



United Way
of South Mississippi

UNITED WAY OF SOUTH MISSISSIPPI EMPLOYEE CAMPAIGN MANAGER TOOLKIT TO A GREAT CAMPAIGN

OUR GOAL: To create long-lasting changes that prevent problems from happening in the first place.



INSPIRING OTHERS TO LIVE UNITED

You are making an impact in our community by serving as an Employee Campaign Manager. United Way of South Mississippi's annual campaign is about bringing people together to address our community's most important issues. Thanks to the success of workplace campaigns, generosity of donors and dedication of volunteers, United Way of South Mississippi and its community investment partners are hard at work every day improving lives and making measurable impact right here in the Southern Mississippi area.

This guide's focus is designed to lead you step-by-step through a United Way Campaign while offering tools, tips, and best practices to ensure success. Your campaign, along with others throughout our area, will impact the lives of thousands throughout our community. We couldn't do it without you! Thank you for volunteering to be part of the annual United Way of South Mississippi Campaign. Together, UNITED, we can inspire hope and create opportunities for a better tomorrow.

That is what it means to LIVE UNITED.

You can also visit us on the web at www.unitedwaysm.org/campaign.html for more tips and tools including sample emails, thank-you letters, and success stories. We also encourage you to be a part of our movement. Friend us on Facebook, and follow us on Twitter @UnitedWay_SM.

A LETTER FROM LEANNA MORGAN

Dear Employee Campaign Manager,

You are a leader among leaders in your company. Having this position gives you an ultimate advantage to reach out to the community. In giving to United Way, you are helping those in need through initiatives including education, income, and health. You have the ability to lead your colleagues to invest in their community of South Mississippi. United Way of South Mississippi, our supporters, and people whose lives have changed forever thank you for your personal donation of time, effort, and energy. Let's invest in South Mississippi!

Sincerely,



LeAnna Morgan
Director of Resource
Development

WHAT IS A WORKPLACE CAMPAIGN?

A workplace campaign is an organized effort to ask employees to contribute to United Way of South Mississippi and programs. Running a United Way of South Mississippi employee campaign within your company boosts morale and encourages team-building. These campaigns benefit many programs, employees, and the community by:

- Making it easy for employees to give through payroll deduction, which is made over the course of a year.
- Maximizing the impact of giving - investing in the UWSM Community Impact Fund lets you make one gift while impacting thousands.
- Educating employees and organizations about community issues - allowing them to make informed decisions about giving.
- Ensuring our community is a better place to live and work - when members of our community are educated, financially stable and healthy, our community will forever be a better place.

YOUR ROLE AS AN EMPLOYEE MANAGER (ECM)

Educate employees about United Way of South Mississippi and provide the opportunity for each employee to give.

- Assemble a campaign committee that represents all levels of your organization.
- Secure support from top management.
- Set goals to increase giving (participation and monetary goals).
- Hold a campaign rally/kickoff.
- Distribute UWSM materials and pledge forms to colleagues.
- Motivate and encourage your colleagues to get involved by giving, advocating and/or volunteering.
- Work with management to obtain a corporate gift.
- Prepare and submit completed pledge forms to your UWSM representative.
- Evaluate your campaign and make recommendations for next year.
- Provide feedback to UWSM staff about how we can support you year-round.

As an Employee Campaign Manager (ECM) you will lead the planning, implementation and evaluation of your company's Workplace Campaign. To help you with this important role, our Campaign Staff and this guide will walk you through the "10 Steps To a Successful Campaign".

When you ask others to give, it's important that you understand United Way of South Mississippi, believe in our mission and show your enthusiasm and support of our vision.



UNITED WAY OF SOUTH MISSISSIPPI FOCUSES ON THE BUILDING BLOCKS OF A GOOD LIFE

United Way of South Mississippi (UWSM) is working to advance the common good by focusing on Education, Income, and Health - the building blocks for a good life. We all win when a child succeeds in school, families are financially stable, and people have good health. Our goal is to create lasting changes that prevent problems from happening in the first place.

OUR MISSION

To rally resources, collaboratives and leadership to improve the quality of life in South Mississippi.

OUR VISION

To improve outcomes in education, health and income for everyone in South Mississippi by giving children and families the tools and support they need to thrive in our community.

WHAT WE DO

At United Way of South Mississippi, we focus on advancing the common good by creating opportunities for a better life for all. Advancing the common good is less about helping one person at a time and more about changing the system to help us all. We all benefit when a child succeeds in school, when individuals and families are financially stable, and when people are healthy.

HOW WE DO IT

United Way of South Mississippi focuses on Education, Income and Health because they are the foundation for a successful life. UWSM, member agencies, community experts, and volunteer teams help to identify the most important community needs and develop impact strategies designed to address the underlying causes. Our funding model ensures collaboration, efficiency, innovation, and accountability. UWSM funds 10 local programs and has 26 member agencies.

WHY WE DO IT

For almost 47 years, United Way of South Mississippi has played a crucial role in our community. No individual or organization can solve our community's problems alone. UWSM brings together community stakeholders, contributors, and agency partners to create collaborative and innovative approaches to community issues. Working together, we can provide emergency services, basic needs, and create opportunities in the areas of Education, Income and Health.

