

United Way of Greater Nashua Employee Campaign Manager Guide



Be a Workplace Advocate!
When we reach out a hand to one,
We influence the condition of all.
That's what it means to LIVE UNITED.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™



Congratulations on Becoming an Employee Campaign Manager!

Dear Campaign Manager:

On behalf of United Way of Greater Nashua, thank you for volunteering to be your company's Employee Campaign Manager!

To **LIVE UNITED** means being part of a community-wide change. United, we can accomplish more than any single group can on its own. As Employee Campaign Manager, you are part of a group making a difference in the lives of people in our community. This year more than ever, your efforts can make a positive impact in our community. We appreciate you taking this role in addition to your regular job duties.

This Campaign Guide is designed to give you and your campaign team the information necessary to create a successful campaign in your workplace.

United Way is a great way to help the most people!

Thank you,



Donald J. Mattise



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How Do I Talk About Living United?

OUR WORK - ADVANCING THE COMMON GOOD:

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These are basic building blocks that we all need for a good life.

WORKING TOGETHER TOWARD A COMMON GOAL:

We recruit the people and organizations who bring the passion, expertise and resources needed to get things done.

LIVE UNITED, A CALL TO ACTION:

Be part of the change. There are many of you out there who want to change things for the better and we're inviting you to join us! You can Give, Advocate, and Volunteer – and in doing so, help to make things better for all of us. It takes everyone in the community working **together** to create a brighter future.

In your role as a United Way Employee Campaign Manager, you have an opportunity 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!

Visit our website at www.unitedwaynashua.org to gather ideas and find resources available to you in our Campaign Tool Kit. Learn more about LIVE UNITED as a philosophy and as a way to live each moment of your day.

United Way advances the common good by creating opportunities for a better life for all.

Can't find what you are looking for? Contact us and we will be happy to help!

Lisa Conti, Director of Marketing and Communications
20 Broad Street
Nashua, NH 03064
(603) 882-4011, ext. 18
lisa@unitedwaynashua.org

We invite you to be part of the change. You can give, you can advocate and you can volunteer!!!



United Way of Greater Nashua: An Overview

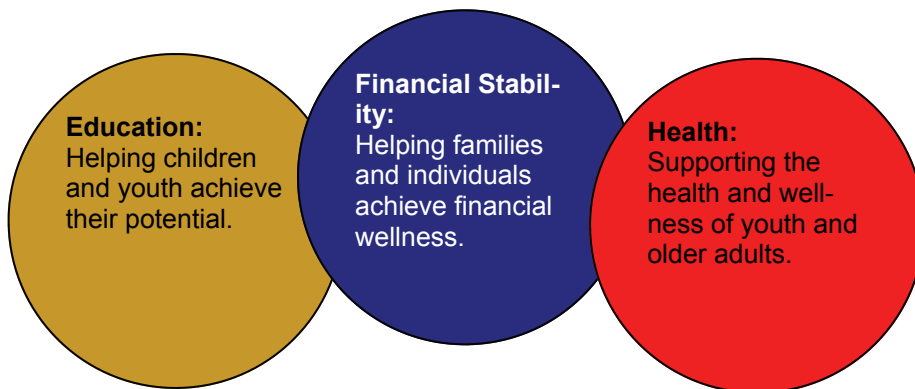
Community Investment Areas and Results—

What does United Way do?

We advance the common good.

United Way of Greater Nashua is working to advance the common good by focusing on **Education, Financial Stability** and **Health** -- the building blocks for a good life.

United Way collaborates with local businesses, government, nonprofits, faith-based groups, and individuals to define and address the most pressing problems. At the same time, United Way continues its tradition of helping area residents meet basic health and human service needs by supporting innovative programs that have positive, **measurable** outcomes.



Why should people give to United Way of Greater Nashua?

We're local - funds raised here, stay here.

We're accountable - our Community Investment volunteers treat your investment with care. They spend hours and hours reviewing programs, making site visits, analyzing budgets and determining the success of a program before deciding on how much that program is awarded through our community investment process. United Way of Greater Nashua supports 30 local health and human service programs that must meet strict guidelines and prove to volunteers exactly how they improve lives. This investment strategy enables us to be sure we are doing the most with donor dollars.

We're efficient - in order to keep costs low, we rely on numerous volunteers to help us raise money for local programs by asking employees, businesses and individuals to contribute.

