EMPLOYEE CAMPAIGN COORDINATOR (ECC) HANDBOOK

WE ARE HERE FOR YOU. WE ARE HERE FOR CAPE FEAR!

United Way

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United Way of the Cape Fear Area
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UNITED WAY OF THE CAPE FEAR AREA OVERVIEW

We fight for the health, education, and financial stability of every person in our greater Cape Fear community. With supportive services from 43 local partner agencies, we can build a strong and resilient community. Through volunteer, financial, and networking support, we work together to improve the lives of local people. Your workplace campaign helps United Way of the Cape Fear Area continue to serve as a foundation to meet critical community needs in Brunswick, Columbus, New Hanover, and Pender counties. You can learn more about our work at www.uwcfa.org.

WHAT WE DO

To make a significant impact in the community, we:

- Efficiently raise and allocate funds to support our greater Cape Fear community.
- Offer individuals and local businesses meaningful supportive opportunities such as workplace campaign, legacy giving, and emergency funding initiatives.
- Convene community leaders and volunteers to identify and address critical, unmet needs in our community.

WE FIGHT FOR

EDUCATION
FINANCIAL STABILITY
HEALTH
ROLES OF THE CAMPAIGN COORDINATOR

As an Employee Campaign Coordinator (ECC), your primary role is to plan, coordinate and implement an effective United Way of the Cape Fear Area workplace campaign. The United Way workplace campaign unites all employees within a company and gives them an opportunity to donate, volunteer, and speak out for causes that matters most to them. We have provided step by step instructions to help you serve as a liaison between your company and United Way. We are committed to making your campaign a success!

We will be with you every step of the way.

YOUR RESPONSIBILITIES

- Attend ECC training/strategy meetings offered at the beginning of each campaign season (virtual meetings available).
- Work collaboratively with a UWCFA coordinator to develop an effective campaign plan.
- Coordinate the distribution of campaign materials (all materials will be made available virtually).
- Communicate the specifics of your electronic campaign pledge form (known as e-pledge).
- Coordinate kickoff and recognition events, and organize incentives.
- Promote and publicize progress and results throughout the campaign.
- Hold a separate a meeting for Leadership Givers.
- Thank donors and volunteers directly for their generosity.
- Complete the campaign by submitting a pledge report to the Data and Finance Coordinator.

HOW TO SUCCEED

Be Enthusiastic
Have a Positive Attitude
Communicate Effectively on All Levels
Be Organized and Prepared
Be Sincere

WE ARE HERE TO HELP YOU!

Your UWCFA relationship coordinator is always ready to assist you with planning and managing your workplace campaign. Whenever you need assistance, simply reach out to your representative via phone or email. Visit www.uwcfa.org/workplace-campaigns/ for resources, support, and helpful advice!
SIX STEPS OF SUCCESSFUL ENGAGEMENT

1. SECURE TOP-LEVEL MANAGEMENT SUPPORT

Support from top management is ESSENTIAL. This will make your job easier and the campaign more successful.
- Management will allow time for you to coordinate the campaign.
- Your CEO will write a letter endorsing the campaign (letter samples are digitally available).
- Management will speak at employee meetings and events.
- Time and budget will be allocated for campaign related activities and incentives.
- The company will consider a corporate gift and encourage employee giving.
- A leadership meeting for senior management encourages the value of community support through United Way and sets the tone and example for the campaign.

4. PROMOTE YOUR CAMPAIGN

Educating your colleagues about the value of UWCFA’s good works is the best way to gain support for the campaign. Your UWCFA relationship coordinator is an excellent source for any materials and assistance you may need.
- Offer employees the opportunity to do a tour at one of our member nonprofit organizations (virtual agency information will be available).
- Utilize UWCFA collateral available at www.uwcfa.org/workplace-campaigns/
- Consider using incentives and other forms of recognition to thank employees for their generosity.
- Incorporate opportunities for employees to volunteer and advocate on a year-round basis. Visit www.sharecapefear.org.

2. RECRUIT A TEAM

“Alone we can do so little, together we can do so much.” - Helen Keller
- Having others assist you will make the campaign enjoyable and easier for everyone involved!

