



# United Way

# Employee Campaign

# Coordinator Handbook



United Way  
of Greater St. Joseph

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**THANK YOU** for serving as an Employee Campaign Coordinator (ECC) for your workplace.

As an Employee Campaign Coordinator, you are the United Way Champion for your workplace. You know your colleagues, and understand what matters to them and what type of appeal would resonate most with them. Your role is to plan, coordinate and implement an effective workplace campaign. This may sound daunting, but don't worry...you are not alone. We are here to help! Between the ECC Handbook, available campaign materials and United Way staff, we have you covered!

As an ECC, you bring the work of United Way to life—in board rooms and breakrooms, at lunch tables, in safety and leadership meetings, in conversations with co-workers and through campaign activities of all kinds. You educate your peers about why United Way is an effective way to make a big difference in our community, and you inspire them to do something about it.

Please feel free to reach out to Renita Neville ([renita.neville@stjosephunitedway.org](mailto:renita.neville@stjosephunitedway.org) or 816.364.2381) with any questions or for assistance.

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# United Way Overview

United Way of Greater St. Joseph is a local non-profit organization whose mission is to **improve lives through the caring power of community**. By bringing together social service agencies, businesses, individuals and volunteers, we are able to work toward creating lasting change in our community. United Way focuses on three core areas: Education, Health and Financial Stability. By funding 17 Partner Agencies who provide programming and services in these areas, and by developing and maintaining local Initiatives, United Way impacts thousands of lives each year. The heart of United Way is the community: the volunteers, the advocates, the donors and you. Without all these people, the work of United Way and our Partner Agencies would not be possible.

A few facts about United Way:

- United Way is governed by a Board of Directors comprised of more than 30 community members who volunteer their time.
- The United Way Board oversees financial activities, the annual fundraising campaign, allocation of dollars secured through the fundraising campaign and Initiatives led by United Way.
- Allocation of dollars raised through the annual fundraising campaign are based on recommendations of more than 150 community members. These volunteers review and evaluate each United Way Partner Agency, taking into account program quality and effectiveness, board and agency governance, marketing and communications and financial accountability and stability.
- More than 250 volunteers participate in raising annual campaign funds each year. Approximately 22% of the annual funds raised come from businesses giving corporate gifts, 57% from individuals giving through workplace campaigns and the other 21% comes from individuals not associated with a workplace campaign, trusts, foundations and special events.
- United Way employs 6 full time and 2 part time staff.
- United Way depends on the time and energy donated by hundreds of volunteers each year to accomplish goals.
- Management/general and fundraising costs are kept very low– more than 92 cents of every dollar received by United Way is used to support partner agencies, programs and initiatives.



[stjosephunitedway.org](http://stjosephunitedway.org)



# Seven Simple Steps for a Successful Workplace Campaign

**Congratulations! You did it!**



**#CaringIsCool**

**#GivingIsCoolToo**

**#TheWAYBeginsWithYOU**

**#7** Keep Co-Workers Informed Year Round About How Their Gifts Are Making A Difference In Our Community

*\*See page 7 for more information*

**#6** Thank Your Co-Workers For Their Generosity

*\*See page 7 for more information*

**#5** Report Your Results To United Way

*\*See page 7 for more information*

**#4** Run Your Campaign

*\*See page 7 for more information*

**#3** Plan Your Campaign

*\*See pages 5 & 6 for more information*

**#2** Become An Informed Champion

*\*See page 5 for more information*

**#1** Get The Support Of Your CEO And Co-Workers

*\*See page 5 for more information*

# Making Your Campaign a Success

## Getting Support

- ⇒ Work with your leadership to get support for a corporate gift and to recruit a team of co-workers to help with the campaign.
- ⇒ Consider colleagues from various departments, roles, and levels of experience working on the campaign—a diverse team will bring varying skillsets and improve the creativity and effectiveness of your team.
- ⇒ Invite Renita to participate in committee meetings.

## Becoming An Informed Champion

- ⇒ Learn more about United Way's 17 Partner Agencies and 7 Initiatives. (See pages 9 -14.)
- ⇒ Review the history of your campaign. Past results can be obtained by contacting Renita. Look for areas of potential and set one or two specific goals of things you'd like to achieve in in this campaign.
- ⇒ Review the United Way campaign materials and resources found at [www.stjosephunitedway.org/workplace-campaign](http://www.stjosephunitedway.org/workplace-campaign).

