

Heart of Maine United Way

EMPLOYEE CAMPAIGN MANAGER GUIDE

A GUIDE TO PLANNING YOUR CAMPAIGN





What is United Way?

Heart of Maine United Way is a nonprofit organization serving communities in our six-county region. With help from dedicated donors like you, and with direction from engaged community volunteers, United Way currently funds 40 local programs that help address the most important community needs through our Community Fund.



How We Invest Your Dollars

Opportunity 2028 is a ten-year actionable plan that will address the three most pressing issues facing our communities, identified by thousands of community members like you.

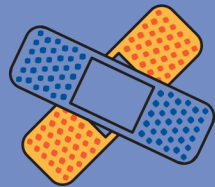


BASIC NEEDS

Supporting basic needs and self sufficiency including food, shelter and heat.

A stronger collective approach to treating and preventing substance use disorder.

SUBSTANCE USE DISORDER



EARLY CHILDHOOD EDUCATION

Supporting and enhancing early childhood development that gives our kids the best possible start.

Each year the United Way and our donors touch the lives of **1 in 3 individuals and families in our region**. We could not do this work without YOU.

FAQs for ECMs

How can employees give?

Using a United Way pledge form, employees can give via payroll deduction, cash, check or credit card. Contributors can also set up an ongoing or one-time payment online at www.homeunitedway.org/donate. Some companies use electronic pledging -- we'd be glad to help you implement e-pledge in your workplace.

How long should our campaign run?

For many companies, two weeks is the perfect amount of time to kick off your campaign with a fun event, get the message out to all employees, and make the ask without feeling a time crunch. If, however, you are the ECM of a very large company, or a company with many satellite offices, you may want to give yourself a little more time. Most campaigns take place between mid-September and mid-December, but they can happen at a time that is best suited to your organization.

Are donations to United Way tax deductible?

Heart of Maine United Way is federally registered 501(c)3 non-profit corporation. As such, donations to the United Way are tax-deductible to the extent allowed by an individual's or corporation's circumstances. Please advise donors to keep a copy of their pay stub or check as proof of their donation.

Can employees designate their donation?

Yes. While we encourage donations to the Community Fund because it allows us to maximize donor dollars through a variety of programs and initiatives, we are happy to direct your donation to any 501(c)3.

Who decides where the donations go?

Nonprofit programs in our six-county footprint submit formal grant funding proposals every three years. Funding panels made up of dedicated volunteers carefully evaluate each proposal for alignment with goals for our community. Their recommendations are then passed on to our volunteer-led Community Impact Committee, who in turn make their funding recommendations to our Board of Directors for their final approval. **In January of 2025, our next process begins. Please email Elaine at elainet@homeunitedway.org if you'd like to volunteer to help determine where the money goes.**



Role of an Employee Campaign Manager (ECM)

ENGAGE CO-WORKERS IN BUILDING A STRONGER COMMUNITY
BY PLANNING AND COORDINATING A SUCCESSFUL UNITED WAY CAMPAIGN.

- Work closely with your organization's leadership
- Collaborate with United Way representative
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you, if needed
- Hold campaign kickoff and recognition events
- Promote the campaign throughout your organizations
- Thank your donors and volunteers



ECM Benefits



- Career-building skills
- Networking opportunities
- Recognition at your company
- Expert knowledge of the value of giving to United Way



YOUR CONTACTS



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Tips for a Successful Campaign

HERE ARE A FEW THINGS TO KEEP IN MIND AS YOUR ORGANIZATION GEARS UP TO GIVE.

Get Donors Interested

78% of people are more likely to give a financial donation if they first have a positive engagement experience.

Share the story:

Contact a HoMEUW representative to schedule a presentation. We're happy to bring along a speaker from a partner agency if you'd like! Presentations can be done virtually or in person.

Share videos:

We've recorded a number of videos for you to share. They can be found at www.homeunitedway.org/videos

Volunteer:

Strengthen your team and community by participating in a fall volunteer project. Visit volunteerme.homeunitedway.org for more information.



Make the Ask

Research shows that the #1 reason people don't give to United Way is because they were never asked.

Ask for the pledge:

With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase to help fund unmet needs.

Answer questions:

Respond to questions honestly, and if you don't know the answer ask your United Way representative.

Leverage incentives:

Prizes are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking and gift cards are great ideas.

Say thank you:

Regardless of what the donor decides, thank them for their time.



