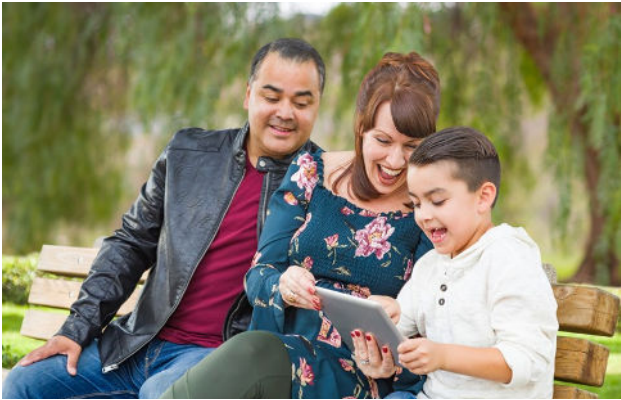


EMPLOYEE CAMPAIGN



CHAMPION TRAINING GUIDE

A Guide to Planning Your 2019 Campaign

Thank you for being an Ambassador!

Welcome to United Way of Delaware's 2019 Campaign! We are grateful that you will be at the forefront of your organization's United Way workplace Campaign -- to be the leader, coach and cheerleader in this serious work. We ask you to double-down, to work on the campaign as hard as anyone ever has.

Why? United Way of Delaware is leading the charge to ensure that kids read on grade-level by the end of third grade, that youth have pathways to college and careers, and that families are financially stable and empowered. Through this, together along with our teammates, we will create a new generation of capable, contributing community members.

Only by Living United can we achieve these goals. And It Starts with you. You are the game changer in the fight for our most vulnerable neighbors. We know you have what it takes for Delaware to defeat the barriers to our children's, communities' and state's success.

Imagine what we can accomplish together! Thank you for agreeing to be a star player - the force that makes this mission possible. Please take advantage of this guide for campaign planning and execution. You will find answers to your questions and proven strategies for a blue-ribbon campaign at your place of business.

We are looking forward to a championship 2019 United Way campaign and we thank you for **Living United!**



Michelle A. Taylor

Michelle A. Taylor
President and Chief Executive Officer
United Way of Delaware

Together we're greater than any challenge.



Your contributions help create lasting change and a brighter future for children, families and individuals in our community. United Way fights to improve the quality of life for all Delawareans. To achieve this, we are focused on three key areas:

Foundation for Educational Success: Ensuring that children (birth through age 8) are properly prepared and ready to achieve academic success, and most importantly, are reading at or above grade level by the end of third grade

Youth Development leading to College and Career Readiness: Helping our youth to acquire and develop positive, personal assets providing them with a successful pathway to college and/or career readiness

