

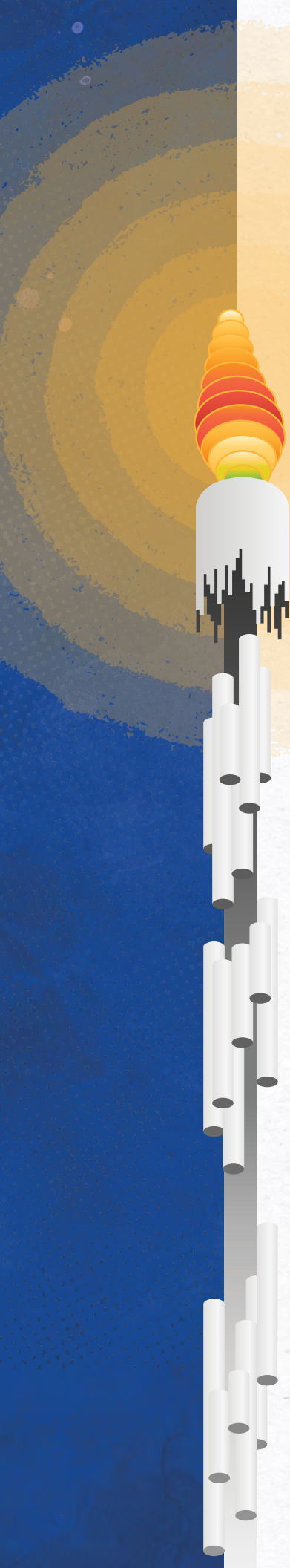


EMPLOYEE CAMPAIGN COORDINATOR GUIDE

FY 2024–2025



United Way
for Southeastern Michigan



Dear Employee Campaign Coordinator,

Thank you for making the decision to lead your company's United Way for Southeastern Michigan giving campaign. Your dedication and commitment to improving our community is greatly appreciated. In your role, you'll educate your co-workers about the community's needs and how United Way is making a difference, and you'll inspire them to join the effort and make a difference with their gifts.

I cannot thank you enough for being a part of our team and working with us to solve some of our region's most difficult challenges. Nearly 40 percent of Southeastern Michigan households struggle to meet their basic needs. But with your help, we can reverse the trend. At United Way, we work to help households reach stability. We connect families with programs and services to help them meet their basic needs like food, housing and health. We also work to help children thrive. Starting at birth, we provide the tools and support families need to make sure their children start school ready to learn and graduate prepared for success in life. We change lives, and we simply could not do it without your support. Your leadership has never been more important – both to our community and to our organization.

In this guidebook, we've included tips and tricks to help make your campaign a success, as well as materials that will support you in spreading the word about United Way. Please feel free to contact your dedicated corporate relations director at any time with your questions, ideas or feedback. They'll be glad to offer guidance.

Again, thank you for taking on this task. Our mission is critical to improving lives throughout our region. Together, we make it happen. Thank you for choosing to Live United.



Darienne D. Hudson

DARIENNE D. HUDSON, ED.D.
PRESIDENT & CEO, UNITED WAY FOR SOUTHEASTERN MICHIGAN

UNITED WAY *for* SOUTHEASTERN MICHIGAN

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WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

Employee Campaign Coordinators (ECC) are key to the success of every company's United Way fundraising campaign. You serve as the connector between United Way and the employees of your company. With the materials and support we provide, you will educate your colleagues about United Way's vital role in the community and provide them with an opportunity to give, advocate and volunteer with us. 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?

The workplace campaign is crucial to supporting United Way. During your company's campaign, employees make their annual pledge and participate in events to raise funds that support our work in the community. Lasting 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 are on Page 11.

EDUCATIONAL

- The most important reason to have a campaign is to raise awareness about United Way's impact. You should use your campaign period to inform colleagues about United Way's work through videos, digital materials and in-person and/or virtual meetings or presentations with your United Way corporate relations director.
- These items can be located in our toolkit at UnitedWaySEM.org/CampaignToolkit or you can contact your United Way corporate relations director for assistance.

