. Encourage management to lead by example.

6 -- Group Solicitation (if applicable)

Call United Way at (540) 373-0041 ext 20 and arrange a time for us to speak to your employees. Ideally, this will be the day of your organization’s campaign kickoff. Try to give United Way 2 weeks notice prior to your kickoff, so we may arrange for a guest speaker from a partner agency to join us. Invite everyone.

7 -- Promotion

By promoting your campaign, you will be encouraging others to get involved. Use United Way brochures, posters and thermometers to build awareness of the upcoming campaign.

Publicize your campaign in employee newsletters, e-mail, and other in-house communication tools. The key to a successful campaign is offering incentives for employees to participate. Order items from the United Way catalog: pens, t-shirts, etc. depending on your budget (www.unitedwaysupplies.com) or utilize special incentives such as jeans days, extra time for lunch, or reserved parking.

8 -- Campaign Kickoff

Make sure every employee is asked to give. Don’t forget employees who work off-site, travel extensively, or are on alternate shifts. Conduct an employee kickoff celebration. Make sure you are ready: have a meeting space, writing utensils, time and space allocated for at least 30 minutes. **Distribute and collect United Way pledge forms at the meeting.**

9 -- Report Results

Make sure all pledge forms are returned and accounted for. Turn all payroll forms in to your payroll office.

Summarize all campaign information on the Report Envelope. Enclose cash, checks and copies of all pledge form and designation cards. **Report your campaign results to United Way as soon as possible.** Call your United Way representative at (540) 373-0041 ext 20.

10 -- Thank

Thank your employees for participating. Remind them how valuable their gift and commitment are to improving lives of individuals in this area.

Sample Meeting Agenda

Management and/or campaign coordinator welcomes employees and endorses campaign	2 Minutes
United Way speaker makes a presentation	6 Minutes
Guest speaker from partner agency makes a presentation	6 Minutes
Employee Campaign Coordinator distributes pledge forms and “asks” for the pledge	3 Minutes
Employee Campaign Coordinator collects pledge cards and thanks employees	3 Minutes

Total Meeting Time: 20 Minutes

Sample Meeting Agenda with Speakers Notes

I. Welcome & Thank You (Management or Campaign Coordinator)

Welcome to the 2009 United Way meeting. We are a community partner supporting the mission of Rappahannock United Way: Improving lives by mobilizing the caring power of our community. We pride ourselves supporting our community through giving, advocating and volunteering.

Last year we generously pledged:
\$xxxxx in employee contributions (ask for applause)
\$xxxxx in corporate support
\$xxxxx total gift (ask for applause)

II. Educate (United Way Employee or Agency Speaker)

By giving to Rappahannock United Way you are using local dollars to provide local services. All contributions stay in the city of Fredericksburg and the counties of Spotsylvania, Stafford, King George and Carline and support over 60 programs through our partner agencies and initiatives.

While you may choose direct your gift to a specific charity, you can better maximize the impact of your gift by choosing to the Community Care Fund. Although all donors have great intentions when they designate their giving; most are unaware that many of the individuals they wish to help with their donation use on average 3 United Way partner agencies. When you give your dollars to one agency you unintentionally limit the broad services available to many individuals.

III. Ways to Motivate (Campaign Coordinator)

Schedule an agency speaker by calling Mickie at 540-373-0041 ext 13

Share a United Way story or play a video testimonial

Share the story of an employee who has been helped by a United Way agency

IV. Donate (Campaign Coordinator)

Share your organization's 2009 goal with excitement

Encourage payroll deduction and its benefits (tax deductible, deducts from pay automatically, begins in January and ends in December)

V. Make the Ask (Campaign Coordinator)

Every dollar makes a difference in someone's life. You don't know what tomorrow may bring but with a gift to the United Way campaign, you do know that you can make a difference in many local lives.

Explain how to complete pledge form:
Explain choices: payroll deduction, cash, check, credit card
Explain rewards for giving: company incentives
Discuss upcoming United Way events within your organization
Collect pledge cards at conclusion of meeting
Thank employees for participating

Sample CEO Letter

Use the following letter as a warm up to the campaign. Send it to employees before you begin your meetings or include as a payroll stuffer.

Dear (INSERT EMPLOYEE NAME):

Did you know the gifts made here at (INSERT COMPANY NAME) help feed the hungry, teach children with developmental disabilities, and shelter battered women and children?

United Way is the most effective and efficient way for you to help people who are truly in need.

Did you know that community volunteers distribute the money raised by United Way? Did you know that United Way is the leader in funding health and human service programs in our community?

This is why I support United Way and (INSERT COMPANY NAME) offers you the ease of payroll deduction to donate to United Way.

Please take time this year to learn more about how United Way is making our community a better place to live, and consider joining me and many other employees who pledge a gift.

