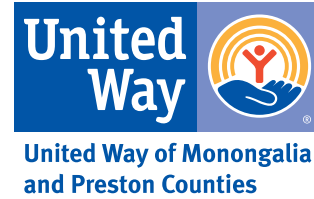


[unitedwaympc.org](http://unitedwaympc.org)

#LIVEUNITED   



2020 EMPLOYEE  
COORDINATOR

## Funded Partners

American Red Cross  
304-598-9500  
[redcrosswv.org](http://redcrosswv.org)

Bartlett House  
304-292-0101  
[bartletthouse.org](http://bartletthouse.org)

Boy Scouts  
304-366-3940  
[macbsa.org](http://macbsa.org)

Caritas House  
304-985-0021  
[caritashouse.net](http://caritashouse.net)

CASA for Kids  
304-599-1087  
[wvcasa.org](http://wvcasa.org)

Catholic Charities  
304-292-6597  
[ccwva.org](http://ccwva.org)

Christian Help  
304-296-0221  
[motonchristianhelp.com](http://motonchristianhelp.com)

Food for Preston  
304-379-3519  
[foodforpreston.org](http://foodforpreston.org)

Legal Aid of WV  
304-296-0001  
[lawv.net](http://lawv.net)

Milan Puskar  
Health Right  
304-292-8234  
[mphealthright.org](http://mphealthright.org)

Monongalia County  
Child Advocacy Center  
304-598-0344  
[moncocac.org](http://moncocac.org)

Mountaineer Area  
Robotics  
304-816-4049  
[marsfirst.org](http://marsfirst.org)

Mountaineer Boys  
and Girls Club  
304-292-7510  
[mbgclub.org](http://mbgclub.org)

NCWV Community  
Action Association  
304-363-2170  
[ncwvcaa.org](http://ncwvcaa.org)

On Eagles' Wings  
304-288-9748  
[oneagleswings.org](http://oneagleswings.org)

Operation  
Welcome Home  
681-938-2441  
[veteransoncall.org](http://veteransoncall.org)

PACE Enterprises  
304-983-7223  
[paceenterprises.org](http://paceenterprises.org)

Preston County  
Workshop  
304-864-6446  
[pcsworkshop.com](http://pcsworkshop.com)

Salvation Army  
304-296-3525  
[salvationarmyusa.org](http://salvationarmyusa.org)

Scott's Run  
Settlement House  
304-599-5020  
[srsh.org](http://srsh.org)

The Shack  
Neighborhood House  
304-599-5466  
[the-shack.org](http://the-shack.org)

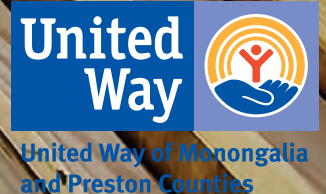
Spark! Imagination and  
Science Center  
304-292-4646  
[cdmwv.org](http://cdmwv.org)

Visiting Homemakers  
304-599-7743  
[vhsinc.org](http://vhsinc.org)

West Virginia Caring  
304-864-0884  
[hospicecarecorp.org](http://hospicecarecorp.org)



WE'RE  
BANKING  
ON YOU



# WHO SHOULD I CONTACT?

Macall Speaker  
Director of Development

278C Spruce Street, Morgantown, WV 26505  
Direct: (304) 322-2064 Fax: (304) 296-6370  
Cell: 540-383-5763 Email: macall@unitedwaympc.org

# PLANNING CHECKLIST

TASK	DATE COMPLETED	NOTES
1. Meet with United Way and discuss plans		
2. Ask your CEO/Upper Management to consider a corporate gift and encourage campaign participation		
3. Recruit and train your campaign committee		
4. Determine plan to distribute materials and pledge forms and personalize whatever is needed		
5. Secure a corporate gift or corporate match commitment		
6. Request management to make appearances at kickoffs, rallies and presentations		
7. Provide campaign information to United Way office including goal, plans, special needs, etc.		
8. Develop Campaign Plan: <ul style="list-style-type: none"> <li>■ Set goal</li> <li>■ Develop detailed timeline</li> <li>■ Determine marketing strategy (or theme)</li> <li>■ Choose campaign methods</li> <li>■ Set incentives</li> <li>■ Establish/continue Leadership Giving program</li> <li>■ Plan special events</li> </ul>		
9. Plan Company Kick-off Event		
10. Send email communications to notify staff of United Way campaign activities		
11. Send letter from top executives to all employees		
12. Calculate results to include total dollars, number of donors, number of employees, and leadership givers.		
13. Report campaign results to UW Director of Development and schedule pick-up/drop-off of materials		
14. Announce campaign results to employees		
15. Celebrate! Thank everyone with events, letters, etc.		

