Connect UNITED
LIVE UNITED
Put opportunity in the hands of all in Pitt County

EMPLOYEE CAMPAIGN MANAGER RESOURCE GUIDE
ROLE OF AN EMPLOYEE CAMPAIGN MANAGER

Thank you for agreeing to have a positive impact on your community and to “LIVE UNITED” by serving as United Way Employee Campaign Manager.

The Importance of Being an Employee Campaign Manager
As an Employee Campaign Coordinator (ECM) your primary role is to plan, coordinate and implement an effective United Way workplace campaign. We rely on you to impress upon your colleagues the significant challenges that our communities in our region face every day and to inspire your co-workers to make a commitment to Live United.

Employee Campaign Manager Goal
Your goal is to ensure that every employee is educated about and is asked to contribute to United Way. If every employee is approached in this manner, we will not only meet but will exceed your campaign financial goal.

How to Succeed as an ECM
Being trustworthy and maintaining the respect of your colleagues is essential to your success as an ECM. You should be enthusiastic, have a positive attitude and communicate effectively with your colleagues at all levels within your organization. Also, you should be organized and prepared to manage your campaign. Most importantly, you should be sincere. The most powerful employee appeals come from the heart.

Campaign Volunteer’s Responsibilities

- Meet with a representative from United Way to discuss campaign, brainstorm ideas, and set goals.
- Educate yourself on the United Way. (go to uwpcnc.org)
- Recruit co-workers and form a committee.
- Make your own personal contribution before asking others to donate.
- Schedule United Way presentation/s including UW Partners.
- Distribute pledge forms and campaign brochures to all employees.
- Personally, ask each employee for a donation at a group meeting or one-on-one solicitation methods described in this manual.
- Collect pledge forms or review weekly online report to keep a tally of results.
- Turn in any paperwork/pledge forms to ________________________.
- Say thank you a lot!  THANK YOU!!
- Distribute thank you gifts to all donors. (if available)
- **Identify any barriers you come across and seek help from Sue Tidd at the United Way.**
  Sue can be reached by dialing (252) 758-1604 ext. 209 or by email at stidd@uwpcnc.org.
- Most importantly…. Have FUN!!

Campaign Date
United Way Support Services Available to Assist You

- United Way Staff and United Way Partner agencies are available to answer questions, help with logistics or speak at employee group solicitation meetings and can be scheduled by contacting:

  Sue Tidd
  Director of Resource Development
  252-758-1604 Ext. 209
  stidd@uwpcnc.org

  Dwain Cooper
  Director of Community Impact & Communications
  205-758-1604 Ext. 210
  dcooper@uwpcnc.org

Turning in Results

- Please turn in completed paper pledge forms to _________________ no later than ____________.

NOTES:
WHAT WE DO
To make a significant impact in the community, we do the following:

- Efficiently raise and allocate funds to support a network of quality nonprofit organizations who provide needed services throughout the region.
- Offer individuals and local businesses an easy and meaningful way to support those causes of greatest interest through workplace campaigns and other giving opportunities.
- Convene community leaders and volunteers to identify and address critical, unmet needs through focused grants, collaborations and other initiatives that impact the community.

WE FOCUS ON

- **EDUCATION:** Champion learning for children, youth, and adults so they can achieve their potential.
  
  Education provides each of us with possibilities to learn something new, have inspiring experiences, and find success in a career. For our community, education leads to a productive labor force, which strengthens local businesses, reduces the burden on taxpayers, and makes Pitt County an attractive place in which to live and work.

- **FINANCIAL STABILITY:** Lift hard working families up so they thrive not just survive.
  
  Income is more than just a paycheck. It’s about having the tools and opportunity to become financially stable. Without a steady income or sufficient savings, they are easily caught off guard by unexpected expenses, develop lingering credit concerns, fall prey to lenders and even face homelessness. Moving more families onto the path of financial stability creates better futures for them, and a stronger community for all of us.

- **ESSENTIALS:** Promote a better quality of life by ensuring individuals and families have access to the essentials.
  
  Crisis, hunger and homelessness can happen anytime, to virtually anyone. Without adequate food, housing, and other essentials, families cannot get a good education, grow their income, or adopt healthy lifestyles. Unfortunately, an increasing percentage of Pitt County citizens are struggling to meet their basic needs. Essential essentials is the foundation of safety and security for all in Pitt County.

