

2021 UNITED WAY OF SOUTHERN MAINE EMPLOYEE WORKPLACE CAMPAIGN MANAGER GUIDE



THANK YOU for stepping up to coordinate your workplace's United Way Workplace Campaign. We know that things look a little different this year. Locally, many are facing challenges related to childcare, job reduction or loss, and food insecurity. Your leadership is more important than ever as we continue to navigate the effects of COVID-19. Here, you'll find the information you need to lead a successful workplace campaign-in the office or virtually. And remember – you're not alone! The team at United Way of Southern Maine (UWSM) is your partner. We're most successful when we work together. Let's take action and show up - United for our community. We are **Hopeful** for brighter days ahead.



Find tools, resources, and more on our 2021 UWSM [workplace toolkit](#).

Your UWSM Relationship Managers

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CAMPAIGN COORDINATOR CHECKLIST FOR SUCCESS

BEFORE CAMPAIGN

- Meet with your UWSM Relationship Manager to review past results and explore this year's theme, [materials](#), and strategies.
- Identify opportunities and challenges for this year's campaign.
- Identify giving format (online, mobile, paper). See [Electronic Campaign Made - EZ](#) and [Four Steps to Set Up Payroll Deductions](#).
- Meet with your CEO or management team to discuss vision for the campaign.
- View Employee Campaign Manager/Coordinator Think Tank recording.
- Recruit a committee to help plan and coordinate the campaign.
- Plan your kick-off, special events, and volunteer opportunities. See [Campaign Timelines](#).
- Build awareness of the campaign through internal communications in the weeks leading up to kickoff.
- Order/ request any campaign materials. A link to Hopeful store can be found at [uwsme.org](#).
- Open the campaign early to your internal leadership teams to get a jump start on giving.

DURING CAMPAIGN

- Host a company-wide kick-off event (virtual or in-person). Remember to use [Hopeful Zoom backgrounds](#).
- Promote and execute special events and volunteer experiences (virtual or in-person).
- Publicize prizes and incentives connected with giving (i.e., Days Off and Match or Step Up Program that inspire leadership giving).
- Maintain enthusiasm and momentum by sending frequent emails. See [email samples](#).
- Let your colleagues know that their dollars make a difference ([value of a dollar](#)).
- Visit [uwsme.org/workplace-campaign-toolkit](#).
- Inform your CEO or management team on campaign performance midway.
- Work with your UWSM Relationship Manager to achieve goal.

AFTER THE CAMPAIGN

- Thank every employee and committee member for participating in the campaign.
- Thank the CEO and management team for their support.
- Hold a closing event and announce your results to your organization - and your customers!
- [Report](#) your campaign totals.
- Connect with your UWSM Relationship Manager to debrief and provide feedback on your campaign.



MANAGEMENT INVOLVEMENT

Members of senior leadership play a crucial role in a campaign's success. By personally endorsing the campaign, senior leaders are demonstrating your workplace's commitment to connecting employees to the communities in which they live and work, and ways in which together we improve conditions for local children and families.

BEST PRACTICES FOR ENGAGING LEADERSHIP:

- Craft a letter for staff from the CEO encouraging giving and supporting the campaign.
- Invite your CEO to participate in your special events (whether virtual or in-person) and plan around their calendar whenever possible.
- Use a UWSM [impact video](#), recorded speaker, or [facilitate an activity](#) during a leadership meeting that sheds light on community conditions and the solutions we can achieve through the campaign (virtual or in-person). Enlist the leadership team to speak at the campaign kick-off event or record a video to send out to your colleagues.



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COMMUNICATING THE IMPACT

UNITED WAY IMPACT VIDEOS + CONTENT

Work with your UWSM Relationship Manager to share impact with a video, virtual speaker, or live speaker for your kick-off or special events. In our [workplace toolkit](#) library choose from a cross-county bus tour, spotlight on education, financial stability, or health, a Hopeful message from United Way of Southern Maine President and CEO, Liz Cotter Schlax, or a message from 211 Maine, Biddeford Ready, Starting Strong, and others. Special event tools and ideas can also be found in the toolkit. Contact your UWSM Relationship Manager for live speaker requests.

DIGITAL CAMPAIGN COMMUNICATION

Visit the [UWSM workplace toolkit](#) for digital, customizable messaging that you can use during the campaign! Featuring emails, graphics, social media, and more.

YEAR-ROUND OPPORTUNITIES

There are many opportunities to partner with UWSM to engage employees throughout the year, such as:

1. One-time and ongoing individual and group volunteer experiences (virtual or in-person).
2. On-site or virtual facilitated group activity or volunteer event to raise awareness about local community conditions while making a difference (see [Engagement Guide](#)).
3. Connect new employees with the community through United Way.
4. [UWSM Giving Circles](#) are great opportunities to network and participate in meaningful professional development experiences.
5. Contact your UWSM Relationship Manager for more information and visit uwsme.org to stay connected.