We're effective - United Way of Greater Nashua is committed to creating long-lasting change by addressing the underlying causes of our community's problems. In order to do so, we have focused our work on critical areas of need in our community – Food, Clothing & Shelter, Health & Elders, Violence Prevention & Personal Safety, Children, Youth & Families, United Way-Youth Venture and Workforce Housing.

United Way of Greater Nashua

- **Our Mission:** To make measurable improvements in lives by mobilizing the caring power of our communities.
- **UWGN advances the common good** by creating opportunities for all.
- **UWGN recruits people and organizations** who bring the passion, expertise, and resources needed to get things done.
- **UWGN serves 11 communities** in Southern NH: Amherst, Brookline, Hollis, Hudson, Litchfield, Lyndeborough, Merrimack, Milford, Mont Vernon, Nashua and Wilton.

Fact & Figures:

- ⇒ UWGN supports more than 30 programs.
- ⇒ UWGN engages several hundred volunteers every year. Approximately 86 cents of every dollar goes directly to programs.
- ⇒ Founded: 1929
- ⇒ UWGN phone number: (603) 882-4011
- ⇒ UWGN website: www.unitedwaynashua.org

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.** 

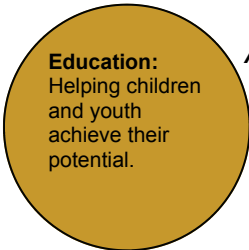
The Building Blocks for a Good Life: Education, Economic Self-Sufficiency and Health

EDUCATION: Helping children and youth achieve their potential

Helping children and youth achieve their potential. To succeed in school and life, children need supportive, nurturing families, a quality education and positive role models.

United Way works to:

- Strengthen families to promote children’s health and school readiness.
- Improve the access to quality, affordable childcare and early learning opportunities.
- Provide positive places and strong role models for youth.



After one year of participation in the Mentoring Program of Big Brothers/Big Sisters, 97% of the youth were assessed by their mentors as improved in self-confidence, 94% with an improved attitude toward school, and 95% with an improved ability to trust others.

85% of parents/guardians participating in the Family Support Program of the Adult Learning Center feel confident in their ability to take care of their children, and 80% know who to contact in the community when they need help.

Financial Stability: Helping families and individuals achieve financial wellness



Helping families and individuals achieve financial stability and affordable housing. Everyone deserves a safe, stable place to live, and hardworking families should not have to make a choice between paying a light bill and feeding their families.

United Way works to:

- Support basic needs for people in crisis while providing financial education.
- Help hardworking people obtain job training and family-sustaining wages.
- Improve access to stable and affordable permanent housing.

The Building Blocks for a Good Life: Education, Economic Self-Sufficiency and Health

100% of guest families at Anne-Marie House, a program of Greater Nashua Interfaith Hospitality Network, developed housing and financial plans so as to increase their knowledge about how to obtain permanent housing and how to become more financially independent. Upon leaving 88% of families were able to move into stable housing

100% of families enrolled in the budget skills component of the Homeless Prevention Program of Gateways Community Services avoided financial crises and paid their bills on time.

HEALTH: Supporting the health and wellness of youth and adults

The population of older adults is growing rapidly, and we want to ensure that our area has a strong system of care in place for them.

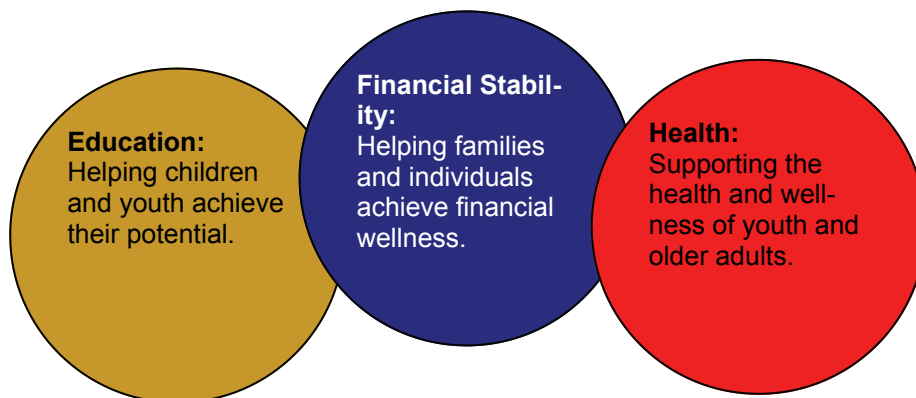


United Way works to:

- Provide opportunities for wellness and community involvement.
- Improve the affordability and availability of health and wellness services.
- Strengthen caregivers to provide the best care for older adults.

