THANK YOU for stepping into the role of your company’s or organization’s Employee Campaign Coordinator! Each ECC is United Way of York County’s advocate in the workplace; the person who encourages co-workers to partner with us by donating and provides donor updates about United Way’s work throughout the year. We know that you take on these responsibilities over and above your normal job. Your support helps us improve lives by mobilizing people and resources!

U can make a difference!
What is United Way?

What does United Way of York County do?
United Way of York County is a member of a network of over 1,200 United Ways around the world. The organization is 33 years old and has contributed more than $40 million into the community.

HOW YOUR DONATION IS INVESTED:

Our local Strategic Plan focuses on five Priority Areas:
Bright Beginnings: Ensuring that all children have the best start for lifelong learning and success.
Healthy Foods: Increasing the health and well-being of children and seniors through access to nutritious food.
Connected Youth: Building stronger community citizens by engaging youth through service and philanthropy.
Supportive Services: Investing in programs that address the priorities, strengthen families, and meet basic needs.
Operational Success: Achieving our mission through efficient operations, fundraising success, compelling messages, and the significant engagement of volunteers.

United Way of York County addresses these priorities through multiple approaches, including but not limited to, developing projects that impact targeted populations; mobilizing the caring power of volunteers; connecting people to the resources they need; and building the capacity of nonprofits and the larger community.

The Multiplier Effect
Did you know when you give to United Way of York County:

$1 = $4.94**

Our Multiplier Effect helps your donation go farther. For every dollar donated, we’re able to combine grants, volunteer work, in-kind donations, and other inputs to bring the value of $4.94 back out into the community.
WHAT’S YOUR ROLE?

ECC BENEFITS:
• Career-building skills
• Networking opportunities
• Recognition within your company and community at large

ECC ROLE:
• Work closely with your organization’s leadership
• Collaborate with United Way campaign associate
• Develop an effective campaign plan appropriate for your workplace
• Promote campaign through your organization
• Hold campaign rally and recognition events
• Thank donors and volunteers

Tips for a Successful Campaign

A little effort makes a BIG difference! Following these Best Campaign Practices (BCPs) benefits your campaign results! The more BCP’s a company implements, the higher the employee participation, the higher the average employee gift and the higher the overall campaign dollars raised.

The Top Three BCP’s...
• Senior Management Endorsement: The personalized & visible endorsement of United Way and the campaign by the CEO/President of the company is crucial. Especially effective when the CEO attends and speaks at UW presentations.
• Campaign Rally: Presentations made to all employees by United Way staff help educate and inform your employees.
• Special Events: Incentives and “fun-raisers” help to raise extra dollars and increase awareness of United Way of York County.

Get Donors Interested
79% of people are more likely to give a financial donation if they have a positive engagement experience.

Make the Ask
Research shows that the #1 reason people don’t give to United Way is because they were never asked.

Year-Round Support
We provide you with the tools you need to show donors the impact of their gift, in addition to volunteer opportunities.
Incentives That Work!

These are ideas that earlier Employee Campaign Coordinators have shared with us. Any or all of these ideas can be used as is, or can be modified to suit your particular organization and circumstances.

**ELIGIBILITY IDEAS: Anyone that...**
- attends a group meeting
- returns a signed pledge card, regardless of whether or not they give
- returns a signed pledge card with a contribution
- returns a pledge card by a certain date
- pledges at a certain minimum level, (e.g., 50 cents/week)
- increases their pledge by a certain amount, i.e. $10, 10%, 25%, etc.
- is a leadership giver, or first-time giver

**FUN-RAISER IDEAS:**

Drawings, prizes, and other incentives for employees and/or departments can be helpful. Sometimes the best incentives or prizes cost little or nothing at all! Here are some low-cost/no-cost items to award game winners or incent donors:
- RAFFLES
- TOKENS
- CASH (Including Employer Match: When the company matches an employee donation, not only does it have twice the impact, but often the employee will pledge higher to increase the impact
- FOOD: (Free meal in employee cafeteria, BBQ, Ice cream smorgasbords, chili cook-offs
- EMPLOYEE BENEFITS (extra vacation day, special reserved parking, lunch with the boss)
- GIFT CERTIFICATES/COUPONS

**Awards for a Campaign Well Done**

**Annual Campaign Celebration and Awards**

Each year we honor our workplace campaigns at the Campaign Finale. It is our chance to thank and recognize our supporting partners. Below are the categories and qualifications for our campaign awards.