ENGAGING

- Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement, which is as important as ever with many employees working remotely or on hybrid schedules. Giving employees the opportunity to give back through work is becoming increasingly important for workers and job seekers.
- Volunteering is a great way to boost engagement and learn more about United Way's important work in the community! Speak to a corporate relations director to set up a volunteer opportunity that's right for your group. Volunteering at a United Way partner organization deepens understanding of United Way's mission and impact and often results in increased donations to a campaign.
- 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, and remember that your United Way corporate relations director 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 ensure that households can become stable and children have the support they need to thrive. We connect families to programs and services to help them meet their basic needs, like food, housing, health care and family finances. And we work to ensure that, starting at birth, families have the tools and support needed to make sure 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 innovative partnerships, we work with limited resources to help as many families as possible.

We tackle the root causes of our region’s problems, addressing long-standing challenges like a lack of child care access, low literacy rates and limited social services support. We work to strengthen institutions and make changes through policy and partnership.

We bring people together to create sustainable change. 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.**



YOUR GIFT CHANGES LIVES

Your generosity funds work that makes change possible. You help ensure that emergency assistance is available for individuals and families when disaster strikes. You also help create and maintain programs that assist individuals and families throughout Southeastern Michigan. Together, we can change lives.

Learn more about the lives you have impacted: [UnitedWaySEM.org/Blog](https://www.unitedwaysem.org/blog)

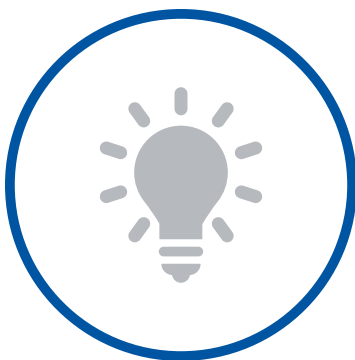


RUNNING YOUR CAMPAIGN

PREP FOR SUCCESS

As you develop your campaign strategy, consider your company's size and culture to find ways to engage everyone at all levels across all departments

- 1 Consider prior year results, number of employees and current business climate.
- 2 People like to see results! Showcase dollars raised in real time throughout the campaign and remind your colleagues of the impact their gifts will make.
- 3 Build a diverse team from all departments to help plan and track events throughout your company campaign. Divide and delegate duties to the members of the team.
- 4 Involve your CEO and senior leadership with the strategy to help:
 - Establish a campaign timeline, budget and fundraising goal.
 - Confirm your company's corporate gift.



INSPIRE

Share the United Way story with all employees.



ASK

Ask everyone to give.



THANK

Thank everyone for giving.



INSPIRE

Prior to the campaign kickoff, send emails to employees to educate and motivate them to give. You can download email templates located at UnitedWaySEM.org/EmailTemplates that can be customized to come from your CEO, leadership team or influential employee.

Consider hosting a company-wide rally with presentations and CEO and leadership team appearances. Encourage United Way presentations during team meetings and town halls, where participants can learn more about our mission and experience the work firsthand.

As the ambassador for United Way, you can help your colleagues understand the importance of their gift. We have created several assets to communicate the value of United Way's work in our online toolkit at UnitedWaySEM.org/toolkit, including:

- Stories
- Videos
- Posters
- PowerPoint presentations
- Sample letters
- Brochures

You can share this information during presentations and via your employee communications, such as intranet, announcements, bulletin boards, email, management endorsement letters, newsletters and social media.

Be sure to encourage colleagues to follow us on Facebook, X (formerly Twitter), LinkedIn and Instagram to stay updated.

HOW TO USE OUR SOCIAL MEDIA TOOLKIT

1 DOWNLOAD & CUSTOMIZE CONTENT

Access the United Way SEM social media toolkit, which includes pre-designed graphics, sample posts, and hashtag recommendations. Customize the content to align with your company's brand voice and identity, ensuring a cohesive and personalized message.

2 SCHEDULE AND SHARE POSTS

Plan a content calendar to schedule the posts across your social media platforms. Share the content at optimal times to maximize reach and engagement with your audience.

3 ENGAGE AND AMPLIFY

Encourage your employees to share the posts, use the designated hashtags, and amplify the message to reach a broader audience.