5. KICKOFF YOUR CAMPAIGN

The kickoff to your campaign is important to educate, inspire, and encourage participation of your colleagues. Your UWCFA relationship coordinator will serve as a guide for your Kickoff Agenda. Be sure to share calendar events for the campaign with your employees! Creative approaches and examples of daily communications will be accessible www.uwcfa.org/workplace-campaigns/

3. DEVELOP A CAMPAIGN PLAN

Develop a timeline. The most successful campaigns conclude within two or three weeks after kickoff.
- If applicable, review the strengths of previous campaigns with your UWCFA relationship coordinator.
- Establish a challenging campaign goal with your CEO that focuses on growing this year’s effort.
- Set achievable, measurable goals and track the results.

6. SAY THANK YOU!

Appreciation and acknowledgment for contributing to community impact is ESSENTIAL during and after the campaign. After the campaign has concluded, it is important to thank everyone for their participation and for supporting our greater Cape Fear community through UWCFA.
STRENGTHEN TEAMS AND WORKPLACE VOLUNTEERISM

Each year, United Way’s network of member nonprofits, and other participating organizations, design hands-on volunteer opportunities for corporations. Participants who volunteer with UWCFA gain a deeper understanding of the great work that we do everyday in unity with our agency partners. To schedule a date, or specific time, for corporate volunteerism, please contact your UWCFA Relationship Coordinator via e-mail or phone. For individual volunteering opportunities, please visit www.sharecapefear.org for opportunities!

GROUP BENEFITS
Volunteering with United Way of the Cape Fear Area:
- Builds stronger, efficient, and more effective teams.
- Boosts employee morale and commitment.
- Empowers collaboration efforts and community involvement.
- Develops future leaders with new areas of expertise.
- Encourages employees to see how agency partners use campaign results to enhance the quality of life for our community.

GROUP BENEFITS

VOLUNTEER IN YOUR LOCAL COMMUNITY
- Serve meals, tutor children, prepare taxes, lead workshops, stuff backpacks with healthy food, or serve as a mentor!
- Clean, organize, and beautify landscapes and/or facilities for United Way community partners.
- Play board games with older adults, share the valuable experience of storytelling, conduct mock interviews, restock materials, and see first-hand the impact of the gift of time!
Incentives can boost employee involvement. Many companies have demonstrated that it does not take a lot of money to motivate employees for their participation in campaign events. People enjoy being recognized and appreciated for their generosity.

**HERE ARE SOME CREATIVE IDEAS!**

- Paid Time Off / 1 Vacation Day
- Pizza Party
- Bring your Pet to Work Day
- Premium Parking Space
- “Sleep in late” coupons
- Flapjacks for Philanthropy
- Shares of Company Stock
- Lunch and Learn
- Cuddle an Animal Day
- Holiday Gift Wrapping
- Gift Certificates/ Gift Cards
- Free Corporate Apparel
- Extra Work from Home Day
- Beach Bash
- Golf Lessons
- Tickets to performances, sporting events, attractions, etc.
- Picnic Package
- Basket of Prizes
- Dress Down Day
- Networking Opportunity with the CEO
- Local Car Wash Membership for 1 year
FREQUENTLY ASKED QUESTIONS

WHEN DO CONTRIBUTIONS USUALLY START BEING DEDUCTED FROM PAYROLL?

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 of the Cape Fear Area does not set your payroll contribution schedule, as this is unique to each company.

I HAVE LIMITED TIME TO DEVOTE TO A CAMPAIGN. HOW CAN I WORK IT INTO MY BUSY SCHEDULE?

We are here to help you. Reach out to your UWCFA relationship coordinator for assistance anytime. A great way to come together is to recruit a committee! It is helpful to delegate tasks and take the lead on coordinating initiatives. Most importantly, remember to start planning early!

HOW LONG SHOULD OUR CAMPAIGN LAST?

Most successful campaigns run from two-three weeks.

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.

OTHER QUESTIONS?

As an ECC you can contact us. We are here to help answer any questions you may have, or offer any inspiration you may need (even if you need to hit the "reset" button)! For more resources, please visit www.uwcfa.org/workplace-campaign/.
THANK YOU FOR BEING AN EMPLOYEE CAMPAIGN COORDINATOR FOR UWCFA!

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