After learning self-management skills, 67% of patients with Diabetes in the Comprehensive Primary Care Program of Nashua Area Health Center were able to maintain their hemoglobin test results in a clinically acceptable range.

90% of children completing treatment in the Child Assault Prevention and Treatment Program of The Youth Council were able to identify three strategies to keep themselves safe and can identify a trusted adult other than a parent for help.



Your Role as a Campaign Manager

Welcome to your role as a United Way Employee Campaign Manager (ECM)!

Your role as ECM is critical! Without you, we simply could not reach the individuals you work with and unite those who want to improve their community. You are the workplace advocate for United Way! We know that as an ECM taking on the responsibility of your company's fundraising campaign is a lot of work. We are here to support you with everything you may need to help make your company's campaign a success!

The Goal:

To encourage your co-workers to participate in a stronger community by planning, organizing, and coordinating a successful campaign within your workplace.

Key Responsibilities:

- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Coordinate your company's kick-off and recognition events.
- Encourage Leadership Giving (\$1,000+) in your campaign.
- Educate your co-workers about United Way and how we make positive changes in the community in which you live and work.
- Attend United Way kick-off (Day of Caring) and celebration events and invite your co-workers.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your company campaign fun!
- Use incentives to encourage giving.
- Thank your donors and volunteers.
- Consider volunteering as a team-building project.

Most Important — Make it Fun!!!!

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HOW TO LIVE UNITED:
When we reach out a hand to one, we can influence the condition of all. That's what it means to LIVE UNITED.

Do you know why most people don't give to United Way?

It is because they weren't asked. Remember to ask. People feel good about helping others.

Quick Tips that Make Asking Easier

Be Prepared and Make Life Easier

- **Know the facts** – Read the background materials carefully. The more you know about United Way of Greater Nashua, the easier your job will be.
- **Make personal contact** – People give to people. Hold rallies or speak to employees face to face.
- **Be positive!** – Explain the benefits of giving to United Way of Greater Nashua. Stress the importance of each person's contribution to our community. Emphasize that funds are urgently needed for programs that will improve the community for all people.
- **Ask co-workers you know first** – Approaching people you know will help you be more relaxed and comfortable as you refine your presentation skills.
- **Be prepared for questions and concerns** – People deserve to know that their money is invested wisely. If you don't know the answer to a question, find out from your United Way of Greater Nashua contact person and get back to your colleague as soon as possible.
- **Retrieve all pledge forms and say thank you!** You should collect a pledge form from every employee whether or not the employee contributes.
- **Promote the ease of payroll giving**— Employees sign a pledge form once and through payroll giving it works year round.



The Campaign Checklist

BEFORE THE CAMPAIGN

- Meet with a United Way representative to review last year's campaign.
- Meet with your CEO to confirm his/her commitment.
- Recruit a strong campaign team.
- Develop strategies, a timeline, and goals (+ x% from previous year) for this year's campaign.
- Plan a Leadership Giving Campaign and ask a member of senior management to serve as chair.
- Publicize the campaign to educate, build enthusiasm, and inform employees of key dates by using emails, intranet, and templates which are available in the Campaign Toolkit at www.unitedwaynashua.org/html/campaign-tools-ecms.htm
- Send out endorsement letters from the CEO.

DURING THE CAMPAIGN

- Communicate the official kick-off of your campaign.
- Contact United Way to arrange for an agency speaker at group rallies.
- Distribute campaign materials as people enter the group meetings.
- Display United Way posters and United Way success stories.
- Make your own contribution to the campaign.
- Recognize loyal contributors who have given to United Way for five years or more.
- "Like" and promote United Way of Greater Nashua on Facebook (United Way GN) and Twitter (@United Way GN).
- Ask loyal contributors to share their personal story with colleagues or highlight some stories in correspondence and social media.
- Retrieve all pledge forms - collect from every employee – whether they contribute or not.
- Follow up with anyone who has not turned in their pledge form.
- Build excitement by sharing progress with employees and with your followers on social media.