COMMUNITIES WE SERVE
United Way touches the lives of people in communities throughout Pitt County. At United Way, we invest in and fortify the building blocks of opportunity—strengthening education, financial stability, and ensure continued access to the essentials—that every person and community needs to thrive.

Pitt County Communities

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UNITED WAY IS...

**EFFECTIVE.** We only invest in programs at agencies that are in good financial health and in programs with results that are measurable, sustainable, and meet current community needs.

**EFFICIENT.** Donor dollars are leveraged with others to meet the most pressing needs in our community.

**LOCAL.** We invest in local community agencies in the areas of EDUCATION, FINANCIAL STABILITY, and ESSENTIALS.

**IMPACTFUL.** United Way leverages the power of unity to make the most of every dollar you give. We bring together the best people, ideas and resources to foster social innovation, mobilize volunteers, inspire the public to Live United and encourage lawmakers to act for the common good. Together, with our passionate supporters, United Way creates opportunities for all.
Group Solicitation

Group education and solicitation is the most efficient and effective method of reaching your goal of contacting every employee that has been assigned to you. At a group meeting, employees come together to hear a presentation and afterwards each is asked to make a pledge. Such a solicitation method has been proven to improve results. It also will considerably cut down on one-on-one follow-up.

Pre-planning:
1. Check with your principal to set up the time, place and meeting agenda.
2. Make arrangements for a United Way Speaker.
3. Publicize the meeting well in advance.
4. Ensure that all pledge forms are available for distribution or OPTION for online pledging: have a laptop connected to your organizations online platform for people to access after the meeting.
5. Have food. Have fun!
6. Follow-up with those who did not attend the meeting.

Sample Meeting Agenda:
Below is a sample agenda for a United Way group solicitation meeting that you should review with the group’s manager before the meeting. An effective meeting requires no more than 15 to 20 minutes. The following is a suggested agenda.

1. Welcome and campaign endorsement by leadership. (1 minute)
2. Thank employees for attending, distribute materials. Remind employees to either sign and turn in forms when they leave or visit your organizations online pledge form (3 minutes)
3. Show Video (1½ to 4 minutes) Available at the United Way’s web site www.uwpcnc.org, click on CAMPAIGN CENTRAL and then click on CAMPAIGN TOOLKIT for access to campaign videos.
4. United Way presentation (4 minutes)
   b. Point out that United Way support local health and human service programs in the community focused on (1) Education (2) Financial Stability and (3) Essentials.
   c. Explain that United Way is a community leader working to identify and solve local problems, working in partnership with other community and civic organizations to make best use of limited resources.
5. Review incentives discuss the payroll deduction options available: online vs paper form. Suggest the fair share approach (one hour’s pay per month) and remind them of any incentives and how to qualify for incentives. (3 minutes)
6. Make the ask (2 minutes) Sample scripted ask:
   i. “If you have participated in the campaign last year, I want to thank you for your support and ask that you consider increasing your contribution for this year’s campaign
   ii. If you have chosen not to participate in the past, I encourage you to please join me and your co-workers working together to make our community a better place by making a contribution to United Way today”
7. Closing Summarize importance and conclude meeting with “PLEASE JOIN ME -LIVE UNITED” (1 minute)
One-on-One Solicitation

The second form of education and solicitation is the one-on-one approach, where individual employees are contacted and asked to make a pledge. The following 5 step approach is the most effective one-on-one solicitation technique:

**Step 1: Make Your Introduction and Opening Comments**

- Explain how United Way works and why you volunteer for United Way (see “Elevator Speech”)
- Show campaign video (1 ½ to 4 minutes) Available at the United Way’s web site [www.uwpcnc.org](http://www.uwpcnc.org), click on CAMPAIGN CENTRAL and then click on CAMPAIGN TOOLKIT for access to campaign videos.
- Point out that United Way helps to support local health and human service programs in our community focused on (1) Education (2) Financial Stability and (3) the Essentials.
- Explain that United Way identifies issues affecting our communities and works in partnership with community leaders and civic organizations to address these issues.

**Step 2: Answer Questions**

Answering questions about United Way gives you the opportunity to tell your fellow employees more about the work of United Way. See “Questions and Answers” section of this manual. If you are asked a question that you cannot answer, please call Sue Tidd (ext. 209) at the United Way (252) 758-1604 or send Sue an e-mail at [stidd@uwpcnc.org](mailto:stidd@uwpcnc.org). We will get the answer to you quickly so you can follow up as soon as possible.

