

EMPLOYEE CAMPAIGN COORDINATOR GUIDE

Give United, so we can all Live United!



Photo provided by Jason McKeever Photography

Give. Advocate. Volunteer.

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UNITED WAY
Cass County

A MESSAGE FROM OUR 2025 CO-CHAIRS: MILT & CHRIS HESS



It is an honor to serve as the Co-Chairs for this year's United Way Campaign. Together, we have a profound opportunity to create lasting change in Cass County by addressing the challenges that touch us all: Youth Opportunity, Financial Security, and a Healthy Community. These three pillars are the foundation of a strong, thriving community, and with your support, we can build a brighter future for all.

Youth Opportunity: Empowering Our Future

Investing in Education, Investing in Tomorrow. Every child in Cass County deserves a chance to succeed in school and life. Education unlocks potential, opens doors, and changes the trajectory of families for generations. Yet far too many children face barriers such as lack of resources, mentorship, and support systems. With your contributions, United Way funds programs that provide tutoring, early childhood education, and after-school opportunities to ensure that every child can dream big and achieve even bigger.

Financial Security: Building Pathways to Independence

Empowering Families to Build Brighter Futures. Imagine a community where every family has the tools to build a stable, self-sufficient life. Financial hardship keeps too many families struggling to make ends meet, choosing between paying for food, utilities, or childcare. Through financial education, your donations will help individuals and families gain stability, find employment, and create pathways out of poverty.

Healthy Community: Ensuring Wellness for All

Healthy Lives, Thriving Communities. Good health is essential to living a productive and fulfilling life. Unfortunately, access to healthcare, mental health support, and healthy food remains out of reach for too many of our neighbors. By funding vital health services, mental health programs, and nutrition initiatives, your gift will make wellness a reality for families, seniors, and children in Cass County.

Your Support Matters

When you give to United Way, you aren't just donating; you are investing in real, measurable change. You are helping a child learn to read, a neighbor get to a doctor's appointment, and a struggling family find hope. Every dollar stays here in Cass County, directly impacting the lives of those who need it most.

A Call to Action

To the business leaders who drive our local economy and to the residents who call this community home—we need you. Your support, no matter the size, fuels programs that lift people up and strengthen our community.

Together, we can be the difference. Together, we can build a community where every person has the opportunity to thrive—**Live United, Give United. Let's create the community we can all be proud to call home.**

What is an Employee Campaign Coordinator?

Employee Campaign Coordinator (ECC):

An individual who helps their organization impact the community by supporting United Way. The ECC leads the organization's annual campaign and plays a crucial role in the success of the United Way's annual campaign.

What does an ECC Do?

- Educates co-workers about United Way and provides opportunities for them to get engaged
- Sets goals to increase giving and volunteering
- Holds a campaign kick off and coordinates other special events
- Distributes United Way materials and pledge forms to colleagues; prepares and submits completed pledge forms to United Way

Your United Way Support Team



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Milt & Chris Hess
Campaign Chairs

EMPLOYEE CAMPAIGN COORDINATOR WORKSHEET

Company Name: _____

of Employees: _____

of Donors: _____

Current Avg. Charitable Gift: _____ (\$ Employee Contribution/# of Donors)

% Participation: _____

☐ Has the committee been formed?

☐ Has the timeline been set?

☐ Do we have all the messaging and materials we need?

2 Ways to Increase Your Campaign:

- People giving give MORE (increase average gift)
- MORE people give (increase participation)

How these two scenarios can work:

- All non-leadership donors increase their gift by \$2 per week
- All leadership donors increase their gift by \$5 per week
- Participation increased by 7% at current average gift

Workplace Campaign Best Practices

Best practices can be altered depending on the needs and capacity of your company and committee. We suggest using a two-week timeline for your campaign.

Educate & Engage

- Hold a kick off to educate employees on all that United Way does for the community
- Have ongoing communications with employees and keep them updated on progress and results (Use the campaign thermometer!)
- Share why your company supports United Way on your company social media accounts
- Utilize your guide, sample messaging, videos, and other materials provided by United Way

Special Events/Activities

- Use fun, short events to engage staff
- Examples include:
 - Employees pay to have a jeans day
 - Have a cook-off/bake-off competition and require \$1 per vote
 - Sell raffle tickets for a gift basket

Incentivize

- Identify incentives to encourage employees to give
- Examples include:
 - Drawing for gift cards or other prizes
 - Paid time off to volunteer on Live United Day
 - Special parking spot
 - Catered lunch or food truck

Wrap-up & Celebrate

- Thank donors and your committee
- Update staff on the final totals & goals reached
- Highlight givers of a certain level (pre-determined by your company)
- Provide copies of pledge forms to HR/Payroll
- Turn campaign packet in to United Way as soon as possible
- Celebrate all your hard work!

Continue the Momentum

Keep your company engaged and up-to-date with United Way long after your campaign wraps up. Encourage employees to connect with us on social media or get involved with our events and programs.

-  facebook.com/uwaycasscounty
-  [unitedwaycassco](https://www.instagram.com/unitedwaycassco)
-  linkedin.com/company/united-way-of-cass-county
-  unitedwayofcasscounty.org
-  E-mail karmstrong@unitedwayofcasscounty.org to sign up for our e-mail list

You can also scan the QR
Code for all of the above!



Additional Opportunities:

- LIVE UNITED® Day (2nd Friday in September)
- Pins for Kids (1st Saturday in March)
- Community Investment Committee