

UNITED WAY LOWER EASTERN SHORE

CAMPAIGN GUIDE

READY.

SET.

MAKE
AN
IMPACT.



A SPECIAL MESSAGE

Dear Campaign Champion,

THANK YOU for sharing your time & talents for United Way's annual campaign! Your advocacy and support of UWLES is an investment in our entire community, helping coworkers, friends, family, and neighbors we never meet, have a brighter tomorrow. Balancing stress and the impacts of inflation impacts daily life, financial security, and physical and mental health for nearly half of our neighbors. We all feel the pinch at the gas pump or grocery store, but we're in this together.

The good news? YOUR workplace campaign matters and together we can continue building a stronger community so everyone has opportunities to thrive. Every donor, every dollar, every advocate and volunteer - including YOU! - makes a difference.

Thank you for being a campaign champion and showing how UNITED IS THE WAY!

With gratitude for all you do,

Your United Way Fan Club - aka our team!



MEET THE TEAM!



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ABOUT OUR UNITED WAY

Since 1944, United Way Lower Eastern Shore has partnered with local communities to co-create solutions to people's most pressing challenges. We take a comprehensive approach, listening and responding to local needs.

While we are proud to be a United Way Worldwide member, **we are an independent 501(c)3** and 100% focused on serving our neighbors in Dorchester, Somerset, Wicomico, and Worcester counties by **leveraging local gifts and talents to meet local needs.**



HEALTHY COMMUNITY

Improving health and well being for all.

FINANCIAL SECURITY

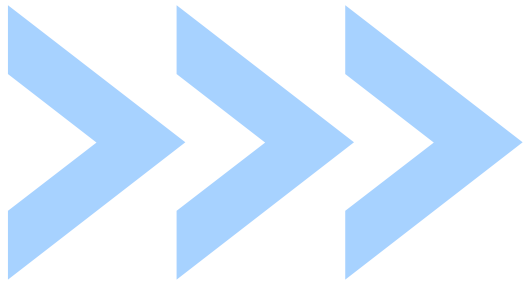
Creating a stronger financial future for every generation.

YOUTH OPPORTUNITY

Helping young people realize their full potential.

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow.



WHAT IS A ~~CAMPAIGN COORDINATOR?~~ CHAMPION

A champion is a volunteer (or team of volunteers) who leads their organization's workplace campaign, inspiring colleagues to get involved and make an impact in our local community.

WHAT DO THEY DO?

- Work closely with your CEO & UWLES staff members to **raise money and awareness** of local programs & resources.
- Develop a campaign **action plan** with goals, incentives, and presentations.
- Lead internal campaign communications and keep your campaign team **informed and engaged**.
- **Coordinate** campaign materials, distribution and collection, reporting, and payroll.
- **Promote** your online Workplace Campaign Portal using your unique URL, QR code, and campaign resources.
- Encourage & appreciate participation (without pressure!), and make the campaign **fun and engaging!**
- **Lead by example** by making the first pledge and sharing **your story & why you support UWLES**.

QUALIFY FOR COORDINATOR OF THE YEAR!

As the campaign year wraps up, **one company's** coordinator(s) will be selected as the Coordinator(s) of the Year for the Lower Shore Region.

To qualify, all criteria must be met by **August 31, 2027**:

- Host an in-person or virtual presentation
- Host at least one engaging event to build awareness among employees
- Include company leadership in setting and communicating your organization's campaign goal(s).
- ***Submit a campaign envelope with all fields completed, including a signature.***



CHAMPION THE CAUSE!

Present with Purpose - The Formula for Impact.



Schedule a virtual or In-Person Kickoff and Promote it to Employees

Invite your staff well in advance, remind them often, and consider incentives to encourage participation.



Prepare Visual Aids for Employees

Make your presentation something that will keep your employees' attention. The Workplace Campaign toolkit is available at uwles.org/campaign-toolkit



Welcome - CEO or Campaign Champion

Brief opening remarks and introduction. Distribute pledge forms to all employees. Having leadership express support reaffirms company's commitment.