HOW YOU CAN HELP

Becoming a part of the change is easier than you might think. UWSM is asking everyone to give, advocate, and volunteer because together our resources, voices, and actions can make a real difference right here in the Southern Mississippi region.

OUR COMMUNITY IMPACT

GOAL:

More households emerge from poverty and achieve greater financial stability.

STRATEGIES



- Children enter school ready to learn and achieve.
- Children are reading on grade level by the end of the 3rd grade.



- More households align spending and saving with income.



- Individuals and families improve healthy behaviors to reduce health risk factors.
- Individuals reduce negative behaviors that are detrimental to personal and family safety.



TOP 10 BENEFITS OF INVESTING UNITED WAY OF SOUTH MISSISSIPPI

1. United, we can accomplish far more than any one person or agency alone. It takes an entire network to keep our community strong and healthy. United Way of South Mississippi is a leader in mobilizing people and partners across sectors and disciplines.
2. United Way of South Mississippi works to prevent problems from happening in the first place. We know that giving someone a meal won't prevent hunger; giving someone a night in a shelter won't eliminate homelessness. United Way of South Mississippi brings together people, organizations, and resources to develop solutions aimed at the root causes of major community issues.
3. We all benefit from United Way of South Mississippi. We're all connected, interdependent, and united. When we reach out to one, we improve the condition of all. This is what UWSM means by "advancing the common good."
4. United Way of South Mississippi addresses the issues that matter most to our community. We focus on the areas of Education, Income, and Health, which are the building blocks for a good life.
5. When we LIVE UNITED, we can change lives and make a lasting impact. The result is a community that's a great place in which to live, work, raise a family, build a business, and retire.
6. Your contribution stays local. An investment in United Way of South Mississippi's Community Impact Fund stays right here. Your donations support programs that help local residents meet basic needs for food, shelter, and safety, as well as those that address long-term solutions.
7. United Way of South Mississippi is committed to advancing the common good. UWSM brings together people from all backgrounds to work cooperatively on the issues that concern us all.
8. The need is enormous. Because of the economic downturn, many more people have trouble paying their bills, buying groceries and making ends meet. Many individuals and families in our area seeking assistance are those who never imagined they would need a helping hand.
9. Your gift will deliver results. Every program that receives an investment from United Way of South Mississippi's Community Impact Fund must demonstrate measurable and lasting results. Your contribution to United Way of South Mississippi is carefully monitored. It's the only type of donation that comes with guaranteed results.
10. At some point in your life, someone cared enough to help. We can't predict when challenges like illness or unemployment will strike, but United Way of South Mississippi works with our partners to make sure that temporary setbacks don't become long-term conditions.

COMMUNITY IMPACT FUND:

THE MOST POWERFUL WAY TO MAKE A DIFFERENCE!

By combining thousands of individual gifts, the Community Impact Fund has the power to make a bigger difference than any single contribution. Gifts go where they will make the most impact – to both proven strategies and innovative ideas that will create lasting change and achieve results.

EMPLOYEE ENGAGEMENT: PROMOTING UNITED WAY OF SOUTH MISSISSIPPI YEAR-ROUND

At United Way of South Mississippi, we want to engage employees in philanthropy year-round, not just during the annual campaign. UWSM offers you and your employees numerous ways to get involved in the community through giving, advocating, and volunteering.

Each year, United Way of South Mississippi hosts Days of Caring events in which volunteers just like you visit local nonprofits and lend a hand with projects that need to be completed. From painting to landscaping, Days of Caring events allow you to see first-hand those whose lives are forever changed by your generosity. Come by yourself. Come as a group. Everyone can help make a difference! We make it easy for employees to support the community and help make philanthropy a part of corporate culture.

Can't leave the office, but still want to volunteer? There are many ways for your employees to participate in a volunteer project without even leaving the building. To learn more about how you and your company can volunteer, visit www.unitedwaysm.org/volunteer.html or contact our Volunteer Center Director at (228) 896-2213 ext. 7110 or volunteer@unitedwaysm.org

United Way of South Mississippi is here to help you year-round. A variety of programs, activities, and services can link your company's employees to a plethora of impact and enrichment opportunities found within the health and human services sector. Here are some ways that you can continue the momentum built by your campaign throughout the rest of the year:

Opportunities for Involvement and Services Available Year-Round Include:

- United Way of South Mississippi Website – Stay informed on how contributions are changing lives by visiting United Way of South Mississippi's website. The site includes stories of people whose lives have changed for the better, features and updates on community investments, and answers to questions most often asked. Just click on: www.unitedwaysm.org.
- Days of Caring Events
- Add UWSM to your website – If top management at your company gives you the okay, link UWSM to your website so that your employees are always in the know about how their investment in United Way of South Mississippi is changing the community.
- Include UWSM in your internal company newsletter – United Way of South Mississippi would love the opportunity to send you stories so you can constantly share them with your co-workers through your internal company newsletter. Talk with your Campaign Manager to find out how.
- Special Events – Host a special event where all proceeds are donated to United Way of South Mississippi. This is a great way to offer fun, engaging opportunities for everyone at your company to be involved.