Sincerely,
(CEO NAME)

Sample Coordinator Email

Use the following email to announce the campaign.

To: All Staff

Subject: Rappahannock United Way Campaign

How would you like to make a difference for thousands of people in our community?

On (DATE), we will be kicking off (COMPANY NAME)'s (YEAR) campaign. By giving to United Way, you can change the world, right here at home. Last year, our community raised \$3.1 million to help agencies address some of our community's most pressing problems. This year, we are going to follow that with even more success! This is a great opportunity to get involved and change a life by building the strongest community possible. I will be contacting you soon with more details. Thanks in advance for your participation.

Fun Campaign Activities

Bowl-a-thon
Hula-Hoop Contest
Putt-Putt Tournament
Casio Day
Kiss the Pig
Build your own Sundae
Chili Cook-Off
Auction

Reward employees for:

Attending an employee Campaign meeting or special event
Answering a weekly United Way Question
Helping with a particular campaign project or event
Turning in their pledge card
Increasing their gift
Being a leadership giver
Turning in pledge card on time
100% participating from a department

Incentive Suggestions

Time off From Work	Gift Certificates
Casual Day	Sleep-Late Passes
Reserved/Covered Parking	Leave Work Early Passes
Tickets to Games/Movies	Gas Cards
LIVE UNITED T-Shirts	Extra half hour for lunch

Strategies to Increase Participation

Hold a drawing at the end of each employee meeting for those who turn in a pledge cards
If you make the company goal, throw a party.
Give the employees extra time off for increasing their gift by 10%.
Establish a company leadership level and recognize accordingly.
Stress the ease of payroll deduction.
Ask employees to give \$1 more a week.

**16th Annual Day of Caring
September 17, 2009**

What is Day of Caring?

As part of a year round volunteer engagement plan RUW coordinates special one day volunteer mobilization events, targeting volunteers from the local business community. Volunteers are matched with non-profit organizations, social services and schools to complete vital projects in the community. This is called **Day of Caring**.

Hundred's of employees from local businesses are encouraged to take a day away from their busy work schedules to complete volunteer projects at various agencies within the community. This provides a hands-on experience to see first hand how agency programs serve and help meet the needs of our community. Volunteers work together in teams making a positive impact on the community and its residents.

Why Should I Support Day of Caring?

The benefits for company volunteer involvement includes a bolstering of team spirit among participating employees, increased company morale, exposure in the community and a greater understanding of how commitment of time and money makes a difference.

Participation in the Day of Caring facilitates a greater understanding of how commitment of time and money makes a difference in our community.

How Can I Get Involved in Day of Caring?

Register as a Business Volunteer Team – complete onsite projects at an area nonprofit

Register as a Business Volunteer Team – complete projects at your place of work – we will bring it all to you!

Donate project materials for the agencies

Donate incentives/refreshments for the volunteers

Become a Sponsor – get your Businesses name on the t-shirts

- Gold \$1,000
- Silver \$500
- Bronze \$300

Who Should I Contact to Find Out More?

Contact our Volunteer Services Specialist to ask questions or make suggestions about how you can get involved to make a difference and have fun. If timing is a problem we can create a unique Day of Caring event just for you and your business. We want this to be a rewarding event for your business – we will do whatever we can to ensure it is.

Call: Shelby Beck (540) 373 0041 ext 15

Email: sbeck@rappahannockunitedway.org

Quick Facts

2-1-1 Virginia

Rappahannock United Way is a proud partner of 2-1-1 Virginia and promotes the service to area residents. Virginia 2-1-1 provides free referrals to health and human services information 365 days a year. Last year the program helped meet the needs of 1,772 callers.

Smart Beginnings

Smart Beginnings, Rappahannock Area is a program initiated to provide children birth to age 6 with the necessary skills for school and life. For the 2008-2009 school year, the program implemented the AI's Pals curriculum into 12 area classrooms to promote future drug-free living. This fall the AI's Pals program will expand into 23 additional classrooms to benefit 370 students.

Earned Income Tax Credit (EITC)

The Earned Income Tax Credit (EITC) Coalition benefits low-income families by providing free tax return preparation. In 2009, 404 families received tax preparation assistance. \$422,935 worth of total refunds was generated through the Fredericksburg Region EITC sites.

Volunteer Services

Rappahannock United Way Volunteer Services promotes and recruits volunteers to match the needs of local nonprofit agencies. Throughout the year Volunteer Services organizes Days of Service including: Month of Youth Service (April), Day of Caring for Corporate Volunteers (September), Make a Difference Day (October), and Family Volunteer Day (November). These events provide an opportunity for volunteers to get involved on a large scale by joining forces with hundreds of other volunteers in the community to complete special one day projects.

