# United Way of Anchorage
# COMMUNITY CAMPAIGN HANDBOOK

# THANK YOU FOR BEING A UNITED WAY EMPLOYEE CAMPAIGN COORDINATOR

Dear Employee Campaign Coordinator (ECC),

Welcome to the team!

This guide is a resource to assist you in planning your Community Campaign. With print, digital, and human resources, you have many tools readily available to you! Have confidence that your team at United Way is here to support you through the efforts you put forward. We are here to help you succeed so that as a community, we will succeed together.

Quite simply, the need in our community is greater than what any single service provider can address alone. Your efforts have never been more urgently needed than now. Only by working together can we support our community's shared goals – strong, financially stable families, successful, prepared students, and healthy children and adults. This community-changing work does not happen without you.

Full of rewards and collaboration with your peers, we will work together to improve the fundamentals of our community. Now more than ever, we need your voice and enthusiasm to come forward and act. We need you. Your community needs you.

Wishing you success in your campaign,

Jason Dinneen
Director, Corporate Partnerships
United Way of Anchorage

# ECCs HAVE THE UNIQUE OPPORTUNITY TO ENGAGE CO-WORKERS BY CREATING MEASURABLE IMPROVEMENTS IN OUR COMMUNITY.

As an Employee Campaign Coordinator (ECC), you are positioned to bring United Way into your place of work. ECCs are the key to a successful workplace campaign. When you serve as an ECC for your organization's campaign, you are joining thousands of other committed volunteers in our community.

**Primary Objective:**
To enable your co-workers to create a stronger community by planning, organizing and coordinating a successful United Way Campaign within your company. Managing your company's fundraising campaign is a lot of work in addition to the job you do each day. We are here to help you make your company's campaign a success.

**Benefits of being an ECC:**
- Advancement opportunity & career development
- Strengthened relationships & company reputation
- Personal & professional networking opportunities
- Expert knowledge of the value of giving to United Way
- Direct exposure to community changing work

**Activities may include:**
- Attend Employee Campaign Coordinator training
- Work with your United Way rep to develop an effective campaign plan
- Recruit and coordinate a team of volunteers to assist you
- Coordinate and attend your company's kickoff and recognition events
- Promote the campaign throughout the company
- Encourage volunteerism among your co-workers
- Encourage leadership giving in your campaign
- Educate your co-workers about United Way
- Make a gift yourself
- Invite everyone to participate
- Thank your donors and volunteers
- Complete your campaign by preparing your final Campaign Report and turning in completed pledge forms
- Evaluate and make recommendations for next year's campaign

## WHAT CAN MY UNITED WAY STAFF HELP WITH?

We are Community Campaign Experts! Our staff has over 60 years of combined fundraising experience. We are here to assist you with materials, campaign theme and strategies, organizing speakers, and any additional support needed.

# STEPS FOR A SUCCESSFUL CAMPAIGN

As an Employee Campaign Coordinator, you have the unique opportunity to harness the generosity, talent, and energy of your workplace to give back to your community in so many ways – all while raising workplace morale!

## ENERGIZE

Recruit a strong team to help lead your United Way campaign.

## INSPIRE

Share the United Way story with all employees.

## ENGAGE

Connect all employees to their community and show them how they can ensure a better future.

## ASK

Ask everyone to participate.

## THANK

Thank everyone for donating their time, money, and resources.

"Being an ECC helps me keep in touch with our employees across Alaska."
- CAROL HULL, DOYON DRILLING, INC.

