

# 2019 CAMPAIGN COORDINATOR GUIDE



Changing the  
story for over  
**70 years**

[www.uwmidland.org](http://www.uwmidland.org)





United Way of Midland

# 2019 CAMPAIGN COORDINATOR GUIDE

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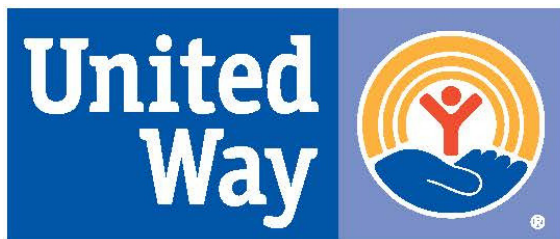
# Thank you for being an Employee Campaign Coordinator

Dear Employee Campaign Coordinator,

Thank you for serving as an employee campaign coordinator (ECC) for the 2018 United Way Campaign! As an ECC, you have the unique opportunity to harness the generosity, talent and energy of your workplace to give back to our community and help United Way Change the Story in Midland. Without you, we could not provide the critical funds needed to support 50 programs at more than 25 local agencies. Together we are dedicated to making a measurable impact in the lives of the people in our community.

Whether this is your first time as an ECC or you're a seasoned veteran, this guide will help you conduct a successful campaign from start to finish. It focuses on the roles and responsibilities of an ECC and will lead you step-by-step through a United Way Campaign while offering tools, tips, and best practices to ensure success.

By giving your time and talent, and spreading the word, you are helping to advance the common good. On behalf of our partner agencies, United Way, and all the people served in Midland, we thank you for coordinating your workplace campaign.



# LIVE UNITED

# Your Role as a Campaign Coordinator

THANK YOU for being your company's Campaign Coordinator.

So what is a campaign? It is the chance for employees within your company to give back to the community through a short-term fundraising effort.

As a Campaign Coordinator you are positioned to bring United Way of Midland into the workplace. The more exposure your co-workers have to United Way of Midland and its work, the more your campaign will grow. You are the key to a successful workplace campaign. When you serve as a Campaign Coordinator for your organization's campaign, you are joining hundreds of other committed volunteers in our community.

Responsibilities may include:

- Recruit and coordinate a team of volunteers to assist you
- Coordinate and attend kickoff and recognition events
- Promote the campaign throughout the company
- Encourage volunteerism among your co-workers
- Educate your co-workers about United Way
- Set the tone for your campaign - consider making a gift yourself!
- Invite everyone to give
- Thank your donors and volunteers
- Complete your campaign by turning in completed pledge cards
- Evaluate and make recommendations for next year's campaign

*"[Atmos Energy] offered incentives to donate early and donate as much as possible. Our employees have become involved in many of the organizations that are supported by United Way. This constant reminder keeps them giving and believing in [United Way's] mission and purpose. "*

*- Brandi Price, Atmos Energy Campaign Coordinator since 2013*

On behalf of the people in our community who will be helped by the United Way campaign this year, THANK YOU for all your hard work. It takes people like you, who go above and beyond, to make this campaign successful.

# About Your United Way

The United Way of Midland and our supporters work to address the root causes of issues and create lasting, positive change. Key to our work in health, education, and self-sufficiency are programs funded through Community Partner Agencies and our community initiatives.

## In Health we work to ensure that:

- Youth and adults avoid risky behavior.
- Individuals are physically healthy.
- Individuals and families are emotionally healthy.
- Individuals and families in crisis have access to responsive and effective health and counseling services.

## In Education we work to ensure that:

- Children enter school with developmentally-appropriate social, emotional and intellectual skills.
- Students achieve academic success.
- Students graduate from high school and successfully transition to self-sufficiency.
- Youth are engaged, responsible, and contributing members of the community.

## In Self-Sufficiency we work to ensure that:

- Individuals and families have the opportunity to achieve economic stability and financial independence.
- Individuals and families have the opportunity to live in adequate and affordable housing in safe neighborhoods.
- Individuals and families in crisis have access to responsive and effective emergency and basic need services.

### Contact Your United Way Staff

Karissa Kienast, [kkienast@uwmidland.org](mailto:kkienast@uwmidland.org)  
432-685-7713

Jane Hellinghausen, [jhellinghausen@uwmidland.org](mailto:jhellinghausen@uwmidland.org)  
432-685-7710

# Voluntary Giving

An individual's choice of whether or not to contribute, as well as how much to contribute, is at the very basis of the United Way philosophy.

