



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 Employee Campaign Manager (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 employees 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

Partnering with United Way of Coastal Georgia 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 WE FIGHT.
UNITED WE WIN.**

LIVE UNITED



FOCUS:

The United Way of Coastal Georgia has a strategic focus to positively impact our community. Local statistics and community assessments show 24% of Glynn County's residents between the ages of 16 and 24 are neither employed nor in school. This shocking condition has led to local generational poverty, crime and teen pregnancy rates significantly higher than both state and national averages.

STRATEGY:

We believe in a "Cradle to Career" solution that starts by providing affordable access to pre-kindergarten education and continues until our youth have the necessary tools to gain meaningful employment.

ACTION:

We are working with local nonprofit agencies and governmental, business and religious leaders to drive collaboration with the purpose of solving this crisis. We are investing funds raised annually to help support programs that address these issues.

RESULT:

- We will decrease the percentage of 16 to 24 year olds that are not in school or workforce.
- We will increase economic self-sufficiency.
- We will optimize health and safety.

Leadership Giving

Leadership Donors inspire others to join them in providing hope and opportunities to individuals in need and strengthening our communities. *Leadership donors* contribute \$1,000 or more annually to United Way. Leadership donors are invited to annual events and recognized as such.

Tocqueville Giving

The **Tocqueville Society** is comprised of extraordinary philanthropists who give \$10,000 or more annually to United Way, creating a profound and lasting impact throughout the region. Tocqueville Society members are invited to annual events and recognized at

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. *Encourage Leadership or Tocqueville Giving!*
- ✓ 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.
- Have Dress Down Day(s) for a donation, employees can dress casually.