Campaign How-To: 10 Steps to Building a Successful Campaign

1. BECOME FAMILIAR WITH UNITED WAY OF SOUTH MISSISSIPPI

Once you have taken on the role of an ECM, your 1st step will be to familiarize yourself with United Way of South Mississippi and your organization's workplace campaign. This guide can help you with both.

- Attend Employee Campaign Manager Training.
- Regularly meet with your UWSM Campaign Manager, who will help you manage each step of your campaign.
- Your Campaign Manager will help you review your company's past giving, identify strengths and weaknesses, schedule campaign rallies and events, and bring you up to speed on UWSM's local impact on our community.
- There are many campaign resources available to you such as pledge forms, campaign brochures, posters, the Campaign Manager's Corner online, and much more.
- Visit: www.unitedwaysm.org/campaign for printable resources.

2. ACHIEVE MANAGEMENT SUPPORT & INVOLVEMENT

Leaders Lead! By personally endorsing the campaign, members of your senior management demonstrate their commitment to your organization's campaign and United Way of South Mississippi.

- Schedule time for your UWSM Campaign Manager to meet with your CEO.
- Ask the President/CEO to hold a UWSM educational meeting with his/her leadership team.
- Enlist leaders to speak at kickoff meetings, send emails or letters.
- Plan events around the CEO's calendar whenever possible or call on other senior leaders to represent the President/CEO.
- Work with management to create a plan or campaign leadership succession.
- Send a "Campaign Kickoff" letter from your CEO - this will set the tone for your campaign.
- Ask top management to give a gift at the leadership level.
- Ask management to invest in UWSM through a corporate gift.

3. DEVELOP A STRONG CAMPAIGN TEAM

No man is an island. It takes a team to have a great campaign! The number of committee members you recruit will vary based on the size of your company/organization. These individuals will help you run the campaign.

- Some roles you may consider for your team:
- Campaign Chair - Your company's top management often designates this individual, who may also function as the ECM.
- Campaign Leadership Chair - This person chairs the Leadership campaign and is responsible for soliciting gifts of \$1,000 or more. Generally a management figure, this individual should be a committed leadership donor as well.
- Marketing & Communications Chair - to promote the campaign internally and externally and to create fun campaign events & rallies. Also can be called Special Events Chair.
- Canvassers - to help ensure everyone is asked to give in every department and business branch. While they do not need to be an active part of the campaign committee, canvassers are a valuable resource for ensuring every person is asked to consider making a gift.

4.SET CLEAR GOALS

The most successful UWSM campaigns have measurable goals. Work with your UWSM Campaign Manager to analyze the results of last year's campaign and set goals based on where you can make the greatest improvements.

Helpful Hints:

- 100% Education - ensure everyone knows how UWSM is helping to build a better community in the Southern Mississippi area.
- Increase participation - the numbers of employees giving and the average amounts of their gifts.
- Increase gifts to UWSM Community Impact Fund.
- Conduct a Leadership Giving Campaign and increase the number of leadership givers. See pg. 11
- Ask Loyal Contributors (those giving for 10+ years) to self-identify...and thank them. See pg. 12
- 100% Pledge Card Collection - ensures people have considered a gift and made their decision. UWSM discourages any form of coercion in the workplace and anywhere else. Employees and other individuals are encouraged to contribute voluntarily.
- Establish friendly competition between departments or offices based on total dollars raised or participation.
- Express appreciation immediately.
- Take campaign committee on agency tours and to visit United Way of South Mississippi.
- Invite UWSM speakers to group meetings.

5.STRENGTHEN LEADERSHIP GIVING

United Way of South Mississippi's Leadership Giving Circle values the outstanding generosity and commitment of individuals through their annual gift of \$1000 or more. Leadership givers are an inspiration to others to invest in our community and create powerful results.

Helpful Hints:

- Select a manager as Leadership Giving Chair.
- Set goals for Leadership Giving.
- Consult with your payroll dept. and develop a prospect list of management and current and past leadership givers.
- Ask your CEO to host small, intimate functions to educate prospects on the unique benefits to leadership giving - including the recognition in the Leadership Giving Circle brochure, special communications, and invitation to elite Leadership Giving Circle events.
- Have your CEO open the meeting with a personal endorsement of leadership giving and the announcement of your goals.
- Collect completed pledge forms at the end of each meeting and follow up with individuals who were not in attendance.

6.PUBLICIZE THE CAMPAIGN

Communicate campaign information and events to ALL employees (in office & telecommuters) through internal & UWSM Marketing materials, emails, calendar of events, posters and more!

Helpful Hints:

Share calendar of events with UWSM to post via social networks & UWSM's website.

Use your company's communication tools: email, intranet, newsletters, etc.

Promote the campaign in "Unique" locations within your company. Ex: Bathroom stalls, breakroom, as door-hangers, in paychecks as payroll stuffers, etc.

7. KICK OFF YOUR CAMPAIGN (ASK EMPLOYEES TO GIVE)

It's important that everyone be given the opportunity to hear about the United Way of South Mississippi Campaign and be asked to make a contribution. The #1 reason someone doesn't give is because they were not asked.

