

# Employee Campaign Coordinator Handbook

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

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# **Congratulations on being selected as your organization's Employee Campaign Coordinator**

On behalf of United Way of Hampshire County and the agencies and neighbors we support, I thank you for your hard work and your dedication to helping underserved populations in our county.

Despite our region's pockets of wealth and our stable economy, many of our neighbors remain in desperate need of services. Many are just one paycheck, one illness, or one addiction away from financial disaster. That's a sober indication of the fact that Hampshire County is the third poorest county in Massachusetts.

At United Way, we know that by improving education for all children, we're setting them on the path to high school graduation and success in work and life, including a higher chance of success for their future children. We know that every adult deserves the opportunity to make a sustainable wage and achieve financial stability. We know that good physical and mental health is directly linked to a successful and productive life.

That's why we work to meet the immediate needs of youth and adults in our region while also looking at the underlying causes of these issues. Doing so allows us to improve our efficacy in creating a significant impact in our community. Thank you again for choosing to be part of the solution.

This handbook will provide you with instructions and advice to assist you in leading your workplace campaign. We are ready to answer any questions you may have and offer our support. We are all here to help you in your important work.

**John D. Bidwell**

*Executive Director*

United Way of Hampshire County

# Role of the Employee Campaign Coordinator

As an Employee Campaign Coordinator (ECC), your primary role is to plan, coordinate, and implement an effective United Way of Hampshire County workplace campaign. We ask you to impress upon your colleagues the significant challenges that underserved populations in Hampshire County face every day, and we rely on you to inspire your co-workers to make a commitment to LIVE UNITED.

## HOW TO SUCCEED AS AN ECC

- Build the right team. Recruit people who believe in the mission and can inspire.
- Be trustworthy and maintain the respect of your colleagues. Be sincere. The most powerful employee appeals come from the heart.
- Be enthusiastic and have a positive attitude.
- Communicate effectively with your colleagues at all levels.
- Be organized and prepared to manage your campaign.

## RESPONSIBILITIES

- Attending ECC training or strategy meetings offered at the beginning of each campaign.
- Working closely with United Way of Hampshire County to develop an effective campaign plan.
- Recruiting a campaign committee from key areas of the organization.
- Coordinating the distribution of campaign materials and the collection of pledges.
- Communicating key dates to United Way of Hampshire County, including:
  1. The date you want your donor website to be activated
  2. When you will send your electronic donor file
  3. When you want the donor website to be shut down
  4. When you will need the final payroll file
- Coordinating kickoff and recognition events.
- Promoting the campaign, including a separate meeting for those in a leadership program you will design, and prospects.
- Publicizing results throughout the campaign.
- Providing all associates and retirees with the opportunity to give.
- Thanking donors and volunteers.
- Completing the campaign by submitting the Campaign Reporting Envelope (CRE) and pledge forms to United Way of Hampshire County.
- Evaluating and making recommendations for next year's workplace campaign.

## WE ARE HERE TO HELP

We are always ready to assist you. Call or email at any time. You can also find more information on our website: [uwhamshire.org](http://uwhamshire.org)

# United Way of Hampshire County Overview

The line between giving back and needing a hand can be thin. It can be blurred by an unforeseen circumstance, like an injury, illness, addiction, or a layoff. This is where the power of community comes in. We rely on our neighbors to support our work, and they rely on us to be here in an unforeseen crisis and for the kind of support that leads them back to independence.

For close to 100 years, United Way of Hampshire County has been a leader in uniting people who live in our local communities and creating remarkable change for the better. Together, we confront domestic violence, barriers that create isolation, childhood trauma, hunger, and homelessness. Our collective strength in addressing these crises is a powerful force.