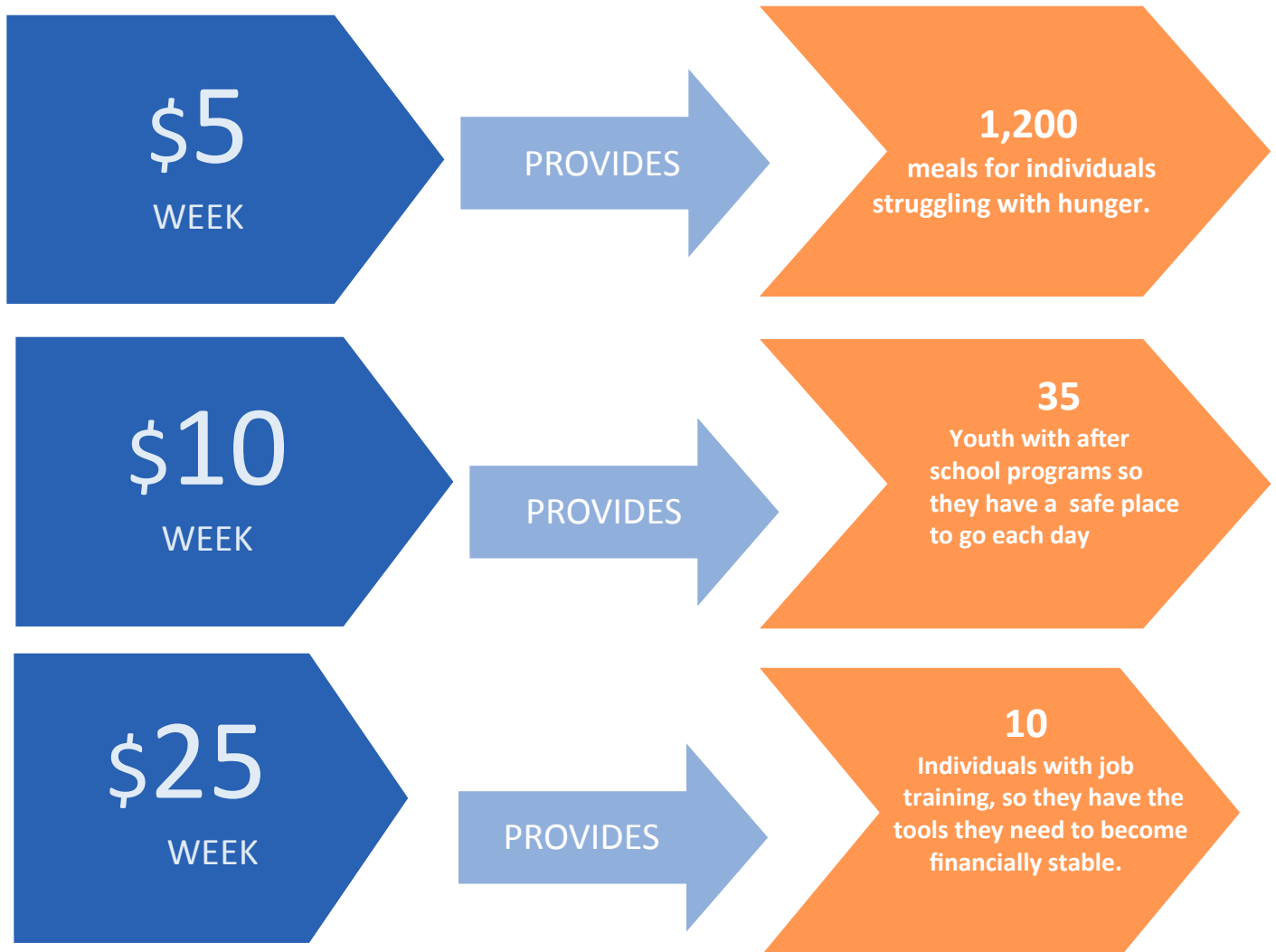
Economic Stability and Financial Empowerment: Providing meaningful short and long-term opportunities for individual and families to secure economic stability and develop a roadmap for financial empowerment.

We all win when we invest in our community.

What Your Dollars Can Do

Together We Can Change Lives.

By supporting United Way, together we are building stronger communities. We are here for our neighbors and for each other. Your gift, no matter what size, makes a difference. For the cost of everyday items and activities, you can provide urgent and life-changing resources that impact people throughout our three-county region.



Take Your Campaign Online

Many companies are finding that United Way of Delaware's ePledge system facilitates the administrative role of the company volunteers.

- Your organization receives up-to-the minute campaign results.
- ePledge reduces administrative costs for your company and United Way.



Campaign Messaging

United Way has a shared vision and understanding that goes beyond business goals and leverages social responsibility to help create stronger communities. **Together** we fight to build bridges between people in need and the programs that can help. **Together, united**, we can inspire hope and create opportunities for a better tomorrow.



A unique position to help. No other organization has the scope and the expertise to unite and mobilize hundreds of human services agencies, businesses, community organizations, government, volunteers, and private foundations around a common vision for the common good.

More powerful than a single agency or organization. Your gift of time, talent, money or activism does more than it ever could through any single cause, charity or agency.

You have more impact. Create more long-term social change. Empower struggling communities to thrive. All while directly improvement the lives of thousands of children, youth and families in your own local area.

Together, we can do more than any of us alone. Through United Way, your contribution combined with others will have a more meaningful impact.

Promote Your Campaign through SOCIAL MEDIA



Share your campaign with us and others on Facebook. Post your campaign event photos on United Way of Delaware Facebook Page [/UnitedWayofDelaware](#). Be sure to “Like” us and encourage others to do the same! Twitter:

- Show your support for United Way of Delaware on Twitter [@unitedWayDE](#)
- Use the hashtag **#LIVEUNITED** in your tweets while
- Retweet (RT) others who are using **#LIVEUNITED**

Remember to use your personal social media channels to spread the word about United Way of Delaware by posting photos of your employee volunteers in action and your special events!

TIPS FOR A SUCCESSFUL CAMPAIGN

Get Donors Interested

78% of people are more likely to give a financial donation if they first have a positive engagement experience.

- **Share the story:** Educate employees by inviting an agency speaker to share a story about the positive impact that donor dollars have on our community. Contact United Way staff to schedule a speaker.
- **See impact in action:** Experience how important United Way-funded programs are to the community by touring an agency.
- **Volunteering during Season of Caring:** Strengthen your team and community by participating in a Fall volunteer project.