- Announce the campaign kick off date and special event. Highlight incentives in advance.
- Include CEO "ask" letter with personalized pledge forms.
- Personally distribute pledge forms at employee meetings.
- Educate employees on giving options: payroll, credit card, etc.
- Send "Did You Know" emails (prior to kick off).
- Remember the motto: "If you feed them, they will come." Make it fun...with food!
- Invite your UWSM Campaign Manager to your company's kickoff.

8. WRAP UP YOUR CAMPAIGN

These hints will save time and ensure accuracy during the campaign results reporting process.

- Determine how you will collect all pledge forms as well as checks and cash.
- Train your campaign team on the pledge form collection process before the forms arrive.
- Have canvassers verify that each one has been completed accurately.
- Contact your UWSM Campaign Manager. Complete the Campaign Envelope and schedule a pick-up to ensure timely payment deductions.
- Submit the company copy of each pledge form to your payroll department.

9. SAY "THANK YOU"

"Thank You" - Those two simple words not only show appreciation but also set the tone for year-round communication and next year's campaign. There are many ways to thank your fellow employees, including a personal thank you letter/email from your CEO or a small gift of appreciation.

Helpful Hints:

- Post photos of employees participating in campaign events on bulletin boards.
- Include a special message in payroll stuffers.
- Put a thank you message in your company's newsletters, email, voicemail or memo.
- Sponsor a breakfast, luncheon, build your own sundae bar or reception to thank campaign participants.
- Distribute company pens, mugs, certificates, awards, buttons or notepads to contributors and volunteers.

10. GET AN EARLY START ON PLANNING FOR NEXT YEAR'S CAMPAIGN

If you followed these Best Practice steps, not only will this year's campaign be successful but many campaigns to come.

Helpful Hints:

- Critique the campaign with your CEO, campaign committee, and UWSM Campaign Manager.
- Listen to what people liked, what worked and did not work. What could you do differently?
- Keep all campaign plans and resources for preparation for next year's campaign.

LEADERSHIP GIVING

Be Part of the Fastest Growing Circle of United Way of South Mississippi Donors

United Way of South Mississippi's leadership donors are leading the way to significant change in the Southern Mississippi region.

The number of people in need increases every year in our community. That's why every commitment at the leadership level is so important to United Way of South Mississippi.

- Include Leadership Giving in your campaign.
- Invite your UWSM Campaign Manager to meet with your team to review your organization's potential around Leadership Giving. Work with UWSM to set a realistic and attainable goal for new leadership gifts and total Leadership Giving.
- Develop and publicize the company goal for Leadership Giving in addition to the overall campaign. Leadership Giving starts at just \$20.83 per payperiod if paid bi-weekly.
- Send a letter from your company CEO to all of your current and potential leadership donors (this can include all employees at your company).
- Offer an incentive for employees to join or maintain membership in the Leadership Giving Circle.

LEADERSHIP GIVING LEVELS

Longleaf Pine
\$500 TO \$999

Southern Magnolia
\$1,000 TO \$2,499

River Birch
\$2,500 TO \$4,999

Live Oak
\$5,000-\$9,999

Tocqueville Society
\$10,000 or more

More Ways to Include Leadership Giving in Your Company Campaign

- Include information about United Way of South Mississippi's Leadership Giving Circle during your general campaign presentations.
- Hold a special breakfast, luncheon or reception to present benefits of leadership giving. Invite all of your current and potential leadership donors (This can include all employees at your company). Work with your UWSM Campaign Manager to plan your event and secure appropriate speakers. Speakers can include:
 1. Your company's CEO
 2. Cindy Walker, CEO of United Way of South Mississippi
 3. A current leadership donor at your company
 4. A prominent leadership donor from the community
- Write personal thank you notes or emails to all leadership donors. United Way of South Mississippi can provide materials and suggested language for your thank you notes.
- Hold a thank you reception for all leadership donors.
- Implement an emerging leaders program within your company to recognize those giving between \$500 - \$999.

LOYAL CONTRIBUTOR PROGRAM

UWSM's Loyal Contributor Program recognizes and thanks donors (of any giving level) who have supported any United Way for at least 10 years. Through their long time support, our Loyal Contributors have positively impacted the lives of hundreds of thousands of people.

WHY INTRODUCE THE LOYAL CONTRIBUTOR PROGRAM TO YOUR CAMPAIGN?

- It celebrates your employees, regardless of their giving level, for their ongoing commitment to the community through United Way.
- It makes employees feel appreciated, reinforcing company loyalty and encouraging community support.
- It allows United Way of South Mississippi to personally recognize and directly thank long time donors.
- It identifies long time supporters for leadership opportunities within the campaign.
- It provides your company with opportunities to feature long time supporters in internal communications.
- It reinforces your company's appreciation of your employees.

Here are some suggestions to help implement the Loyal Contributor Program into your campaign:

PRE-CAMPAIGN:

- Build the Loyal Contributor message into campaign kick-off email and materials.

CAMPAIGN KICK OFF:

- Recognize your Loyal Contributors at kick-off events and electronic communication.
- At the campaign kickoff meeting, ask the Loyal Contributors to stand and be recognized.
- Hand out United Way of South Mississippi Loyal Contributor stickers.
- Host a special Loyal Contributor gathering during the campaign.
- Thank your Loyal Contributors by giving them a Live United T-shirt or some other recognition item.