Your workplace campaign helps United Way of Hampshire County and our 32 member nonprofit organizations meet critical community needs in the areas of education, financial stability, and health. You can learn more about our work at [uwhamshire.org](http://uwhamshire.org)

## WE HAVE IMPACT BY:

- **Efficiently raising and allocating funds** to support a strong network of quality member nonprofits that provide needed services throughout Hampshire County.
- **Offering individuals and local businesses an easy and meaningful way to support** those causes through workplace campaigns and other giving opportunities.
- **Convening 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:

- **Children & Youth.** Getting a strong early start in life is important to future success. That is why the youngest members of our community are often those who need us the most. Our network of diverse partners offers children and youth the support they need—emotionally, physically, socially and intellectually—as they grow and develop into our future leaders.
- **Economic Security.** For many in our community, economic hardship can force difficult choices. Whether we are meeting basic needs that no one should be without—food, shelter, and support—or helping people who need assistance navigating the day-to-day complexities of life, we work closely with our network of programs to ensure that our community has the resources to promote economic security for everyone.
- **Health & Safety.** Sometimes our neighbors need an extra hand. A mother may need to take refuge from violence, a family may need help getting back on its feet after a disaster, an older adult may need help with basic needs at home so that he or she can remain in the community. These needs and so many more are met through our health and safety funding, through which we support a network of providers who ensure that the most pressing health and safety needs of our community are met, in the short- and long-term.

# Eight Steps to a Successful Campaign

1. **GET TOP-LEVEL SUPPORT.** Support from top management can make your job easier and your campaign more successful. Ask leadership for the following commitments:
  - Time for you to manage the campaign.
  - A letter from your CEO endorsing the campaign.
  - Management participation and presentation at employee meetings and events.
  - Time and budget for campaign-related activities and incentives.
  - The appointment of a Senior Executive Campaign Chair by your CEO.
  - A corporate gift to match employee giving.
  - A separate senior management meeting to garner support and set a strong example.
  
2. **BUILD THE RIGHT TEAM.** Many hands make for lighter work—and more fun. Here are tips for recruiting your committee:
  - Include representation from all areas and levels of your organization.
  - Include a member of management on your committee to focus on leadership giving.
  - Recruit people who believe in United Way and will help others get excited.
  - Assign clear roles and responsibilities.
  - Strive for a campaign volunteer ratio of 1 for every 10–20 employees.
  - Recruit site coordinators from each department as well as remote locations to help implement the strategy.
  
3. **CREATE A CAMPAIGN PLAN.** Develop a timeline (see separate Workplace Campaign Planning Worksheet PDF). The most successful campaigns wrap up within two or three weeks after launch.
  - Strategy. Identify your organization’s culture and choose strategies that will fit well. Review the strengths of past campaigns.
  - Set goals. With your CEO, create a challenging campaign goal that will require growth over previous years.
    - Look at participation levels in previous campaigns and set a participation goal.
    - Develop a strategy for reaching potential donors. Identify who has been giving and who has not. Make sure you include all of your organization’s locations and account for employees working various shifts, as well as part-time employees, retirees, and labor unions.
  - Fundraise. Orchestrate fundraisers to create a mechanism for a team contribution. Schedule these fundraisers throughout the year to set your organization’s community engagement goal, front and center, and keep the conversation going.
  - Track the results and report out on them.
  
4. **CREATE A MATCHING GRANT.** Create an internal challenge grant that helps drive giving. You can choose to focus on new donors, and/or getting donors to give more. For example, your organization can offer to contribute \$25 for every new donor, or offer to match new donors giving up to a certain amount, or give \$100 for every donor who gives over \$1,000 who has not done so before. People love enticement.

5. **ORGANIZE A LEADERSHIP GIVING PROGRAM.** Leadership givers demonstrate their commitment with an annual gift of \$1,000 or more.
  - a. Have a member of management recruit others for this program.
  - b. Begin your leadership campaign before the general campaign. Leadership donors' participation and investment will help to inspire others to give.
  - c. Develop your own company leadership giving levels and an internal recognition program.
  
