The light you shine as a United Way Campaign Coordinator touches countless lives.

Thousands of families and individuals in Pickens County will have HOPE because of YOU!

As the Campaign Coordinator for your organization, you are providing your colleagues with an opportunity to support more than 20 programs which impact more than 14,000 Pickens County families and individuals.

Individuals like Baylee who improved her reading abilities through Camp iRock. Like Michelle and Ricky who gained the skills they needed to better manage their finances and become financially stable and independent. And like Jennifer who used her VITA tax refund to pay medical bills.

Serving as a Campaign Coordinator is an exciting role, and all of us at United Way are here to help you every step of the way.

Whether you are a veteran Campaign Coordinator or a first timer, this Campaign Coordinator Guide contains information which will answer questions and help you engage your colleagues in making a difference in Pickens County.

If you have any questions, please feel free to contact Lyndy Barnes, lbarnes@uwpickens.org, 864-850-7094 x 100.

Thank you for your commitment to shine your light in Pickens County.
STEPS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

We know planning and executing a United Way campaign takes time and effort— and we are grateful for your service! The steps to success below will help you run an efficient and effective campaign.

**STEP 1: PLAN YOUR CAMPAIGN**

This is a big job to handle by yourself. Recruit a team of energetic individuals to help. We suggest you:

- Work with your management team to identify employees who would be a good fit for your committee.
- Promote committee work as a professional development opportunity.
- Have a representative from each department involved on your team.
- Ask your CEO or a senior leader to approve the campaign time frame and use of organizational funds for campaign activities.
- Ask your CEO or a senior leader to appoint a Palmetto Society Campaign chair or executive coordinator.
- Communicate your campaign goals to your leadership team.
- Encourage senior management to lead by example by giving their gift early and increasing their level of support.
- Encourage your senior leaders to actively support the campaign by attending events, speaking at campaign committee meetings and endorsing the campaign through personal communications.
- Set a start and end date. We recommend limiting your campaign to two weeks.

**STEP 2: SET AND PUBLICIZE YOUR GOALS**

Work with your committee or CEO to establish a goal and be sure to publicize it within your campaign. United Way can provide your five year organization giving history to help you get started. Utilize email, newsletters and signage to help employees understand what United Way is and how their donation helps the community.

**STEP 3: EDUCATE AND INSPIRE**

Use our theme (BE THE LIGHT) and materials, or pick a theme that is unique to your organization. Some organizations make their own videos, t-shirts, posters and events to make the campaign fun and something everyone can look forward to each year.

**STEP 4: MAKE THE ASK**

Bring employees together to learn about United Way’s work. Invite United Way staff to make a brief presentation. Be sure to distribute pledge cards and ask that they be completed and returned at the end of the meeting or event.

Make your campaign fun and creative through the use of special events, competitions, contests, incentives and prizes.

**STEP 5: THANK AND RECOGNIZE**

Be sure to say thank you *early* and *often*. Use certificates, plaques, thank you cards, awards, or hold a thank you event to make thanking and recognizing donors special.

**STEP 6: FINALIZE YOUR RESULTS**

*Turn in your results to United Way by December 6th.* Your United Way staff representative is happy to pick up your completed campaign envelope, pledge forms, checks, cash, and extra unused materials any time.
Your donations are invested in local programs that help thousands of struggling individuals each year obtain the resources they need to improve their lives. Local volunteers serve on three Impact Councils and oversee the investment process, ensuring that your donations are used locally and spent wisely.

**DIRECT SERVICES**

**Camp iRock** is an innovative summer camp that helps children improve their reading abilities in a traditional summer camp environment. A collaboration between the United Way of Pickens County, the School District of Pickens County, and the Pickens County YMCA, Camp iRock is a model program for South Carolina and has helped hundreds of children prevent summer learning loss, improve their attitudes toward school, and make gains in their reading abilities.

**VITA** (Volunteer Income Tax Assistance) and **MyFreeTaxes.com** provides free tax preparation to qualified individuals. In 2018, 58 volunteers assisted more than 1,600 individuals and families with tax returns, leading to more than $2.3 million in refunds, and saving more than $324,000 in tax preparation fees.

**2-1-1** is an easy to remember telephone number that provides free and confidential information on local resources for food, housing, employment, health care, counseling and more. More than 3,500 individuals received assistance through 2-1-1 last year.

**Financial Literacy Classes** help individuals learn how to manage money, understand their financial position, learn how to achieve financial success, and evaluate their finances. Taught by AmeriCorps members and United Way staff and volunteers, more than 450 adults and children benefitted from Financial Literacy classes last year.

With a vision for ensuring that all young children are ready to start school, **Born Learning** is a national public engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities. United Way provides six Born Learning Trails in public parks across the county.