**Step 3: Explain** the pledge form or share the online web address for pledging and credit/debit card donation processing. [www.uwpcnc.org/pcs](http://www.uwpcnc.org/pcs) Don't forget to mention any incentives!

**Step 4: Ask for a Gift**

You've answered the person’s questions and explained the pledge form and incentives. Now you're ready to ask for the pledge. Again, encourage each person to give a payroll deduction “fair share” gift and to give as generously as possible. A “fair share” gift is one hours pay per month.

**Step 5: Say Thank You**

Thank the person for his or her time and gift. Assure the individual that the contributions will be used to help people in need in our community.
People give to United Way of Pitt County because they believe in what we do. Your knowledge, enthusiasm and commitment to supporting United Way are key to encouraging employee pledges. Sincerely communicating your commitment to supporting the community through United Way really does make a difference. Thousands of people have been helped by United Way. Remember, you are asking employees to give on behalf of their friends, family and neighbors.

- People support organizations that align with their personal interests. Identify issues that are important to your coworkers and share how United Way is working to address those issues.
- Find out if your coworkers have volunteered or supported any charitable organizations in the past. Chances are, they know someone who has used at least one of our agency partners.
- Hearing a personal story from an individual who has been helped by United Way creates a major impact. Contact United Way to coordinate a guest speaker.
- People listen to those who show passion for a cause. Pick out a few things about United Way that resonate with you, then share with your coworkers.
- Remember that charitable giving is always a personal decision. Never pressure or guilt employees into participating.
- Thank everyone regardless of whether they give. Promote the payroll deduction option. It’s the easiest way to give!

In 2019, **88,475** services were provided to individuals and families in Pitt County by United Way funded partners.
**How do we know that our contributions are being used properly?**
Donating to United Way ensures careful screening and monitoring of funded programs that align and meet community-driven strategies. Program activity is monitored to measure success by local community volunteers and to ensure donations are having the desired impact in our communities.

**Why didn’t my friend get help when he/she needed it?**
If you receive a compliant about a United Way partner, please get the facts and call the United Way office. Sometimes there is just no help available for a need; this is why your support is so vital.

**How much should I give?**
Giving is a personal matter based on your desire to help others, your interest in the community and your own financial ability. To help those who would like some suggestions, guidelines are included on employee pledge form regarding the Fair Share and Leadership Giving programs.

**Why should I give to the United Way when I could give directly to a specific agency?**
When you give to the United Way the impact of your gift is multiplied. Your gift is added to the gifts of other contributors and is distributed to programs that have a proven record of success right here in Pitt County. A group of community volunteers work to determine the best way to invest funds to create measurable impact in our community. When you give to United Way you can be assured that the dollars are going where they will efficiently and effectively help solve community problems.

**What are the United Way’s Administrative costs?**
United Way’s overhead costs are 16%. Most “watch dog” groups like the Better Business Bureau suggest that a charity’s overhead should not exceed 30%. Funds raised by United Way is invested in local programs and services here in Pitt County.

**When will these donations begin?**
Confirm with your HR department for when payroll deduction is expected to begin.

**I already give/volunteer my time/ I give to my church.**
Thank you! I am glad you already understand the value of giving to our community. Let me show you how you can greatly increase your impact with just a small contribution. (Explain what a donation can accomplish).

**Why do you use the money we give to buy gifts?**
Your contributions are not used to purchase the gifts. All the money you donate through the campaign is sent to the United Way. The gifts are paid for by community-minded companies as a thank you for your support of the United Way.

**Can I designate my gift?**
Yes, donors can designate their gift to any charitable organization that is a federally registered 501 C 3 tax-exempt organization. They can designate by noting their intention on the pledge form. The designation must be at least $50 minimum.

**How secure is the United Way’s online credit/debit card option?**
The financial information is transmitted securely via encrypted link and at no time is any financial information stored on our servers/or website. The website only stores IP address and session information in a cookie. It does not store any other user information.
MANAGING OBJECTIONS

You may, on occasion, encounter people who object to contributing to United Way. Keep in mind that objections are a natural part of the campaign and offer you an opportunity to present more information. Here are some insights into the psychology of objections and suggestions for handling them:

Potential donors may have questions concerning United Way of Pitt County or your workplace campaign. Your sincerity and personal commitment are the best tools to use when responding to an objection. Since most objections are based on misconceptions, respond with, “If that were not an issue would you consider making a pledge?” By providing the correct information, you can usually overcome the objection, which may lead to a pledge.