POST CAMPAIGN:

- Provide United Way of South Mississippi with a list of your Loyal Contributors. You may want to feature their names in your internal communications.

YEAR-ROUND:

- United Way of South Mississippi will recognize and communicate with your United Way Loyal Contributors through special events and special communication about the impact of their gift.

For more information on how to increase leadership giving or loyal contributors in your workplace, please contact your UWSM Campaign Manager.



CAMPAIGN TIMELINE

I. PRE-CAMPAIGN (4 TO 6 WEEKS PRIOR TO CAMPAIGN KICKOFF)

A. Host planning meetings with:

1. Your UWSM Campaign Manager.
 - a. Work together on a campaign strategy.
2. Your company's leadership
 - a. Set campaign dates.
 - b. Secure a letter or email of endorsement for the campaign.
 - c. Discuss corporate gift option (one-time or matching gift).
 - d. Decide about campaign goals (dollar amount and/or participation).
 - e. Plan a leadership presentation.
3. Campaign Committee
 - a. Ask individuals from different areas and levels in the company to serve in this role.
 - b. Invite them to attend training for their campaign role.
 - c. Work with them to plan your campaign efforts, such as kickoff or special events.

II. CAMPAIGN TIME (1 WEEK TO 1 MONTH)

- A. Host a kickoff event.
- B. Communicate with your UWSM representative about the campaign and any questions that arise.
- C. Ensure that everyone has an opportunity to learn about and give to UWSM.
- D. Invite your UWSM representative to your campaign rally/kickoff.
- E. Encourage your campaign team to talk about the campaign and answer questions for coworkers.
- F. Send email reminders about campaign activities to colleagues.
- G. Collect pledge forms and continue to announce results for amount raised or percent participation.

III. POST-CAMPAIGN (1 WEEK)

- A. Announce results to company.
- B. Thank employees with an event, email or letter.
- C. Thank committee in a meaningful way.
- D. Debrief with your UWSM Campaign Manager about the campaign.
- E. Check out www.unitedwaysm.org for ways to stay involved in the community (see pg. 6).
- F. Plan to attend the UWSM Campaign Celebration (LIVE UNITED AWARDS) in March!

THANK YOU



BEST PRACTICES CHECKLIST

CAMPAIGN MEETINGS

The most successful United Way of South Mississippi Campaigns have one thing in common, they utilize employee meetings to build awareness and excitement around the campaign. These presentations are essential to the success of your campaign.

PLANNING CONSIDERATIONS

- Tag onto an existing meeting to make efficient use of company time.
- Keep the meeting between 15 and 20 minutes.
- Contact your UWSM Campaign Manager who can supply pledge forms, brochures, posters, and other campaign materials.
- Ask your UWSM Campaign Manager to speak during employee meetings to expose employees to the mission, programs, and resources provided by United Way of South Mississippi.
- Communicate campaign details such as time frame, incentives, and other events.
- Follow up individually with employees who missed the meeting.

PRESENTATION CHECK LIST

- Secure a time, date, and location for the meeting.
- Promote the meeting to employees.
- Gather campaign materials.
- Prepare an agenda for the meeting.
- Secure the attendance of company leadership and your UWSM Campaign Manager.

FOLLOW-UP CHECK LIST

- Collect pledge forms and cash.
- Distribute incentives.
- Follow-up with individuals who did not return their form.
- Tally your results and schedule a meeting with your UWSM Campaign Manager.



SAMPLE AGENDA

- Opening remarks – Campaign Coordinator and/or CEO
- United Way Overview – United Way of South Mississippi Representative
- Pledge form review – United Way of South Mississippi Representative
- Campaign details – Campaign Coordinator

STRATEGIES FOR IMPROVING PERFORMANCE

RAISE AWARENESS

Use multiple methods of communication to promote the campaign.

Contact your UWSM Campaign Manager for posters, brochures, success stories, and talking points and place them strategically around the workplace.

Provide progress updates throughout the campaign.

Utilize a United Way speaker at the kick-off event and employee meetings.

Arrange a United Way volunteer project for interested employees.

Use special events to engage employees.

Practice year round engagement.



INCREASING PARTICIPATION

Be sure every employee is asked to give through multiple channels.

Plan to reach every employee in every department on every shift.

Consider incentives designed to encourage participation and entice new donors.

Create a competition between departments for best participation.

Arrange a United Way of South Mississippi volunteer event.

Ask new employees and retirees to get involved.

Use special events to engage employees and keep the campaign fun.



INCREASING THE AVERAGE GIFT

Personally ask donors to increase their gift over the previous year.

Encourage payroll deduction as an easy way to increase giving.

Promote Leadership Giving as a way for employees to connect with local leaders and give back to the community.

Structure campaign incentives around giving levels and encourage employees to increase their contribution.

COMMUNICATIONS

A successful campaign is built on a foundation of clear and concise communications. Every organization is unique and not all communication methods will work in all environments. It is key that you understand these characteristics when planning the communication strategy for your campaign. The following are various communication channels that you can use. Each has its strengths and weaknesses and must be considered in light of your company's culture.

