



United Way
of Kershaw County

EMPLOYEE CAMPAIGN COORDINATOR GUIDE 2022 CAMPAIGN

You are now a part of a special group of volunteers who bring the United Way message to the people of Kershaw County. This year, more than ever, during this time of economic crisis, our message “Live United” includes the urgent need to REACH OUT and help our fellow neighbors. Increased need for housing and rent assistance, increasing unemployment and homelessness are just a few of the serious problems our community is now facing.

The Important Role of Campaign Coordinator

By reaching out and running successful campaigns, we can all help ensure that the funds our agencies need, to meet the increase in demand, will be there for them. We are all in this together- and truly, when we help one, we help everyone. So, use this handbook to help you get started. Read through the information and decide what will work best for your organization. We have included ideas from other local employee coordinators to give you some inspiration and direction. We wish you the best of luck and encourage you to learn and have lots of fun!

Start Preparing for Your Award-Winning Campaign:

- Review United Way materials.
- Meet with your United Way Campaign Team.
- Visit www.uwkc.net for information and downloads.

Recruit a team to help with your campaign:

Involve your Chief Executive Officer

- Ask him or her to endorse the campaign in a letter to all employees.
- Make sure he or she participates in employee group meetings to underscore your organization’s support of the campaign and its importance to the community.
- Ask for campaign goal incentives such as days off, jeans day, etc.

Bring everyone together for a 15-25 Minute Employee Campaign Meeting:

Find the Campaign PowerPoint Presentation online at www.uwkc.net/campaign

- 2 Minute Welcome
- 2 Minute United Way Endorsement
- 7-15 Minute United Way Speaker and Video
- 4-6 Minute Campaign Information and Closing Remarks

****Collecting pledge cards at the meeting is the most productive and successful option. As Coordinator it reduces your workload, because no intense follow up is required. You will have a more successful campaign because more people are inclined to give while they are focused and around peers who are giving. ****

Conduct a Leadership Campaign

There are five levels of leadership giving:

Director: \$500 - \$999

Palmetto: \$1,000 - \$2,499

President: \$2,500-\$4,999

Chairman: \$5,000-\$9,999

Tocqueville Society: \$10,000 and up

If your organization has several people who are prospective leadership givers, Please Consider a **separate leadership campaign**. Ask your CEO to recruit a well-respected member of senior staff or management to partner with you to identify potential donors and hold a separate meeting for these individuals. We can help you with this.

Help promote your campaign by sending out a support letter from your CEO before your campaign begins.

ONE XXX COMPANY. LIVING UNITED.

As we kick off the United Way campaign across all U.S. locations, I am excited to see the amazing impact we can have collectively on the communities that we call home. Sadly, there are so many friends and neighbors across our communities that desperately need assistance. As a member of the board of directors for the United Way of Kershaw County, I am passionate about reaching out and helping those who are less fortunate, and I invite you to come on this journey with me.

Our ultimate goal is to achieve 50 percent participation at every facility. Last year, we saw improvement over the prior year's campaign, which is very encouraging, but there is still more work to do. In locations where we had strong employee involvement in the various campaign activities, we saw increased participation. This tells me that if you are willing to take one small step to get involved, you will truly be inspired by what a difference

even a minimal amount of time and/or money can do to positively impact someone else's life.

For those who have contributed to the United Way over the years, I thank you for your participation, and I hope you will continue your support. If you are new to XXX company or are not currently a United Way contributor, **I ask you to consider a pledge of at least \$5 each pay period. Every dollar does help to make a meaningful impact on someone's life.** Being a good corporate citizen is one of XXX company's foundational values, and I am confident that together we can make the YEAR campaign the best one yet! Thank you for your time and efforts as we continue as One XXX Company, Living United!

My personal best,

CEO, XXX Company

**Local industrial site DSV, DOUBLED their campaign.
Here is how...**

2020 United Way Campaign

Set your own date!

Associates may give a 1 time cash/check donation or give by automatic payroll deduction.

- Each associate that gives any amount will receive a bag of candy.
- Associates donating at least \$20 will be entered into a drawing for a \$75 gift card.
- Associates that give a minimum gift of \$4 a week (\$208 for the year) will get a chance to win a BRAND NEW CAR and receive the "LIVE UNITED" tee shirt from the United Way and a Portable/folding chair. You will also be entered into a drawing for a \$100 gift card!

**** There will be a grand prize drawing at the end of the campaign for all who donated. The grand prize will be a Samsung Galaxy Tab4 10.1 Tablet!**

SAY THANK YOU WHILE SHARING YOUR RESULTS!

Dear Gayle,

Thank you for your support of United Way! Your generous pledge is vital to the thousands of people we serve every year. Your commitment to United Way and to our community means more than a night of shelter, or a hot meal, or a dental exam. Your commitment means that, because of you, someone's life will change for the better.

Together, we are finding new solutions to old problems. We are creating affordable housing, improving education and providing access to quality health care. Your commitment means that you understand just how important it is for all of us to be Stronger United.

We are strengthening communities from the inside out, but there is still so much more to do. Thank you for fighting to build a better tomorrow today. Thank you for be STRONGER UNITED!

(insert info about pledge given)

Again, thank you for choosing to create lasting changes that benefit us all. Thank you for LIVING UNITED.

Turn in report forms to Tatiana Coleman:

tatianacoleman@uwkc.net
United Way of Kershaw County
PO Box 737, Camden 29021

Need help? Feel free to contact United Way staff:

Donny Supplee, President
donnysupplee@uwkc.net

Kirk Mays, VP of Resource Development
kirkmays@uwkc.net

Molly Kornegay, VP of Community Impact
mollykornegay@uwkc.net

Tatiana Coleman, Campaign/Communications Coordinator
tatianacoleman@uwkc.net

Your time and effort make a difference in your campaign and in the lives of many here in Kershaw County.