**PARTNER AGENCIES**

Through the work of community volunteers serving on Impact Councils, United Way strategically invests in high quality, impactful programs that meet the education, financial stability and basic needs of our community. Each year, local agencies apply for funding and council members intensely review agency applications, programs and budgets. Program outcomes and results drive the funding decisions and are critical to ensuring your donations are working hard to improve lives right here in Pickens County. The 2019-2020 Partner Agencies are:

**IMPACT AREA: EDUCATION**

Meyer Center  
Pickens County First Steps – Razor Readers  
Pickens County YMCA Literacy Mentors

**IMPACT AREA: FINANCIAL STABILITY**

Able SC- PASS Program  
Alston Wilkes Society  
Pickens County First Steps – Child Care Scholarships  
Ripple of One  
Upstate Warrior Solution

**IMPACT AREA: COMMUNITY BASIC SERVICES**

American Red Cross  
Cancer Association of Pickens County  
Family Promise of Pickens County  
National Alliance on Mental Illness  
Pickens County Advocacy Center  
Pickens County Meals on Wheels  
Ron Webber Fund  
Safe Harbor  
Salvation Army  
Samaritan Health Clinic – Medical and Dental  
United Christian Ministries
Through your gift to United Way of Pickens County, you can join one or more of our Giving Societies:

**PALMETTO SOCIETY**

The Palmetto Society honors individuals who have become leaders in our community’s success through investing $1,000 or more to United Way of Pickens County. These gifts provide a foundation for improving lives and creating lasting change. Benefits of Palmetto Society membership include:

- Recognition as a role model in the community.
- Recognition in the United Way annual gratitude report.
- Special invitations to United Way events and Palmetto Society only events.

The Palmetto Society offers five different levels:

- Director’s Circle: $1,000-$2,499
- Executive’s Circle: $2,500-$4,999
- President’s Circle: $5,000-$7,499
- Chairman’s Circle: $7,500-$9,999
- Tocqueville Society: $10,000+

**TOCQUEVILLE SOCIETY**

A subset of the Palmetto Society, the Tocqueville Society is a powerful group of philanthropic leaders who invest $10,000 or more annually in United Way of Pickens County. Members share a passion for investing in our community and making a difference—both personally and collectively.

**WOMEN UNITED**

Women United honors the power and influence of women in philanthropy through engaging, educating and empowering fellow women in Pickens County to invest in the betterment of our community. They are fiercely committed to improving the lives of children in Pickens County through supporting programs like Camp iRock. Women United engages members in social, philanthropic and service opportunities through special events and activities throughout the year. Join Women United with your gift of $1,000 or more to United Way of Pickens County, or join through the Step-Up program by pledging to give $500 the first year, $750 the second year, and $1,000 or more in year three and beyond.

**HERITAGE SOCIETY**

United Way of Pickens County offers individuals the opportunity to make a meaningful and lasting gift to the community through their estate plans. Planned gifts will provide important resources, so that we can continue to fight for the education, financial stability and basic needs of individuals and families in our community for generations to come. When you let us know you have included United Way of Pickens County in your estate plan, you will be recognized as a member of the Heritage Society.
WHAT IS UNITED WAY OF PICKENS COUNTY?

United Way of Pickens County’s mission is to mobilize the caring power of Pickens County to improve communities and individual lives in measurable and lasting ways. UWPC fights for the education, financial stability and basic needs of every person in our community. We do this work in three primary ways:

- **Partner Agencies**: A network of 19 local non-profits receive allocations from United Way’s fundraising campaign. Volunteers who live and work in Pickens County serve on Impact Councils and review non-profit grant applications and program outcomes to determine the best use of United Way funding. The funded programs serve people in Pickens County.

- **Direct Services**: United Way fills gaps in services and addresses needs by running a number of programs in-house. These programs are funded in large part by local, state, and foundation grants, bringing valuable resources into our community.

- **Partnership Development**: United Way’s unique view of the community allows us to identify partnership and collaboration opportunities to develop programs and services in a way that no single entity could do alone.

HOW IS UNITED WAY DIFFERENT FROM OTHER NON-PROFITS?

Our unique ability to work across complex issues with dozens of community partners is unmatched. We mobilize volunteers and convene partner agencies, companies, community leaders and policymakers to make broad changes like no other organization can do on its own. We address complex systemic issues in the areas of education, financial stability and basic needs. We move beyond the individual and work to influence systems.

WHAT ARE THE ADVANTAGES OF GIVING THROUGH UNITED WAY?

Giving to United Way is an easy, effective and efficient way to make your charitable gift. In a single donation, you can give to dozens of local programs which are helping thousands of your neighbors every day.

ARE ALL UNITED WAYS THE SAME?

No. There are 1,200 United Ways in the United States, and while they are all part of the United Way network, each is community-based and governed by local volunteers. Because of this, each United Way does look different. Decisions about funding and how to address community needs are made at a local level.

I DON’T BENEFIT, SO WHY SHOULD I GIVE?

United Way fights to make Pickens County a better place to live and work. We all benefit when a child succeeds in school, when families are financially stable, and when individuals and families have their basic needs met. When you support United Way, you help build a safer, more prosperous community, and we all benefit from that.

CAN I DESIGNATE MY GIFT?

Yes. An undesignated gift to United Way allows you to help more people than a gift to a single agency could; however, designations to funded partner agencies (listed on page 3 of this guide) are honored. A minimum gift of $40 is required to designate your donation to a specific United Way partner agency. Dollars will be treated as first dollars in their allocation.
All of us at United Way of Pickens County stand ready to assist you with your workplace campaign. Please feel free to reach out to us at any time.

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**THANK YOU**

Thank you for serving as a Campaign Coordinator! You are in an elite group of community leaders who take on the important role of coordinating an annual giving campaign. Because of you, individuals in our community will benefit from dozens of programs and services, making Pickens County a better community for us all, and for that we say...