



**UNITED WAY**

Lower Eastern Shore

# CAMPAIGN GUIDE



# A SPECIAL MESSAGE

Hello, friends!

Thank you for stepping up to help with the UWLES annual campaign! Your advocacy and support of UWLES is an investment in our entire community, helping impact 1 in 3 local neighbors since 1944! While there's been great progress over the past year, we know there are many throughout the Lower Shore who still struggle through these challenging times. Balancing stress and the impacts of inflation continue to take a toll on our neighbors and affects daily life, financial security, and physical and mental health. With the support of your workplace campaign, we can continue building a stronger community for us all.

Every donor, every dollar, every partner, advocate and volunteer - including YOU! - makes a difference. Please reach out anytime we can be of assistance.

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



**UNITED WAY**  
Lower Eastern Shore

**UNITED IS THE WAY™**

## UNITED WAY STAFF CONTACTS

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410-742-5143

### Your United Way Staff Liaison:

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**Name**

**Phone Number**

**Email Address**

# ABOUT OUR UNITED WAY

## Our Mission:

United Way of the Lower Eastern Shore harnesses the power of our community to advance health, education, and financial stability.

## Our Vision:

United Way of the Lower Eastern Shore envisions a community where everyone is empowered to reach their full potential.

## Our Shared Values:

- Compassion - We empathize and treat everyone with dignity and respect.
- Fortitude - We have the courage and tenacity to pursue our vision and stand for the best interest of the local community.
- Inclusive - We strive to serve all members of our local community.
- Integrity - We conduct ourselves in a truthful, trustworthy, unbiased, and transparent manner.
- Stewardship - We are committed to ethical and prudent decision making in the use and care of all resources.

Since 1944, our United Way has worked to support our neighbors by focusing on these key areas for a strong community. 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.

Together, more than ever, we need to roll up our sleeves for this important work. But we can't do it alone. It takes each of us working together to create a better tomorrow for us all. **United Is The Way!**

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# WHAT IS A CAMPAIGN COORDINATOR?

## What does a Campaign Coordinator do?

A Coordinator is a volunteer (or team of volunteers) within an organization, helping their co-workers get involved in making our community a better place by planning and executing a meaningful campaign experience for the company and their employees.

## Key Responsibilities and Guidelines:

- Work closely with your CEO & UWLES staff members to raise money and awareness for local programs.
- Develop a campaign action plan including virtual or in-person presentations, goals, incentives, etc.
- Oversee internal communications with campaign team.
- Coordinate the distribution and collection of campaign materials and reporting.
- Work with UWLES to update and promote your online Workplace Campaign Portal.
- Coordinate with your payroll office to make sure payroll deductions are processed as needed.
- Promote the campaign throughout your company. You'll have a unique URL & QR Code and other resources in our online toolkit.
- Make your company campaign fun!
- Set an example by making the first pledge and sharing with your team why you support our local community through UWLES.

## Qualify for Coordinator of the Year:

As the campaign year wraps up, we will select one company's coordinator(s) as the Coordinator of the Year for the entire Lower Shore Region. The following criteria must be met by August 31, 2026 to qualify:

- Host either an in-person or virtual presentation
- Host at least one engaging event to build awareness for company employees
- Include your company's leadership to set and communicate your organization's goal(s)
- **\*Submit a campaign envelope that has all fields completed, including a signature.\***



# UNITED WAY CAMPAIGN 101

Information is **THE KEY** to campaign success! Our United Way staff can tailor a presentation to suit your schedule and needs. Presentations can be anywhere from 3-30 minutes (15-20 minutes is ideal) and can take place any time of day or night, and for any size staff group. We are always on call!

Please remember:

- Presentations are a way for UWLES to thank your employees for their support.
- Giving WILL increase after having a United Way staff or board member participate in your campaign.
- We aren't just there to raise funds, we are also raising awareness of the programs available in our community. One of those programs might help your employees.
- This is a soft ask - we never want anyone to feel pressured!