# RESOURCES/TOOLBOX

For your convenience, we have created an online Campaign Toolbox for you to download additional resources and materials to successfully run your campaign.  
The toolbox is located at <http://www.unitedwaympc.org/toolbox>

## General Campaign Resources

Contributor Guide  
Reversible Give/Thank You Poster  
What Matters More Handout  
United Way Funded Partner List  
Giving Provides Handout  
10 Ways Your Gift Makes a Difference  
Understanding ALICE Activity Sheet  
Fast Facts about the United Way  
Funded Partners Rack Card

## Giving Resources

General Campaign Pledge Card  
Corporate Pledge Card  
Single Donor T-Shirt Decals - White  
Single Donor T-Shirt Decals - Blue

## Customizable Resources

Goal Thermometer

## Social Media and Email

Five Easy Emails to Send  
Make Your Campaign Social

## Logos and Branding

United Way MPC Logo  
Invest in Your Community Logo  
United Way MPC Branding Guide

## Video/Audio

2020 Campaign Video  
Public Service Announcement for Radio  
Bankers United Video

## Affinity Group Resources

Leadership Giving Association Flyer  
Emerging Leaders Flyer  
Women United Brochure

## Employee Coordinator Resources

Employee Coordinator Guide  
Campaign Calendar  
10 Steps to a Successful Campaign  
Gold Rush T-Shirt materials



<http://www.unitedwaympc.org/toolbox>

## How much of my contribution is spent on administration?

A vast network of volunteers, the simplicity of payroll deduction and in-kind contributions keep administrative expenses low. Our local United Way's administrative cost is 11.2%. This figure compares favorably with the suggested Better Business Bureau guidelines of up to 35%. Additionally, donors giving through the United Way have a unique assurance that their contribution provides funding to agencies with local programs reviewed for cost effectiveness and community need.

## Is money spent on meals, special events and advertising?

The annual dinners, campaign events, and volunteer recognition events are sponsored by local businesses or paid for by those attending. Newspapers, radio and TV have generously provided publicity without cost to the United Way as a part of the Media Embracing the Community initiative.

## Will I be pressured to give when I don't want to?

United Way volunteers are not encouraged to pressure anyone to participate. The role of an Employee Coordinator is to inform co-workers of the activities of the local United Way agencies and to enable concerned people to give their support where it will be used effectively to meet urgent social challenges.

## Why should I give to United Way? Doesn't it make more sense to give directly to a particular agency?

A broad spectrum of health and human service agencies depend on United Way for important funding. None of these agencies can address all of the needs in our community alone. You might have a special interest in the service a particular agency provides. However, there are many needs in our community, and that agency's effectiveness is enhanced by the complementary role of sister agencies. With your gift to United Way, you can be assured that all of these agencies will benefit. In addition, United Way can provide a convenient way to contribute through a workplace payroll deduction program.

## Where can I go for information on giving through charitable trusts and estate planning?

When you make your annual pledge through the local campaign you provide immediate help for those who need it. To ensure that your annual investment continues to make a significant impact well into the future, our local United Way created the Future Fund. The Future Fund, housed at Your Community Foundation, is a vehicle for the donor to support health and human services through a variety of options: Will Bequest, IRA Charitable Bequest, Charitable Gift Annuity, and Charitable Remainder Trust.

## Does our local United Way send money to United Way Worldwide?

The United Way of Monongalia and Preston Counties operates as an independent charity, controlled and governed by a local volunteer board of directors. All decisions are made by people who live and work locally. Funds raised remain here to support this United Way and its funded partners.

United Way Worldwide serves as a international trade association for more than two thousand independent, autonomous United Ways across the globe. The fee we pay for United Way Worldwide services (1% of our campaign) is paid from other sources, rather than donor pledges. In exchange, we receive a variety of services that benefit Monongalia and Preston counties, including brand usage, corporate monetary support, training, materials, and national advertising.

## What does United Way do?

United Way of Monongalia and Preston Counties works every day with donors, community volunteers, and corporations to make north central West Virginia a safe, healthy, vibrant community by changing stories of challenge and adversity to stories of triumph and hope. We need your help!

Last year, United Way and its funded partners helped more than **32,000** individuals.



