



## UNITED WAY CAMPAIGN COORDINATOR GUIDE

### Grow our community as a United Way Campaign Coordinator

Thousands of families and individuals in Pickens County will have better lives because of your efforts as a United Way Campaign Coordinator.

As the Campaign Coordinator for your company, you are providing your colleagues with an opportunity to fight poverty and support 3rd grade reading in Pickens County.

You will help people like Charlie who desperately needs one-on-one financial coaching to learn to control his money and break the cycle of generational poverty.

You will help children like 3rd grader Abby who was already struggling with reading before the pandemic, and became even more behind last year.

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.

**Thank you for your leadership and your commitment to helping our community grow.**

If you have any questions, please feel free to contact Lyndy Schonhar, United Way Campaign Manager, at [lschonhar@uwpickens.org](mailto:lschonhar@uwpickens.org), 864-850-7094 x 100, or Jennifer Shurley, VP of Resource Development, at [jshurley@uwpickens.org](mailto:jshurley@uwpickens.org), 864-350-9666.



[www.uwpickens.org](http://www.uwpickens.org)  
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## YOUR ONLINE UNITED WAY CAMPAIGN

Your online United Way Campaign makes it easy for you to send information to employees and monitor your campaign progress. You will still receive a few paper pledge forms for employees who do not have access to the internet, but they only need to fill out either the online form or the paper form– not both.

Each company has their own custom United Way campaign website which you will share with staff in a company wide email. As Team Captain, you will have access to log in and view the information submitted in your campaign website, just like you would have access to the information submitted on a paper form.

### YOUR CAMPAIGN ENVELOPE

You will receive a Campaign Envelope to enclose all donation and pledge records. You will fill out the front of the envelope once your campaign has ended. Turn this envelope in to United Way.

### YOUR CAMPAIGN WEBSITE

You will receive a link to your campaign website in an email.

### YOUR ACCESS TO INFORMATION

1. United Way will create an account user name for you and you will receive an email inviting you to create your password. No one else will know or have access to your password.
2. Once your account is created, United Way will give you access to view the “Results” of your online campaign. You will receive a second email with the link to your form and instructions for viewing and downloading the results.
3. When you log in to your campaign results, you will see rows of submissions. Click on the blue number next to each submission to view it individually. Download the submissions into an excel file and you can delete any unwanted columns.

### PLEDGE/DONATION OPTIONS

Through your campaign site, your employees can make their United Way pledge in 4 ways:

1. **Payroll Deduction.** An employee pledges an amount to be taken from each paycheck and donated to United Way.
2. **Check.** Employees can write a check made out to United Way of Pickens County and give that check to you to turn in with your Campaign Envelope. Do not deposit these checks.
3. **Cash.** Employees can give you cash donations. Use the paper United Way pledge form to document who the cash is from and how much they gave you. Keep cash (and checks) in a secure place until you turn it in with your Campaign Envelope. Do not deposit cash or write a check for all cash– keep everything “original.”
4. **Credit Card.** Employees can donate online through your company United Way Campaign Credit Card link found on your online pledge form. Because of security protocols, this is the one piece of information that you will not see in your report. United Way staff will email you donor names and gift amounts for your records and your ongoing United Way Campaign goal.

### FUNDRAISERS

Fundraisers like jeans day, chili cook-off, or penny wars, are a great way to raise additional funds for United Way. Document the results of the fundraiser and record them on the outside of your Campaign Envelope. Turn in funds with your Campaign Envelope.



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# 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:

- Recruit a committee and consider having a representative from each department involved on your team.
- Ask your CEO to appoint a Palmetto Society\* Campaign chair or executive coordinator.
- Communicate your campaign goals to your leadership team.
- Encourage admin 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.

## STEP 2: SET AND PUBLICIZE YOUR TIMELINE AND GOALS

Work with your committee or CEO to establish a timeline (usually 2-4 weeks) and goal, and be sure to publicize these within your campaign.