## Planning Your Campaign

- ⇒ Create awareness about United Way and the campaign building up to your meeting:
  - Share flyers or digital slides showing program outcomes demonstrating how donations are used to positively impact lives and/or notifying co-workers of your United Way campaign rally. Post them in high traffic or common areas. See *Impact Slides* on the United Way campaign webpage or contact Renita for customized versions.
  - Ask employees to share their United Way experience with co-workers.
  - Purchase LIVE UNITED t-shirts and take photos of employees in the shirts, and ask them how they LIVE UNITED. Post the photos and statements on the company intranet or social media accounts.
  - See *Incorporating Social Media* on the United Way campaign webpage for more ways to use social media for your campaign.
- ⇒ Determine when and where campaign rallies will be held. **Some of the most effective meetings are held during already scheduled employee meetings i.e. safety meetings, department meetings, all-staff meetings, etc.**

# Making Your Campaign a Success

## Planning Your Campaign (continued)

- ⇒ Create the agenda for your rally.
  - Consider what would resonate most with your co-workers.
  - Identify if there is a co-worker that has a United Way story that they would be willing to share. Stories are most meaningful when those listening can relate in some way to the person telling their story.
  - Check out the latest campaign video on the United Way campaign webpage. In addition to the most current campaign video, a library of past videos are available for use.
  - Determine who will make the “ask” for donations.
  - Make sure Renita is aware of your rally schedule so she can ensure that you have all the materials and resources you need, and ensure a United Way representative is on hand to assist.
- ⇒ Make it fun!
  - Adapt a well-known game (Jeopardy, Price is Right, Trivial Pursuit, etc.) to incorporate United Way related information. See *Fun-raisers* on the United Way campaign webpage for more ideas.
  - Have different departments compete against one another to see which department can raise the most funds or has the greatest level of participation. The winners get bragging rights and/or a prize.
- ⇒ Work with your payroll department on if and how Continuous Giving will be used. If your organization utilizes Continuous Giving, those employees that are currently donors are not required to complete new pledge forms and their pledges will be automatically carried over to the next year. Utilizing Continuous Giving is easier for both donors and those tasked with following up on and collecting pledge forms.
- ⇒ Determine who will track returned pledge forms, and who will be responsible for following up with employees that haven't submitted a pledge form.
  - **You can dramatically reduce needed follow-up by asking for pledge forms to be returned before co-workers leave the rally.**
  - **Many organizations find it helpful to request that all employees submit a pledge form, even if they choose not to donate. This allows the organization to ensure that every employee was afforded the opportunity to participate and may help mitigate an awkward situation when following up if the employee chooses not to give.**

# Making Your Campaign a Success

## Run Your Campaign

- ⇒ Utilize the checklist on page 8 to ensure you have everything you need for a successful campaign.
- ⇒ Execute the plan you thoughtfully created to inspire co-workers to support the work of the United Way Network!
- ⇒ Be sure to thank employees for their time and consideration, and **don't forget to ask them to donate to United Way.**

**Report Your Results** See *How to Complete Your Campaign Envelope* on the United Way campaign webpage for detailed instructions on completing the Campaign Envelope used to report results to United Way.

- ⇒ Turn in your results to United Way so your organization and employee donors can be recognized.
- ⇒ Deadlines for your results to be included are:

Report results to United Way by:	To be included for reporting at:
September 1 (Pacesetters)	Campaign Kickoff (September 7)
November 1	Campaign Celebration (November 2)

## Thank Your Co-Workers For Their Generosity

- ⇒ Engage company leadership to thank employees for participating in the campaign and/or reaching your defined goals.
- ⇒ A few popular ideas include:
  - A day off with pay for certain levels of giving.
  - Provide a LIVE UNITED t-shirt or company apparel for donors. LIVE UNITED t-shirts can be co-branded with a company logo. Contact Renita for details.
  - Offer reserved parking spots for certain levels of giving.
  - Have a raffle for a great prize that donors are entered into.
  - Acknowledge donors on your company website, posters and in newsletters.
  - Bring in lunch and celebrate your generosity as a team.

## Keep Co-Workers Informed About How Their Gifts Are Making A Difference

- ⇒ Ask Renita to update employees throughout the year.
- ⇒ Invite co-workers to attend United Way's Annual Meeting in February.
- ⇒ Have Renita arrange Partner Agency tours for employees.
- ⇒ Contact Renita to set up volunteer opportunities.

