Welcome to the inaugural edition of "Employee Campaign Coordinator News," a quarterly resource to help workplace campaigns keep abreast of what's happening at United Way of York County. This is a year-round resource to share information about our work, programs, projects, and initiatives in York County. We welcome suggestions on information you'd like to see in upcoming newsletters!

Thanks Volunteer Readers!

We are lucky to have a local business, Hussey Seating, who releases their workers an hour each week to work in the Volunteer Reader Project. These community readers work with our most struggling students in the areas of reading. These amazing volunteers are dedicated to reach out to the students and not only provide academic growth, but social and emotional growth as well. The students are building their self-confidence as they share their developing reading skills. Thank you United Way of York County for offering us this much needed support.

— Tracie Hallissey, Assistant Principal, North Berwick Elementary

Valentine's Package Delivery!

Hats off to everyone who helped us deliver almost 100 packages to seniors this past Valentine’s Day! Thanks to Haven’s Candies for the chocolates and to employees from Arundel Ford, Haley’s Metal, Southern Maine Health Care, Kennebunk Savings and the Trafton Senior Center with gathering and delivering packages!

Below: Kennebunk Savings’ employees with packages. Right: UWYC’s Sarah Hoover delivered packages with Karen Laurendeau of Arundel Ford.

Survey Results are in — Thank You for Feedback

In January we surveyed Campaign Coordinators (approximately 250 employees who facilitate United Way of York County’s Community Campaign in the fall). Their input will help develop this year’s campaign. Thank you to those who took the time to share feedback!

We learned:

• Most of the respondents have experience running a campaign
• Coordinators are looking for ideas to invigorate employee participation.
• The Top Five ways coordinators get information about campaign to coworkers:
  • Current campaign video
  • Speaker from a UWYC project, program or initiative
  • Posters

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Please Join Us for Breakfast!

United Way of York County is hosting a free networking and brainstorming breakfast for Campaign Coordinators who want to help develop our next campaign! **Put May 7, 8:00 to 9:30 a.m. on your calendar, at the Biddeford Regional Center of Technology.** Enjoy breakfast while networking with colleagues from around York County who are in all different careers, including manufacturing, banking, healthcare, and retail. You’ll help us make some decisions on upcoming campaign materials, as well as discover new ways United Way of York County can help you with employee education and engagement programs. RSVP by April 30 by emailing Fiona Robinson!

Mother’s Day will be Here Soon!
The annual **UPS Rose Sale** is back and ready to help you celebrate mom on Mother’s Day! Orders for these beautiful bouquets are due April 17, and will arrive on May 10. These are an incredible value at $20 per dozen, and proceeds benefit United Way of York County! Please email Tuck for more information.

Day of Caring Registration Opens April 15
Volunteer registration for the annual Day of Caring starts April 15 and ends May 13. Please remember to register your company and volunteers for this special day that helps dozens of nonprofits around York County! Email Sarah Hoover for more information.

Drive a Ford on April 5 to Support United Way of York County!
Arundel Ford is bringing Ford Motor Company’s Drive 4 UR Community program to raise up to a maximum of $6,000 for United Way of York County.

For every person who test-drives a new Ford vehicle at 1561 Portland Rd. (Route 1), Arundel on April 5, Ford Motor Company will donate $20 to United Way of York County. The funds will support the Tools4Schools project that supplies 1,000 York County students with backpacks full of school supplies at the beginning of each school year.

We hope to see you between 12 to 5 p.m. on April 5th! This is a no-pressure event to support our work with York County families.

AT A GLANCE...

- Community investments have been distributed to 58 funded programs that address our priorities. More information can be found on our [website](#).
- **Save the date!** We are finalizing plans for Annual Meeting, which will be a morning breakfast meeting on May 15 at 8 a.m. at Village by the Sea in Wells. This year’s theme is our Healthy Foods strategic priority area and will feature Dr. Tory Rogers, founder of Let’s Go 5-2-1-0. Stay tuned FMI — we’d love for you to join us!
- Do you have changes in your employee roster, or employees who are planning to retire soon and looking to stay active in their respective community? Contact us — we can connect retirees with volunteer opportunities and update our records!

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- **Pledge Forms**
- Quick facts about UWYC emailed to employees
- Campaign Coordinators asked for more information on what their donation to United Way of York County supports, as well as UWYC’s impact in the community. Coordinators would also like more information from United Way throughout the year.

A majority of Campaign Coordinators said in the survey that incentives are used to encourage or increase employee participation.

The following incentives were successfully used by campaigns in 2018: Corporate match, Jeans Day, raffles, paid time off, and food.

2018 Top Campaign Participation Incentives

- Raffles
- Jeans Day
- Food
- Paid Time Off
- Corporate Match

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