## Components of a Successful Presentation



### 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. Let's get creative!



### Welcome – CEO or Campaign Coordinator

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 in Health, Education and Financial Stability and answer any questions about how to donate. We're available for in-person and 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. Your staff liaison will be happy to coordinate this through agency partners or donors. Also, many companies find that their own employees may want to share their story if they have been helped through United Way. (TIP: employees can record a brief video message or provide a short written story to share with others)



### 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.

# WORKPLACE CAMPAIGN CHECKLISTS

Before the Campaign	Target Date
Request United Way coordinator training.	
Secure CEO/senior management support.	
Determine your participation goal, monetary goal, and incentives.	
Recruit a team (1 per 25 employees) to help with the campaign; assign tasks.	
Meet with your UW liaison to discuss campaign strategies and develop a calendar of events.	
Review the previous campaign's performance, opportunities, and challenges.	
Determine your campaign plan and time frame.	
Schedule your kickoff, United Way speaker, and any special events. (In-person or Virtual).	
Promote the campaign and distribute your calendar of events and promotional materials.	
Send a campaign kickoff letter from your CEO endorsing the campaign. Ask your UW liaison for a template. TIP: A brief video recording is also a great option to share!	
Invite retirees to your kickoff event.	

During the Campaign	Target Date
Hold kickoff event with UW liaison and agency speaker.	
Ensure all employees have access to campaign materials and giving platforms.	
Hold a leadership giving or loyal contributor (10+ year donors) event.	
Keep the campaign alive by sharing success stories, community facts, and photos via your intranet or social media.	
Conduct special events, lunch and learn sessions, and other activities.	
Monitor your progress towards your goal.	
Remind individuals who have not pledged to consider making a gift.	
Send reminders about campaign events, incentives, and deadlines.	

After the Campaign	Target Date
Ensure all pledge forms and immediate gifts are received, and paper forms are legible and complete.	
Follow up on any corporate contribution or employee match.	
Calculate the results, review results with your committee members, and prepare final report and complete envelope for your United Way contact.	
Announce results to all employees.	
Post campaign photos on your corporate social media networks.	
Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.	
Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a United Way representative.	
Talk to your UW liaison about how United Way can continue to improve its service.	

Throughout the Year	Target Date
Keep employees updated on United Way activities.	
Promote volunteer opportunities.	
Attend United Way events.	
Share success stories.	
Connect with your UW liaison to schedule an agency tour (may be in-person or virtual).	
Host a fundraising event to supplement your campaign & raise awareness	
Offer lunch and learn sessions.	

Resources for your campaign can be found at:  
[www.uwles.org/campaign-toolkit](http://www.uwles.org/campaign-toolkit) or  
 contact your UW Liaison anytime!

# PROMOTE YOUR CAMPAIGN VIA SOCIAL MEDIA

**Don't forget to tag @UWLES or @unitedwayles and add #uwles and #UnitedIsTheWay**

## BEFORE THE CAMPAIGN

- Feeling daring? Share your goal(s) on social media and record your progress publicly! Share your progress on newsletters and internal communications regularly to drive engagement.
- Let the community know you are supporting them by running a United Way campaign.

## DURING THE CAMPAIGN

- We will be sharing stories constantly throughout the campaign season. Please follow our social media channels for some inspiration & share, too!
- Celebrate your successes on your social accounts and ask your neighboring businesses who are running campaigns to share their wins.
- Share employee stories of why **United Is The Way**.
- Have a United Way partner agency that is near and dear to your heart? Follow them on social media, and ask others to follow suit.

## AFTER THE CAMPAIGN

- Share your results on social media!
- If they agree, give a shout out on social to leadership level donors and those who joined an affinity group this campaign.
- Ask your CEO or leadership to give an online Thank You!