# Campaign Checklist— Are You Rally Ready?

## One week prior to your rally have you:

- Reserved a meeting space?
- Notified Renita?
- Practiced showing the campaign video to ensure audio and video work correctly?
- Let your employees know about the rally?
- Personalized the payroll deduction pledge forms (if applicable)?
- Finalized your agenda?

## On the day of the rally, have you:

- Prepared the room that you will be meeting in?
- Secured a supply of ink pens?
- Made a copy of your employee list?
- Checked the audio/video equipment to ensure that they are ready?
- Confirmed the attendance of management and employees/staff?
- Reminded supervisors of the scheduled meetings?



# United Way Partner Agencies

## **Bartlett Center**

*Serves as a focal point for community activity and programs including child care and youth programs.*

Programs:

- Child Care
- Youth Program: after school and summer youth activities

## **Big Brothers Big Sisters**

*Helps children reach their potential through professionally supported, one-to-one relationships with mentors that have a measurable impact on youth.*

Program:

- The agency helps children facing adversity reach their full potential through professionally-supported, one-to-one relationships with an adult volunteer, offering measurable results.

## **Catholic Charities of Kansas City-St. Joseph, Inc.**

*Takes a multifaceted, client-centered approach by providing housing and supportive services for disabled families experiencing homelessness, crisis pregnancy services, adoptions, emergency assistance and workforce development.*

Programs:

- Permanent Supportive Housing Programs
- Children and Family Services: case management, advocacy, emergency assistance, education and supportive services for parents and children living in poverty
- Employment Services: vocational counseling program
- Emergency Assistance offered through The Welcome Center

## **The CENTER, a Samaritan Center**

*Provides professional, accessible counseling, psychological and psychiatric services to promote the physical, emotional, social and spiritual well-being of individuals.*

Programs:

- Mental health counseling and medication management
- Substance abuse treatment
- Psychological testing including Autism testing

## **Children's Mercy Hospital**

*Serves the region as a pediatric medical center that provides comprehensive and specialized services to all children regardless of ability to pay.*

Programs:

- Pediatric Medical Services
- St. Joseph Specialty Clinics: Variety of specialties

# United Way Partner Agencies

## **Community Missions (CMC)**

*Provides permanent housing along with supportive services for men with disabilities who have been chronically homeless.*

Programs:

- Cold Weather Shelter
- Juda House
- St. Joseph's Haven
- Street Outreach

## **Family Guidance Center for Behavioral Healthcare**

*Offers an array of services to help people who are living with mental illness or addiction disorders live longer, healthier lives.*

Programs:

- Mental health services for adults and children
- Substance Use Disorder services: outpatient counseling, individual counseling, group counseling, group education, family therapy, co-occurring disorders treatment, trauma-focused therapy, co-dependency counseling, medication assisted treatment and gambling addiction services
- Crisis Intervention: available 24/7/365 to anyone in the nine county service area experiencing a mental health crisis
- Imbedded mental health liaisons with St. Joseph Police Department and Buchanan County law enforcement, as well as law enforcement across Northwest Missouri

## **InterServ**

*Provides accredited preschool, youth out-of-school activities, immigration services, emergency assistance, food pantry, financial counseling, in-home/ medical, nutritional meals at congregate meal sites, Meals On Wheels and volunteer placement services.*

Programs:

- Early Care and Education Program
- Southside Youth Program
- After school recreation
- Tutoring/mentoring
- Olympic Weightlifting instruction and competitions
- Summer Spike: summer volleyball league
- Immigration Services: assistance with the citizenship and documentation process for immigrants
- Emergency Assistance: housing placement, assistance for utilities, rent, mortgage, clothing and food
- Support services to seniors and homebound individuals
- Volunteer Placement Services
- Senior Nutrition: congregate meals and Meals On Wheels for homebound seniors

# United Way Partner Agencies

## **Legal Aid of Western Missouri**

*Provides free, quality, civil legal assistance for those who have nowhere else to turn.*

Programs:

- Areas of legal assistance include: Consumer Law, Family Law Program, Government Benefits Program and Housing Law Program

## **Northwest Missouri Community Services**

*Provides multiple services to assist individuals and families in need to help improve stability.*

Programs:

- Help Me Hotline Information and Referral
- Adopt-a-Family Christmas Program
- Fab-U-Less Finds Thrift Store
- Diaper Depot
- Soles for Christ Shoe Program
- Lions Club Eyeglasses Program