EXAMPLE CAMPAIGN COMMUNICATIONS

CAMPAIGN ANNOUNCEMENT MEMO

Send this memo a couple of weeks in advance of the campaign kick-off. Give the highlights of the Campaign and sign the letter from the campaign committee.

CAMPAIGN COMMITTEE RECRUITMENT LETTER

Send this letter if you receive approval for a campaign committee. Include basic responsibilities and time frame. Have signed by the CEO so employees are not hesitant to volunteer.

INCENTIVE SOLICITATION LETTER

Many campaigns ask local business to donate prizes for use during their campaign. A form letter signed by the CEO can be used for multiple incentives.

CEO CAMPAIGN MEMO

Leadership support is essential to a successful campaign. This letter should be sent by a key decision maker in the organization and should outline their support and involvement of the United Way campaign.

LEADERSHIP GIVING LETTER

Campaigns that utilize a specific Leadership Giving Campaign can use this letter to promote the Leadership Giving Circle.

CAMPAIGN UPDATE

Send out communications at regular intervals during the campaign. Give employees a United Way success story, let employees know the progress relative to the goal, and include the deadline for participating.

THANK YOU

Consider sending specialized thank you notes to individual donors. Be sure to send out a mass thank you to all the employees and recognize the efforts of the campaign committee and the support of the leadership team.

CAMPAIGN RESULTS

At the conclusion of the campaign once all the pledges have been tallied, send a memo highlighting your results. Be sure to compare your achievements to your goal and to recap the campaign activities and the difference employees made in the community.

CEO Call Sheet



CAMPAIGN YEAR: _____

COMPANY INFO

Company Name: _____ Number of Employees: _____

CEO INFO

Name: _____ Phone: _____

Email: _____ Admin Assistant Name: _____

EMPLOYEE CAMPAIGN

Name of Employee Campaign Manager (ECM): _____

ECM Phone: _____ ECM Email: _____

Campaign: Start Date _____ End Date _____

Is the company interested in offering an on-line option in their campaign? Yes No

CORPORATION GIFT OPTIONS:

The Community Impact Fund is the most powerful way to invest your dollars

Amount \$ _____

Dolly Parton's Imagination Library

\$20,000 Conductor	\$10,000 Engineer	\$5,000 Trainmaster
\$2,500 Yardmaster	\$1,000 Flagman	\$500 Switchman

Gulf Coast Dragon Boat Festival

Sponsorship	Boat	Booth
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MEETING DETAILS – Please tell us about the meeting.

NOTES: _____

Meeting Completed by: _____ Date: _____

THANK YOU FOR SUPPORTING UNITED WAY OF SOUTH MISSISSIPPI

Please fax or email to UWSM

Fax: (228) 896-2298 Phone: (228) 896-2213 Ext 7108

campaign@unitedwaysm.org

Corporate Gift Options

Community Impact Fund is the most power way to invest your dollars. United Way is committed to enhancing the impact of your contribution by investing in building blocks for a good life.

Amount \$ _____

Dolly Parton's Imagination Library is a free program that brings new and carefully selected books to children until they are the age of 5. Any child born on/after January 1, 2013 is eligible to receive books.

Conductor: \$20,000 - 689 children receive a book a month for one year

Engineer: \$10,000 - 344 children receive a book a month for one year

Trainmaster: \$5,000 - 172 children receive a book a month for one year

Yardmaster: 2,500 - 86 children receive a book a month for one year

Flagmaster: \$1,000 - 34 children receive a book a month for one year

Switchman: \$500 - 17 children receive a book a month for one year

The Gulf Coast Dragon Boat Festival annual fundraising event that will be held around the Spring/Summer time.

Sponsorship: Different sponsorship options will be available. Most will include listing as sponsor on all collaterals, media coverage and United Way website, boat(s), booth, VIP tickets, event t-shirts.

Boat: Includes a boat of 20 rowers and 1 drummer.

Booth: Includes a spot to advertise giveaways and information about your company/organization.

COMMITMENT FORM

Bill To:

Company: _____

Attn: _____

Address: _____

City,ST: _____

Zip: _____

Invoice Me

Check Enclosed

THANK YOU FOR SUPPORTING UNITED WAY OF SOUTH MISSISSIPPI

Please mail or email to UWSM
11975 Seaway Rd Ste B170 Gulfport, MS 39503
campaign@unitedwaysm.org
Phone: (228) 896-2213 Ext 7108

TELL US ABOUT YOURSELF

PLEASE PRINT

☐ MALE ☐ FEMALE / /
 BIRTH DATE- MM/DD

EMPLOYEE I.D. (IF APPLICABLE)

(MR/MRS/MS/DR) FIRST NAME MI LAST NAME (JR/SR/OTHER)

HOME ADDRESS

CITY STATE ZIP CODE

EMPLOYER

PERSONAL EMAIL ADDRESS

PHONE NUMBER ☐ HOME ☐ MOBILE SPOUSE/PARTNER - TO ENSURE PROPER RECOGNITION OF GIFT

UNITED WAY OF SOUTH MISSISSIPPI HONORS CONFIDENTIALITY AND DOES NOT SHARE DONOR INFORMATION.