Loyal Contributors

Have one of your employees been giving to United Way for at least 10 years? Perhaps over 25 years? If so, than please encourage them to step forward and be recognized for their tremendous commitment. Please inform Rappahannock United Way so we may properly thank them.

Leadership Giving Circle

This special recognition group is comprised of our region's top leaders who have made a commitment of an annual gift of at least \$1,000 to improve our resident's healthcare and our youth's education, as well as to aid adults in attaining financial independence. Becoming a member of the Leadership Giving Circle entitles members names to be listed in an annual brochure, as well as the opportunity to network at a special evening reception held in the Spring.

Frequently Asked Questions

How much of my money actually goes to serving those in need?

Rappahannock United Way and our community take pride in the fact that it only takes 7% for fundraising costs and 9% for administrative/management costs. This provides year-round administration.

I've never been helped by an agency. Why should I contribute?

While many of the services provided by Rappahannock United Way fund programs for the poor, the hungry, and those in needs, there are agencies that provide other necessary community services. We support the character-building programs of the Boy and Girl Scouts, the family support of Hospice, and the emergency services provided by the American Red Cross and Rappahannock Emergency Medical Services Council.

What if I don't like one of the agencies your United Way funds?

All of United Way agencies provide valuable services to this community. An agency's membership in United Way is based on programs and services it provides and not its popularity. However, if you feel strongly about a particular service area, you may designate your contribution to that area or to the member agency of your choice.

Why doesn't United Way include all organizations?

Not all agencies want to be a part of a single, community-wide campaign. Certain organizations have policies against joining local United Way campaigns. Rappahannock United Way standards of financial accountability and program services are high. Some agencies would like to have the United Way seal of approval but don't quite measure up.

Why do some agencies charge fees for their services?

United Way agencies operate without discrimination. Many use a sliding fee scale, where clients pay what they can for the services they receive. By allowing clients to pay for the services, the agencies are able to stretch their United Way dollars to serve more people.

I support a favorite charity of my own. Why give to United Way too?

We all have our favorite charities, but the problems of the community are much larger than any one agency can handle. Rappahannock United Way agencies offer a broad mix of programs and services to meet the diverse needs of our community.

Does United Way money support church-related activities?

United Way funds agencies covering a wide range of services including some that are affiliated with churches. However, all agencies are funded because they meet a critical community need. United way funds only the service programs, not the religious activities, of these agencies. Services by all United Way agencies are based on need, regardless of age, sex, race, or religion.

Who pays for United Way meetings?

United Way meeting sponsors are civic-minded businesses, individuals, and organizations that underwrite the costs of United Way meetings in addition to their generous support of the United Way campaign. None of the funds raised in the campaign are used to pay for United Way meetings.

My spouse and I both work. Should we both give?

We ask that each employed person donate based upon his or her income. When donations are made on this basis, it allows employees to contribute their individual portion of the community responsibility.

What happens if I change jobs while giving through payroll deduction?

Your payroll deduction will stop when you are no longer on the payroll. When you begin your new job, ask for a pledge card or contact the Rappahannock United Way office. Many employers provide information about the United Way during the initial hiring process.

I work in Stafford, but I live in another community. Where do I give?

United Way asks that you give where you live. You may still take advantage of payroll deductions at work, just simply designate to the United Way where you reside and we will distribute your donations to their programs and services. Consider splitting your investment between your home and employment communities.

Are United Way contributions tax deductible?

Yes, for both corporations and individuals. Under current tax laws, individuals can deduct charitable contributions when they itemize.

Why is the campaign goal usually higher each year?

Operating costs of providing needed services increase each year due to several factors: increased numbers of people in the Fredericksburg area requiring the services, public demand for innovative programs, and inflation.

Who decides how my money is spent?

Volunteers—including a friend, neighbor or co-worker of yours may serve on the Citizens Review Panel which reviews funding requests for participating United Way member agencies. These volunteers scrutinize budgets, make site visits, talk to agency staff and volunteers, and then recommend which agencies should be funded and the level of funding they should receive.

What if I can't afford to give?

Living costs are high but most of us can afford something. Just 33 cents a day amounts to \$120.00 a year. If you have payroll deductions that's only \$2.30 a week.

Giving is just not an option. How else can I support the United Way?

There are a variety of ways one may support the Rappahannock United Way. We offer hundreds of local volunteering opportunities; so there really is something for everyone. We also ask that everyone acts as an advocate on our behalf and informs those around them of our programs and the long-lasting changes we are making in this community.

How is Rappahannock United Way related to United Ways across the country?

United Way of America is a membership organization comprised of nearly 1,300 local United Way organizations. Every local United Way is incorporated and governed independently of United Way of America. Rappahannock United Way pays membership dues to UWA every year. The membership dues are 1% of the total dollars raised. The return on investment is that United Way of America strengthens the United Way brand and to advances the missions of local United Ways.