## **Pony Express Council, Boy Scouts of America**

*Provides an educational program to build character, train in the responsibilities of participating citizenship, and develop personal fitness.*

Programs:

- Camping
- Traditional Scouting: Cub Scouts, Scouts BSA, and Venturing

## **St. Joseph Safety and Health Council**

*Promotes prevention of injury, illness and death by planning, conducting, promoting, and assisting in activities designed to decrease the number, severity, and cost of accidents.*

Programs:

- Safety Town
- Safety Acres
- Traffic Safety, Occupational and Community Safety
- Teen Driver's Education
- Court Referred Programs for Driver Improvement, Substance Abuse Traffic Offender, Juvenile and Adult Stealing and probation services
- Ignition Interlock

# United Way Partner Agencies

## **The Salvation Army**

*Offers emergency housing for families, emergency assistance, clothing, household items, pastoral counseling, summer camps, and youth programs.*

Programs:

- Emergency housing for families
- Emergency Assistance
- Youth Programs

## **Specialty Industries of St. Joseph, Inc.**

*Provides meaningful employment to individuals with disabilities in our community.*

Program:

- A sheltered workshop that provides a positive community with a safe, supportive and encouraging work environment.

## **United Cerebral Palsy of Northwest Missouri**

*Offers services to enhance independence and quality of life for children and adults with developmental disabilities, including early intervention, employment, and life skills.*

Programs:

- Children's Program: early intervention services for children with special needs and integrated preschool program
- Adult Program: skill advancement to maximize independence and community integration for adults with developmental disabilities
- Supported Employment: employment services for individuals with disabilities

## **YMCA**

*Impacts the lives of all ages through three areas of focus: youth development, healthy living and social responsibility; making every effort to turn no one away due to the inability to pay.*

Programs:

- Healthy Living: health and well-being centers, group exercise classes, programs addressing chronic disease, corporate wellness and wellness education
- Child Care: school age and summer programs
- Sports and Recreation: team sport programs

# United Way Partner Agencies

## YWCA

*Provides a continuum of housing and supportive services for survivors of domestic and sexual violence, licensed child care, programming for at-risk youth and social justice outreach/advocacy.*

Programs:

- Emergency shelter and supportive services for victims of domestic violence or sexual assault and their children
- Survivor Support: free professional counseling, case management and advocacy services for survivors of domestic violence or sexual assault
- Long-term, supported housing options for victims of domestic violence or sexual assault
- Child Care
- Choices/Decisions: program designed to help at-risk seventh grade girls and boys learn skills to make good life choices
- GRIT Center: a safe place for teens that offers social activities, support groups, mentoring, skill-building workshops, career counseling and community referrals
- Healthy Teen Parents/Healthy Babies: education and support services to pregnant and parenting teens

The Help Me Hotline is a program of Northwest Missouri Community Services. Referral Specialists are ready to help callers with quick and accurate referrals. In addition to calling, resource lists can be accessed at [helpmenow.org/resources](http://helpmenow.org/resources) and a searchable database can be found at [helpmenow.myresourcedirectory.com](http://helpmenow.myresourcedirectory.com).



# United Way Initiatives

## Financial Stability

***Providing opportunities for individuals and families to become financially self-sufficient since 2009.***

Programs:

- United Way helped with marketing and promoting tax prep services provided through Partner Agency InterServ and MyFreeTaxes.com
- United Way Housing Stability Program was created in August 2018 and is to be used to assist individuals and families with homeless prevention and barrier removal so they can maintain or attain stable housing
- COVID-19 Relief Fund was created in March 2020 and is designed to fill gaps and complement other resources after all other methods of support have been exhausted



***Building skills of individuals to be effective leaders in the community since 1982.***

United Way Leadership St. Joseph is an annual, year-long leadership development program for adults who live or work in the St. Joseph area. This program creates a network of trained individuals who are willing to engage in leadership and community courses while cultivating unique skills and an enhanced knowledge of this community's



***Improves the education level of the potential and current workforce in the community.***

Through United Way Profit in Education, businesses, agencies and educators work together to decrease the high school dropout rate in St. Joseph. United Way Profit in Education continues to ensure that the community has an educated workforce by collaborating with and supporting education efforts across the community to increase the high school graduation rate in St. Joseph.