The following principles outline United Way of Midland's commitment to voluntary giving:

- Any use of pressure or coercion is unethical and does far more harm to our organization and those we serve than any short-term gains it may produce.
- Contributing to the United Way of Midland should be presented as an opportunity to help the community.
- The most effective workplace campaigns are the result of employee education about United Way and its agencies.
- Donations of any amount are valued.
- Payroll deduction allows donors to give as generously as they like by deducting a small amount of money per pay period.

United Way encourages CEOs and management teams to inform their employees of this philosophy.



# Donor Levels

## Midland Leadership Circle

Leadership givers set the course for others. In our community, many generous and caring individuals have partnered with the United Way of Midland to change lives. In 2018, over 200 individuals supported the community through a Leadership gift.

By making an annual minimum contribution of \$1,000 or 1.5% of their annual income, Midland Leadership Circle givers are an integral part of efforts to solve community problems and bring measurable, lasting change to the lives of thousands of Midlanders each year.



## Alexis de Tocqueville Society (ADT)

Founded by United Way Worldwide in 1984, the United Way Tocqueville Society is an opportunity for passionate individuals to become more deeply involved in United Way's mission.

The Tocqueville Society recognizes local philanthropic leaders and volunteer champions in the United States, France and Romania who have devoted time, talent, and funds to create long-lasting changes by tackling our communities' most serious issues.

Alexis de Tocqueville Society members contribute \$10,000 or more annually to United Way. The ADT society of Midland was founded in 1988 with 15 charter members.



# 2019 United Way of Midland Community Partners

Agape Counseling  
Alzheimer's Association STAR Chapter  
American Red Cross serving the Permian Basin  
Big Brothers Big Sisters  
Boy Scouts of America, Buffalo Trail Council  
Boys & Girls Club of the Permian Basin  
Bynum School  
Casa de Amigos  
Centers for Children & Families  
Communities In Schools of the Permian Basin  
Community Children's Clinic  
Family Promise of Midland  
Girl Scouts of the Desert Southwest  
Midland Children's Rehabilitation Center  
Midland Fair Havens  
Midland Rape Crisis & Children's Advocacy Center  
Mission Center Adult Day Service  
Permian Basin Adult Literacy Center  
Safe Place of the Permian Basin  
Samaritan Counseling Center  
Senior Link Midland  
Sharing Hands: A Respite Experience (SHARE)  
The Salvation Army  
The Springboard Center  
Unlock Ministries  
YMCA Midland





# Five Steps to a Successful Campaign!

Find more tips and information at [www.uwmidland.org](http://www.uwmidland.org)

- 1
  - Meet with your CEO to confirm his or her commitment.
  - Recruit a campaign team if needed.
  - Meet with your team to review the previous year's campaign, determine any opportunities and challenges, and set your monetary and participation goals.
  - Develop your campaign timeline.
  - Review your ECC guide and/or visit our online campaign resources for tools and ideas.

- 2
  - Plan your campaign theme and activities.
  - Set dates for employee meetings and activities.
  - Ask United Way about scheduling a presentation. **Tip:** Select an agency that aligns with your organization's culture and values, or find out if one of your employees has a connection to a partner agency.
  - Request materials from United Way. Everyone should receive a pledge card and brochure.

- 3
  - Promote your campaign, activities, and meetings.
  - Send communications from your CEO announcing and endorsing the campaign.
  - Use incentives to encourage giving. **Tip:** Check out some ideas on p. 9.
  - If you are interested in conducting a Leadership Giving program as part of your campaign, please contact Karissa Kienast, Director of Resource Development, at 432-685-7713.

- 4
  - Kick off your campaign meetings and activities.
  - Make sure that every employee has the opportunity and information on how to give.
  - Publicize interim campaign results.
  - Show the United Way 2018 Campaign video.
  - Create a section on your intranet promoting the campaign.
  - Send follow-up e-mails to keep up enthusiasm and build awareness. **Tip:** Visit the United Way of Midland website for more community facts and success stories.
  - HAVE FUN!

- 5
  - Wrap up campaign and collect all pledge cards. **Tip:** Send a final reminder about the campaign deadline.
  - Tabulate the results and submit the campaign envelope to United Way.
  - Announce campaign results to your staff.
  - Thank all contributors with a celebration event, letter, e-mail, gift, etc.
  - Conduct a campaign review meeting. **Tip:** Write down what worked and what didn't so you are ready to go next year!

# Fun Ideas

Use these fun ideas to increase interest!