United Way
of South Mississippi

MAKE YOUR CONTRIBUTION

PAYROLL DEDUCTION

I AUTHORIZE MY EMPLOYER TO DEDUCT MY GIFT FROM MY PAYCHECK (PER PAY PERIOD) IN THE FOLLOWING AMOUNT:

☐ \$50 ☐ \$25 ☐ \$15 ☐ \$10 ☐ \$5 OTHER \$

PAY PERIODS PER YEAR

☐ MONTHLY (12) ☐ WEEKLY (52)
☐ BI-MONTHLY (24) ☐ OTHER
☐ EVERY OTHER WEEK (26)

X → \$
 (\$ AMT PER PAY PERIOD) (# PAY PERIODS PER YEAR) TOTAL

OR

ONE TIME CONTRIBUTION

ATTACHED

☐ CASH ☐ CHECK

AMOUNT \$

CHECK NUMBER

DATE / /

DID YOU KNOW?

*An annual gift of \$500+ qualifies you as a Leadership Giver.

SIGNATURE (REQUIRED TO PROCESS PLEDGE)

☐ I PREFER TO REMAIN ANONYMOUS ON LIST OF DONORS (IF PUBLISHED)

X

DATE

OPTIONAL: ADD ON GIFT

DOLLY PARTON'S IMAGINATION LIBRARY

THIS PROGRAM PROVIDES A FREE BOOK EVERY MONTH TO CHILDREN UNTIL THE AGE OF 5. THE PROGRAM IS OPEN TO ALL CHILDREN IN OUR 4 COUNTIES BORN AFTER JAN 1, 2013.

☐ \$29 (IT COSTS UNITED WAY \$29 A YEAR PER CHILD TO PROVIDE THIS PROGRAM.)

X → \$
 # OF CHILDREN SUPPORTING (MIN. \$29)

OR

VOLUNTEER

☐ I WANT TO RECEIVE E-MAILS ABOUT VOLUNTEER OPPORTUNITIES IN SOUTH MISSISSIPPI. (PLEASE PROVIDE E-MAIL ABOVE)

☐ I AM INTERESTED IN BECOMING PART OF THE WOMEN'S LEADERSHIP COUNCIL.

TOTAL GIFT:

\$

THANK YOU FOR YOUR SUPPORT!

Your gift makes a difference in South Mississippi's future.

Visit unitedwaysm.org for more details.

I WOULD LIKE UWSM TO DIRECT THIS GIFT TO AN AGENCY THAT SERVES HARRISON, HANCOCK, PEARL RIVER, AND/OR STONE COUNTIES OR TO ANY OTHER UNITED WAY:

INCLUDE: AGENCY AND ADDRESS (IF APPLICABLE) AND AMOUNT. AT LEAST \$104 PER DESIGNATION TO EACH 501(C)3 IS REQUIRED.

\$
(MIN. \$104)

I understand that I am making a charitable contribution, and that no goods or services were provided in exchange for this contribution. *Incomplete agency information will result in your gift being directed to United Way. Designated gifts are subject to processing fee.

Top Copy - United Way | Yellow Copy - Employer Payroll | Back Copy - Donor Receipt

UNITEDWAYS.M.ORG

UWSM CAMPAIGN REPORT ENVELOPE

UNITED WAY OF SOUTH MISSISSIPPI
11975 SEAWAY ROAD, SUITE B 170 GULFPORT, MS 39503
PHONE: 228.896.2213 FAX: 228.896.2298

UNITEDWAYSMS.ORG



United Way
of South Mississippi

UWSM OFFICE USE ONLY

COMPANY/AGENCY NAME

ADDRESS

CITY

STATE

ZIP CODE

NAME (PERSON TO CALL IF UNITED WAY HAS QUESTIONS WITH THIS REPORT)

PHONE NUMBER

☐ HOME

☐ MOBILE

EMAIL

TOTAL # OF LOCAL EMPLOYEES

TOTAL # OF UNITED WAY CAMPAIGN VOLUNTEERS (EMPLOYEES WHO HELPED W/ CAMPAIGN)

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PAYROLL DEDUCTION & CORPORATE BILLING

SEND STATEMENTS FOR PAYROLL DEDUCTION AND CORPORATE PLEDGE TO:

NAME

ADDRESS (IF DIFFERENT FROM COMPANY ADDRESS)

CITY

STATE

PAYROLL DEDUCTION WILL BEGIN ON:

DATE

BILLING METHOD:

☐ MONTHLY (12)

☐ QUARTERLY

☐ DO NOT BILL

☐ OTHER _____

CAMPAIGN RESULTS

TYPE OF GIFT

OF DONORS

TOTAL ANNUAL

INSTRUCTIONS

CORPORATE

SPONSORSHIP

SPECIAL EVENT

INDIVIDUAL GIFT

PAYROLL DEDUCTIONS

CASH AND/OR CHECKS

TOTAL

TOTAL AMOUNT ENCLOSED OR PLEDGED:
CORPORATE BALANCE DUE: \$ _____

ENCLOSE TOP COPY. FORWARD YELLOW COPY
TO PAYROLL DEPARTMENT. GIVE BACK COPY
TO CONTRIBUTOR.