## STEP 3: EDUCATE AND INSPIRE

Utilize email, newsletters and signage to help employees understand what United Way is and how their donation helps the community. Use our theme (United We Grow) 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. Show the United Way video. Be sure to distribute your United Way pledge page link and ask everyone to submit their form before your deadline. Make your campaign fun and creative through the use of special events, contests, incentives and prizes.

**A Note About Cash and Checks:** Checks should be made out to United Way of Pickens County. Cash and checks should be receipted and held in a secure location until they can be turned in. Do not deposit funds into your company account. Contact Lyndy or Jennifer with any questions. (lshonhar@uwpickens.org/jshurley@uwpickens.org)

## 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

Log into your United Way portal for payroll deduction pledge information. Contact Lyndy or Jennifer for your final credit card donation information. Complete the information on the front of the campaign envelope and enclose any pledge forms, checks, cash, and extra unused materials. Contact Lyndy or Jennifer when you are ready to turn in your envelope.

\*Palmetto Society is United Way's leadership giving society for donors who give \$1,000+ annually.



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## COMMUNITY INVESTMENT

United Way 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 donations are used locally and spent wisely.

## UNITED WAY FIGHTS POVERTY AND IMPROVES 3RD GRADE READING IN PICKENS COUNTY

**1 in 7 people in Pickens County are living in poverty. 69% of 3rd graders are not on track for reading proficiency. United Way donations works locally to helps your neighbors through programs like:**

**PATHWAYS** Pathways is a 6-18 month intensive, one-on-one financial coaching program designed to equip hardworking, low-income individuals and families with the skills, assistance, knowledge, and resources necessary to achieve freedom over their finances. Financial coaching sessions focus on budgeting, debt management, asset-building, credit and more.

**CAMP iROCK** Only 31% of Pickens County 3rd graders were on track for reading this fall. Camp iRock is an innovative and award winning summer program which helps children improve their reading abilities in an enriching summer camp environment. In the spring, the School District of Pickens County identifies students who could use a boost in their reading abilities and sends their families an invitation to attend Camp iRock where teachers, YMCA camp counselors, and Call Me MiSTER Interns provide one-on-one and small group instruction and summer camp fun.

**PRESCHOOL PAGES** Women United's signature program, Preschool Pages, is a partnership with local elementary schools to support the development of early literacy skills in preschoolers in the community. Young children and their caregivers participate in story time and related crafts and activities which helps these young learners develop important early literacy skills while learning that school is a safe and nurturing place. You can support children by donating books or funds for books, ensuring that each child can take a book home from the program to build their home library.

**FREE TAX ASSISTANCE** Volunteer Income Tax Assistance (VITA) sites are open annually from late January until April 15 for individuals and families with household incomes of \$60,000 or less, people with disabilities, the elderly, and limited English speaking taxpayers who need assistance in preparing their own tax returns. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals. During the tax season, schedule your appointment for free, in-person tax preparation assistance by calling 2-1-1.

**2-1-1 HELPLINE** 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. Call **2-1-1** (or 1-866-892-9211) anytime, 24 hours a day, 365 days a year to speak with a live representative who will help you find vital services in the community. You can also download the South Carolina 2-1-1 app (from Google Play or Apple App Store) and keep this resource at your fingertips. This service is free and is available in multiple languages.

**United Way donations make things better for our friends, our neighbors, our colleagues who need us. Your company can make sure that the United Way is there for the next family who needs help.**



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## GIVING SOCIETIES

United Way donors 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+

[www.uwpickens.org/palmetto-society](http://www.uwpickens.org/palmetto-society)

### 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.

[www.uwpickens.org/tocqueville](http://www.uwpickens.org/tocqueville)

### WOMEN UNITED



Women United is an unstoppable network of women committed to improving the lives of children in Pickens County. Members build connections with like-minded women, deepen their knowledge of community issues, and support children and early literacy through programs such as [Preschool Pages](#).

Join Women United by donating funds or books to Preschool Pages, or by purchasing a ticket to their annual Luncheon for Literacy.

[www.uwpickens.org/women-united](http://www.uwpickens.org/women-united)

### 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.

[www.uwpickens.org/heritage-society](http://www.uwpickens.org/heritage-society)



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