ASK

- 1 Identify executives and/or employees giving \$500 or more. There are several strategies to enhance their giving experience through step-up programs or affinity group engagements:
 - Advise retirees and soon-to-be retirees on staying connected to United Way through affinity groups, volunteering and planning giving.
 - Set an average gift goal for your leadership team and company and incorporate an incentive.
 - Hold a special leadership solicitation/recognition event.
 - Include names of leadership donors on the intranet/newsletter/ etc. (with their permission).
 - Set participation rate as a company goal.
 - Hold competitions between stores/ branches/locations/departments based on participation rate.
 - Offer a casual dress day to everyone who donates.
 - Offer an opportunity to win United Way swag.
 - Host a wrap-up party and thank everyone who participated.

- 2 The No. 1 reason people do not give is because they are not asked! So please ask everyone. United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to learn about how United Way changes lives and how each contribution drives our mission forward. All donations are appreciated and make a difference in our community, no matter the amount. Start at the top – ask company leadership to set the example by making their contributions early. Remember to include off-site and remote employees and highlight corporate support, especially if your company has a program in place that matches employee donations. Consider who would be the best person to share these messages. This should not all fall on the Employee Campaign Coordinator; it is a shared responsibility among all members of the committee! You can make the ask:
 - Personally
 - At campaign events
 - At staff and departmental meetings
 - At leadership events
 - Via email and social media
 - Interested in automating your campaign? Ask your United Way corporate relations director.

- 3 Ensure that your campaign team has the opportunity to speak with all employees.
 - Keep regular totals and give progress reports to your CEO, team, organization and your United Way corporate relations director.
 - Publicize campaign results throughout the organization.
 - Track contributions by asking all employees to respond (even if they do not make a gift).
 - If your campaign takes place in person, make sure that pledge cards are filled out and signed, and that the total amounts are accurate. Give completed report envelopes, including signed pledge forms and raffle tickets, to your United Way corporate relations director.
 - If your campaign takes place virtually, give digital copies of these items to your United Way corporate relations director.



THANK YOU

The most important indicator of future success is gratitude. If a donor feels like they have been thanked, been informed, and are a part of the community solution, they will renew their gifts in the future.

- Thank employees for their participation, time and support individually through a CEO recognition letter.
- Recognize your team and others who volunteered their time.
- Publicize your results via email, intranet, newsletters, social media, etc.
- Celebrate your success.



TIPS & TRICKS

It is critical that your organization hosts a campaign kickoff that includes a presentation from a United Way corporate relations director to educate employees about the work we do. This can be done in as little as 10 minutes and effectively introduces employees to the campaign and the organization.

SAMPLE CAMPAIGN KICKOFF AGENDA

TOPIC	PRESENTER	MINUTES
OPENING REMARKS & CAMPAIGN COORDINATOR INTRODUCTION	ECC	1
UNITED WAY OVERVIEW	UW STAFF OR EXECUTIVE	5
CAMPAIGN SCHEDULE & INCENTIVES	ECC	3
THANK YOU	ECC	1
TOTAL TIME		10

ENGAGE EMPLOYEES YEAR-ROUND

- Volunteer with us! Our volunteer portal can be found at UnitedWaySEM.org/Volunteer. Your corporate relations director can help you find an opportunity that works for your company. We have plenty of volunteer opportunities available, including in-kind donation drives.
- Educate new hires about United Way, give them an opportunity to donate and invite them to sign up for emails to learn more about how their work makes a difference.
- Identify next year's ECC and share their information with United Way.
- Ask employees to sign up at UnitedWaySEM.org/StayInformed to learn how their gift makes a difference.



FUNDRAISING IDEAS

Every workplace campaign is different. Yours can be shaped around your organization's culture. Try out some of these fundraising ideas to get your employees excited about the campaign.

BEST IN SHOW

Ask participants to submit photos showcasing their pets. Submissions are typically free, and employees donate to vote for their favorites. Consider giving a prize to the top three vote getters (should your budget allow).

DO GOOD CHALLENGE

Have your CEO set the tone by performing a good deed like a volunteer opportunity and then tagging a colleague to follow the lead. Then, that colleague tags a co-worker to do something good for someone else, and so on.

DRESS UP DAY

Choose a theme and have employees dress up at home and post photos on social media to spread awareness about United Way and the campaign. Be sure to include a hashtag!