Make the Ask

Research shows that the #1 reason people don't give to United Way is because they were never asked.

- **Ask for the pledge:** With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.
- **Answer questions and handle concerns:** Answer questions honestly and if you don't know the answer ask a United Way staff member.
- **Leverage incentives:** Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation day, VIP parking, and gift cards are great incentives.
- **Say thank you:** Regardless of what the donor decides, thank them for their time.

LIVE UNITED All Year Long

90% of businesses indicated that partnering with reputable non-profit organizations enhances their brand. WE provide you with all the tools you need to show donors how United Way is using their gift, months after they've been given.

- **Share the facts and updates:** Send fund facts and stories via emails, newsletters, the internet, or a bulletin board.
- **Create an annual engagement calendar** that includes Lunch & Learn sessions, hosting a drive, Adopt-an-Agency, site visits and more. Contact your United Way staff for more information.

Methods of Solicitation

| Method | Benefits |
|---|--|
| <p>One-on-One Immediately following your kickoff event, trained solicitors approach assigned individuals to personally share the company's goals, request a new or increased gift, answer any questions, and receive the pledge.</p> | <ul style="list-style-type: none"> • Ability to tailor the United Way message to each individual. • Opportunity for the contributor to ask questions and receive immediate responses. • Respects the privacy of the individual. • Affords a greater opportunity to secure an increased gift. |
| <p>Group Group meetings may follow a variety of forms; however, the essential messages include a strong endorsement from the CEO, a clear explanation of the campaign's objectives, and an enthusiastic, positive request for contributions.</p> | <ul style="list-style-type: none"> • Guarantees uniform exposure to the United Way message. • Removes prospective donors from the distractions of the work area. • Requires the recruitment and training of a smaller number of solicitors. |

ONLY HAVE 60 SECONDS?

Be an Advocate:

- Giving to United Way of Delaware is the most efficient and most powerful way for you to invest in our community. We invest nearly 90 cents of every dollar raised into community problem solving—and that far exceeds national standards.
- United Way is not a short-term investment; it's about lasting change. We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- United Way of Delaware is:
 - **Effective.** We only invest in programs at agencies that are in good financial health and in programs with results that are measurable, sustainable, and meet current community needs.
 - **Efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community
 - **Local.** We invest in countless programs with over 100 local partner organizations across Delaware.



Stay Connected with Your United Way Representative

Your representative can help you with:

- Reviewing your organization's giving history for the past several years.
- Establishing a plan for your campaign.
- Setting a realistic goal.
- The necessary United Way materials to run your campaign.
- Coordinating speakers, tours, or Days of Caring volunteer projects.
- Creative ideas to maximize your campaign effort.

Set a Challenging Campaign Goal

- Set one goal or several goals:
 - * Employee contributions (monetary)
 - * Employee participation in the campaign (percentage)
 - * Community Impact Fund totals (monetary or percentage of employee contributions)
- Establish your goals by considering the previous year's campaign results.

Set goals based on increases in:

- Gifts to United Way vs. *Donor Designated Contributions*, i.e., contributions to United Way's **Community Impact Fund**
- Involvement – give everyone the opportunity to give. Encourage participation through positive solicitation.
- Per capita giving or average gift
- Leadership giving (gifts of \$500+ to the Community Impact Fund or to United Way Programs and Initiatives)

Get Involved!

United Way creates customized volunteer opportunities for groups of any size, on or off-site, with community organizations that are making a difference.

VOLUNTEER EVENT IDEAS

ON-SITE

Do good without even leaving the office.

- Host a kit packing party for personal care items
- Coordinate a supply collection or organize a sandwich-making assembly line.

LEVERAGING YOUR PRODUCT

Roll up your sleeves and do what you do best.

- Consider a product or service that you offer, can it be used to help others?

82% of employers say employees want the opportunity to volunteer with peers in corporate-supported event.

Building an environment that is fulfilling, meaningful, and fun is not only good for employees, but can also potentially result in better business outcomes including higher productivity, increased efficiency, higher levels of customer satisfaction, and better overall business results.

SKILL BASED

Use your professional talents to make a difference.

- Serve as an interview or resume-writing coach at the annual events.
- Become a financial budgeting coach.
- Share your professional expertise and career advice with local youth.

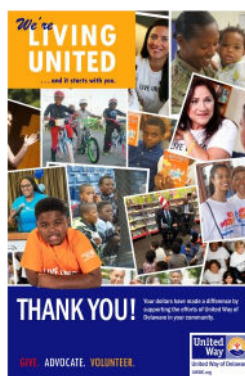
Have Fun!