### Stay Connected:



Facebook:  
@uwles  
@ShoreGetConnected



Instagram:  
@unitedwayles  
X :@UnitedWay\_LES



LinkedIn:  
@UWLES  
YouTube  
@unitedwayles



## LET'S LIVE UNITED TOGETHER- ALL YEAR LONG

- Share United Way updates and news with employees on a regular basis throughout the year so they can see the impact of their contributions.
- Utilize the Get Connected Volunteer Center to organize group volunteer projects for employees and provide information about opportunities they can take advantage of on their own.
- Use New Hire and Retiree packets to engage new employees in giving outside of campaign season and allow retirees to continue their involvement.
- Advocate for United Way's local work by connecting with us on social media. Post photos and stories of your employee volunteers in action or your special event.
- Host additional fundraisers throughout the year to enhance your campaign.
- Remember to connect with your UW Liaison all year to share the good work your organization is doing for our community.

**Still can't decide? Contact United Way for more ideas on how to energize your team.**



# CAMPAIGN TIPS

## KICKOFF

- Set up a company-wide virtual meeting or in person, too! United Way speakers are available to join your virtual kickoff to talk about the local impact of your gift.
- You can record a video from a senior executive to be distributed electronically to all employees.

## RESOURCES

- The Workplace Campaign toolkit is available online at [uwles.org/campaign-toolkit](https://uwles.org/campaign-toolkit).
- This toolkit includes graphics, video links, PDFs of collateral materials and more.
- Your United Way contact can guide you through all steps of running campaign as well as help you goal set, train your team, and more.

## COMMUNICATIONS

- Stay up to date with our quarterly newsletter [www.uwles.org/LIVEUNITEDnewsletter](https://www.uwles.org/LIVEUNITEDnewsletter).
- Consolidate and coordinate outgoing communications to avoid overwhelming employees. Consider sending brief daily 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

- 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.
- Use a pledge receipt as entrance into a raffle or giveaway, rather than an additional cost for a ticket.
- Purchase co-branded incentive materials at <https://business.landsend.com/store/uwles/> or [www.unitedwaystore.com](https://www.unitedwaystore.com)

Need something that is not available in the online tool kit? Ask your United Way contact!

## VIRTUAL EVENTS

- Find opportunities to create virtual events: have a virtual silent auction with prizes such as cards or lunch with the CEO, coordinate department quizzes and get-togethers or host a themed photo contest on your intranet.
- Empower employees to participate in virtual volunteer opportunities on their own, as a department, or as a company. Opportunities include: writing encouraging notes to healthcare providers and teachers, or making videos of yourself reading books to be shared with local non-profit agencies supporting children.
- See our special event ideas on page 9.
- Find virtual and safe in-person volunteering opportunities at [ShoreGetConnected.org](https://ShoreGetConnected.org).

## CAMPAIGN MATERIALS

- If you're unable to pass out brochures and materials, email them to your team and post them on your intranet.
- No paper pledge forms? No problem! Visit [uwles.org/employeeecampaign](https://uwles.org/employeeecampaign) to fill out an online pledge form. **Ask your United Way Contact for a unique QR code to your company's portal.**
- See our campaign materials at [uwles.org/campaign-toolkit](https://uwles.org/campaign-toolkit).

## RECOGNITION & THANKS

- Send thank you e-cards from your CEO and campaign committee members.
- Highlight givers of a certain level on a team call or monthly e-newsletter.
- If possible, host an in person or virtual event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email, intranet, or social media.



# PUT THE “FUN” IN FUNDRAISING

## Virtual in person fundraising ideas to boost your campaign throughout the year!

**50/50 Raffle:** Invite employees to buy a ticket for a chance to win money. Once raffle tickets are sold, select a winner. 50% of the ticket sales goes to the winner and 50% goes to United Way.

**Bingo:** Create Bingo cards and sell to employees. Every day, email a bingo number to all participants. The first one to reply “BINGO” wins a prize, and the game continues until all prizes are distributed. To customize, create Bingo card with phrases said during meetings or in emails, common situations that happen while working from home, etc. Add in United Way keywords or phrases, too!

**Casual Days:** Charge employees a small fee to wear jeans/casual wear to work. Employees can pay for several days in bulk for a discounted price.