Tips for Handling Objections

LISTEN to what is being said. Listening promotes openness and acceptance.

ESTABLISH RAPPORT. Objections are not personal. Often, just talking to a person about why giving is important and finding out what that person’s personal priorities are can ease the process.

DO NOT ARGUE if you receive objections from someone you are soliciting.

BE YOURSELF. You have the ideas to present, so be straightforward in your presentation. Asking for someone’s participation or gift is not a “win/lose” situation.

ANSWER OBJECTIONS WITH FACTS. Say thank you. Regardless of the prospect’s response, always leave with a smile and a thank you.

DON’T BE AFRAID TO SAY “I DON’T KNOW”. Let those with questions know you’ll get back to them with the answer. Tell them they can call United Way at (252) 758-1604 or visit the website www.uwpcnc.org.

REMEMBER TO THINK LONG-TERM. Every question provides an opportunity to communicate how United Way is building a stronger community for everyone in the County. You may not get the person to pledge this year, but you are planting the seeds for the future.

TALKING THROUGH COMMON OBJECTIONS

Here are some effective responses to common objections:

I live in a community outside of Pitt County. Why should I give?
United Way of Pitt County member nonprofit organizations provide services not only to residents of Pitt County, but also to people living in surrounding regions. Consider giving to the United Way where you live to help residents in your community. You can also contribute to any nonprofit organization of your choice located anywhere around the world as long as they hold the designation as a 501 (c) 3.

I give directly to XYZ charity/organization. Why should I give to United Way of Pitt County?
Giving to United Way of Pitt County is the most efficient way to give because:

• United Way adds value to your contribution by providing eligibility requirements for nonprofits’ budgets and programs, ensuring that your gift is being used effectively.

• United Way’s annual campaign efforts give area nonprofit organizations a reliable source of funding without having to allocate scarce resources to solicit individual contributions. These organizations can count on United Way of Pitt County to cost-effectively promote and administer a single campaign that raises money for many causes at once.

• While you may give to other worthy causes as well, view your United Way gift as a “gift to the community” because it supports a network of member nonprofit organizations with wide-reaching impact throughout the whole community.
• When you contribute to United Way directly, you are investing in targeted solutions and programs within our community. You can also choose to contribute to United Way’s Community Impact Fund, which focuses on making a significant impact in the areas of education, financial stability and the essentials.

*If I stop working for my current employer, what happens to my payroll-contribution pledge?*
Your pledge will not automatically be routed to your new place of employment or to your home. If you do change jobs ask your current employer if they run a United Way campaign and is it possible to set up payroll contribution through the new employer.

*My spouse gives for both of us, why should I give to United Way of Pitt County?*
Research indicates that donors perceive that one of the most significant benefits of personal giving is the feeling of being part of a collective effort to solve problems and make a difference in their community. Be a part of your workplace community by joining with fellow employees in the United Way effort.

*I’m never going to use these services, so why should I give?*
In 2019, 88,475 services were provided to people in our County by United Way-supported member nonprofit organizations. At one time or another, almost everyone has a health and human service issue and may need help. Most likely, you or someone you know has used services provided by United Way member nonprofit organizations such as the REAL Crisis Center, Meals on Wheels-Council on Aging, or Boys and Girls Club, NC 2-1-1 and many others.

*Some of our employees and their families are on tight budgets; should we invite them to be part of the campaign?*
Yes, most people appreciate the opportunity to participate. Giving through payroll contribution is easy and convenient. Payroll contribution allows everyone to participate by spreading the contribution over time. This allows those on tight budgets to participate and be part of the solution. Even a small amount per pay period makes a difference.

*How can I be sure my donation will be used efficiently and effectively?*
Every United Way is local and autonomous, including United Way of Pitt County. When you give where you live you support United Way of Pitt County’s work, our programs and initiatives and our member nonprofit organizations that deliver services throughout the region, addressing challenges and deficiencies in the areas of education, workforce development and basic needs. United Way vets each of its member nonprofit organizations on a variety of criteria. Visit uwpcnc.org to review a complete list of the eligibility guidelines.

• United Way employs a world-class financial reporting system. Independent audits have commended United Way with highly favorable reviews and unqualified opinions.

• Internal financial checks and balances were created to ensure United Way’s stability and accountability. Community volunteer leadership meets quarterly to review financials to ensure your dollars are being used wisely.