United Way Impact - United Way Staff or Board Member

United Way can share information about our work and local impact and answer questions about how easy it is to donate. We're available for in-person or virtual presentations.



Speaker - Partner Agency Representative or Personal Story

One of the most impactful ways to motivate potential donors is to have someone share a personal story. This can be coordinated through agency partners, donors, or even an employee within the company who may want to share their story.



Wrap-up - Campaign Coordinator

Make sure to thank everyone for attending and ask coworkers to consider participating. Provide information on United Way and any company incentives or fun activities. Make sure to share a deadline date.

CAMPAIGN TIPS

Communications

- **Consolidate and coordinate** outgoing communications to avoid overwhelming employees. Consider sending brief regular emails or posting on your company intranet.
- Have your Campaign Committee make individuals ask in their departments. Try phone calls, virtual meetings, or pop-ins, instead of emails. **People give to people.**

Incentives

- **Make it fun!** Popular prizes include a day off with pay and raffles for unique experiences. If your team is mostly remote, drop off custom prize packs (based on your campaign theme) to employees at home, have food delivered or upgrade employees' home offices for a prize. Small budget? A coveted parking spot is a winner, too.
- Use a pledge/gift receipt as entrance to a **raffle or giveaway**, rather than an individual cost for a ticket.
- Purchase co-branded incentive materials at www.unitedwaystore.com

PUT THE “FUN” IN FUNDRAISING

There are so many ways to make it fun!

Consider some unconventional strategies to making fundraising engaging.

- | | |
|-----------------------------------|---------------------------------------|
| • 50/50 Raffle | • Photo Contests (think Pets!) |
| • Bingo | • Scavenger Hunt/Trivia |
| • Casual Days | • Sell Kits for Your Desk |
| • Flamingo/Office Flocking | • Spirit Week |
| • Penny Wars | • Seeds Sale |

**Want some more ideas or need help
creating specifically curated content?**

**Contact your United Way Liason to discuss other
possibilities on how to energize your campaign.**

NAVIGATING YOUR ONLINE WORKPLACE PORTAL

All workplace campaigns receive their own personal landing page on the UWLES website, which allows all employees to **participate online easily and safely**. Coordinators may work with UWLES to customize the Donor Information fields required on their landing page and may request a **personalized QR code for their employees**.

This can be found at: uwles.org/onlineportals



ONLINE PAYROLL DEDUCTION

Employees will fill out a digital version of the annual pledge form. Your UWLES liason will send you weekly reports of those who have submitted forms for you to send to payroll.

CREDIT OR DEBIT

Employees will use their credit or debit card to give a gift. This can be a one time gift or set up as a recurring gift. Your UWLES liason will send you weekly reports of those who have paid via credit card for your records.

CASH OR CHECK

Employees may choose to pay via cash or check. They will need to either print out the digital pledge form or ask for one from their coordinator. All cash or check donations must be turned in their coordinator with their pledge forms. Coordinators will collect all cash and checks and submit via campaign envelope.

Our **Volunteer Giving Policy** provides clear, consistent guidelines for how individuals can participate and give, while ensuring United Way's commitment remains fair, ethical and voluntary.

Read the full policy on our website at uwles.org/accountability



Stay Connected!

During the Campaign

- Share United Way Lower Eastern Shore stories, updates and successes. **Leverage your intranet & social media!**
- **Celebrate** milestones and share employee stories.
- **Promote** volunteer opportunities and additional fundraisers.
- **Encourage** neighboring businesses and partner agencies to share their impact.

After the Campaign

- Share your campaign results and **celebrate your team**.
- **Recognize** donors and affinity group members (with permission).
- Have **leadership thank employees** publicly.
- **Stay connected** through year-round giving, volunteering, and UWLES updates.

Don't forget to tag United Way Lower Eastern Shore on all platforms and engage with our content!



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