# CAMPAIGN CHECKLIST

Denotes resources available at LiveUnitedANC.org

| ✓ | ENERGIZE | TARGET DATE |
|---|---|---|
| | **Attend United Way of Anchorage training/orientation**<br>Get to know other ECCs and share success stories | |
| | **Identify clear and measurable goals**<br>Your UWA rep will help you take prior years' results, current business climate, etc. into account | |
| | **Build a diverse team from all departments to help plan and track events throughout the company campaign**<br>Even just having cheerleaders helps make for a smooth campaign | |
| | **Involve Leadership**<br>Your CEO champions the work you are doing and provides the company's endorsement to the staff | |
| ✓ | **INSPIRE** | |
| | **Attend UWA Kickoff Event** | |
| | **Host a Campaign Kickoff at your workplace**<br>Request materials and speakers through your UWA rep | |
| | **Use your tools**<br>Visit the Campaign Toolkit online at LiveUnitedANC.org to find resources and inspiration | |
| ✓ | **ENGAGE** | |
| | **Hold incentivized events, raffles, competitions, etc. to promote your campaign** | |
| | **Activate Leadership donors ($1000 or more annually)** | |
| | **Incorporate a volunteer opportunity into your campaign** | |
| ✓ | **ASK** | |
| | **Make sure every employee has the opportunity to give**<br>ALL employees should be asked to participate | |
| | **Speak to all the ways to give through UWA** | |
| | **Motivate colleagues to increase their gifts**<br>Even just a 5% increase goes a long way | |
| ✓ | **THANK** | |
| | **Monitor your campaign and report results**<br>Collect pledges, calculate results, and submit campaign envelopes to your UWA rep | |
| | **Announce results to all employees**<br>This is an opportunity to showcase your involvement externally, too! | |
| | **Say thank you**<br>This is a good opportunity to circle back to your CEO/Leadership to show off your hard work (and get a personalized thank you email out to employees) | |

# CONTINUE THE PARTNERSHIP

Below you will find four categories to consider for continuing community engagement after your campaign concludes. We recommend selecting at least one item from each of the categories.

## MISSION DRIVE & EDUCATIONAL ENGAGEMENT

- ☐ Lunch & Learns
- ☐ Agency Speakers
- ☐ Agency Tours

## VOLUNTEERISM

- ☐ Food Drive
- ☐ Recurring Volunteer Opportunities
- ☐ Supply/Toy Drive
- ☐ On-Site Volunteerism

## TARGETED AUDIENCE ENGAGEMENT

- ☐ Emerging Leaders
- ☐ Leadership Donors
- ☐ Top-Level Executives
- ☐ Retirees

## CORPORATE SPONSORSHIP

- ☐ Any United Way Impact Area
- ☐ MLK Day Project
- ☐ United Way Campaign Kickoff
- ☐ Walk 4 Warmth
- ☐ Stuff the Bus
- ☐ Grad Blitz

"Watching our employees have a good time together while doing great things for our community is one of my favorite things about being an Employee Campaign Coordinator."
- ROSE MUNCY, ALASKA COMMUNICATIONS

# UNITED WAY'S COMMUNITY FUND

When you direct your gift to the Community Fund, you are investing in the programs and activities that are achieving sustainable and measurable results aligned toward our community's goals.

Your gift will be strategically invested in the causes that are important to you within the United Way of Anchorage impact areas. United Way brings our community together to do the things that none of us can do alone. Your community needs you. By working together, we create community solutions.

| Giving to United Way's Community Fund provides unique flexibility and diversity to your gift. | Community Fund | Designated to Agency |
|---|---|---|
| Community needs are assessed and the most critical issues are identified | ✓ | |
| Funding stays local and is based on program performance and impact on our community | ✓ | |
| Rigorous program oversight is provided by United Way staff and volunteers year-round | ✓ | |
| Agencies are reviewed by United Way staff to ensure program effectiveness and progress | ✓ | |
| Reviews of agencies' financials are conducted | ✓ | |
| Donor will receive regular updates on progress made in our community thanks to their gift | ✓ | |
| Donate conveniently through workplace campaign and payroll deduction | ✓ | ✓ |
| Donation is distributed directly to nonprofits | ✓ | ✓ |

## PERSONALIZE YOUR GIFT

Many people have a strong passion for one of our Impact Areas - Health, Education, or Financial Stability. At United Way, we provide the opportunity for donors to direct their Community Fund gift to one of these areas. Donors will receive special communications about their chosen area.