**Flamingo/Office Flocking:** Place a “flock” of pink flamingos in a coworker’s yard, along with a sign that they have been flocked for United Way. They will have to pay a fee to get the flamingos removed, that amount is a donation, and then get to decide who gets flocked next. Or in the office make cut-outs of pink flamingos (or another animal!) and charge co-workers to flock other people’s offices or cubes. Take the cut-outs or plastic flamingos and decorate the flockee’s area.

**Penny Wars:** Divide the office by department or teams and have a money jar assigned to each. Members of each department deposit pennies, nickels, and dimes into their own jar and place quarters or “green” into the jars of the other departments. Pennies count as positive while quarters and “green” are negative. The department with the highest number (or often the case, the least negative number) wins a lunch provided by the company, and the money collected is donated to UWLES.

**Photo Contests:** Have employees provide photos (baby photos, pet photos, in costume). Contestants pay to match employees to their pictures, or to vote for their favorites. The employee with the highest number of correct matches/votes wins a prize.

**Scavenger Hunt/Trivia:** Create a scavenger hunt around the office or for employees to complete at home or the office, or set up a virtual or in person trivia night with questions about UWLES or your campaign.

**Sell Kits for Your Desk:** Put together kits for employees to purchase and keep at their desk. Kits could be “germ buster kits” with tissue, hand sanitizer, etc. or “super snack kits” with candy and snacks.

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

**Seeds Sale:** Sell packets of seeds in the spring for employees to plant (either at home or in pots on their desks)

**Want some more ideas? Contact your United Way Liaison to discuss other possibilities on how to energize your campaign.**

**TIP:**

**venmo**

**PayPal**

**Make fundraising simple!  
Ask UWLES for more  
information!**

# CAMPAIGN MATERIALS

## PLEDGE FORM

### Three Easy Steps for Donors

#### Step 1: My Information

This step provides donor personal information, used for billing and recognition.

**\*All fields must be complete in order to receive incentives.**

*United Way will never share or sell personal donor information.*

#### Step 2: My Investment

This step indicates how donors would like to participate. Donors may use a combination of a payroll deduction, cash, personal check or credit card charges.

**All forms must have a total gift indicated.**

**Signature is required on all forms.**

*Consider This: Donor gifts totaling \$5 or less will make a stronger impact if given via cash or check.*

#### \*Optional Designations

This section allows donors to designate a contribution to a specific UWLES program or partner agency. **There is a minimum \$50 donation for a designated agency gift.** The donor can also direct their gift to another United Way. Partner agencies are listed on the back of the pledge form.

#### Step 3: My Involvement

This section provides options for getting involved with United Way beyond a donation. Encourage your team to consider these as a way to be engaged year round.



**Save Time - Enroll Online!**  
Visit [uwles.org/onlineportals](http://uwles.org/onlineportals) and select your company's campaign portal.

*Thank You!*

**Step 1: My Information**

Mr./Ms./Mrs./Dr./Etc.	First Name	Middle Initial	Last Name
Company Name		Birthdate	
Home Address			
City		State	Zip code
Email Address			
Cell Phone		Home Phone	Opt Out of Texts <input type="checkbox"/>

☐ I am retiring this year, please keep in touch!

**Step 2: My Investment**

☐ **GIVING SUBSCRIPTION - VIA PAYROLL DEDUCTION**  
\$\_\_\_\_\_ per pay period x #\_\_\_\_\_ annual pay periods      \$\_\_\_\_\_

☐ **CASH OR PERSONAL CHECK**  
Payable to United Way of the Lower Eastern Shore      \$\_\_\_\_\_

Check No: \_\_\_\_\_ Date: \_\_\_\_\_

☐ **CREDIT CARD / VENMO / PAYPAL / CRYPTO / STOCKS**  
To pay securely scan or visit [uwles.org/onlineportals](http://uwles.org/onlineportals) or call 410.742.5143 to pay by phone.

**Total Gift: \$\_\_\_\_\_**

Your Gift Adds Up!