AFTER THE CAMPAIGN

- Complete the campaign report envelope summarizing your results and return to United Way of Greater Nashua with required forms and checks.
- Hold an event to wrap-up the campaign, announce results, and recognize those who volunteered and contributed.
- Promote results of your campaign in company newsletters, intranet and via social media and email. People like to find out how they did! Recognize raffle/prize winners.
- Display United Way thank you posters.
- Say Thank You!!! Draft a letter from the CEO to thank committee members, solicitors and employees who participated.
- Evaluate your campaign's strengths and weaknesses and make recommendations for possible improvement next year.

Hold Employee Rallies—They Work!!!

How to Hold a Rally



Employees gathered for their official campaign kick-off event

- Plan a company-wide rally or series of rallies.
- Have the CEO or appropriate management make a brief endorsement.
- Explain United Way and your support of the program.
- Introduce United Way volunteers and let him/her speak briefly.
- Include the campaign video to dramatize the United Way story for everyone.
- Arrange to have an agency representative or client speak at the rally. Many employees do not know how many services United Way supports!!!
- Some of your employees may volunteer their time at a supported United Way agency. Arrange for testimonials from those employees.
- Provide each potential contributor with a personalized pledge card and current United Way Contributor's Guide.
- Make giving easy – encourage automatic payroll giving.
- Collect all cards signed or unsigned before employees leave the rally.
- Use an incentive for those who turn in pledge immediately. (Free tickets, free lunch, etc.)
- Do not coerce anyone to give!! Rather encourage each employee to give.

Speakers and Impact Tours can make a difference.

You can really make a difference in your campaign by using a speaker to give real-world perspective on how United Way's work is really advancing the common good and delivering **real results!**

You can also schedule a tour of United Way supported agencies to get a first-hand look at how your contributions are making a difference.

Contact your Loaned Executive or staff member at United Way of Greater Nashua at 882-4011 to coordinate a speaker for your meeting.

Agenda for an easy 20-minute employee meeting:

- Welcome & United Way campaign endorsement by CEO or senior manager (2 min.)
- Share info about United Way presented by UW staff or ECM (3 min.)
- Program Speaker/employee testimonial (5 min.)
- Show UW campaign video (5 min.)
- Conduct a question & answer session (3 min.)
- Ask for the pledge/say thank you/collect pledge cards (2 min.)

NOTE: Promote the rally at least two weeks ahead of time.

Special Event Ideas

Best Practices—”Fun” - Raisers in the workplace

- **BABY PICTURE CONTEST** – See who can match the most staff members with their baby pictures
- **BOOK/DVD SALES** – Have co-workers bring in their used books and videos and sell them to raise money for United Way.
- **BOWLING FOR DOLLARS** – Recruit some teams and have a group bowling night, raising money via entry fees or per-pin donations.
- **CASUAL DRESS DAYS** – Allow employees to dress down as incentive to make a pledge. If your business already has a casual dress policy, try something different, such as Stupid Hat Day, Outrageous Socks Day, Favorite Sports Team Day, or Caribbean Day.
- **CHILI COOK-OFF CONTEST** – Employees cook their favorite recipe and enter it into a contest. Participants pay to sample all of the entries.
- **COMEDY HOUR/AMERICAN IDOL CONTEST** – Employees perform during this amateur hour!
- **COOKBOOK** – Collect recipes and helpful household hints from employees and make simple book. Sell them to benefit United Way.
- **CRAFT SALE** – This allows employees a chance to share their hobbies and creative talents.
- **FORMAL DRESS DAYS** – Opposite of casual days. Dress to the nines!!!
- **FRISBEE GOLF TOURNAMENT** – Go to a park with a bunch of employees. Great team building!!
- **GAMES OF CHANCE** – Have a jar of candy, coins, or something distributed/sold by your company and have folks guess the number in the jar.
- **OFFICE POOL** – Adds interest and excitement to football weekends. Proceeds go to United Way.
- **PING PONG TOURNAMENT** – Charge an entry fee and set up brackets like the NCAA.
- **RAFFLES** – Have someone donate a prize (tickets, weekend away, car wash) or raffle a paid day off. To enter the raffle, you must turn in a pledge form with a minimum pledge.