## Why should I give to United Way?

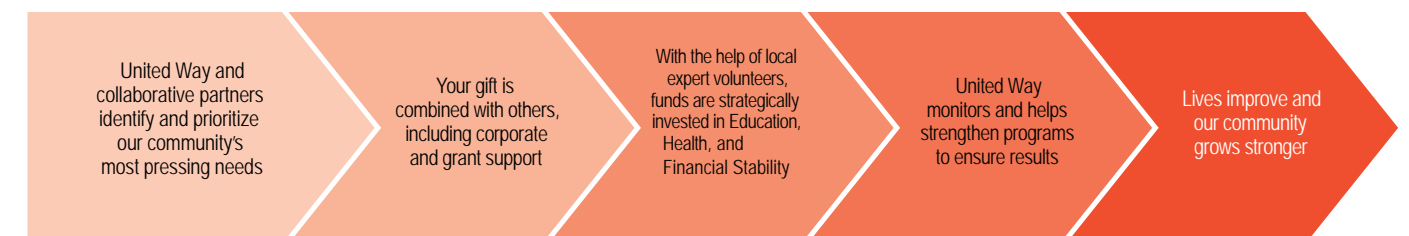
When you give to United Way of Monongalia and Preston Counties – what happens? You are helping strengthen the health, education, and financial stability of thousands of individuals in our community.

And you get something back, too. Your gift is more than charity – it is an investment in a comprehensive strategy that helps people now and proactively strengthens our community for generations to come. And that changes everything.

## Who makes the decisions on how funding is distributed?

Funding decisions are made by community volunteers who spend many hours of careful deliberation during the Citizens' Review process. This group decides how to align resources to best address the community's needs, evaluating programs and initiatives that can make the greatest impact in improving people's lives. These recommendations are then brought to our volunteer Board of Directors for final approval.

Interested in serving on the Citizen Review Committee? Email [janette@unitedwaympc.org](mailto:janette@unitedwaympc.org).



# YOUR ROLE

Employee Coordinators ensure their workplace campaign succeeds through these primary methods:

**EDUCATE** - Share our community's needs with every employee and highlight the ways the United Way helps make our community better.

**SOLICIT** - Give every employee the opportunity to make a campaign contribution.

**CELEBRATE** - Thank every employee who participates in the workplace campaign.



Throughout the workplace campaign, the Employee Coordinator is responsible for:

- Providing every employee the opportunity to give.
- Partnering with the United Way of Monongalia and Preston Counties' Director of Development to develop an effective campaign plan for your organization.
- Recruiting and coordinating a team of company volunteers to help run the campaign.

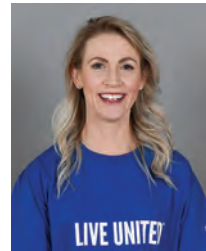
The Employee Coordinator oversees all campaign strategies, which may include:

- Company kickoff and recognition events.
- Distribution and collection of campaign materials and pledges.
- Scheduling guest speakers and agency tours from the United Way of Monongalia and Preston Counties' Funded Partners.
- Starting or continuing a successful Leadership Giving program.
- Promoting the Emerging Leaders and Women United affinity groups.

## THE TEAM



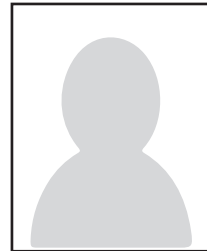
Brandi Helms  
Chief Executive Officer



Macall Speaker  
Director of Development

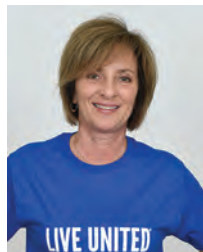


Amanda Posey  
Director of Marketing and Communications



YOU!

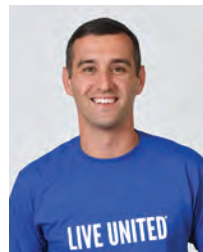
### Campaign Chairs – Bankers United



Dena Clutter  
BB&T



Herman DeProspero  
MVB Bank



Harry Hayes  
Clear Mountain Bank



Jim Karinshak  
United Bank



Chris Morris  
First United Bank & Trust



Jill Pazerski  
Huntington Bank



George Petroplus  
WesBanco

# LEADERSHIP GIVING

## LGA LEVELS

ZACKQUILL MORGAN SOCIETY	\$750 - \$999	Founders Society
	\$1,000 - \$1,249	Madera Club
	\$1,250 - \$1,499	Dering Club
	\$1,500 - \$1,999	McCleery Club
	\$2,000 - \$2,499	Kerns Club
	\$2,500 - \$3,499	Hagans Club
	\$3,500 - \$4,999	Evans Club
	\$5,000 - \$7,499	Scott Club
\$7,500 - \$9,999	Laidley Club	
\$10,000 +	Tocqueville Society	



My spouse makes a separate contribution to United Way in another workplace. Can we combine our gifts to be eligible for LGA recognition?