Pledge Amount	BI-WEEKLY (\$26) OR WEEKLY (\$52)	
	Total by # Pays	
\$26	\$26	\$26
\$52	\$52	\$52
\$78	\$78	\$78
\$104	\$104	\$104
\$130	\$130	\$130
\$156	\$156	\$156
\$182	\$182	\$182
\$208	\$208	\$208
\$234	\$234	\$234
\$260	\$260	\$260
\$286	\$286	\$286
\$312	\$312	\$312
\$338	\$338	\$338
\$364	\$364	\$364
\$390	\$390	\$390
\$416	\$416	\$416
\$442	\$442	\$442
\$468	\$468	\$468
\$494	\$494	\$494
\$520	\$520	\$520

**OPTIONAL DESIGNATIONS**

☐ **PLEDGE \$50 OR MORE** - Direct my funds to a United Way Direct Program or Agency Partner noted below: (\$50 minimum per partner listed on back)

☐ Direct my funds to another United Way: City \_\_\_\_\_ State \_\_\_\_\_

☐ Please combine my gift with my spouse/partner's gift: (List name and company below)

**Planned Giving**

☐ I am interested in learning about joining the 1944 Legacy Circle through my Estate Planning.

**Step 3: My Approval**

Signature: (Required)

Date: DD/MM/YYYY

LEADERSHIP GIVING HAS ITS REWARDS...  
Donors giving \$250+ total will receive a UWLES appreciation gift & invitation to our Annual Leadership Celebration  
☐ Opt out of gift

UNITED IS THE WAY

Pink Copy: Donor

**Step 4: My Involvement**

Want to Know More About Getting Involved?  
Visit [uwles.org/GetInvolved](http://uwles.org/GetInvolved) or check the box for more information

☐ EMERGING LEADERS    ☐ VOLUNTEER OPPORTUNITIES    ☐ WOMEN UNITED

White Copy: UWLES      Yellow Copy: Employer      Pink Copy: Donor

### Incentives & Recognition

All leadership level donors will receive a UWLES appreciation item & an invitation to our Annual Leadership Celebration. Opt Out if no gift is desired.



**2025-2026  
Campaign Sponsor**




#### LEADERSHIP CIRCLE

Recognizes individuals who pledge between \$250 - \$499.

**Use Your Workplace Portal to Fill Out Your Pledge Form Online!**

Visit [uwles.org/EmployeeCampaign](http://uwles.org/EmployeeCampaign) or scan the code below and select your organization's page. Or ask us for a custom URL.

# CAMPAIGN ENVELOPE



**UNITED WAY of the LOWER EASTERN SHORE  
ANNUAL CAMPAIGN RESULTS ENVELOPE**

**PNC  
MAIL STOP#  
F7-C227-01-1**

**INSTRUCTIONS**

PLEASE DO NOT USE STAPLES ON YOUR FORMS OR CHECKS.

1. Please make sure pledge forms are correctly completed legibly and signed.
2. Separate individual pledge forms with United Way WHITE copy (to be enclosed in this envelope), middle YELLOW Employer copy, and PINK Donor copy.
3. Sort United Way WHITE copies of pledge form by: A) Payroll Deduction, B) Cash/Check, C) Credit Card, and D) Corporate pledge forms.
4. Complete all sections, sign and date this Annual Campaign Results Envelope!
5. Return all WHITE United Way copies of pledge forms, sealed in this envelope, to any PNC Bank, or to United Way at 803 N. Salisbury Blvd., Suite 2100, Salisbury, MD 21801 or Call 410-742-5143 to request pick-up. Please do not submit by mail.

**A. ORGANIZATION/COMPANY INFORMATION**

Organization/Company Name/Event	Telephone
Organization/Company Address <small>Street _____ City _____ Zip _____</small>	Campaign Coordinator Name(s)
CEO/President Name	Campaign Coordinator E-mail
Current Number of Employees <small>#Part time _____ #Full time _____ #Total _____ #Union Employees _____</small>	Total Number of Donors

