

**HOPE. CHANGE. SUCCESS.**

IT ALL STARTS WITH



**United Way of Coastal Georgia is a champion for the Glynn and McIntosh communities. Thank you for joining us.**

## **Your Role as an Employee Campaign Manager**

### **WHO IS AN ECM?**

An ECM is someone who helps his/her organization work with United Way and leads the organization's annual United Way campaign throughout planning, implementation and evaluation.

### **WHAT DOES AN ECM DO?**

- Educate employees about United Way and provide opportunities to get involved
- Assemble a committee who will help build support for the campaign
- Set goals to increase giving (participation, leadership giving, monetary goals)
- Hold a campaign kick-off and coordinate other special events
- Distribute United Way materials and pledge forms to colleagues; submit completed forms and report to United Way staff
- Evaluate and improve the workplace campaign
- Find ways to engage year-round through advocacy and volunteerism

### **BENEFITS OF BEING AN ECM:**

- Showcase your leadership and project management skills
- Network with colleagues
- Create positive impact in your community

### **THE TOOLS**

Hope Starts With U means working together to reach our goals as a community. In your role as an Employee Campaign Manager, you have an opportunity to take a stand on behalf of our community and inspire others to take action. You are not alone. We are with you every step of the way.

### **Contact:**

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United Way of Coastal Georgia is committed to expanding access to health services. One way to accomplish this is through our partnership in the **FamilyWize** program, which distributes prescription savings cards across the community.

Whether you are insured or uninsured, show the **FamilyWize** card and get the best price on your prescriptions: **FamilyWize**, pharmacy or insurance.

Download the Free **FamilyWize** App or go [FamilyWize.org](http://FamilyWize.org)

## EDUCATION

**Goal** Increase Glynn County's high school graduation rate to 85% by the year 2020.

We are working with partner agencies to engage students in learning, support families to improve academic success and connect students with resources they need outside of school to become a well-rounded citizen.

## HEALTH

**Goal:** Increase the number of youth and adults who are healthy and avoid risky behaviors.

Our partner agencies provide medical help to families in need and promote healthier lifestyles for children and young adults in order to create habits for a healthier life.

## INCOME

**Goal:** Decrease the number of lower income families who are financially unstable and connect youth and adults with promising career pathways.

United Way is invested in ending the cycle of poverty. Together, with our partner agencies, affordable and safe housing is provided to families in need and we are creating resources for career advancement and placement.

\*Data from Kids Count, Georgia Family Connection and Georgia Statistics System



- You have questions, we have answers
- A free, confidential help line answered by a trained specialist
- Quickly connecting you to helpful resources in your community
- Dial 2-1-1 or 912.651.7730

### Who can call?

Anyone with access to a phone.

### Who will you talk to?

A qualified information specialist who will provide you with resources in your community.

### What kind of resources can we provide?

Phone numbers, hours of operation, locations, directions and many other types of information about where to get help.

### When can you call?

2-1-1 is available Monday thru Friday, 8:30 am to 5:00 pm.

# Your Campaign Checklist

## Plan Your Campaign

- ✓ Meet with your United Way representative to review last year's campaign results, discuss strategies and recommendations.
- ✓ Recruit a campaign committee.
- ✓ Meet with your management team to determine how they will be involved in the campaign and to establish goals and campaign dates. Ask leadership to endorse campaign.
- ✓ Ask if your company will match funds or give a corporate donation.
- ✓ Plan special events and activities to raise awareness about the work being done with United Way and its partner agencies.
- ✓ Plan campaign kickoff, including time, location, speakers, food, activities and incentives.

## Execute Your Campaign

- ✓ Host a fun, unique campaign kickoff event to get your colleagues excited about giving back to our community through United Way. Take photos and post to Facebook or other social media. Share with United Way.
- ✓ Distribute pledge forms at kickoff.
- ✓ Engage employees in special events. Examples: cupcake and ice cream sales, bike races, breakfast with the boss.
- ✓ Inspire colleagues through personal stories from others who have benefitted from United Way support programs.
- ✓ Keep your colleagues updated with campaign messages, success stories, and campaign status.
- ✓ Send reminder about the end of the campaign 3-5 days before the close

## Finalize Your Campaign

- ✓ Collect all pledge forms, cash, checks and completed campaign report envelope and arrange for pick up no later than December 1. See page 4 for more details.
- ✓ Hold a thank you event with leadership in attendance to celebrate results.
- ✓ Recognize your colleagues: keep them involved with year round volunteer activities (Day of Caring, Day of Action).

# Ideas for Special Events

Take a team, department or company photo in front of your company sign. Share on social media.

Hold a drawing for everyone who donates. Offer incentives such as prime parking, coupons to leave early or arrive late, casual day, a day off, gift cards, lunch with a VIP, or a volunteer service day.

Create teams for office Olympics, kickball, or a ping pong tournament to encourage friendly competition and boost morale.

Issue an executive challenge. Raise money for your management team to “experience” activities such as dunking booth, pie throwing, crazy haircut.

Host food-themed events or cooking contests like a chili cook-off, potluck or ice cream social.