Easy Incentives

- Extra vacation days
- Free meals in employee cafeteria
- VIP Parking space – day, month, etc.
- Dinner or lunch with CEO
- Services rendered by CEO – car wash, prepared lunch
- Recognition breakfast or lunch
- Gift certificates for ice cream



These ideas are unlimited and should be tailored to each company or office. It often helps to assemble a group and brainstorm ideas. **Most important thing – have fun!!!!**

Reporting Results

How to Report Results

1. Your Loaned Executive or UW staff is available to assist you upon request.
2. Fully paid contributions by cash or check should be attached by paper clip to the corresponding pledge card. Indicate the sum of cash and checks enclosed. Make copies of pledge cards for your records.
3. Indicate the number of employees giving through payroll giving and the amount pledged.
4. Summarize pledges to be billed and include pledge cards, with correct home addresses, for those who wish to be billed.
5. Total the results. If producing multiple partial reports, do not include results from any previous reports.
6. Indicate how payroll giving will be remitted to United Way.
7. Indicate the total number of employees in the company.
8. Check to show if this report is **partial** or **final**.



Important:

Be sure to sign this report. Also, if you send your pledge cards or copies of the pledge reports to a centralized office of your corporate headquarters, please submit the summary card information to United Way of Greater Nashua so that your office receives proper recognition and awards based on your results.

Return to United Way of Greater Nashua

- ⇒ Transfer this information from your summary card to your report envelope.
- ⇒ Include in envelope:
 - The original pledge cards;
 - Any cash/checks; and
 - One copy of the summary card.
- ⇒ Seal the envelope before it leaves your hands.
- ⇒ Call United Way Loaned Executive to pick-up.

2011 United Way of Greater Nashua Pledge Form

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GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™



+

Making A Gift

Please print legible CAPITAL LETTERS using black ink only (so our scanners can read the information clearly). Thank You!

1. Personal Information

FIRST NAME

LAST NAME

HOME ADDRESS - 1

HOME - 2 Home Address Required for Caring Club Eligibility

CITY ST

ZIP All information is confidential and is used by United Way only. Information is not sold or shared.

e-mail address Required for Caring Club Eligibility

2. Payroll Gift

I wish to make a payroll gift of: \$ AMT .

-per pay period-

for a total gift of: \$ TOTAL .

My pay period is: weekly bi-weekly twice a month monthly

X
Signature required Date

Giving is a personal decision. United Way strongly discourages and works to eliminate coercion of any kind in the solicitation process.

3. One-Time Gift

I pledge a one-time gift of: \$ AMT .

To be paid by:

- Cash/Check (Make checks payable to United Way.)
- Please bill me (Home address required)

To give via credit card, please visit www.unitedwavnashua.org.

Directing My Gift

Please refer to your Contributor's Guide

4. United Way - General Fund

The best way to help -- supports community initiatives and proven effective programs (For General Fund use only)

A 5 4 1 8 8 8 \$ AMT .

Join Caring Club Today!

When you donate \$156 (\$3/wk.) or more to United Way's General Fund (or any of the following impact areas or community initiatives) and provide home and email addresses, you receive a Caring Club card and discounts at retailers throughout eastern New England. More information at www.mycaringclub.org.

B OTHER CHOICES: Choose one or more of the impact areas or community initiatives below to direct your gift to specific services that help people:

- Food, Clothing & Shelter \$ AMT .
- Children, Youth & Families
- Health & Elders \$ AMT .
- Violence Prevention & Personal Safety
- Workforce Housing \$ AMT .
- Youth Venture

see Contributor's Guide for agency code

CODE \$ AMT .

Agency or United Way (if code not listed)

Address \$ AMT .

City State Zip

C Total of 4 A & B: \$ TOTAL .

This amount should not exceed your total gift in #2 and/or #3. Your gift to United Way is tax deductible.

5. Let Us Thank You

- I wish to be acknowledged/thanked by the organization(s) I have selected. (Home address required.)

Including United Way in your estate planning provides a lasting legacy to ensure our community remains strong and healthy for generations to come. Please consider including United Way in your will.

Form GN-06

Reporting Results

Summary Card

- Be sure to fill out the top portion of this card with your firm's name, address and telephone number.
- Please include only those contributions raised since the last report.
- Reports should not be cumulative.