LIVE UNITED All Year Long

We provide you with the tools you need to show donors how United Way is using their gift.

Send facts and updates:

Share stories via email, newsletter, the intranet or a bulletin board. Subscribe to our e-newsletter for all the latest.

Connect on social media:

Advocate for United Way by posting photos of your employee volunteers in action or your campaign events.



HOW CAN OUR STAFF GIVE?

Individual Contribution

Give an ongoing or one-time donation in any amount to United Way through simple payroll deduction or a direct gift.

We will work with your Payroll department to make the process quick and easy.

Leaders' Circle

Join a network of community leaders, advancing the common good with an annual gift of \$1,000 - \$9,999. Make a payroll deduction or direct gift.

Tocqueville Society

Join Heart of Maine United Way's most generous individuals and champion positive community change with an annual gift of \$10,000+.

Virtual Campaigns

ARE YOU READY TO MOVE YOUR CAMPAIGN ONLINE?

If you'd like to run your campaign virtually, rather than having paper pledge cards, you and your staff can do it all online!

With epledge an email is sent to each employee asking them to give, providing them with previous donation amounts, and giving you up to the moment information on your campaign. We can even do a hybrid of paper and online if you'd like.

Contact us at 207-941-2800 or info@homeunitedway.org to learn more and sign up!



Corporate Recognition

EVERY YEAR, HOMEUW PRESENTS AWARDS TO THE TOP-PERFORMING FUNDRAISERS IN OUR REGION.

PLATINUM & GOLD AWARD WINNERS

will receive special recognition-throughout the year including, but not limited to:

- Special T-shirts at Kickoff
- Social Media shout outs
- Logo in full page BDN ad
- Recognition via email, website and printed materials
- Press Release to local media outlets



Platinum Award: Company meets all 5 criteria AND makes outstanding efforts to engage the public in their campaign

Gold Award: Company meets all 5 criteria

Silver Award: Company meets 4 out of 5 criteria

Bronze Award: Company meets 3 out of 5 criteria

In addition to our awards, we also recognize our top 10 campaigns each year as our Cornerstone Companies who together make up nearly 50% of our total campaign!

CRITERIA:

Company average gift \geq \$260

Company gift per capita \geq \$80

Company % participation \geq 40%

Implementation of Best Practices

Total amount raised \geq previous year (required for award)





Get Staff in the Spirit of Giving

ONLINE AND IN PERSON EVENTS FOR EVERY CAMPAIGN

BINGO

Help your employees get to know United Way by accomplishing tasks that inform them more about what United Way is all about. Once someone completes BINGO, giving out a prize or incentive may be a good idea.

TRIVIA

Create a fun, competitive way to get employees involved with what United Way is all about. Trivia questions can be sent out everyday that your company is running the campaign. The campaign leader may send out an email with 1-2 questions a day with the first person to correctly answer will get a prize.

SPIRIT WEEK

Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day . . . you get the idea! Set a time for a virtual call to show your spirit, or just let it show in video meetings. Raffle a prize at the end of the week for all who participate.

MENTORSHIP AUCTION

Bid out or raffle a virtual coffee chat with C-level executives. SPECIAL DELIVERY Beep beep . . . have your company executives deliver lunch to the highest bidder or raffle winner.

DRESS DOWN DAY

Employees pay to not wear normal work attire for a day. Proceeds support United Way.

GUESS THE NUMBER

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy.



PENNY WARS

Assign a money jar to each department. Members of that department place pennies in their own jar and place silver coins and bills into the jars of other departments. Pennies count as positive while silver and bills are negative. The department with the highest number wins a lunch.

RAFFLES

- Front-Row Parking
- Lunch with the CEO
- Vacation Day





Sample Communication

LET US MAKE IT EASY FOR YOU

KICKOFF COMMUNICATION FROM CEO

Subject: Support for our Community

[COMPANY] and our employees have always cared deeply about improving the quality of life for people in our community. Many individuals and families are struggling with access to food or housing, resources for substance use or early childhood supports.

However, we can help 125,114 people in need by supporting the Heart of Maine United Way campaign. That is 1 in 3 people in our region. The capacity of our community and workplace to collaborate to improve lives truly makes a difference. Participating in this year's United Way campaign is the way we at [COMPANY] can help our community and make sure that our neighbors are cared for.

Please hold [DATE] on your calendar for our campaign kickoff and thank you for all that you do.

