TIMELINES FOR GROUP PRESENTIONS

30-Minute Program	Presenter	Minutes
Welcome	Campaign Coordinator	2
Team Introduction	Campaign Coordinator	2
United Way Endorsement	Company CEO	3
United Way Message	UW Staff/Loaned Exec	5
Agency Speaker	Agency Speaker	5
Campaign Video	UW Staff/Loaned Exec	3
Solicitation of Employees	Campaign Coordinator	5
Questions & Answers	UW Staff/Loaned Exec	3
Closing Remarks	Campaign Coordinator	2
	Total	30

20-Minute Program	Presenter	Minutes
Welcome	Campaign Coordinator	3
United Way Endorsement	Company CEO	2
United Way Message	UW Staff/Loaned Exec	3
Agency Speaker	Agency Speaker	5
Solicitation of Employees	Campaign Coordinator	5
Closing Remarks	Campaign Coordinator	2
	Total	20

15-Minute Program	Presenter	Minutes
Welcome	Campaign Coordinator	3
United Way Endorsement	Company CEO	2
United Way Message	UW Staff/Loaned Exec	2
Agency Speaker	Agency Speaker	5
Solicitation of Employees	Campaign Coordinator	3
	Total	15

NEED HELP? DIAL 2-1-1

UNITED WAY 2-1-1 PROVIDES FREE, CONFIDENTIAL, 24/7 REFERRALS FOR:

BASIC HUMAN NEEDS
- Food
- Clothing
- Shelter
- Rent assistance
- Utility assistance

PHYSICAL & MENTAL HEALTH
- Health insurance programs
- Medicaid & Medicare
- Intervention services
- Support groups
- Counseling
- Drug & alcohol intervention
- Victims' services
- Rehabilitation

EMPLOYMENT SUPPORT
- Earned Income Tax Credit (EITC)
- Financial assistance
- Job training
- Transportation assistance
- Education programs

SUPPORT FOR SENIOR CITIZENS
- Adult day care
- Respite care
- Home health care
- Transportation
- Specialized services for both young & old with disabilities
- Employment assistance

SUPPORT FOR FAMILIES
- Child care
- After-school programs
- Family resource centers
- Mentoring
- Tutoring
- Protective services

GET HELP DURING A DISASTER:
During a disaster such as a hurricane, tornado, fire, or flood, a 2-1-1 Call Specialist links the caller to:
- Emergency shelters
- Grief counseling
- Food distribution centers
- Clean-up crews
- State & federal assistance
- Potable water, ice, food
- Volunteer opportunities
- Emergency financial assistance

211
Get Connected. Get Help.™

Dial 2-1-1
or 888-421-1266

Search the database online at:
www.221connectsalabama.org

Since its creation in 2007, United Way's 2-1-1 Help Line has been the nation's premier referral resource for people who are seeking health and human services information.

Locally, through a UWSWA partnership with Lifelines Counseling Services, trained and caring call specialists provide direct access to free and confidential referrals to community services for individuals seeking assistance.

UNITED WAY
Southwest Alabama

UNITED IS THE WAY™

CAMPAIGN COORDINATOR TRAINING GUIDE

218 St. Francis Street
Mobile, AL 36602
251-433-3624

118 Clark Street
Grove Hill, AL 36451
251- 400-7770

liveunited@uwswa.org
www.uwswa.org

UNITED WAY
Southwest Alabama

10 STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

1 MEET WITH CEO AND RECRUIT YOUR CAMPAIGN TEAM

Your Campaign Team should include employees from all divisions and levels of your organization.

2 CONFIRM MANAGEMENT SUPPORT AND ASK YOUR CEO TO:

- Help determine campaign objectives and goals to be an award-winning company
- Support recruitment of Campaign Team
- Write a letter encouraging employees to join him or her in contributing
- Attend employee meetings to make a personal statement of support
- Provide recognition to Campaign Team and write a thank you letter to all employees who participated in the campaign
- Determine amount of corporate donation

3 REVIEW PAST PERFORMANCE AND CALCULATE GOAL

Amount raised last year _____ % of participation _____

# of employees_____ Average gift _____

# of givers _____ # of Leadership Givers _____

% of campaign raised by Leadership Givers _____

What are your company's strengths? _____

_____

In what areas could your company improve? _____

_____

Identify any company changes since last year (new hires, reorganization, layoffs, etc.). Consider the effect of any changes in developing goals for this year's campaign.

4 ESTABLISH A CAMPAIGN TIMETABLE

- Notify Campaign Team and CEO of dates for United Way events
- Establish employee campaign rally meeting dates
- Schedule speakers from agencies for employee meetings or agency tours
- Brainstorm ideas and activities to get employees involved
- Set campaign end date and schedule a time to turn in your final report to UWSWA

5 ENGAGE EMPLOYEES WITH AGENCY TOURS AND SPEAKERS

A great way to engage employees in the United Way campaign is to offer tours of United Way agencies to see firsthand how their money makes an impact in Southwest Alabama.

Agency speakers at campaign rally also allow your employees to hear from those providing services.

Setting up a tour or speaker is easy. Just let United Way know the date(s) you need and how many employees will be involved.

Testimonials from employees who have either received help or volunteered with an agency are very helpful when educating people about the importance of giving.

6 PUBLICIZE THE CAMPAIGN

- Share campaign information in emails and employee publications
- Display United Way posters and materials
- Use incentives to encourage giving
- Promote Leadership Giving - an annual gift of $500 or more, only $1.37 per day or $20.84 when paid twice a month

7 CONDUCT EMPLOYEE CAMPAIGN

- 1-2 weeks prior to date of employee campaign, send out the CEO letter
- Secure incentives
- Personalize pledge cards
- Schedule and conduct employee meetings or an all-employee kickoff
- Share our campaign video with your employees
- Place posters in high traffic areas
- Use guest speakers (partner representatives, company employees who have used agency services, United Way staff)
- Encourage Leadership Giving
- Conduct follow-up with employees, to ensure every employee has been given the opportunity to contribute

8 REPORT RESULTS TO THE UNITED WAY

- The white copy of each pledge form should be returned to UWSWA in your Report Envelope; the yellow copy goes to your payroll office; the green copy is kept by the donor
- Complete the Corporate/Employee Report Envelope
- Be sure to note the number of employees, billing information and frequency of employee payroll payments
- Place all cash, checks, pledge forms, special event money and corporate pledge information in the envelope
- Seal the envelope and deliver to United Way or call the office to arrange for pickup. Call United Way with any questions

9 WRAP UP AND SAY THANKS

- Report final results and thank employees through department meetings, company newsletter, "Thank You" poster and/or email messages
- Distribute CEO thank you letter to all employees and donors
- Recognize and thank your Campaign Team
- Evaluate your campaign results and prepare recommendations for next year's Campaign Coordinator

10 UNITED IS THE WAY™ TO CREATE OPPORTUNITY FOR ALL

- Encourage employees to volunteer in the community
- Run local need drives: food, school supplies, clothing, toys, baby, etc.
- Follow us on Facebook, Instagram, Linked In, YouTube, X, and TicTok

THANK YOU FOR BEING A LEADER IN YOUR COMMUNITY. WE APPRECIATE THE TIME AND ENERGY YOU ARE TAKING TO BE YOUR COMPANY'S CAMPAIGN COORDINATOR!

UNITED WAY
Southwest Alabama

United Way of Southwest Alabama's staff and volunteers are ready to assist you. Please visit our website www.uwswa.org or call (251) 433-3624.