6. **PROMOTE YOUR CAMPAIGN.** Educate your colleagues about the value of the United Way mission. We are happy to work with you to provide promotional material specific to your organization.
  - a. Offer employees the opportunity to tour one of our member nonprofit organizations.
  - b. Distribute United Way brochures and posters.
  - c. Employ technological resources such as your company's intranet, email, and/or voicemail
  - d. Devise incentives and other forms of recognition to thank employees.
  - e. Ask employees for their email addresses when making their pledges so they can follow their investments and stay involved all year long.
  
7. **KICK OFF YOUR CAMPAIGN.** A kickoff rally helps infuse fun into your campaign and helps employees understand the importance of participation. Consider the following in your kickoff event:
  - a. A United Way campaign video.
  - b. A United Way speaker or a representative from a member nonprofit organization.
  - c. CEO and labor-leadership campaign endorsement.
  - d. Employee testimonial.
  - e. A direct "ask" for employees to make a United Way contribution.
  - f. Refreshments.
  
8. **SAY "THANK YOU!"** Everyone appreciates being acknowledged for their contribution. After the campaign ends, thank everyone for their participation and for supporting our community through United Way.
  - a. Conduct a special celebration with food and words of thanks from management. Remember to invite retirees.
  - b. Send a note or ecard, letting each donor know how much the community appreciates his or her gift.

# Workplace Campaign Planning Worksheet

<b>PHASE 1 (at least six weeks before kickoff)</b>	✓	<b>Notes</b>
Meet with United Way of Hampshire County rep		
Obtain your CEO endorsement and support		
Recruit campaign team		
Get sales tax license for auction (if applicable)		
Train team and assign tasks		
Develop campaign plan, including:		
• Goal		
• Timetable		
• Publicity and promotion		
• Incentives		
<b>PHASE 2 (at least four weeks before kickoff)</b>	✓	<b>Notes</b>
Develop a leadership giving campaign		
Secure management's approval of plan		
Plan and market the campaign kickoff		
Schedule/announce campaign kickoff		
Arrange member nonprofit speakers and tours		
Send letter from top executive to all employees		
<b>PHASE 3 (in the final week before kickoff)</b>	✓	<b>Notes</b>
Send reminder about kickoff meetings		
Arrange for announcements at company meetings		
<b>KICKOFF</b>		
<b>PHASE 4 (one week after kickoff)</b>	✓	<b>Notes</b>
Report progress to United Way of Hampshire County rep		
Send reminders to employees		
<b>PHASE 5 (three weeks after kickoff)</b>	✓	<b>Notes</b>
Host a thank you event		
Submit final results to United Way of Hampshire County rep		
<b>PHASE 6 (anytime throughout year)</b>	✓	<b>Notes</b>
Attend United Way of Hampshire County events		
Participate in Day of Caring volunteer opportunities		
Offer new hires the chance to give through payroll contribution		

# Employee Pledges: Making the Ask

People give to United Way of Hampshire County because they believe in what we do. They want their gifts to have the greatest local impact, and they trust our thorough grant process. Your knowledge, enthusiasm, and commitment to supporting United Way of Hampshire County are key to encouraging employee pledges. Sincerely communicating your commitment to supporting the community through United Way makes a difference.

## SIX STEPS TO A SUCCESSFUL ASK

1. **Prepare.** In order to run a successful campaign, we recommend you prepare by taking the following steps before meeting with co-workers:
  - Show commitment by making or increasing your own pledge.
  - Brush up on campaign materials and United Way's mission through videos, brochures, and stories/testimonials.
2. **Get donors' undivided attention.** Ask at a break or during lunch. Give yourself time to answer questions and not feel rushed.
3. **Explain the mission of United Way.** Bring materials, share facts, and share a personal story if you can.
4. **Ask for a pledge increase.** With new donors, ask for a first-time gift, and, with existing donors, ask for \$5 more per week or pay period.
5. **Address questions and concerns:** Answer honestly and don't guess. If you don't know, let them know you will find the answer and follow up. Some donors have real concerns, which is normal; they want to feel sure about giving. Get in touch with United Way to help.
6. **Say "Thank you!"**

## THE POWER OF UNITED WAY PARTNER AGENCY PRESENTATIONS

Seeing is believing. The best way to capture employee interest and support is to let them see and hear for themselves the impact that their United Way of Hampshire County donations will have on real people in our community. Contact us to arrange for a guest speaker from one of our partner agencies.