FIT FUNDRAISING

Host a golf tournament, free throw contest or jump rope contest. Have participants submit videos and scores and give a prize to the winner. These are all fun, easy and healthy ways to contribute to United Way.

HOST A TRIVIA CONTEST

Have employees team up and compete against one another in a trivia tournament bracket on Zoom. Teams buy tickets to participate and you can sell lifelines (e.g., 5 seconds to look up answer, ask a friend) to raise extra funds.

LEADERSHIP GIVING EVENT

have an exclusive lunch/event with the company's leadership donors (\$1,000+). Incentivize by offering a unique experience/access to CEO.

LUNCH

Food always draws a crowd. Buy lunch and sell tickets to staff to participate. Show a United Way video to educate employees on the impact they are making. Have executives/ managers serve the food.

ONLINE AUCTION

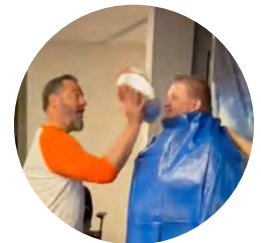
Offer a chance to win donated items, such as weekend use of a management leased vehicle, lunch with an executive, sports collectibles and more.

PARKING FOR PLEDGES

Offer numerous prime parking spots through a silent auction to donors who make gifts.

PIE IN THE FACE

This is an exceptionally fun activity that can be customized. The basic idea: employees who make a gift during the United Way Campaign are entered into a raffle. At the end of the campaign, an employee is chosen from that raffle.



That employee then has the opportunity to pie someone on your Leadership Team in the face (this can be predetermined or identified by the raffle winner from a list of potential pie recipients). This is a great way to end your campaign's closing ceremony.

SWAG SWAP/GARAGE SALE

Have employees donate items to sell at an office garage sale. Items could be used books, clothing items, local sports team swag/memorabilia, etc. Categorize items according to value and sell tickets to participate.

TALENT SHOW

Host a talent show and learn about the secret talents your employees have. You can also host online galas, open mic nights, dance parties or other entertainment events.



BE A CHANGE LEADER

United Way for Southeastern Michigan philanthropic groups allow our supporters to combine their giving, advocacy and volunteer efforts to make greater strides in helping our community. These committed groups create lasting change for individuals and families across our region by transforming lives today and creating a brighter tomorrow for everyone.

Join our family and help us build communities of stable households and thriving children throughout our region.

ALUMNI UNITED

Helping retirees and those approaching retirement connect, collaborate and contribute to United Way's mission.

EMERGING PHILANTHROPISTS

A group of passionate professionals that combines socializing and networking with volunteerism and community impact

RUN UNITED

Runners, walkers and volunteers participate in the Detroit Free Press Marathon or other running events while raising funds and awareness for United Way.

STUDENTS UNITED

A group of student volunteers devoted to lending their time and talent for the benefit of our surrounding community.

TOCQUEVILLE SOCIETY

Distinguished donors whose gifts make large scale impact in our community. Tocqueville Society members are part of a national program recognized as one of America's leading philanthropists.

WOMEN UNITED

Dedicated to supporting early childhood education through advocacy, volunteerism and financial contributions.

PLANNED GIVING

You can leave a legacy through a Planned Gift that fits your lifestyle and financial needs. Learn more about Planned Giving at [UnitedWaySEM.GiftLegacy.com](https://www.unitedwaysem.org/gift-legacy).



FREQUENTLY ASKED QUESTIONS

This guide is designed to help you answer frequently asked questions about giving to United Way. Questions and concerns are a natural part of the process of asking people to give, so they should be regarded as signals that you are doing your job. Remember to address all concerns. If you encounter any questions that you can't answer, please contact your United Way corporate relations director.

Why give to United Way for Southeastern Michigan?

Your contribution makes a huge difference in lives across our region as United Way strives to advance equitable communities where households are stable and every child can thrive.

With your support, we work every day to address the root causes of some of Southeastern Michigan's most challenging issues. United Way brings people together to meet individual needs, mobilize emergency response in times of community-wide crisis, and advocate for positive systemic change.

Where does my contribution go?