**B. CAMPAIGN RESULTS - EMPLOYEE & CORPORATE PLEDGE SUMMARY**

Type of Gift	# of Donors	Total Amount	Amount Cash/Checks Enclosed	Unpaid Balance of Gift
1. Employee Cash/Checks				
2. Employee Payroll Deduction				
3. Credit Card Pledges				
4. Total Employee Donor Gifts (add lines 1, 2, & 3)				
5. Corporate/ Organization Gift				
6. Grand Total - Corp & Employee (add lines 4 & 5)				

This report is: ☐ Partial ☐ Final      Our payroll deduction will begin \_\_\_\_\_ Month / Year

Do you need an invoice or reminder? ☐ Yes ☐ No

**C. SIGNATURES REQUIRED**

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Person Preparing This Report \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Received by United Way of the Lower Shore: Date \_\_\_\_\_ Staff Name \_\_\_\_\_



United Way  
of the Lower Eastern Shore  
803 N. Salisbury Blvd., Suite 2100  
410.742.5143  
Thank You  
Email: info@unitedway4us.org  
www.unitedway4us.org

***Please complete all fields on the envelope before turning it in!***

- Record all donations and provide totals.
- Remember to include the contact person at your organization that handles payroll deduction pledges.
- Provide your payroll office a copy of all pledges for processing.
- Checks should be made payable to United Way of the Lower Eastern Shore.

Please **DO NOT STAPLE** checks to forms.

### 3 Easy Ways to Return Your Envelope:

1. Drop off the Campaign Envelope at United Way's Salisbury office: 803 N. Salisbury Blvd, Suite 2100, Salisbury, MD 21801
2. Drop off the sealed Campaign Envelope at any local PNC Bank
3. Contact your United Way campaign staff to schedule a pick-up.

**Please do not send via US Postal mail.**

## ADDITIONAL CAMPAIGN MATERIALS

### Campaign Posters

Campaign posters can be hung in prominent places in your place of work to increase awareness of the campaign.

### Yard Signs

Display eye-catching signs outside of your building and on company grounds to show your support and increase awareness of the campaign.

### Window Clings

Display clings on your building's entry door/window glass, in staff breakrooms, and even on company vehicles to showcase to the public that you're a community minded United Way partner.

### Digital Materials

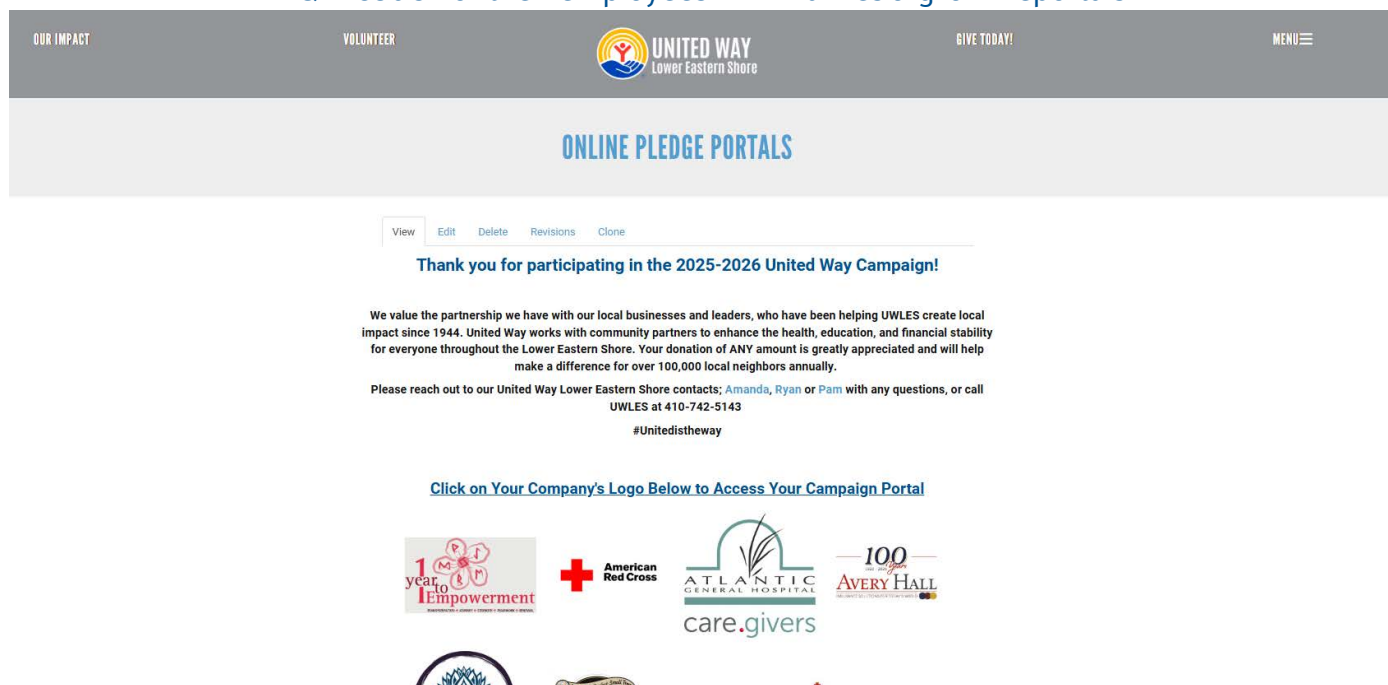
Additional materials including graphics, videos and PDFs are available online at [www.uwles.org/campaign-toolkit](http://www.uwles.org/campaign-toolkit).