# Managing Objections

## BEST PRACTICES

### **Listen.**

Listening promotes openness and acceptance, and it helps build trust.

### **Build rapport.**

Objections are not personal. The process of building rapport is often no more than talking to a person about why giving is important and finding out about that person's priorities.

### **Don't argue.**

Questions concerning United Way or your workplace campaign are normal. Your sincerity and personal commitment are the best response when responding to an objection. Remember: most objections are based on misconceptions: respond with, "If that weren't an issue would you consider making a pledge?"

### **Answer objections with facts.**

By providing correct information, you can usually overcome the objection, which may lead to a pledge.

### **Say "Thank you."**

Regardless of the prospect's response, always leave with a smile and a word of thanks.

### **Think long term.**

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

## COMMON OBJECTIONS AND RESPONSES

### **I give directly to area nonprofit organizations. Why should I also give to United Way?**

Giving to United Way of Hampshire County is the most efficient way to support nonprofits in the community because you are investing in targeted solutions and programs.

- United Way of Hampshire County ensures that your gift will be used effectively by reviewing and vetting nonprofits' budgets and programs. That process adds value to your contribution.
- United Way of Hampshire County's annual campaign gives area nonprofit organizations a reliable source of funding, so it's not necessary for them to spend their limited resources, soliciting individual contributions on their own, especially since many don't have a professional fundraising capacity.
- While you may give to other worthy causes, view your United Way of Hampshire County contribution as a gift to the local community because it supports a network of nonprofit organizations with far-reaching impact throughout the entire county.

### **If I stop working for my current employer, what happens to my pledge and payroll contribution?**

Your pledge will not automatically be routed to your new place of employment or to your home. If you do change jobs or are no longer working, please contact United Way at Hampshire County at (413) 584-

3962. At that time, you can decide whether you are able to fulfill your original pledge or adjust it. If you have changed jobs, and your new employer runs a United Way campaign, it is possible to set up a payroll contribution through the new employer.

### **My spouse gives. Why should I also give to United Way of Hampshire County?**

Research indicates that donors perceive that one of the greatest benefits of personal giving is the feeling of being part of a collective effort. Working with colleagues to solve problems and make a difference in their community is meaningful.

### **I'm never going to use these services, so why should I give?**

One in six people in Hampshire County benefits from the services provided by United Way of Hampshire County through 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 a United Way of Hampshire County partner, such as the Behavioral Health Network, Girl Scouts, Amherst or Northampton Survival centers, It Takes a Village, and many others.

### **Some of our employees and their families are on tight budgets. Should we invite them to be part of the campaign?**

Most people appreciate the opportunity to participate, regardless of income. 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. In fact, 40 percent of our donations come from gifts of \$1-\$4 per paycheck.

### **How can I be sure my donation will be used efficiently and effectively and stay local?**

Every United Way is local and autonomous, including United Way of Hampshire County. When you give through our United Way, your gift stays here, addressing challenges and deficiencies in the areas of education, financial stability, and health. United Way of Hampshire County annually vets each of its member nonprofit organizations on a thorough set of criteria. Visit [uwhamshire.org](http://uwhamshire.org) to review a complete list of the eligibility guidelines.

Internal financial checks and balances were created to ensure our stability and accountability. United Way of Hampshire County's financial oversight includes a finance director, finance committee, and independent audits.

### **Why should I pay for United Way overhead?**

On average for the past five years, United Way of Hampshire County distributes over 82 cents of every campaign dollar back to the community. Our overhead for that period is 17.6 percent, which is well below Better Business Bureau's suggested acceptable rate of 35 percent. Our Charity Navigator score is [88/100](#). Our overhead covers rent, technology, fair wages for employees, accounting, and fundraising. Also, we help keep down the overhead of the agencies we support since we are a primary funder for them, and we help to promote their programs.

