



EMPLOYEE CAMPAIGN COORDINATOR : WORKPLACE CAMPAIGN GUIDEBOOK



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Thank you, and welcome from the UW Team!

Thank you for leading the charge to ensure our region’s safety net remains strong for our friends, colleagues, and neighbors. United Way helps more than 1 million people each year, and your investment of time and energy towards your company campaign is vital to our region’s success.



We hope this guide will help you as you navigate your way through your internal campaign. Remember to keep things fun and personalized to your company’s culture. Research shows that the number one reason people do not give to a cause is because they weren’t asked. Please make the ask. We have enclosed all the resources you need to host a successful campaign.

We truly appreciate your efforts as you invite your colleagues to join you in making a difference.



Planning

Start your planning by engaging a team to assist you. Include members from different departments, backgrounds and ages to ensure a fun and impactful campaign. Giving back to your community is a fantastic way for your team to feel connected and make a difference. Use the United Way tools provided to you to share the impact of donating. Your employees want to know how their donations are making a difference.

Engaging Leadership

- Ask senior leaders to participate in and promote the campaign.
 - Give them fun ways to share the messaging and encourage their participation at events.
-

Engaging Co-Workers

- Asking your coworkers to help you make outreaches to others. The bigger the team the easier it will be to reach your campaign goal.
-

Set Goals

Previous Year Totals

Corporate Gift _____

Employee Gift _____

Special Events _____

Participation % _____

Total Raised _____

Campaign Goals

Corporate Gift _____

Employee Gift _____

Special Events _____

Participation % _____

Total Raised _____

Before Campaign Checklist

- Set your campaign dates. Campaigns typically run for at least a week, but some spread it over 2-3 weeks to ensure everyone has the opportunity to give.
- Meet with your United Way Campaign Manager for guidance in preplanning your campaign.

Typical Campaign Activities

- Hold kickoff rally
- Make the ask (via email, pledge card, online giving, etc.)
- Hold special events to boost participation
- Host a Thank You event for those who participated

Scan below for ideas for events and engaging your employees

Event Guide



United Way St. Louis Swag Now Available!



Activities, Games, and Incentives



Order your United Way Swag **before** your campaign and wear it for kickoff and at special events. Consider using items as prizes.



Campaign Best Practices

RECRUITED
A TEAM

☐

SET A
CAMPAIGN
GOAL

☐

HELD A
CAMPAIGN
KICKOFF

☐

SHOWED
CAMPAIGN
VIDEO

☐

ORDERED
CAMPAIGN
MATERIALS

☐

USED
AGENCY
SPEAKER

☐

MADE
LEADERSHIP
GIVING ASK

☐

COMPLETED
VOLUNTEER
PROJECT

☐

THANKED
YOUR
GIVERS

☐

INVOLVED
LABOR
LEADERS

☐

HOW TO ORDER CAMPAIGN MATERIALS

All the tools you need to run a fun energetic and successful campaign are right at your fingertips. Simply order your campaign materials online and have them delivered directly to you. This process is designed to allow you to get the materials you need when you need them and reduce waste.

1. Visit our materials ordering site:

<https://unitedwaymaterials.myshopify.com>

2. Choose the materials you want to order

Click the item you want to order. Enter the desired quantity, then select “Add to cart”.

Materials available include; United Impact brochures, report envelopes, 211 buckslips, payroll deduction summary cards, pledge cards, and campaign posters. If you need other materials not listed on the order form, contact your United Way staff person, or visit the “Campaign Materials” section of [Campaign HQ](#) on our website helpingpeople.org to download materials.

3. Review your order

Click the shopping bag icon in the top right to view your cart, or the United Way logo to return to the products page. When you're ready to check out, review your cart, update quantities or remove items as needed, then click “Check out.”

4. Enter your shipping information

Enter your email address and shipping information. Select the Standard shipping method. Note: if expedited delivery is needed, approval from your staff member is required. Select the Billing address: Same as shipping address.

5. Click on the ‘Place Order’

Complete order. You will be redirected to a confirmation page, and you will receive a confirmation email from United Way of Greater St. Louis Materials.