## Successful Tips for Your Finance Team

- Normally deductions will be taken out for a 12 month period. If you have an employee who starts later in the year, please adjust their total gift by the correct number of pay periods left in the year.
- Pick one day each month to process your deductions from the previous month and send the check to UWLES.
- Please indicate on your checks when you send the first payment of a new campaign cycle.
- **DO NOT** include employees' social security numbers when sending payments.
- For all questions about submitting your campaign deductions, please contact Finance Manager, Steve Fulkrod at [steve@uwles.org](mailto:steve@uwles.org).

# 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. [www.uwles.org/onlineportals](http://www.uwles.org/onlineportals).



## Online Payroll Deduction

Employees will fill out a digital version of the annual pledge form. Your UWLES liaison 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 liaison 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 to their coordinator with their pledge forms. Coordinators will collect all cash and checks and submit via campaign envelope.

## Voluntary Giving Policy

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 the Lower Eastern Shore'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.
- While 100% participation can be a fun statistic to celebrate, ask that donors participate to **help make a difference**, not as part of a quota.
- Contributing to United Way of the Lower Eastern Shore 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 partners.
- All donations, in any amount, make a difference. Everyone, whether they choose to give or not, should be kindly thanked for their gift or consideration.



# FREQUENTLY ASKED QUESTIONS



**UNITED WAY**  
Lower Eastern Shore

## **What is United Way of the Lower Eastern Shore, and how is it different from United Way Worldwide?**

UWLES is an independent, local, 501(c)3 non-profit organization established in 1944 in Wicomico County, MD. Our independence allows us to focus on the needs of the counties we serve (Dorchester, Somerset, Wicomico, and Worcester) to strengthen Health, Education and Financial Stability for all neighbors. We are a member of the United Way Worldwide network, which provides cost saving services, support, advertising and brand recognition.

## **Who is the United Way's team comprised of?**

UWLES is governed by a local volunteer Board of Directors who represent all communities served on the Lower Eastern Shore.

**Meet the 2025-2026 Board of Directors at [www.uwles.org/team](http://www.uwles.org/team).**

Day to day activities such as optimizing donations, managing direct programs & collaborations, volunteer activities, supporting agency partners, processing campaigns and planning special events are handled by a small professional staff located at the Salisbury office.

**Meet the UWLES Staff at [uwles.org/team](http://uwles.org/team).**

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

- Community Impact Funding: gifts are allocated to support local programs through approved partner agencies and support UWLES' direct programs and community initiatives.
- Annual contributions may be designated to an approved local United Way Agency Partner or Direct Program (\$50 minimum per designation, per agency).

- A benefit of being a member of United Way Worldwide is that we have a reciprocal program, allowing our donors to contribute to any other United Way, and allowing those not living locally to donate to us.

