

We couldn't do it without You!

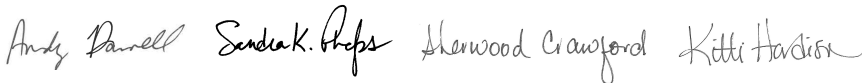
Dear Campaign Coordinator,

United Way connects people who want to make a difference in our community with the people who need help the most. Thank you for joining us as we fight for the education, income, and health of every person in our four-county region.

As you know, we all win when a child succeeds in school, when a neighborhood turns around, when families have good health, and workers have solid jobs.

Our communities are experiencing the effects of Covid 19 in ways that could not have been anticipated. Food insecurity, rent and utility assistance, education, and health care needs are critical. Now, more than ever, we need to continue supporting those agencies that provide the front line services that people need.

United Way's 2020-21 Community Campaign is kicking off and we thank you for coordinating your workplace giving campaign.



Andy Darnell
President

Sandra Phelps
Executive Director

Sherwood Crawford
Resource Development

Kitti Hardison
Community Impact

LIVE UNITED



United Way
of Coastal Carolina

Coordinator benefits

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

Coordinator role

- Work closely with your organization's leadership
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you (if needed)
- 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

United Way Coordinators

engage co-workers in building a stronger community by planning, organizing, and coordinating a successful United Way Campaign.

Key Dates

September 15, 2020

Campaign Kick-Off 11:00 am
Let's Zoom - We'll send you an invitation to join our 30 minute Kick-Off

July - November, 2020

Campaigns Running

January 1, 2021

Payroll deduction for the 2020-21 campaign begins

UNITED WAY EVENTS:

Due to the possible issues surrounding a live event during this time, UWCC has chosen not to hold our popular Bacon & Brew fundraiser.

Please contact us if you would like to create a volunteer project in your workplace. We have lots of great ideas to share.



familywize
Making medications more affordable with a prescription drug savings card

NORTH CAROLINA 211
Connecting people in need to health & human services by dialing 2-1-1

Day of Action
Serving the community with a day of volunteer projects

bornlearningSM
Creating opportunities for early childhood development in public playgrounds

GET CONNECTED
connect to local volunteer opportunities
Matching volunteers with community agencies who need extra helping hands

www.unitedwaycoastalinc.org



@UnitedWaycc601



/UWofCC



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Good to know!

Here are a few things to keep in mind as your organization gears up to give.



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 your 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.
- **Volunteer:** 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 your United Way representative.
- **Leverage incentives:** Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking, and gift cards are great incentives.

LIVE UNITED All Year Long

We provide you with all the tools you need to show donors how United Way is using their gift, months after they've given.

- **Connect on social media:** Advocate for United Way by posting photos of your employee volunteers in action or your special event.
- **Share facts and updates:** Send fun facts and stories via emails, newsletters, the intranet, or a bulletin board.
- **Say thank you:** No matter what the donor decides, be sure to thank them for their time.

New Event Ideas

Fundraising Ideas

BE CREATIVE & HAVE FUN!

Special events during your employee campaign can be a good way to get everyone involved! Raffles, special days (jeans day), theme days, etc. can raise additional dollars to support United Way's Community Fund - the most powerful way to invest!



SHARE IT!

Share campaign success with coworkers. Use Social Media platforms to share campaign results and volunteer activity opportunities. Send photos and stories (with permission) to United Way of Coastal Carolina for our newsletter and social media.

GET SET, GO!

Competitive events always add a splash of fun and excitement to campaign activities. The Campaign Toolkit has lots of ideas for events and incentives.

<https://unitedwaycoastalnc.org/campaign-toolkit>



Moen "Hoops for the Heart"