Firm:
Address:
Telephone No.:

Account No.:
Employee Campaign Manager:

			Total Pledge	Amount Paid	Balance Due
Corporate Gift					
Firm will remit: Monthly Quarterly					
Employee Gift					
	# of Givers	Total Pledge	Amount Paid	Balance Due	
Fully Paid Pledges (checks and cash)					
Payroll Giving Pledges					
To Be Billed Directly by United Way					
Total Employee					
Firm will remit: Monthly Quarterly		Signature: _____			
Total # Employees FT/PT _____/_____					
This report is: Partial Final		Title _____		Date: _____	

Report Envelope

Firm:
Address:
CEO:
Phone:

Contact Person:
Title:
Phone #:

Date:

PLEASE PROVIDE US WITH YOUR EMPLOYEE DATA

Total # of
Full Time
Employees

=

Total # of
Employees

Total # of
Part Time
Employees

Total # of
Full Time
Employees
employees

Total Num

INSTRUCTIONS

PLEASE HAVE YOUR EMPLOYEES USE BLACK OR BLUE INK OR DARK PENCIL WHEN THEY FILL IN A PLEDGE CARD.

We scan our pledge cards. Please return originals only. The scanner cannot read photocopies or duplicate copies.

PLEASE

Please make photocopies of the pledge cards with payroll deductions for your payroll department. Enclose original pledge cards for scanning.

Please complete the Summary Report Card for the group of employee cards enclosed.

Frequently Asked Questions and Objections

Why does United Way exist?

United Way was established by and for the community as the place where society's most powerful forces join to work for a common goal. For more than 80 years, we've been improving people's lives and communities throughout the region.

What does United Way do?

United Way brings together people from business, government, education, health care, faith groups, non-profits, and ordinary citizens. We assess the community's needs, convene public/private partnerships and other resources and invest in effective programs that advance the common good.

Why am I asked to give to United Way in my workplace?

United Way has always enjoyed a strong partnership with the business community. Organizations that host a workplace campaign understand that we all share a responsibility for the people and neighborhoods where we live, work and raise our families. Our annual workplace campaign raises millions of dollars and inspires thousands of volunteer hours that contribute to real and lasting progress.

What does United Way do with my investment?

Annual campaign contributions are distributed each year through a rigorous allocations process. United Way's vision is to make our region the best place in the country for all. Every dollar is carefully measured against this vision before being allocated to our agency partners or to specific community initiatives.

What are some of United Way's programs or initiatives?

Please refer to the United Way Contributor's Guide and Success Stories in the appendix section of this manual.

Does United Way sell or trade list information of its donors?

No. United Way maintains its own database of supporters and will under no circumstances sell or trade this information to any individual or organization, public or private.

Why should I give to United Way in addition to my other charities?

Everyone should give to the charities that are closest to their hearts. But a gift to United Way will extend charitable giving by investing in the needs of the greater community. This could include investments in lesser-known agencies that may not have high visibility or public awareness.

Why should I give to United Way instead of a direct service agency?

United Way bases its funding allocations on a rigorous process that demands accountability from its supported agencies. Funded programs must demonstrate positive, measurable results. And people helped by a United Way supported program often require more than one service.

Can I still designate my United Way gift to a direct service agency?

Absolutely. Giving is a personal decision and we would never discourage donors from following their hearts. That stated, no other organization in our area has the same depth of reach, partnerships or perspective that gives United Way the ability to unite and apply resources where they are needed most. United Way will honor donor designations intended for a United Way partner agency, any United Way and/or non profit organization having tax-exempt status. Organizations whose primary purpose is not charitable or social services are not eligible.

What percentage of my donation goes back into the community?

86 cents of every dollar donated to UWGN goes directly to program services with just 14 cents supporting administrative and fund-raising costs.

Saying Thank You!

Say “Thank You” and successfully wrap up your campaign

As your campaign ends, it is important to announce the success of your United Way efforts and to thank those who were involved in the campaign. Giving to United Way should make people feel good about caring. When their generosity is acknowledged they feel even better.

Who to thank

- Your campaign committee
- Everyone who contributed
- Leadership givers
- Contributors who increased their gifts
- EVERYONE!

How to thank

- A letter from the management team or CEO to all participants
- Internal newsletter announcing the success of the campaign – highlight incentive winners, or spotlight a department with the highest per-capita giving or participation, include an acknowledgement from the CEO and also promote campaign through your company’s social medial channels
- Post on Facebook, Twitter and Linked In. Share with UWGN and we will Tweet too!
- Place a banner in a visible spot showing total dollars raised
- Plan a victory celebration to announce the final results
- Offer free coffee one morning
- Have an afternoon ice cream social