## **How does United Way decide how much to distribute to each agency?**

UWLES' has a Community Impact Committee comprised of local volunteers who invest their time and energy to visit with applicants and learn about their work and programs, and review each application including budgets, outcomes, and efficiencies in meeting local needs. Funds are approved by the Board of Directors based on annual campaign fundraising and are distributed monthly to approved partner agency programs.

## **What is United Way of the Lower Eastern Shore's administrative rate?**

UWLES' administrative rate is 22%, which is below the 25% standard to which we hold our non-profit partners, as well as the national average of 35%. For a copy of our 990, visit our website.

## **What about the pressure to give?**

UWLES does not condone pressuring anyone to give. The decision to give is a personal one and no one should ever be pressured or coerced into giving. See our volunteer giving policy on our website or in our Campaign Guide.

## **How can I be involved beyond my Workplace Campaign?**

There are many ways to stay engaged with UWLES all year long. We offer Affinity Groups such as Emerging Leaders, Women United, and volunteer opportunities which can be found through the Get Connected Volunteer Center at [www.shoregetconnected.org](http://www.shoregetconnected.org). Additionally, there are many easy retirement and planned giving options available. Special events throughout the year are great opportunities to learn more about United Way's work while having fun. And don't forget to engage with us on social media!

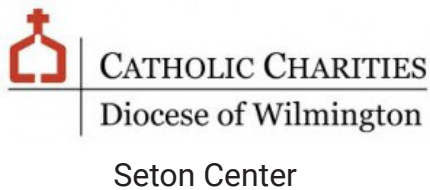
## **What if I have additional questions?**

UWLES staff are happy to help with any questions you may have. For additional information call the office at 410-742-5143 or visit our website at [www.uwles.org](http://www.uwles.org) or message us on socials.

# AGENCY PARTNERS



ARC - Delmarva



Joshua M. Freeman Foundation



# AGENCY PARTNERS <sup>cont.</sup>



## United Way Direct Programs

Community Engagement & Collaborations  
Emerging Leaders  
Get Connected Volunteer Center  
Girls on the Run \*  
Holiday Assistance Programs  
Imagination Library® / SmartStart \*  
Nonprofit Mini-Grants  
Nonprofit Training and Support  
Read to Succeed / Read with Me  
Ride United \*\*  
SingleCare Rx Discounts\*  
Student United Ways  
United for ALICE®  
Wellness Made Easy  
Women United

\* Collaborative Programs

\*\* Pilot with TidalHealth / HERC



# ADDITIONAL RESOURCES

## GET CONNECTED VOLUNTEER CENTER

Connecting You with Opportunities in Dorchester,  
Somerset, Wicomico & Worcester Counties

[ShoreGetConnected.org](http://ShoreGetConnected.org)



### United Way Website

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

### Campaign Toolkit

[www.uwles.org/campaign-toolkit](http://www.uwles.org/campaign-toolkit)

### United Way Store at LANDS' END

<https://business.landsend.com/store/uwles/>

### United Way Store with Staples

[www.unitedwaystore.com](http://www.unitedwaystore.com)

### e-News & Impact Report

While on the website, visitors can sign up to receive our electronic updates.



**Maryland**  
Need Help?

Dial 2-1-1 24/7 for Health & Human Service  
Resources, Suicide Hotline & Disaster Information  
[211md.org](http://211md.org) or text your zip code to 898-211 or  
TXT-211

## Stay Connected

Facebook:  
[@uwles](https://www.facebook.com/uwles)  
[@ShoreGetConnected](https://www.facebook.com/ShoreGetConnected)

Instagram:  
[@unitedwayles](https://www.instagram.com/unitedwayles)

Youtube:  
[@UnitedWayLES](https://www.youtube.com/UnitedWayLES)

X:  
[@UnitedWay\\_LES](https://twitter.com/UnitedWay_LES)

LinkedIn:  
[@uwles](https://www.linkedin.com/company/uwles)



**UNITED WAY**

Lower Eastern Shore

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