## Events

- Golf or Putt-Putt Contest
- Bowling Tournament
- Pumpkin Carving
- Department Competition

## Sales/Auctions

- Casual Dress/Jean Day
- Silent Auction
- Garage Sale
- Executive Auction
- Car Wash
- 50/50 Raffle

## Food for Fun

- Ice cream social
- Breakfast Burritos
- Chili cook-off
- Barbecue
- Pizza Party

Some companies have used the following items as incentives to encourage employees to attend a meeting or make a contribution:

- Gas cards
- Extra vacation day
- Movie passes
- Prime parking space
- Restaurant gift certificates
- Theater or concert tickets
- Lunch with the CEO
- Leave work early voucher
- Lottery tickets

For more ideas, visit  
[www.uwmidland.com](http://www.uwmidland.com)

Be sure to visit with your company CEO and campaign committee about tailoring the campaign to something that fits your company's culture.

"Some of the projects we do to raise money include bake sales, hot dog sales, pancake breakfasts, 'pie in the face' contest, purchase stickers to dress casually 2 days a week, and one of our favorites 'Pay to Play Days,' which allows us to purchase two days off with the proceeds going to United Way and we still get paid!!!"  
- Cindy Wagler, Community National Bank Campaign Coordinator since 2012

# Sample Campaign Meeting Agenda

## 30-Minute Meeting

1. Welcome – CEO or Campaign Coordinator
  - Brief introductions
2. United Way Staff Introduction
3. Show United Way Video
  - Have video set up prior to the meeting
4. United Way Staff Presentation
5. Speaker – UW Agency Representative
6. Questions
7. Wrap-up
  - Thank everyone for attending
  - Distribute pledge cards to all employees and explain how to complete card
  - Remind employees of your campaign deadline



# Campaign Materials

We want you to have all the tools you need to enjoy a successful campaign. Here is a list of campaign materials available to you:

## Pledge Card

The pledge card can be completed in 3 easy steps:



### UNITED WAY OF MIDLAND PLEDGE CARD

Please fill out this Pledge Card and return to your campaign coordinator or mail to  
United Way of Midland | 1209 W. Wall St. | Midland, TX 79701  
www.uwmidland.org | P: 432-685-7700

Your Name \_\_\_\_\_ Home Address \_\_\_\_\_  
 Email \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Cell Phone \_\_\_\_\_ Employer \_\_\_\_\_

Yes, I want to change the story!

Name(s) as you prefer to be recognized:

\_\_\_\_\_

I would like my gift to remain anonymous

<b>PAYROLL DEDUCTION:</b> <input type="checkbox"/> \$ _____ per pay period for _____ pay periods <input type="checkbox"/> One-time deduction of \$ _____ <b>Total Gift: \$ _____</b>	<b>PAID NOW:</b> <input type="checkbox"/> Cash <input type="checkbox"/> Check # _____ Please make check payable to United Way of Midland <b>Total Gift: \$ _____</b>	<b>BILL ME: (\$25 minimum)</b> Amount \$ _____ <input type="checkbox"/> Quarterly <input type="checkbox"/> Once on _____ Please include home address above <b>Total Gift: \$ _____</b>	<b>Please donate today by Credit Card at:</b> www.uwmidland.org For monthly or quarterly credit card donations, please contact us at 432-685-7700. <b>Total Gift: \$ _____</b>
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I am a Loyal Contributor (I have given to any United Way for 10 years or more)

I am a Leadership Giver. (Total gift \$1000 or 1.5% of my annual income)

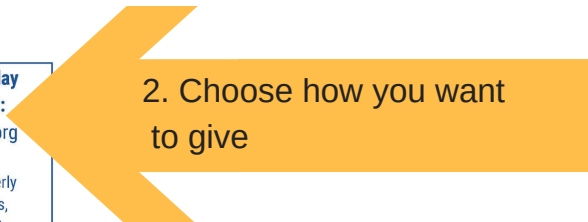
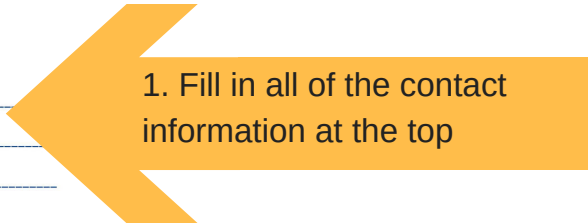
Signature \_\_\_\_\_ Date \_\_\_\_\_



# THANK YOU FOR YOUR SUPPORT!

*YOUR gift to United Way of Midland helps change the story for thousands of people in our*

**Coordinators: Place completed pledge cards, cash, and checks in the Campaign Envelope.**



# Campaign Envelope

To complete the Campaign Envelope:

Name _____
Account # _____

**CAMPAIGN  
ENVELOPE**



**Please complete all of the requested information. If you have any questions, please call the United Way office, thanks!**