The relationship between nonprofit overhead and mission success is complex. There is no standard. A nonprofit's success is measured by effectiveness and impact; it doesn't boil down to a simple percentage. You can read more about overhead at The Overhead Myth ([overheadmyth.com](http://overheadmyth.com)), supported by Better Business Bureau, Charity Navigator, and GuideStar.

# Kickoff Rally

## RALLY DECORATION IDEAS

- United Way of Hampshire County posters
- United Way of Hampshire County podium sign
- Large screen with projected United Way of Hampshire County pictures
- United Way of Hampshire County collateral, like fact sheets and impact reports

## KICKOFF AGENDA RECOMMENDATIONS

- Provide refreshments
- Welcome participants
- Show the United Way Workplace Campaign video
- Tell “How I LIVE UNITED” stories. Ask us to provide a speaker—someone who has been served by a United Way partner or a program leader—to enhance impact
- Promote volunteerism
- Give a Community Impact Report that addresses United Way of Hampshire County’s work in the areas of education, financial stability, and health, and talk about how your organization has helped in the past or will help
- CEO endorsement
- Labor-leadership campaign endorsement
- Employee testimonial; ask colleagues to tell the stories of why they give
- Ask loyal contributors to stand
- Thank leadership givers
- Make a direct ask to encourage employees to contribute to United Way. Provide pledge forms, or, if your company is hosting an electronic campaign, have computers at the rally so people can sign up on the spot. Consider having a special incentive for those who do.

## REWARD YOUR EMPLOYEES WHILE GIVING BACK!

*Help United Way of Hampshire County earn an extra 10 percent cash back!*

Purchase United Way-branded merchandise from the online United Way store using our United Way organization number (#23350). All items can be co-branded with your organization logo.

*[UnitedWayStore.org](http://UnitedWayStore.org)*

# Leadership Giving

Our Leaders Circle giving program encourages and recognizes individuals who make gifts of \$1,000 or more to the community through the annual United Way of Hampshire County Campaign. You can create a similar program of your own to enhance the success and impact of your company's overall campaign. As an integral part of your employee campaign, leadership giving allows your employees to make a meaningful difference and sets your organization apart as a leader in our community.

## **STEPS FOR A SUCCESSFUL LEADERSHIP GIVING CAMPAIGN.**

### **Gain CEO and leadership support.**

- Ask your CEO to appoint a well-respected member of senior management who is already giving at the leadership level to lead your organization's leadership solicitation.
- Engage your CEO and senior management in leading, implementing, and executing leadership giving.

### **Develop your strategy.**

- Develop a plan for meeting with potential leadership donors. Set goals, increase awareness, increase number of leadership donors, and increase per-capita giving.
- Secure leadership gifts early by holding a leadership drive prior to the organization-wide campaign kickoff. This allows leaders to set the pace for the campaign and lead by example.
- Have a separate leadership kickoff, determining what would be most appropriate for your organization: CEO breakfast, luncheon, or end-day reception.
- Make one-on-one requests of current and prospective leadership donors.

### **Ask.**

- Invite a local nonprofit beneficiary to attend the event and share a personal story.
- Ensure the CEO will be present at the leadership kickoff, and ask colleagues for their personal contributions.
- Promote leadership giving throughout the length of your organization-wide campaign.

### **Thank all leadership givers.**

- The CEO and leadership Giving Chair should send a personal thank you to all leadership donors.
- All leadership donors should be visibly recognized in order to encourage others.

# Creating a Big Buzz for a Small Price

You don't have to spend a lot of money to promote your campaign. Here are some simple and easy-to-implement ideas to get you started. Every workplace campaign is as different as the organization that runs it. Some incentives fit better with different work cultures and internal operations. These are ideas culled from a variety of our most successful campaigns.