Our United Way campaign theme this year is Hopeful for a Thriving Southern Maine, and for those outside Southern Maine, Hopeful for a Thriving Community. United Ways across Maine are joining together around this message of hope and action inspired by the work and art of Maine artist Charlie Hewitt. Hewitt's Hopeful signs are across the state, from Portland to Presque Isle. See all our Hopeful campaign resources at uwsme.org.

On the meaning behind the artwork, Charlie shared, "Hopeful is not a gift – it's a challenge. To be hopeful requires action, it requires commitment, it requires opening your eyes, it requires making a decision, it requires being part of something."

To be Hopeful requires action. So, let's show up - UNITED. Together, we can create a Hopeful and thriving future for all in Southern Maine, and across our state.



GIVE. ADVOCATE. VOLUNTEER.

LEADERSHIP GIVING

[Leadership giving](#) contributors of \$1,000 or more provide a significant boost to the success of your workplace campaign and needed resources for our community. Leadership givers are invited to UWSM community events and recognized in its publications.

UWSM's Leadership programs are:

LEADER'S CIRCLE

A local network of generous donors who contribute \$1,000 - \$9,999 each year. Members enjoy invitations to UWSM events and being listed in our annual [Leadership Report](#).

TOCQUEVILLE SOCIETY

An international giving society of philanthropic leaders who set the standard for charitable giving. [Tocqueville Society](#) members contribute \$10,000 or more annually. Members are recognized in local publications and are invited to exclusive events that have a direct connection to UWSM's staff and volunteer leadership.

Additional UW Donor-Centered Giving Options

DIRECT YOUR CONTRIBUTION

You can direct your United Way donation to a fund or cause that you care about. Options* include:

- o Community Impact Fund
- o Economic Recovery Fund
- o Healthy Community Fund
- o Racial Equity Fund
- o Resilient Children Fund
- o York County Fund

* [See fund descriptions.](#)

PLANNED GIVING WITH UNITED WAY

A Planned Gift is any major gift, made in lifetime or at death, as part of a donor's overall financial and/or estate planning. These include gifts of equity, life insurance, real estate, personal property, or cash. Planned Giving allows you to meet your personal, financial, and philanthropic goals in tax-efficient, estate-friendly ways. Wherever you are in your career and your life, there is a Planned Giving option for you! Learn about Planned Giving options on our [Planned Giving Blog](#).



ONLINE GIVING TOOLS

Streamline your organization's pledging process! These flexible tools offer real-time reporting and secure transactions, giving you more time to focus on making your campaign fun and engaging.

MAKE
GIVING
EASY
ONLINE!



EZ-PLEDGE AND E-PLEDGE

[EZ-pledge](#) and [E-Pledge](#) are online giving tools that make giving easy for you and your company to manage your United Way workplace campaign more effectively! These highly secure, web-based pledging platforms eliminates the need for paper pledge forms, tracks campaign data in real-time, and delivers effective campaign management reports. In addition, easily designate your gift to a UWSM fund (see left column), cause, or organization you care about. Contact your UWSM Relationship Manager to learn more.



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GIVING CIRCLE MEMBERSHIP

United Way of Southern Maine also offers employees networking and professional development opportunities and customized volunteer experiences through two Giving Circles:



BRICK & BEAM SOCIETY

Members represent a community of established and emerging professionals committed to increasing science, technology, engineering and mathematics (STEM) and literacy enrichment opportunities for children in Southern Maine. Members invest their time, skills, and finances through United Way of Southern Maine to support programs that align with [Thrive2027](#) and give the kids in our community a better chance to succeed as adults.

Brick & Beam Society offers a meaningful way to forge strong relationships, take action, and leave a mark. Members leverage United Way of Southern Maine's resources, knowledge, and relationships to get results. Brick & Beam Society members invest their time, skills, and finances to make a measurable difference in our community and decide as members where to make impact investments. Learn more at brickandbeam.org. Contact Brick & Beam at: brickandbeam@uwsme.org.



WOMEN UNITED

Globally, [Women United](#) members are "leading the charge and inspiring the change" to strengthen women and families. This network of concerned and caring women focuses on fundraising, networking, volunteering, and mentoring. Locally, Women United is a United force for the advancement of single mothers and their children in Southern Maine. Through philanthropy, volunteerism, and advocacy, Women United is leading critical work that will positively influence single mothers' ability to meet basic needs, give their kids a strong start, and live longer, better lives.

Women United members learn more about critical issues impacting single women and their children and are a part of a community of like-minded women who contribute their personal passions, best ideas, and unique strengths to the mission of building stronger communities. Volunteer work alongside others looking to create lasting change and network and collaborate with key business and community leaders at exclusive events, as well as advocate for key community issues. Learn more at womenunitedgpc.org. Contact Women United at: womenunited@uwsme.org.

VOLUNTEER ENGAGEMENT

Organize a volunteer project for your workplace (virtual or in-person). UWSM staff will work with you to coordinate and select a project that meets your needs and objectives. [Volunteering](#) is a great way to help your colleagues see the impact their time and resources can make together! Contact your UWSM Relationship Manager to learn more.

GIVE, ADVOCATE, VOLUNTEER, and create a stronger community at uwsme.org.