1. Make copies of all pledge cards. Then forward copies of payroll deduction pledge cards to your appropriate payroll contact. **Please initial here once copies are made:** \_\_\_\_\_

Total # of Employees: \_\_\_\_\_ Payroll deductions will begin: \_\_\_\_\_

# of Employees Giving: \_\_\_\_\_ Total # of pay periods per year: \_\_\_\_\_

2. Please enclose all original pledge cards, cash and checks.

Individual Gift: \$ \_\_\_\_\_

Workplace Campaign-

Our Company Gift: \$ \_\_\_\_\_

Our Employees Raised: \$ \_\_\_\_\_

Our Special Events Raised: \$ \_\_\_\_\_

Grand Total: \$ \_\_\_\_\_

3. Employee Campaign Coordinator/ Company Representative's signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Title: \_\_\_\_\_

4. Call United Way of Midland at 432-685-7700 for prompt pick-up of this envelope.

FOR UNITED WAY USE ONLY			
Batch #: _____		Campaign Year: _____	
	Initials/Date		
_____/_____/_____	Batch Entry	_____/_____/_____	Deposit Slip
_____/_____/_____	Batch Release	_____/_____/_____	Final Review

- Record the total number of employees and the total number of donors.
- Record all donations and provide totals.
- Checks should be payable to United Way of Midland.
- Drop off the envelope at United Way of Midland's office or contact your United Way staff member to schedule a pick-up.

## 211 Book

The 2018-2020 Directory of Community Services for Midland County is the most comprehensive listing of major nonprofit and government agencies in Midland County. This directory includes: contact information; services provided; an index by organization and service type. If you would like copies of the 211 Directory for your employees, please contact the United Way of Midland or visit [www.uwmidland.org](http://www.uwmidland.org).

# Frequently Asked Questions

## **What is United Way of Midland (UWM)?**

We are a nonprofit, 501(c)(3) agency that brings people together to help our community reach its full potential. We partner with local nonprofits, businesses, government and social service agencies to address our community's most pressing needs related to health, education, and self-sufficiency.

## **What does UWM do?**

We raise money in the community to support health, education and self-sufficiency programs. We know that health, education and self-sufficiency are the building blocks for successful lives, and therefore work with agencies that provide effective programs in these focus areas.

## **Where does my contribution go?**

Into strong programs! And 98.5% stays in Midland. Most of every dollar you contribute goes to health, education and self-sufficiency programs that help people, and build a stronger community.

## **How is my donation used?**

We partner with 26 agencies in Midland, and fund 15 programs in EDUCATION, 14 in SELF SUFFICIENCY, and 21 in HEALTH. We have measurable goals and results for all of our programs, ensuring your money is being used wisely. Our partner programs are reviewed annually for results and to make sure they are on track. Also, we are governed by community volunteers who set policies and oversee our financial practices.

## **Why would I give an undesignated gift?**

It allows you to help more people than a gift to a single agency could. Community challenges in health, education and self-sufficiency are interrelated and complex; our partnerships can do more than a single agency can.

## **Who runs UWM?**

Our staff works with knowledgeable, well-trained volunteers who represent our diverse community. They carry out the planning and implementation of United Way functions. We have a volunteer board of directors that sets policy and strategic direction. Various volunteer committees oversee financial practices.

### **Who decides which programs get funded?**

Volunteers from the community serve on allocation committees; they review grant applications, and go to visit applicant agencies. They make recommendations to the Investment committee, and they make final funding decisions. But only health, education and self-sufficiency related programs can be considered.

### **Does UWM fund Planned Parenthood?**

No.

### **As a Campaign Coordinator, what if I get a question that I don't know how to answer?**

Don't be afraid to say you don't know. Get the person's name and phone number and contact the United Way office. A United Way Volunteer or staff member will follow up with the person. The United Way website, [www.unitedwaymidland.com](http://www.unitedwaymidland.com), also offers extensive information.

## **Online Resources**

### **Website: [www.uwmidland.org](http://www.uwmidland.org)**

The United Way website is a great source of in-depth, up-to-date information. It includes current news, financial information, and updates on our work.

### **Social Media**

Keep in touch with United Way of Midland by following us on Facebook, Twitter, and Instagram.

### **eNewsletter**

While on the website, visitors can sign up to receive our quarterly electronic newsletter. It's a great way to stay informed about how United Way is working in the community throughout the year.

### **United Way Campaign Video**

DVD and electronic copies are available from the United Way office or the video can be viewed online at [www.uwmidland.org/campaign-toolkit](http://www.uwmidland.org/campaign-toolkit)





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Find Us On



[www.uwmidland.org](http://www.uwmidland.org)