ENCLOSE TOP & YELLOW COPIES OF PLEDGE
FORM. GIVE BACK COPY TO CONTRIBUTOR.

TOTAL GIFT:
(SUM OF ALL LINES)

THE CASH COLLECTED FROM THE COMPANY LISTED ON THIS ENVELOPE HAS BEEN COUNTED AND VERIFIED BY A REPRESENTATIVE OF
UNITED WAY OF SOUTH MISSISSIPPI AND THE COMPANY SIGNATURES AND TITLES BELOW REFLECT THIS ACTION

COMPANY REP

TITLE

UWSM REP

TITLE

UWSM OFFICE USE ONLY

FINAL REPORT

CASH/CHECKS VERIFIED

ENVELOP RESULTS POSTED

DESIGNATION ENTERED

ACKNOWLEDGEMENT LETTER

INITIAL/DATE

INITIAL/DATE

INITIAL/DATE

INITIAL/DATE

UNITEDWAYSMS.ORG

PLEASE PRINT



FREQUENTLY ASKED QUESTIONS

WHAT IS UNITED WAY?

United Way is a nonprofit, 501(c)(3) agency that brings people and communities together to advance the common good. We partner with local nonprofits, business, government and social service agencies to address our community's most pressing needs, in an efficient and effective way. Our mission is to rally resources, collaboratives and leadership to improve the quality of life in South Mississippi.

WHAT DOES UNITED WAY DO?

Our vision is to improve outcomes in education, income and health for everyone in South Mississippi by giving children and families the tools and support they need to thrive in our community. Our goal is to create long-lasting changes that prevent problems from happening in the first place.

WHO DO YOU HELP?

Individuals of Harrison, Hancock, Pearl River and Stone Counties.

WHO DECIDES WHICH PROGRAMS YOU INVEST IN?

Committees of knowledgeable volunteers and experts from our community carefully screen and select the programs funded by your contribution. Their recommendations are reviewed and approved by our volunteer board of directors. After selection, these programs are rigorously monitored to ensure they produce positive, measurable results. Every three years, all of our programs go through an open and competitive review process to ensure that the most effective programs in our community are receiving support. We publish our progress in our annual Donor Report so our donors know the impact their contributions are making in our community.

I DON'T BENEFIT, SO WHY SHOULD I GIVE?

When you support United Way, you help build a better quality of life for all South Mississippians. Our research indicates one key fact over and over again: Education, Income, Health are the key building blocks for a good life. If we as a community work together to improve the many issues that relate to Education, Income and Health in South Mississippi, we can enhance economic opportunities and the future for our community's children.

WHAT'S THE DIFFERENCE BETWEEN DESIGNATED AND UNDESIGNATED GIFTS?

A designated gift restricts your gift to a specific 501(c)3 organization (Boy Scouts, for example). A undesignated gift takes advantage of United Way's research-based program selection, which invests in programs that have proven to impact issues related to Education, Income and Health, in an effort to achieve measurable improvement in the quality of life in South Mississippi. Every donor is given this option.

IS MY DONATION TAX DEDUCTIBLE?

Yes. And even if you don't itemize on your tax return, you can take a deduction.

HOW IS MY DONATION USED?

We invest donor dollars in programs that are administered by various nonprofit partners, which have proven and measurable outcomes. Every program's results are reviewed annually by a committee of local experts, who volunteer their time. To see a complete list of funded programs check out our Donor Report on www.unitedwaysm.org.

WHAT'S THE DIFFERENCE BETWEEN UNITED WAY AND OTHER NONPROFITS?

Making a gift to United Way is the most effective way to help our whole community. Our unique ability to work across complex issues with hundreds of community partners is unmatched. We mobilize volunteer and convene partner agencies, corporations, community leaders and policy makers to make broad, systemic changes like no other organizations can on its own. Our programs help to solve problems before they start.

WHO RUNS UNITED WAY?

Our staff carries out the planning and implementation of United Way functions. A volunteer board of directors sets policy and strategic direction. Various volunteer committees oversee financial practices and provide counsel on operational issues. Our volunteer network is a key reason why our administrative and fundraising costs are among the lowest of any nonprofit. For every \$1 that is donated, \$7 is reinvested back into the community.

ARE ALL UNITED WAYS RELATED?

There are 1,200 community-based United Ways across the country and each is separately incorporated and independently governed by local volunteers. Many of these organizations are similar in their mission and structure, but some are very different. We pay a voluntary membership contribution for the rights to use the name and logo, and support broader community impact goals through United Way Worldwide, an umbrella organization that attacks the same problems on a national and global level, and provides guidance, training and development services to local United Ways. These dues are less than 1 percent of our annual budget. 99-cents of every donated dollar stays here, in South Mississippi.

HOW OLD IS THE UNITED WAY OF SOUTH MISSISSIPPI?

United Way of South Mississippi was founded in 1964. Check out our History page for the whole. www.unitedwaysm.org

GO FOR THE GOAL

OUR GOAL: To create long-lasting changes that prevent problems from happening in the first place.

