

UNITED WAY FOR SOUTHEASTERN MICHIGAN 2022 COMMITMENT SUMMARY

Light the Way
LIVE UNITED

COMPANY: _____

GIVING HISTORY

YEAR	EMPLOYEE GIVING	PARTICIPATION	CORPORATE GIFT	SPONSORSHIP	TOTAL GIVING
2020					
2021					

2022 CAMPAIGN

Who should United Way meet with to discuss this year's campaign?

NAME: _____

EMAIL: _____

EMPLOYEE GIVING GOAL: \$ _____ OR _____ % PARTICIPATION

EXPECTED CAMPAIGN DATES: _____

2022 Corporate gift amount?

\$ _____

Will there be an opportunity to present to the executive team? Y N

CONTACT NAME: _____

Is there an opportunity for United Way to present to employees? Y N

CONTACT NAME: _____

EMAIL: _____ PHONE: _____

This year, we ask that you consider deeper engagement with United Way. What next step will you commit to?

- | | |
|--|--|
| <input type="checkbox"/> Scheduling a virtual Cost of Living experience | <input type="checkbox"/> Running an employee campaign |
| <input type="checkbox"/> Learning more about company volunteer solutions | <input type="checkbox"/> Scheduling a volunteer day |
| <input type="checkbox"/> Learning more about sponsorship opportunities | <input type="checkbox"/> Meeting with United Way staff |

Signature _____ Date _____

WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

Employee Campaign Coordinators (ECCs) are critical to the success of every United Way fundraising campaign. As an ECC, you organize and execute the workplace campaign to raise awareness about United Way's vital role in the community. You provide your colleagues with an opportunity to give, advocate and volunteer with United Way for Southeastern Michigan. You are the key contact for United Way within your company. Whether you volunteered or were asked to take on this role, we appreciate you and we are here to help!

WHAT IS A WORKPLACE CAMPAIGN?

Workplace campaigns are crucial to supporting United Way. During your company's campaign, employees make their annual pledge and participate in events to raise funds to ensure the important work United Way does to support families in our community can continue. Lasting anywhere from a week to a month, workplace campaigns should be:

FUN

- We encourage you to set up events to promote the campaign and bring employees together. Ideas for fundraising events/activities can be found in our toolkit at UnitedWaySEM.org/CampaignToolkit.

EDUCATIONAL

- The most important reason to have a campaign is to raise awareness about United Way's impact. You should use your campaign to inform colleagues about United Way's work through videos, posters and speaking events.
- These items can be located in our toolkit at UnitedWaySEM.org/CampaignToolkit or you can contact your United Way team member for assistance.

ENGAGING

- Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement. Giving employees the opportunity to give back at work is becoming increasingly important for workers and job seekers.

Your effort and dedication to our work is appreciated more than you know. If this seems like a lot, don't worry! We encourage you to set up a campaign committee to divide responsibilities throughout your organization. Also, remember that your United Way team member is available to help every step of the way. Please don't hesitate to ask for assistance or ideas.

WHAT WE DO

At United Way, we work to build equitable communities where all households are stable and every child thrives. We connect families to programs and services to help them meet their basic needs, and we work to ensure that families have the tools and support needed to help their children start school ready to learn and graduate prepared for success in life.

We help families get out of crisis – and stay out. Through strategic investment and partnership, we stretch limited resources to help as many families as possible. We invest in equitable, innovative and collaborative programs and initiatives that help solve our community's biggest problems, like hunger, homelessness and access to quality education, health care, technology and child care. And we advocate and activate for long-term change and equity through public policy and collaboration with hundreds of community, business and government partners.

For more than 100 years, we have worked collaboratively with nonprofit, for-profit and government agencies to accomplish what no entity can do alone. We give change-makers avenues to make a difference through giving, advocating and volunteering. Together, we change lives for the better.

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LIVE UNITED