Thank you for participating in our Community Campaign. If you have any questions please reach out to your Relationship Manager. If you don't know who your Relationship Manager is please contact: ecchelpdesk@unitedwaystl.org

EMPLOYEE ENGAGEMENT GUIDE

OPPORTUNITIES & ACTIVITIES THAT POWER YOUR PURPOSE

Each engagement opportunity can be tailored to suit your company's needs in alignment with your corporate impact goals.



VOLUNTEER ACTIVITIES

👤 *Unlimited*

🕒 *Unlimited*

💰 *\$-\$*

United Way's award-winning Volunteer Center offers a variety of community outreach projects and activities for your employees to engage in year-round.

ACTIVITIES INCLUDE:

- Service2Go on-site projects
- Organized projects at a nonprofit agency
- Board training for your staff

EMPLOYEE EDUCATION

👤 *Unlimited*

🕒 *Unlimited*

💰 *None*

Expand your team's knowledge of United Way, our combined impacts in the community and ways to get involved.

CUSTOM SESSIONS INCLUDE:

- Lunch & Learn sessions
- Community Impact presentations
- New hire education resources
- Onsite United Way Open House

LEADERSHIP GIVING EVENT

👤 *Unlimited*

🕒 *10-30 Mins*

💰 *none*

Boost your employee Leadership Giving efforts with our internal LGS information session.

SESSION INCLUDES:

- Introduction of each Leadership Giving Society and de Tocqueville
- Membership and benefits
- Step-up programs.

IMMERSION EXPERIENCE

👤 *10-50*

🕒 *90 Mins*

💰 *\$\$*

This virtual immersion experience fosters empathy and provides a deeper understanding of the challenges faced throughout our community. This concentrated experience showcases the important role United Way plays in helping individuals and families move from crisis to stability.

UNITED WAY: AN IMPACT MULTIPLIER

75% of Americans aged 20-75 will experience at least one year living in or near poverty.



62% of households in America are living paycheck-to-paycheck, which increased in January 2024.



20% of families in the St. Louis metropolitan area have little to no savings.



>40% of Americans admit to keeping a minimum balance of \$500 or less in their checking accounts



11% of Greater St. Louis residents under age 65 are uninsured
8.4% of Missouri residents lack health insurance

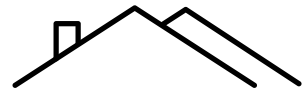


Individuals below the poverty line are more likely to die early than people who are well above the poverty line. **3X**



1/6 children are food insecure in the bi-state region - equivalent to the The total student population of St. Louis Public Schools, Rockwood, Wentzville, Francis Howell, Fort Zumwalt, Parkway, Edwardsville, and Collinsville combined

61% of income is spent for housing by a single parent making minimum wage in the Greater St. Louis area averaging \$14.37



261 safety net, targeted, and system change agencies directly funded



\$3.72M dollars invested to meet emergency needs



814

families and households helped through hardship funds



4,845

transportation needs facilitated to achieve jobs or medical appointments



\$47.48M

to support core needs and agency infrastructure across the region

through UWGSL 211
193,870

needs identified and connected to community resources

4,581

CIE users collaborated across:



1,092
programs

4
hospital
systems

14,108
data & cases solved

129,151



clients supported to successfully manage health conditions



4,927

households received holiday assistance through 100 Neediest Cases

185,868

clients supported resulting in fewer behavioral health needs



21,690

individuals achieved improved financial mobility and workforce advancements



\$17.52M

returned to families through the Volunteer Income Tax Assistance (VITA) program



more than

219,989

inquiries managed through UWGSL 211

LABOR + UNITED WAY OF GREATER ST. LOUIS

TOGETHERHELPINGFAMILIES | TOGETHERBUILDINGCOMMUNITY



- The United Way Labor Department Direct Assist Program continues to help families with utilities and housing assistance along with providing community referrals thanks to the AFL-CIO and United Way Partnership.
- 21 Union leaders provide direction to United Way by serving on the Board of Directors and Regional Auxiliary Boards.
- United Way partners with the Missouri Works Initiative's Apprentice Ready programs (Construction and Manufacturing) to help create an industry-recognized entry point into the trades, creating a more skilled and equitable workforce.
- United Way supports community collaboration efforts to address the opioid epidemic, which include worksite education and UCAN training.
- Five Union members work full-time as United Way Labor Liaisons to help union families and strengthen Labor and community ties.
- United Way serves the Greater St. Louis region in 16 counties in Missouri and Illinois and helps more than one million people each year.
- Contacting your local United Way labor liaison is a free, simple, and confidential way to connect union members who qualify for assistance during a time of economic hardship.