The following ideas can be used to develop understanding about United Way, increase volunteerism, build excitement and reward your campaign team. They make a great addition to, but do not replace, employee meetings. It always feels good to help others, but here are a few ideas to make your employee campaign FUN:

- **Incentives for turning in a pledge form:**
 - Time off with pay
 - Tickets to sporting events
 - Company merchandise
 - Reserved parking
 - Casual dress day
- **Days of Caring – a volunteer project with United Way**
- **Agency Speakers, Agency Tours, Agency Displays**
- **Games/Contests:** Decorate with balloons, campaign posters,
 - Inter Office Olympics
 - Scavenger hunt
 - “Guess Who” contest using old school pictures of employees
 - Volleyball, softball, or bowling tournament
- **Trinkets**
 - United Way stickers, wristbands and Live United™ T-Shirts
- **Food Events:** If you feed them, they will come! Offer food and attendance at any event becomes measurably higher...and so does the fun factor!
 - Ice cream social
 - Bake sale
 - Potluck luncheon
 - Cooking contest



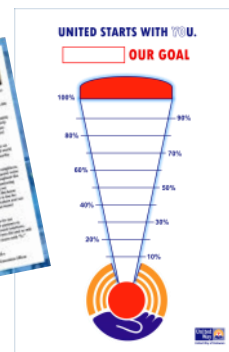
Campaign Poster (front)



Campaign Poster (back)



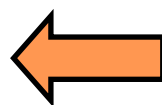
Employee Brochure



Pledge Needle



Table Tent



Do the Paperwork! Make sure all pledge forms are returned and accounted for.

Summarize all campaign information on report envelopes and call your United Way staff member to pick up report envelope(s).

Campaign Checklist

| ✓ Plan your Campaign | Target Date |
|---|-------------|
| Attend United Way Employee Champion Training. | |
| Review the previous campaign's performance, determine opportunities and challenges. | |
| Meet with your CEO, determine your participation and monetary goals, incentives for giving, and get his/her personal endorsement. | |
| Recruit Co-Champions or Planning Committee (if necessary) | |
| Meet with your UWDE staff to discuss campaign strategies, themes and develop a calendar of events. | |
| Request materials & speakers. | |
| Send a "Campaign Kickoff" letter from CEO endorsing and announcing the upcoming campaign. | |
| Invite Retirees to your Kickoff Event | |
| Promote your campaign and distribute your calendar of events. | |
| Consider incorporating a volunteer opportunity into your campaign. | |
| Visit the online Toolkit any time for campaign materials and ideas. | |
| Execute Your Campaign | |
| Hold kickoff Event with Loaned Executive and agency speaker. | |
| Share your story...why do you give? | |
| Acknowledge your Loyal Contributors (10+ year donors). | |
| Hold Leadership Giving, Retiree, and/or Loyal Contributor event. | |
| Conduct special events, Lunch & Learn sessions and other activities. | |
| Share photos of persons participating in these events via your internet. | |
| Make sure every employee receives a pledge form and has the opportunity to give. | |
| Publicize community facts and intern campaign results. | |
| Finalize Your Campaign | |
| Collect pledges, calculate results and submit final report envelopes to UWDE Staff. | |
| Review campaign results with your Committee members and UIWDE Staff. | |
| Announce results to all employees. | |
| Thank all donors with a celebration event, letter or email from your CEO or a visit from a United Way staff. | |



AMBASSADOR BENEFITS

- Career-building skills
- Networking opportunities
- Recognition within your organization
- Expert knowledge of the value of giving to United Way

AMBASSADOR ROLE

- Work closely with your organization's leadership
- Work closely with UWDE staff
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you
- Hold campaign kickoff and recognition events
- Promote the campaign throughout your organization
- Encourage leadership giving in your campaign
- Make your campaign fun!
- Thank your donors and volunteers

“Winners are not people who never fail, but people who **never quit.**”

United Way of Delaware Resource List

If you have questions related to your campaign, contact your United Way of Delaware Representative by phone at the number listed below.