**GOLD AWARD**  
80-100% Employee participation

**SILVER AWARD**  
65-79% Employee participation

**BRONZE AWARD**  
55-64% Employee participation
CAMPAIGN FAQs

Does United Way of York County distribute my information?
Our donor’s trust is of utmost importance to us. United Way of York County will not sell, share or trade a donor’s personal information with any other entity nor send mailings to our donor on behalf of other organizations unless the donor asks us to do so. This policy reflects our commitment to maintain the highest integrity in order to protect and ensure donor privacy. To the extent that any donations are processed through a third-party provider, our donor’s information will only be used for purposes necessary to process the donation.

What is the United Way Annual Community Campaign?
The United Way Annual Community Campaign is made up of the United Way Workplace Campaign and the Direct Mail Campaign. The Workplace Campaign is a campaign orchestrated within a business or organization that allows employers and employees alike to participate in making a difference. Last year, over 200 organizations — large businesses, small businesses, school districts, non-profits, and municipalities — impacted lives in our community by running Workplace Campaigns to support United Way of York County.

The Direct Mail Campaign is United Way’s effort to connect and partner with individual in the community who wish to offer a financial gift and are not affiliated with a Workplace Campaign. Both solutions help us create opportunities to improve lives and LIVE UNITED!

What is a Campaign Associate?
Campaign Associates (formerly called Loaned Executives) are lent or sponsored by a local company. The team acts as an extension of staff during our campaign season, sharing United Way’s message across the York County community.

How do I make a donation to United Way of York County?
You can provide a contribution at any time of the year by visiting our website at www.buildcommunity.org, or requesting and completing a Pledge Form. United Way of York County’s Annual Community Campaign runs from the beginning of September until the middle of November. During that time, you may be solicited through your workplace, or by a direct mailing. In both cases, you would also complete the Pledge Form. Some larger Workplace Campaigns have customized pledge forms, and they may even offer online pledging through your workplace portal. All Workplace Campaign Pledge Forms are collected by your employer and processed, then sent on to United Way. You can make a donation by check, cash, or credit card, and Workplace Campaigns also provide the option to do payroll deductions. Direct Mail campaigns are processed directly at United Way of York County.

What is a payroll deduction?
You can make a donation to United Way of York County by authorizing a payroll deduction. This means that any amount that you pledge is divided by the number of pay periods in your business’s fiscal year. For example, if your workplace has 26 pay periods per year, and you pledge $1,040 for the year, you will see a deduction of $40 per paycheck. If instead you pledge a total of $52 for the year, you will see a deduction of $2 per paycheck.

What is United Way of York County’s impact in the community?
The generosity and time of donors and volunteers like you allows United Way of York County to bring together resources and partners to improve lives. For more information, please see our Community Impact Guide and the Multiplier at www.buildcommunity.org.

buildcommunity.org
KEY DATES

Campaign Kickoff
Ferry Beach Retreat & Conference Center
Sept. 11, 5:30-7:00 p.m.
Featuring CAN-struction! Bring canned good donations to help us build a giant U!
Go casual and bring your flip flops for a corn-hole tournament on the beach!
RSVP by August 28

Campaign Finale
Location TBD
Week of November 11th

UWYC STAFF

Barb Wentworth, President & CEO
bwentworth@buildcommunity.org

Tuck Barclay, Resource Development Director
tbarclay@buildcommunity.org

Kevin Whittaker, Finance & Data Director
kwhittaker@buildcommunity.org

Jason Ketterick, Community Impact Director
jketterick@buildcommunity.org

Reegan Hebert, Community Impact Investment Manager
rhebert@buildcommunity.org

Maggie Cummings, Community Impact Project Manager
mcummings@buildcommunity.org

Fiona Robinson, Marketing and Donor Development Senior Manager
frobinson@buildcommunity.org

36 Water St., P.O. Box 727
Kennebunk, ME 04043
(207) 985-3359

Social media: @uwycme

UWYC staff and Campaign Associates celebrate at 2018 Community Campaign Finale, held at Johnson Hall in Wells.