Call (314) 539-4189 to reach the United Way Labor Direct Assistance Helpline.

FOR MORE INFORMATION, PLEASE VISIT [HELPINGPEOPLE.ORG](https://helpingpeople.org).



UNITED WAY
Greater St. Louis

AFL-CIO
COMMUNITY SERVICES

UNITED WAY OF GREATER ST. LOUIS

LEADERSHIP GIVING SOCIETIES

BECOME A LEADERSHIP GIVING SOCIETY MEMBER

Unite with over 7,000 Leadership Giving Society members and become part of our region's most committed philanthropic community.

The collective generosity of our Leadership Giving Societies (LGS) helps to ensure our region has a safety net of stable nonprofits poised to answer the call of our neighbors in need.

SOCIETY BENEFITS

- Networking events with local leaders and likeminded philanthropists
- Personal/professional development programs
- Invitations to premier UW donor events
- Exclusive, hands-on volunteer projects
- Educational workshops designed to enhance your charitable giving

MEMBERSHIP

UYL MEMBERSHIP

\$25-\$999

CCS | MLS | WLS | MCLS

JOIN ONE OR MORE, INCLUDING UYL

\$1,000 - \$9,999

DE TOCQUEVILLE

\$10,000+

STEP-UP PROGRAMS

UWGSL offers two programs to help you reach your Leadership Giving goal.



REGIONAL BUSINESS COUNCIL

A three year program to help women and people of color become LGS members.



DE TOCQUEVILLE SOCIETY

Available to current and new donors interested in becoming de Tocqueville Leadership Society members.



CHARMAINE CHAPMAN LEADERSHIP SOCIETY

The Charmaine Chapman Society (CCS) is the premier Black philanthropic community in the nation. CCS members offer "a hand up" to others while fostering the next generation of Black leaders in our region.



MEN'S LEADERSHIP SOCIETY

The Men's Leadership Society (MLS) is the largest society with 4,000+ members and offers an outlet for leaders from across the region to connect over a shared cause through service projects and networking events.



WOMEN'S LEADERSHIP SOCIETY

Women's Leadership Society (WLS) is an uplifting community of over 3,000 inspired women and one of our region's most influential women's giving societies. The WLS Mentorship Program is the signature initiative.



MULTICULTURAL LEADERSHIP SOCIETY

Multicultural Leadership Society (MCLS) celebrates our region's diversity by uniting individuals from all cultures and recognizing professionals who value the importance of philanthropy.



UNITED YOUNG LEADERS

United Young Leaders (UYL) connects the next generation of local leaders and philanthropists. Join likeminded young professionals (age 18-35) and address community issues through giving, volunteerism, and professional development.



DE TOCQUEVILLE LEADERSHIP SOCIETY

The deTocqueville Leadership Society (AdT) is made up of passionate and inspiring members of our community who are leading the charge in charitable giving.



UNITE WITH US.

Learn more about LGS and benefits at helpingpeople.org/leadership-giving

REGIONAL BUSINESS COUNCIL

UNITED WAY MATCHING GIFT PROGRAM

The Regional Business Council is pleased to offer this matching gift program to you as a way to increase the impact of your gift to United Way.

This Initiative is intended to help professionals move up to United Way's Leadership Giving level (\$1,000) by increasing their United Way gift for three years until they reach the Leadership level without a match.

United Way's Leadership Givers receive many benefits, including invitations to special events and other reward incentives. By participating in this Initiative, you will receive recognition for a Leadership Gift to United Way. In three years or less, participants fully intend to pledge \$1,000 to United Way.

To participate in the RBC Matching Gift Program, email this completed form to leadershipgiving@unitedwaystl.org.

*RBC match dollars do not count towards your company's campaign total; however, your company will recognize you as a Leadership Giver.