Yes. Please be sure to include his/her name on your pledge card or call the United Way office to bring the combined gift to our attention.

Who pays for the annual Leadership Giving Reception?

No donor dollars are used for the Leadership Giving activities and events. The annual reception has been sponsored for many years by Huntington Banks.

Who is eligible for The Colonel's Leadership Council?

Our honorary Colonels are Zackquill Morgan Society members (gifts of \$1,000 and greater) whose consecutive gifts have totaled over \$10,000 since the founding of the Leadership Giving Association.

## LGA BENEFITS

- Recognition in The Dominion Post as a Leadership Giver
- Recognition on the United Way website and in United Way publications as a Leadership Giver
- Invitation to exclusive LGA reception

## AFFINITY GROUPS

### Women United

Women United harnesses the power and dedication of women leaders to transform our community. The group works to implement innovative programming around the education goals of United Way. Women United is the primary stakeholder of Dolly Parton's Imagination Library.

No minimum gift or age requirements



### Emerging Leaders

The Emerging Leaders program connects a diverse group of young individuals in Monongalia and Preston Counties with the United Way to make an impact in their community. Members have opportunities to network, complete volunteer service, and participate in professional development activities.

Gifts of \$250 and above | Ages 20-40



# TALKING POINTS



## Action Objections

There are lots of reasons why people choose not to give through the United Way campaign. You can help inspire them by proactively letting them know why this is the best way to give to charity. Here are a few suggestions that just might turn a "maybe" into a "How do I sign up?"

"By giving through United Way, your gift is actually multiplied because it helps its funded partners reach more donors than they could on their own."

"Did you know that United Way also supports their funded partners in other ways, through volunteer placement, marketing, and providing access to additional services throughout the community. Another great reason to support this campaign."

"United Way reviews its funded programs every single year through a rigorous application process, so no matter who you donate to, you can be assured your contributions are going to organizations that meet the highest standards of transparency and accountability."

## A Few Key Pieces of Information about your United Way

- United Way fights for the health, education, and financial stability of every person in Monongalia and Preston counties.
- United Way of Monongalia and Preston Counties runs the **second largest** workplace giving campaign in West Virginia.
- United Way of Monongalia and Preston Counties was founded in 1937 as The Community Chest.
- It provides funding to 46 programs at 24 health and human service agencies.
- United Way helps coordinate numerous community-wide projects, in addition to the workplace campaign. Projects include: Dolly Parton's Imagination Library, 2-1-1, VolunteerMPC.org, the Holiday Food and Toy Distribution, Winter Outerwear Collection, Warming Hands Warming Hearts Heating Fund, MyFreeTaxes.Com, Food and Hunger committees, and many more.
- United Way lets donors choose what's important to you. Choices include: giving to our Community Impact Fund, designating to one of our funded partners, or designating to another 501(c)(3) charity.

# RECRUIT A TEAM

## MAXIMIZE LEADERSHIP SUPPORT

- Ask your CEO to send personal correspondence (i.e. letters, email, payroll insert, etc.) to each employee asking for campaign support.
- Arrange for your CEO or Senior Management to speak at or host the campaign kickoff.
- Assure the CEO and/or other top executives are represented at campaign meetings and activities.
- Obtain pre-approval for employees to participate in agency tours and special presentations associated with the campaign.

## BUILD YOUR CAMPAIGN TEAM

\*It is not mandatory to have a campaign team, but is highly recommended and is a best practice.

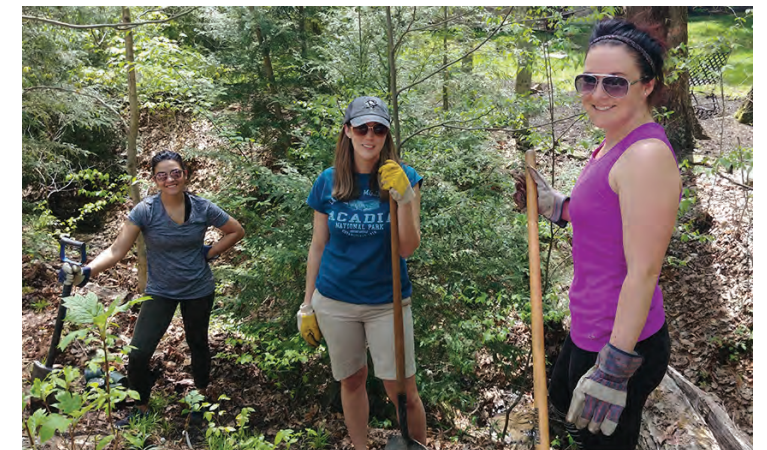
Successful campaigns are the result of a varied and inclusive campaign team. Be sure to include representatives from many levels of management, line staff, departments, and retirees (if applicable).