# WHAT YOUR DOLLARS CAN DO

**Your gift, no matter what size, makes a difference. For the same cost of everyday items and activities, you can provide urgent and life-changing resources that impact people throughout our community.**

| | | | | |
|---|---|---|---|---|
| **$5** PER PAY PERIOD | CAN PROVIDE | **12** pre-K appropriate books a year for 4 low-income children | IMPACT **92%** | of the families receiving free books have increased the amount of time spent reading with their child |
| **$10** PER PAY PERIOD | CAN PROVIDE | **750** nutritional meals to hungry families | IMPACT **91%** | of families reported that receiving food allowed them to pay a bill that would otherwise go unpaid |
| **$20** PER PAY PERIOD | CAN PROVIDE | **20** Alaska 2-1-1 callers with life-changing resources | IMPACT **96%** | of callers said they found the service helpful and would call again |
| **$40** PER PAY PERIOD | CAN PROVIDE | **180** days of out-of-school supports for an at-risk student | IMPACT **79%** | of seniors receiving support earned their high school diplomas |
| **$50** PER PAY PERIOD | CAN PROVIDE | **12** people with job training that leads to stable employment | IMPACT **67%** | of people receiving training attained employment or increased their income |
| **$100** PER PAY PERIOD | CAN PROVIDE | **2** families with rental assistance | IMPACT **99%** | of people receivng assistance stated that it prevented a move out or homelessness |

# EMPLOYEE CAMPAIGN COORDINATOR AWARDS

## Community Builder Achievements

- CEO/Executive Team Support
- Attends an ECC training event
- Company participation in the Community Campaign Kickoff
- 100% of coworkers receive information and are asked to participate
- Achieves the goal of 5% increase or greater in the employee giving from the previous year
- Employee Volunteer Involvement (one or more of the following)
  * With United Way
  * Day of Caring
  * Walk for Warmth
  * Company group volunteer projects in community
- 5% of employees participate in Leadership giving

## Community Builder Awards

**GOLD AWARD:** Meets 5 of 7 Community Builder Achievement criteria

**SILVER AWARD:** Meets 3 of 7 Community Builder Achievement criteria

**OUT-OF-THE-BOX AWARD:** Awarded to one corporate partner who creates a creative theme and original activities

**ABOVE & BEYOND AWARD:** Awarded to one ECC who adds excitement to the campaign, supports fellow ECCs, and helps others to realize the importance of United Way

"[Being an ECC] allows me to get face-time with management, and it's a very unique networking opportunity within your own company." - AMY VILLARREAL, CONOCOPHILLIPS ALASKA

"We work in the community to build people up."
- MICHELLE FLETCHER, BRISTOL BAY NATIVE CORPORATION

# GIVING GROUPS

## Leaders in Giving

**United Way Emerging Leaders** is a network of young professionals who share a passion for building a stronger Anchorage. Emerging Leaders channel their talents and energy through focused philanthropy, volunteer service, and education to make a difference in our community.

The more you give, the more you get! This is true in work, life and in any endeavor you pursue. In the Emerging Leaders program, donors receive benefits depending on their annual contribution.

**Recognition levels are:**
- Bronze, $100 - $499
- Silver, $500 - $999
- Gold, $1000 or more per year

**United Way's Leaders in Giving Society** recognizes individuals choosing to make a substantial impact on critical issues facing this community. A pledge at this level signifies a commitment to building a stronger community — improving lives today and working to prevent tomorrow's problems. Leadership levels start at $1,000. Donors are celebrated and recognized on the United Way of Anchorage website, in various publications throughout the year, and through virtual and in-person events.

**Recognition levels are:**
- Bronze, $1000-$1749
- Silver, $1750-$2499
- Gold, $2500-$4999
- Leadership Council, $5000-$9999
- Alexis de Tocqueville Society, $10,000

**Alexis de Tocqueville Society members** are philanthropic leaders and volunteer champions who give $10,000 or more annually to United Way of Anchorage. Together they create profound and lasting impacts in Anchorage and on the lives of all who live and work here.

"I've made really great friends with people I wouldn't normally get to interact with, co-workers, different divisions, even the ECC coordinators from United Way themselves!"
- EMILY STEWART, LYNDEN

# WE'RE LOCAL PEOPLE.

# SUPPORTING OUR LOCAL COMMUNITY.

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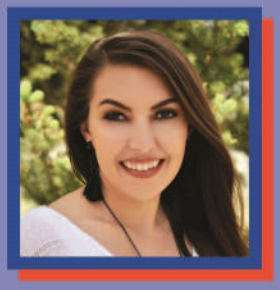

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**Your United Way staff is here for you! All staff can be reached at 907-263-3843.**

# CONTACT US

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Hours:
8:30 a.m. to 5:00 p.m.
(Closed for lunch, 12:00 - 1:00 p.m.)
Monday through Friday

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