Welcome to the United Way team! You are joining a group of individuals dedicated to creating lasting change for thousands of people in Mid-Maine. Your company cares about it’s community, that’s why they provide their employees the opportunity to donate to causes that matter to them through United Way payroll deduction.

Your role as Employee Campaign Coordinator (ECC) is a critical job to United Way of Mid-Maine’s workplace campaign success. You are the voice of United Way at your company. You’ll have direct support from United Way of Mid-Maine staff, and an array of support materials to guide you each step of the way.

This handbook is your guide for how to prepare, plan, conduct and conclude your company’s campaign. United Way of Mid-Maine will support you in any way we can, offering ideas, strategies, and resources to help make your campaign a success.

We believe in working together to create a stronger community for all who live, work, learn, and play in mid-Maine.

Much Appreciation,

Bethany Draun
Resource Development Director
United Way Mid-Maine
The United Way of Mid-Maine brings people together to improve lives and create lasting change in mid-Maine by focusing on education, income, and health—the building blocks for strong families and thriving communities.

**Missions**
Mobilizing our Mid-Maine community to improve outcomes in Health, Education, and Financial Stability.

**Vision**
United Way of Mid-Maine successfully facilitates opportunities for all Mid-Mainers to achieve their highest potential.

**Donations to United Way of Mid-Maine supports 22 partner programs & 8 initiatives serving 57 towns.**

**Financial Stability/ Promoting Independence**
All Mid-Mainers have employment opportunities and access to transportation.

**Health/ Meeting Immediate Needs**
All Mid-Mainers are healthy and housed and not living in poverty.

**Education/ Strengthening Youth and Families**
All Mid-Mainers have the skills and knowledge needed to be resilient and thrive in life.
Campaign Checklist

Plan
- Attend ECC Training
- Obtain campaign materials
- Meet with your CEO and/or management to enlist help in championing the campaign
- Establish workplace campaign goals related to dollar amount and participation percentage
- Recruit and train your campaign staff
- Establish a timeline for your campaign activities

Gear Up
- Begin campaign promotion by sending a letter from management to employees
- Review campaign supplies and prepare materials for distribution
- Schedule and plan a Kickoff Event
- Request a United Way of Mid-Maine Speaker
- Talk with Human Resources to establish a plan to solicit retirees

Conduct
- Hold a Kickoff event to build enthusiasm
- Distribute Pledge forms and encourage 100% participation
- Send personal communication to employees (Page 8)
- Hold educational meetings and fundraising events with staff
- Send follow-up emails every few days
- Hold giveaways and drawings for those that have returned forms
- Have department managers announce campaign at staff meetings
- Follow up with past contributors who have not yet responded

Close
- Send a reminder email that the campaign is concluding and pledge forms need to be submitted
- Collect signed pledge forms
- Submit pledge forms and final reports to United Way and your payroll department
- Announce Campaign results to your co-workers
- Thank and recognize all contributors and campaign committee
- Gather feedback and notes for next year
- Discuss implementation plan for company’s new hires
- Choose ECC for next year

How can your staff give?

INDIVIDUAL CONTRIBUTION
Give an on-going or one-time donation in any amount to United Way through simple payroll deduction, ACH, or a direct gift. We will work with your payroll department to make the process quick and easy.

LEADERSHIP CIRCLE
Join a network of community leaders, advancing the common good with an annual gift of $750-$9,999. Make a payroll deduction or a direct gift.

RISING LEADERS SOCIETY
Combine your gift of $400-699 with Volunteer hours to make a lasting difference and be recognized as a Rising Leader in your community.

TOCQUEVILLE SOCIETY
Make a gift of $10,000 or more and be recognized as part of the Alexis de Tocqueville giving society.

PLANNED GIVING
Contact United Way of Mid Maine Staff to discuss how to support United Way of Mid-Maine as part of your estate planning.
Here are a few tips to keep in mind as your organization gears up to give

**Campaign Strategies that work!**

**Time it Right.**
Choose a Campaign Kickoff time when you know your fellow employees will be most engaged.

**Get high-level buy-in.**
When the CEO and senior managers are the first to give, others will follow their example.

**Create a corporate match.**
Connect corporate giving to employee giving by creating a corporate challenge match for staff gifts.

**Be visible.**
Get on the agenda for scheduled company-wide events, department meetings, or other gatherings.

**Offer incentives.**
Promote incentives, contests or drawings to encourage giving.

**Make it personal.**
A personalized ask is best, particularly from a friend. Utilize personal connections in communications.

**Promote. Publicize. Plan**
Raise awareness of United Way’s work. Send email updates. Form a committee. Count on UWMM for support.

**Be accessible.**
Educate staff about United Way and answer questions they might have. Reach out to us if you don’t know the answer.

**Thank and celebrate**
Acknowledge those who help. Involve and recruit others who share your passion. Thank them again and again.

**LIVE UNITED All your long.**
Keep staff posted throughout the year on UWMM’s success. Connect with United Way of social media, follow us @UnitedWayMidME. Get involved with United Way initiatives; host a pantry project or volunteer.
Get Staff in the Spirit of Giving

Easy fundraisers that boost morale and your campaign!

TRIED-AND-TRUE CLASSICS!

**Dress Down Day**
Employees pay to not wear normal work attire for a day. Proceeds support United Way.

**Guess the Number**
Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy.

**Penny Wars**
Assign a money jar to each department. Members of that department place pennies into their own jar and place silver coins and bills into the jars of other departments. Pennies count as positive while silver and bills count as negative. The department with the highest number wins a lunch.