- Confer with previous Employee Coordinators to recruit the most enthusiastic team members.
- Recruit long-time donors and colleagues who frequently step up to help with community-related tasks.



## A CHECKLIST FOR YOUR FIRST CAMPAIGN TEAM MEETING

- Determine a calendar for ongoing campaign events and regular committee meetings to discuss progress.
- Establish a goal.
- Identify a coordinator for each department.
- Schedule training for department campaign coordinators.
- Determine method of campaign strategy – paper pledge cards, an online pledging system, or both (choose strategies that are tailored to your corporate culture).
- Weave your company's own campaign theme into the United Way of Mon & Preston's **Invest in Your Community** theme or customize one for your company.
- Plan special fundraising events, including award and incentive distribution, in your workplace.
- Coordinate agency tours or agency speakers for your employees through the Director of Development at United Way.
- Develop a method to track and report campaign success.
- Assign responsibilities to your team members.



# TIMELINE



## 6 weeks before launch

- Involve your CEO and company leadership
- Recruit a Campaign Chair to be the face of your campaign (if desired)
- Attend an Employee Coordinator Training hosted by United Way
- Meet and discuss goals and plans with United Way Director of Development

## 4 weeks before launch

- Recruit and train your campaign committee, especially department captains, etc.
- Schedule campaign committee meeting to develop and organize plans
- Establish specific duties for committee members
- Promote leadership giving and schedule speakers/presenters

## 1-2 weeks before launch

- Publicize and promote campaign and announce campaign launch date, activities, etc.
- Host leadership event with United Way speaker
- Continue to promote and publicize campaign and educate staff and volunteers

## Launch week

- Host awareness event for all staff with United Way or community speakers
- Ask CEO and company executives to attend and publicly endorse the campaign
- Thank employees who gave last year and encourage their continuing support
- Announce campaign timeline (generally 3-4 weeks)

## Mid-campaign

- Continue to promote and publicize campaign
- Announce incentive winners as appropriate and send email reminders
- Conduct special events
- Report ongoing results to United Way Director of Development

## End of campaign

- Collect all donor pledges (paper and online) and ensure all information is complete
- Announce results and celebrate success/recognize all donors
- Evaluate results against goals and strategies
- Thank everyone for participating

# SAMPLE IDEAS



## THEMED LUNCHEONS

Host themed potluck lunches encouraging United Way participation. Think outside the box! Possible theme ideas could be Going Green, Brunch, Ballpark, Comfort Food, Mexican Fiesta, All One Color, Appetizers, A Taste of Home, or Desserts.

## JEANS OR CASUAL DAY

Sell Blue Jean passes allowing employees purchasing them to dress casually on Fridays. If a company already has a casual day each week, then certain casual days can be designated as Hat Day; Sports Team Day; or 80s Day, to name a few! Get creative with the themed days and have fun!

## EMPLOYEE RAFFLE

Ask employees to contribute something special for a raffle prize. The prizes can be anything from baked goods, to sports tickets, or a weekend stay at a vacation cabin or condo. Prizes are usually donated by vendors. As employees turn in their pledge cards for the campaign, they will receive a raffle ticket.

## VACATION DAY

Employees "buy" a vacation day. When an employee chooses to participate, their wages from the day's work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to United Way. It's a win-win situation: the organization achieves high participation, the employees get a vacation day, and the community is supported.

## LUNCH OR COFFEE WITH THE CEO

Enter everyone's names who fills out a pledge card to receive the chance to win one-on-one time with the CEO or a company executive. This promotes participation and gives exposure to executive leadership for giving back!

## VIP PARKING SPOT

Raffle off a designated parking spot. This costs nothing to your company and encourages employees to participate that may not have a spot or be new to the company.

## BABY PICTURE MATCHING GAME

Invite employees to try their luck at matching baby pictures to pictures of employees. Charge employees per vote and award a fun prize to the participant with the most right answers.

## VOLUNTEER DAY

Employees who give at or above a certain level are rewarded with eight hours they can use volunteering in the community.

## TAILGATE PARTY

This event can be modified to fit any company's campaign! Invite coworkers to wear their favorite team gear and bring their favorite tailgating treat to share at lunch. Some companies choose to hold this event outside of traditional work hours to coincide with a football game or other sporting event. This is also a great way to incorporate the families of employees.