Sincerely,

[CEO name]

KICKOFF COMMUNICATION FROM ECM

Subject: Support for our Community

I am so excited to be leading this year's United Way campaign! We kick off on [DATE/TIME] and will wrap up on [DATE]. Together, we can make a difference and improve lives. As always, we hope you will participate because when one person is helped, our entire community is strengthened.

This year we hope to raise even more money than last year. Many individuals and families, already struggling with access to food or housing, resources for substance use or early childhood support, have seen their challenges worsened by rising prices.

However, 125,114 people will be helped through support from the Heart of Maine United Way campaign. That is 1 in 3 people in our region. Your donation means finding the hope and help they need, a hot meal, homework help for a child, or access to treatment and recovery.

Our community thrives when a child does well in school, families have healthy meals, and workers have solid jobs.

Please join us on [DATE/TIME] to show our community how we work together to help improve lives.

Sincerely,
[ECM Name]

SCAN HERE TO ACCESS CAMPAIGN
PRESENTATION SIGN UP



Campaign Presentations

LET US DO THE ASKING FOR YOU!

We would love to either come in and give a presentation or present to your team(s) virtually. Presentations tend to last between 5 and 10 minutes. We usually show the campaign video, talk a little bit about United Way, and answer questions. Schedule your presentations at:

www.homeunitedway.org/presentations

Want to check out our videos on your own? Go to **www.homeunitedway.org/videos** for our campaign videos along with short videos of some of the programs that we've helped. Feel free to share!



Campaign Checklist

PLAN

- Meet with your United Way representative to obtain campaign materials and begin planning.
- Visit www.homeunitedway.org/campaigncentral for info/ideas
- Meet with your CEO and/or senior management to enlist help in championing the campaign.
- Establish workplace campaign goals related to dollar amount and participation percentage.
- Recruit and train your campaign committee.
- Establish a timeline for campaign activities.

GEAR UP

- Begin campaign promotion by sending a letter from management to employees (see "Sample Communications," p. 8).
- Review campaign supplies and prepare materials for distribution.
- Schedule and plan a Kickoff Event (see "Get Staff in the Spirit," p. 7).
- Request a presentation through your United Way Representative or by going online to www.homeunitedway.org/presentations
- Talk with Human Resources to establish a plan to solicit retirees.

CONDUCT

- Hold a Kickoff Event to build enthusiasm for the campaign.
- Distribute pledge forms and encourage 100% participation.
- Send personal communication to all employees (see p. 8).
- Hold educational meetings and fundraising events with staff.
- Send follow-up emails every few days to maintain enthusiasm.
- Hold giveaways and drawings for those who have returned forms.
- Have department managers announce campaign at staff meetings.
- Follow up with past contributors who have not yet responded.

CLOSE

- Send a reminder email that the campaign is concluding and pledge forms need to be submitted.
- Collect signed pledge forms. Make copies for your payroll/HR.
- Submit pledge forms and reports to United Way and your HR department.
- Announce campaign results to your co-workers.
- Thank and recognize all contributors and the campaign committee.
- Gather feedback and notes for next year.
- Discuss implementation plan for the company's new hires.
- Choose Employee Campaign Manager for next year.
- Celebrate at United Way's Wrap-Up Event.



ENTER TO WIN!

PRIZES PROVIDED BY:



HALEY WARD.



L.L.Bean



**BANGOR WATERFRONT
CONCERT VIP PACKAGE**

HALEY WARD.

2025

Rock Box package for 6 guests to the 2025 Bangor Waterfront Concert of your choice.* Includes: in-seat service, access to Heating Lodge Premium Seat Club VIP parking and \$600 gift card all sponsored by Haley Ward, Inc. *blackout dates may apply

L.L.Bean

\$500

Gift Card

\$500 gift card from L.L. Bean



\$3,300 towards a heat pump for your home from Versant Power



Heart of Maine

To enter, this form must be completed, signed & received by Heart of Maine United Way **no later than 4pm, Friday, December 27, 2024.** No purchase necessary.

Name _____

Home Address _____

Employer _____

Email _____

Phone _____

Are you a United Way donor? Yes No

Sign below to indicate you have read and understand the rules/regulations for eligibility printed on this form or available online.

Signature (required) _____

MAIL TO:

Heart of Maine United Way, 700 Main St.,
Suite #1, Bangor, Maine 04401

Or USE ONLINE FORM:

scan QR code or visit

HomeUnitedWay.org/campaign-prizes