**Bake Sale**
Employees buy employee-donated baked goods with donations benefitting United Way.

**Tailgate Party**
Hold a pay-per-plate cookout during lunch. Cook brats, burgers, and hot dogs and have chips, soda, and other tailgating necessities.

**Chili Cook-off**
Participants pay to enter their chili into the contest. Other employees pay to sample chili dishes and votes for their favorites.

**Easy Raffles**

**Informative Meeting Incentives**
Hold a meeting and have a representative of UWMM present. Offer donuts, coffee or raffle tickets for staff members to attend.

**Front-Row Parking**
Raffle off prime parking spots for a year, or during the winter months.

**Lunch with the CEO**
Raffle off lunch with the CEO—CEO’s treat!

**Vacation Day**
Raffle off a day or 1/2 day of vacation!

THINK OUTSIDE THE BOX

**Paper Airplane Flying Contest**
Employees Make airplanes by folding same-sized paper and pay to enter the contest. Set winner categories for the plane that flies the farthest, straightest, and the best decorated.

**Office Bingo**
Distribute printable bingo cards to employees who pay to play. Every day. Email one bingo number to participants. The first to reply with “BINGO” wins. The bingo game continues until all prizes are distributed.

**Walking Taco Sale**
Sell individual bags of corn chips with divided plastic containers filled with taco meat, cheese, sour cream, lettuce, etc.

**Guess the Baby Picture**
Employees bring their baby pictures to work and post photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

**Lunchbox Auction**
Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, and elegant meals.

**Build-Your-Own Ice Cream Sundae**
Have a wide variety of sundae toppings available for employees to make a donation and build a sundae.

**Ice Cream Cart**
On a hot day, visit employee cubicles and offices and sell popsicles, ice cream sandwiches, and other treats. Donate proceeds to UWMM.

**Peanuts, Get Your Peanuts!**
Decorate a push cart with sports theme. Stock the cart with peanuts, chips, hotdogs, sodas, popcorn, and condiments. Visit offices and sell items.

WE HAVE PRIZES, TOO! CONTACT US FOR AVAILABLE ITEMS!
**Sample Communications**

**Kickoff Communication from CEO**

**Subject:** I RISE to a stronger community

[COMPANY] and our employees have always cared deeply about improving the quality of life for people in our community. Participating in this year’s United Way fundraising campaign is the way we at [COMPANY] create real change in our community.

When you support United Way, we all benefit. Our youth are better educated, our neighbors are more financially stable, our community is healthier. Your support makes a difference and is vitally important.

Please hold [DATE] on your calendar for our campaign kickoff. We look forward to seeing you all there.

Sincerely,
[CEO Name]

**Mid Campaign Communication from ECC**

**Subject line:** What can a $1 do? More than you expect.

One of the most common questions [COMPANY NAME] employees ask about United Way is what difference their gifts make. You might be surprised at how much an affordable weekly gift can accomplish when you invest in the United Way Community Impact Fund.

United Way of Mid-Maine makes the most of every dollar you give. How? By focusing efforts on strategies for long-term change and by investing in proven programs right here in Mid-Maine that break the cycles of school dropouts, poverty, and poor health. For example:

- $15 per week provides meals to over 2,704 homebound elderly
- $10 per week allows a student to attend after school and summer programs
- $5 per week provides 20 neighbors with a warm place to stay in the winter

I give to United Way because I want to know that every dollar I give is making the biggest possible difference in someone’s life right here in our community. I hope you will join me in giving to the United Way Community Impact Fund at the level that’s right for you.

Thank you,
[ECC NAME]
FAQs for ECCs

**How long should our campaign run?**
For many companies, a two-week campaign is the perfect amount of time to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception to this might be if you are the ECC at an exceptionally large company or a company with many different work sites.

**Do companies receive special recognition for their donations?**
Yes. All companies that conduct campaigns and/or make a corporate donation are recognized on our website and in print materials. Some awards are given to companies that show exceptional leadership and commitment to their annual United Way campaigns. In addition, United Way prominently recognizes the top contributing businesses as community leaders.

**When should our campaign take place?**
Most campaigns take place between mid-August and mid-November, but they can happen at a time that is best suited to your organization.

**How can employees give?**
Using a United Way of Mid-Maine pledge form, employees can give via payroll deduction, cash, check or credit card. Contributors can also set up an ongoing or one-time payment online at www.uwmm.org/give.

**Are there different levels of giving?**
Yes. Leadership Level giving starts at $750 per year, followed by Tocqueville givers who pledge $10,000 or more a year. See your pledge forms for more information.

**Who decides where the donations go?**
Nonprofit programs submit formal requests for funding every two years. Our three volunteer-led Community Impact Teams is assess nonprofit programs that request funding. Employees of the program also provide a presentation to the CITs. At the end of this process, the CITs recommend funding levels for United Way of Mid-Maine Board approval.

**When does payroll deduction start?**
Payroll deduction typically runs from January 1 through December 31.

**Why should I give to United Way?**
United Way is unique because it partners with programs throughout Mi-Maine to address the most pressing needs in the community. By giving to United Way, you are helping to improve every aspect of the community, not just one cause.

**Can employees designate their donation?**
Yes. While donating by checking “Influence the condition of all” on your pledge form is the best way to help RISE to all issues in the community, donors can designate their gift to individual 501(c)(3) nonprofit programs.