Matching gift program at-a-glance:

Year 1: Potential Leadership Donor makes a minimum gift of \$500 to United Way. RBC matches \$500 to reach \$1,000.

Year 2: Potential Leadership Donor increases gift to United Way to \$750. RBC matches \$250 to reach \$1,000.

Year 3: Potential Leadership Donor makes a pledge of \$1,000 to United Way.*

* It is the Donor's intent to give at the Leadership Level in year 3.



I WOULD LIKE TO PARTICIPATE IN THE RBC LEADERSHIP GIVING PROGRAM

I pledge to United Way my gift of: \$_____ (min. \$500). RBC will match \$_____ for a total gift of \$1,000.

Preferred payment method:

☐ Payroll deduction

☐ Please bill me for payment by check or credit card*:

☐ Immediately

☐ Monthly

☐ Quarterly

Start date: _____

*Invoice will include directions on how to pay by credit card.

By enrolling in the RBC Leadership Giving Program, I am making a three-year commitment to United Way of Greater St. Louis. (Year 1: \$500, Year 2: \$750, and Year 3: \$1,000.) It is my intent to become a Leadership Giver without a match when I pledge \$1,000 to United Way of Greater St. Louis by Year 3.

Name: _____

Company: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Work Email: _____ Personal Email: _____

Signature: _____

Date: _____

United In Spirit Point Guide

<u>Campaign</u>	<u>Points Value</u>
<u>Employee Participation Rates</u>	
0%-25%	10 points
26%-50%	20 points
51%-75%	30 points
76%-99%	50 points
100%	100 points
<u>Leadership Givers Added</u>	
0-3	20 points
3-5	50 points
5+	100 points
<u>Campaign Total Increased by 3%</u>	
Yes	100 points
<u>Engagement</u>	
<u>United Way Hosted Events</u>	
Unite with Us Day	100 points
Campaign Leadership Conference	*one attendee per team required 100 points
<u>Other Events</u>	
Hosted a volunteer event	20 points
Hosted a Campaign Kickoff	20 points
Hosted a Special Event	20 points
Hosted a Leadership Event	20 points
<u>Video Submission</u>	
Submitted?	1500 points
BONUS: Have member of leadership present	50 points
BONUS: Wear United Way Swag in video	50 points
BONUS: Most Fun/Creative video submission	100 points
<u>Virtual Scavenger Hunt</u>	
Submitted?	10 points per submission *capped at 200 points per team



UNITED WAY
Greater St. Louis

HOW TO SUBMIT UNITED WAY CAMPAIGN RESULTS

PLEASE FOLLOW THE INSTRUCTIONS THAT ALIGN WITH THE MATERIALS THAT YOU HAVE. ALL FORMS CAN BE FOUND ON OUR WEBSITE IN THE CAMPAIGN HQ.

#1: I have all digital results (pledge tracking sheet and/or scanned pledge cards).

- Use this method if you have no payments to remit at this time.
- Fill out the [Campaign Report Form](#).
- Email the completed form, your [tracking spreadsheet](#), and/or your pledge card scans to pledges@unitedwaystl.org.

#2: I have paper pledge materials and no payments to remit at this time.

- Fill out the [Campaign Report Form](#).
- Print and mail the completed form along with your paper pledge cards:

United Way of Greater St. Louis
Attn: Annual Campaign
PO Box 954281
St. Louis, MO 63195-4281

#3: I have checks and other paper pledge materials to submit.

- Fill out the [Campaign Report Form](#).
- Print and mail the completed form along with your paper pledge cards:

United Way of Greater St. Louis
Attn: Annual Campaign
PO Box 954281
St. Louis, MO 63195-4281

#4: I have cash, checks and other paper pledge materials to submit.

- Fill out the [Campaign Report Form](#).
- If possible, convert the cash to a check, and follow method 3 instructions.
- If you are not able to convert the cash into a check contact your United Way staff member to arrange for a pickup.

Not sure which way works best for you? Contact your United Way staff member to let them know the materials you have and work together to determine the proper arrangements. If you are unsure of who your United Way staff member is, please email ecchelpdesk@unitedwaystl.org.