## **United Way swag.**

Campaign staff, volunteers, and other supporters love to wear the LIVE UNITED T-shirt, but don't stop there! Ask the CEO and senior managers to wear it as well, even if only for a photo opportunity. Get creative and dress a statue, mannequin, or dog in a T-shirt.

## **Window dressing.**

Put together a window display of LIVE UNITED signs, posters, photos, stickers, and other items.

## **Conduct a contest.**

Encourage a little friendly competition. Who can write the best LIVE UNITED essay? Who rocks the mic at the LIVE UNITED poetry slam? Who has the best LIVE UNITED story?

## **What's your sign?**

Display LIVE UNITED or use your company name (for example, ABC COMPANY LIVES UNITED) on electronic signboards, marquees, billboards, and other high-visibility spots.

## **Chalk it up.**

Use chalk to write LIVE UNITED in front of the office, in the parking lot, or on another paved surface.

## **Jeans for a cause.**

Piggyback on the almost universal popularity of a dress-down day at work. Employees can wear jeans to work if they donate \$5 and wear a LIVE UNITED sticker. Put a glass jar for the money and a pile of stickers on the receptionist's desk or in another central location.

## **Thank you-gram.**

Send a LIVE UNITED thank you to any and all people who helped to put a new or existing idea into practice or for any other contribution that helped make the campaign a success.

## **Make a movie.**

Create a video, starring your staff, on the subject of Living United. Employees can talk about why they decided to donate, as well as the satisfaction that they got from doing it, while encouraging others to get involved. This is a great way to personalize the campaign to your company. Get more campaign ideas, best practices, and success stories at [uchampshirecounty.org](http://uchampshirecounty.org).

# Contests, Incentives, and Prizes

Employees love to compete and learn more about each other. Be creative in creating incentives such as the below.

- **Baby picture contest.** Employees provide a personal baby picture. Anyone guessing at colleagues’ identities must pay into a pot, and the employee who guesses the most correctly wins a prize, or half the pot.
- **Baking contest.** Have a “Top Chef” competition—between employees on different floors or departments; or have a contest to see who makes the best chili, cookies, etc. All proceeds are donated to United Way.
- **Balloon pop.** Employees donate items. The name of the items are inserted in a balloon. Employees pay to buy a balloon to pop to see what they’ve won.
- **Coin wars.** Each department invites employees to drop spare change into a large, empty water bottle or other container. At the end of the campaign, count coins and subtract quarters. The department with the most money wins a prize, and all proceeds go to United Way.
- **Perennial favorites.** Across many organizations, three things seem to offer the greatest incentive: time off, good parking spaces, and pizza. Consider a dress-down day as well.
- **Prizes versus chances to win.** Incentives are often divided between what is given to an employee versus what an employee has a chance of getting. For example, an organization may not want to guarantee vacation time to all employees who give, so they may opt for a lottery since that is easier to plan for.

## Here are helpful guidelines

Level of Giving	Gets You:	And/or a Chance at:
1% of salary	8 hours of vacation time	<ul style="list-style-type: none"> <li>• 1 week vacation (X winner)</li> <li>• Premier parking space (X winners)</li> </ul>
1 hour pay/month and above	8 hours of vacation time	<ul style="list-style-type: none"> <li>• \$100 gift card (XX winners)</li> <li>• Dress down day: for example, can wear jeans on each Friday</li> </ul>
.5 hour pay/month	4 hours of vacation time	\$50 gift card (XX winners)
Any amount <u>over</u> \$25/year in cash or payroll deduction		<ul style="list-style-type: none"> <li>• \$25 gift card (XX winners)</li> <li>• Pizza lunch</li> </ul>
Any amount <u>under</u> \$25/year in cash or payroll deduction		Movie tickets (XX winners)

## Other prize ideas

Car washed by boss or co-worker	Extended lunch	Free meal or dessert from the employee cafeteria	Movie passes
Company promotional items	“Flee @ 3:00” coupon	Golf/jog/lunch with the boss	Lottery tickets
Computers—new or gently used	Free babysitting	Lottery tickets	Gift cards

# Saying Thanks

## **LIVE UNITED balloons or flowers.**

Surprise each contributor on the last day of the campaign. Place a balloon or flower at each donor's desk.