Programs:

- United Way Reading Adventure
- United Way Speakers' Bureau
- Breakfast with the Experts



***Saving residents money on prescription medication with a free prescription discount card since 2007***

The United Way SingleCare® prescription discount card is free to anyone who would like one. It can be used as often as needed by anyone for any qualifying prescription; it is like a reusable coupon for many different prescriptions.

The card has no income limits or age requirements and requires no registration. To receive the discounted prescription price, the card should be presented at a participating pharmacy. Those with prescription insurance can present their insurance card and the United Way SingleCare card at the pharmacy to determine which will offer the most savings.

# United Way Initiatives



## ***Preparing children to be successful learners when they begin kindergarten since 1999.***

United Way Success By 6<sup>®</sup> fosters and participates in community-wide partnerships to prepare young children for future success. Research has shown how critical the earliest years are in setting the stage for life, indicating that children who enter kindergarten with the foundation to learn are likely to succeed and reach their full potential. United Way Success By 6 aims to strengthen the system that nurtures the community's youngest children by working with parents, childcare providers, early education teachers, and local businesses who can all help children develop. The initiative unites the community to educate parents about their key role as their child's first teachers, raise the level of quality in community childcare centers, and inform community leaders about the importance of the early years.

Programs:

- United Way KinderClub
- Raising Children With Conscious Discipline Series
- United Way Success By 6 Play Paths
- Resources for Parents such as Baby Bags
- Scholarships and training for child care professionals
- Training and support for child care directors

Unmet Needs  
Committee

## ***Collaborating to connect people to resources to solve immediate needs with lasting impact since 1993.***

United Way Unmet Needs Committee meets monthly to identify alternative resources and solutions for cases brought before them by agencies, cases with immediate needs that agencies have not been able to resolve. Through brainstorming and collaboration of committee members and the groups they represent, clients can be assisted with needs for which there are few resources. When assistance on a particular case is not available elsewhere in the community, the United Way Unmet Needs Committee may approve United Way funds to be used for the case.

The committee consists of community members and representatives from businesses, non-profit, and faith-based and government agencies. Through the work of

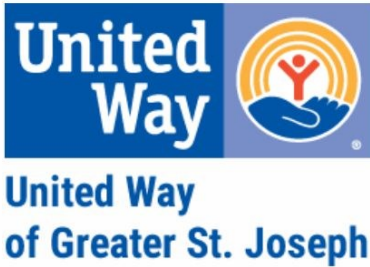
Volunteer  
Center

## ***Connecting the community through volunteerism since 2009.***

Volunteering is one way to making a huge impact on our community. Whether you want to volunteer once a week or once a year, United Way Volunteer Center connects individuals, professional teams, school and church groups and entire organizations to meaningful volunteer work.

For more information on United Way Initiatives, visit [www.stjosephunitedway.org/united-way-initiatives](http://www.stjosephunitedway.org/united-way-initiatives).

# United Way as a Resource for Your Employees



## HOW CAN WE BE A RESOURCE FOR YOU & YOUR EMPLOYEES?

### **Do you have employees looking for child care?**

We can connect your employees to a database of area child care providers. In addition, we are always trying to better understand gaps in availability and barriers your employees face when trying to find child care so that we can identify potential solutions.

### **Do you have employees looking for help?**

Through our network of 17 Partner Agencies and connections with other social service providers and area nonprofits, we are happy to help connect you and your employees to resources, programs and services that may be able to help meet their needs.

### **Are your employees raising young children?**

United Way Success By 6 and our partners offer resources, trainings and events aimed to prepare children to be successful learners when they enter kindergarten.

### **Are you looking for team-building activities?**

Through United Way Volunteer Center, we can help identify volunteer opportunities for you and your team. Volunteering together is a great way to deepen relationships between employees while doing good in the community.

### **Do you have an employee on light duty?**

United Way Volunteer Center can help find a temporary opportunity so your employee can remain active in a way that matches their abilities and restrictions.

**United Way of Greater St. Joseph's mission is to improve lives through the caring power of community.**



One of the ways we can help improve lives is to serve as a connector between you, your employees and opportunities, events and resources.



[stjosephunitedway.org](http://stjosephunitedway.org)



**Have a question? Need help? Want to learn more?**

Contact Kylee Strough at 816.364.2381 or [kylee.strough@stjosephunitedway.org](mailto:kylee.strough@stjosephunitedway.org)



**Thank You**  
**For Being**  
**Part Of The**  
**Caring Power of**  
**Community**