Your gift is directly invested in support services that help families meet their basic needs, and achieve stability. Donor contributions allow us to provide vital community support like our 2-1-1 helpline and a variety of programs for those in need. Your contribution supports basic needs, digital inclusion, education, economic mobility and more. Additionally, every donation contributes to research, volunteerism and advocacy efforts focused on creating long-term, sustainable change. Thousands of lives are positively impacted each day because of our donors' generosity, and this work is not possible without your support.

What are United Way's administrative costs?

Every contribution is put to work doing good in the community. In the last fiscal year, our total administrative cost was 14.9 percent. This low rate is complemented by United Way's unique ability to get maximum impact out of each dollar raised by immediately putting resources where they're needed most—whether an individual family is in need or we're facing a community crisis like COVID-19 or a natural disaster.

Is my gift really important? Would my contribution be missed if I did not give?

Yes! Your gift matters! The need in our community far outweighs available resources and every gift helps ensure that vital support programs are available for anyone in need. Quality services must be accessible and enable all residents of the region to have a good quality of life. Together, we can make a Southeastern Michigan where everyone has the tools they need to thrive.

Can I designate where my contribution goes?

Your contribution makes the largest impact when it is undesignated. United Way initiatives like the Community Investment Fund and Community Crisis Fund are able to quickly distribute dollars where they are needed when our community needs them most. If you prefer to give your money directly to one of United Way's partner agencies, you are free to do so.

What are some benefits of giving a larger gift?

Your prior generosity is greatly appreciated and has made a tremendous difference in people's lives. However, need is rising and there are still thousands of children not getting the proper nutrition to help them grow strong and healthy; thousands more who are not receiving the education that will supply them with the tools they need to thrive as adults; and families that still live paycheck to paycheck – one medical bill or car repair away from financial crisis. People who never sought help before are doing so now. In fact, you probably know someone who has turned to United Way for help. With the needs of community residents steadily increasing and service organizations struggling to keep pace, increased contributions are very much needed to stem the tide.

A larger gift can also qualify you for membership in groups like our Emerging Philanthropists or Tocqueville Society. Click the Affinity Groups tab at the top of the page to learn more.

Are all United Ways the same?

No. While the mission in service to community is a constant among the United Way network, each local United Way is an independently governed nonprofit organization with its own leadership team and a locally appointed board of directors. This structure ensures that each United Way is deeply rooted in the community it serves with a unique ability to approach its work in ways that best meet local needs. As such, United Way for Southeastern Michigan is a mission-driven, locally funded human service organization focused on meeting the needs of people across Macomb, Oakland, Washtenaw and Wayne counties. Funds raised are invested directly in providing meaningful supports and services throughout our region. We are deeply committed to transparency and maximizing the impact of every dollar raised.

I don't want to donate but I would like to support United Way's mission. Are there any other ways to help the cause?

Yes! In addition to donors, we rely on advocates and volunteers to help individuals and families in Southeastern Michigan. Our advocates use their voices to make a positive impact on issues like health care, food security and helping Michigan workers get good-paying jobs. Visit UnitedWaySEM.org/Advocate to learn more.

Our volunteers dedicate their time, skills and effort to make a difference all year long. From packing and delivering backpacks for students to helping Southeastern Michigan families file taxes and much more, there are so many easy and rewarding ways to give back to your community. Our volunteer portal makes it easy, helping volunteers find the project, time, date and location that works for them. Visit UnitedWaySEM.org/Volunteer to learn more.

I have given in the past, yet never received a thank you from United Way.

First off, thank you for your gift. We appreciate your gift very much, and you can be confident that it's making a difference! Each company that supports our work has different privacy agreements with United Way, some of which restrict our ability to communicate directly with their employees, whether they donate or not. If you would like to find out how your gift makes a difference and learn about other ways to get involved, visit UnitedWaySEM.org/StayInformed and use your personal email to sign up for updates from United Way.

HAVE ADDITIONAL QUESTIONS?

Email WorkPlaceGiving@UnitedWaySEM.org.





THANK YOU TO OUR TOP CORPORATE PARTNERS



FORD MOTOR COMPANY



STELLANTIS N.V.



COMERICA BANK & TRUST



DTE ENERGY COMPANY



DELOITTE LLP



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ARISTEO



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