## **LIVE UNITED thank you bagged lunch.**

Order LIVE UNITED sack lunches for every contributor. Include a thank you note from your CEO or include thank-you drawings or letters from children served by a United Way partner organization.

## **UNITED WAY of Hampshire County merchandise.**

Give T-shirts, pens, or note pads with the United Way logo on them. Create your own or order items from United Way's online store at [UnitedWayStore.org](http://UnitedWayStore.org). Remember, you can help United Way of Hampshire County earn an extra 10 percent cash back when you purchase United Way-branded merchandise from the online United Way store using our United Way organization number (#23350). All items can be co-branded with your organization logo.

## **Scooping up success.**

An ice cream social is a great way to celebrate a successful campaign. Have the management team scoop the ice cream and personally thank each employee.

## **Waffle or pancake breakfast.**

Have management serve up breakfast for everyone who contributed.

## **Barbecue or pizza party.**

Invite employees to a company-wide lunch. Have executives cook or serve.

## **Candy gram.**

Distribute candy bars to each participant with a thank-you message attached.

## **Chip in for United Way.**

Place chocolate chip cookies on every contributor's desk with a note thanking each one for chipping in for United Way.

# Frequently Asked Questions

## **Is my gift tax-deductible?**

Yes, United Way of Hampshire County is a federally registered 501(c)(3) not-for-profit corporation. Donations to United Way are tax-deductible to the extent allowed by an individual's or corporation's circumstances.

## **When should our campaign take place?**

Most workplace campaigns occur between early September and mid-December; however, they can take place any time of the year.

## **How long should our campaign last?**

Most campaigns can be wrapped up in two or three weeks. The goal is to distribute and collect pledge cards while the United Way message is still fresh in employees' minds.

## **I have limited time to devote to a campaign. How can I work it into my busy schedule?**

Reach out to your United Way representative. He or she is there to help you every step of the way. Let him or her know your limitations and come up with a plan together to make it easier for you. Another way to ease the strain is to recruit a committee. Assign tasks and assume a management role. Most importantly, start planning early. The earlier you start the easier the process will be for you.

## **Our work environment is not conducive to holding a campaign kickoff meeting. How can I involve our employees in the campaign experience?**

Take the campaign to them. Some ideas are to use emails, voice mails, videos, and/or letters from the CEO/president to get the word out. Also, you can attach balloons with United Way messages to the employees' desks. Designate one room as the United Way room and have participants play games on their breaks and turn in pledge forms for prizes. Use your company's intranet to provide information and results. Create and distribute a company video starring your colleagues sharing their reasons for Living United in prior campaigns.

## **If I designate "United Way" on my pledge card, where does my donation go?**

Your designation will go to help drive community initiatives and provide the backbone for our continuing support of programs and advocacy throughout the region. Your donations may also be directed to a United Way fund, where they're used to address the most serious issues affecting the community, as well as to other important community building initiatives.

## **When do payroll deductions begin?**

The most common payroll contribution period usually runs from January 1 through December 31. Some companies use their fiscal year as their schedule for payroll contribution. United Way does not set your payroll schedule; it is a company decision.

## **How do I get a member nonprofit speaker at my rally?**

Your United Way representative can work with you to secure a speaker for your campaign kickoff. He or she can recommend speakers for your rally based on the interests of your workforce. For planning purposes, please allow two weeks to process your speaker request. Since most speakers are doing

numerous rallies throughout the campaign, it is not always possible to get the speaker you request. Please consider several options in case your first choice is unavailable.

**Other questions?**

Please don't hesitate to urge employees to contact your United Way representative directly with any questions or assistance they might need. Should you not have the answer to a United Way-related question or concern, your representative is here to help.



United Way  
of Hampshire County

**United Way of Hampshire County**

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