STATE HEADQUARTERS
625 N. Orange Street
Third Floor
Wilmington, DE 19801

KENT COUNTY OFFICE
Greater Dover Community
Foundations Bldg, Suite #2B
101 West Loockerman Street
Dover, DE 19904

**SUSSEX COUNTY
OFFICE**
PO Box 489
Georgetown, DE 19947

(302) 573-3727
www.uwde.org

Michelle A. Taylor
President and Chief Executive Officer
Phone: 573-3706
E-mail: mtaylor@uwde.org

Deborah Armstrong, Director
Philanthropy and Engagement
Phone: (302) 734-4770
E-mail: darmstrong@uwde.org

Wanda Barrett, Manager
Community Engagement
Phone: (302) 573-3757
E-mail: wbarrett@uwde.org

Jamee Boone, Senior Vice President
Philanthropy and Engagement
Phone: 302-573-3795
Email: jboone@uwde.org

Tynetta Brown, Director
Community Impact
Phone: (302) 573-3772
E-mail: tbrown@uwde.org

Marcus Watkins, Manager
Digital Marketing and Engagement
Phone: (302) 573-3762
Email: mwatkins@uwde.org

Daniel E. Cruce
Chief Operating Officer
Phone: (302) 573-3731
E-mail: dcruce@uwde.org

John G. Moore Sr., Director
Philanthropy and Engagement
Phone: (302) 573-3733
E-mail: jmoore@uwde.org

Gerald Rocha, Director
Philanthropy and Engagement
Phone: (302) 573-3708
E-mail: grocha@uwde.org

Tim Sheldon, Director
AFL-CIO Community Services
Phone: (302) 573-3784
E-mail: tsheldon@uwde.org

Wil Torres, Director
Finance & Administration
Phone: (302) 573-3708
E-mail: grocha@uwde.org

Orrin White, Director
Community Impact
Phone: (302) 573-3787
Email: owhite@uwde.org



VOLUNTEERUNITED

HELP US INSPIRE CHANGE AND BUILD THRIVING COMMUNITIES.

2019 Opportunities

AUGUST
Back-to-School Bag of Books

Fill a bag of books for teachers and help them foster a life-long love of reading with their students.

SEPTEMBER
Ballard's Reading Buddies

Get paired with an elementary school student to enhance their reading skills all school year long.

OCTOBER
Do Something Nice Day

This holiday encourages us to perform acts of kindness! Consider what your strongest skills are and how to use them to help others.

NOVEMBER
Annual Turkey Drive

Volunteers are needed to assist with distribution of more than 5,000 turkeys to families in need.

DECEMBER **AFL-CIO**
Bell Ringing for Salvation Army

By bell ringing for the Salvation Army Red Kettle, you can help raise the funds to provide the necessary services at Christmas and throughout the year.

DECEMBER
Winter Sleigh

Help provide a memorable holiday for children and families by donating toys and gifts.

2020 Opportunities

JANUARY
M.L. King Jr. Day

Join us for several volunteer activities to honor the legacy of Dr. King and lend a hand to help with our communities most pressing needs.

FEBRUARY
World Read Aloud Day

Take action to show the world that the right to read and write belongs to all people. Celebrate the power of words by reading out loud.

MARCH
Read Across America Day

This day coincides with Dr. Seuss' birthday, bringing together volunteers to take part in various reading activities and events to promote literacy and learning.

APRIL
National Volunteer Week

Be at the center of social change—discovering and actively demonstrating your collective power to foster positive transformation through volunteerism.

MAY
Teacher Appreciation Week

This is an opportunity to celebrate teachers and deliver our thanks and gratitude to them.

JUNE
Do More 24 Delaware

A local movement leveraging the power of our community to support our state's nonprofits through focused, online giving.

JULY
Born Learning Trails

Refurbish interactive trails in local parks that spark fun and learning for families.

Year Round Opportunities

Get Involved!

- ✓ Born Learning Trails
- ✓ My Very Own Library
- ✓ Customized Engagement Activities
- ✓ Reading Angels
- ✓ Ballard's Reading Buddies
- ✓ Misc. Community Events



For a complete list of volunteer opportunities, please call 302.573.3757 or 302.573.3730 or email us at volunteer@uwde.org.



Together, we can help create opportunities for a better life for all.

WHO'S *with* **ME?**

We all share many of the same dreams and aspirations when it comes to building a great community. For children and youth, we want every opportunity for

them to grow, to learn and to succeed, for families, we want the peace of mind that comes with being financially strong and secure. And for everyone, we want good health that enables us to live our lives to the fullest. By giving to United Way of Delaware, you help to make all of this happen. . . And so much more!

When you give, you will see how we're turning your generosity into innovative programs in education, college and career readiness, and financial stability and empowerment – the building blocks for a good life. When you help your neighbors thrive, we all thrive.

Thank you for sharing your energy, compassion and resources to make a difference. It takes all of us working together to create the kind of community where everyone succeeds because great things happen when we LIVE UNITED.

United Way of Delaware focuses on three key areas; Early Education Success, College and Career Readiness, and Economic Stability and Financial Empowerment. Together we can create better outcomes for children and families.



Meet Zy'rin - UWDE Spokeskid