

United Way
Greater Knoxville



Employee Campaign Manager Toolkit

2023

#UNITE4CHANGE

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THANK YOU FOR YOUR SUPPORT

As a recognized leader within your workplace, your role as an Employee Campaign Manager (ECM) supports programs and services that help change the lives of individuals, families and neighborhoods in our community.

Thank you for believing in the work of the United Way of Greater Knoxville and understanding that the best way to strengthen our community is by being UNITED.

This toolkit will help guide you through managing a successful workplace campaign. But you are not alone! Your United Way staff contact is also available to you for additional support and guidance.

Being in this role takes creativity, enthusiasm and compassion, and we thank you for your willingness to serve. We look forward to walking alongside you as you embark on this ECM adventure!



Matt Ryerson
President & CEO

WHAT IS AN EMPLOYEE CAMPAIGN MANAGER?

The Employee Campaign Manager (ECM) is the liaison between your workplace giving initiatives and the United Way of Greater Knoxville (UWGK). They are the critical piece that ties us together—change-makers who understand the difference you can make when positively impacting your community.

As the ECM in your workplace, you have the important role of engaging with peers and encouraging them to make a difference. Without people like you, we could not provide the critical funds needed to support 97 local agencies, who, alongside UWGK, work tirelessly to impact our community's health, create economic mobility, and support early care and education.



One of your most important roles is to work closely with your company leadership and UWGK representatives to develop an effective campaign.

This includes:

- Recruiting a team of leaders
- Hosting a fun and engaging campaign kickoff
- Promoting the campaign throughout your organization
- Encouraging leadership giving
- Thanking donors and volunteers for their involvement.

Besides your impact on your community, serving as an ECM is a great way to enhance your leadership and networking skills. It is an opportunity to gain recognition for your talents within your organization and will surely provide transferable skills to other projects and roles you take on in the future.

STEPS FOR A SUCCESSFUL CAMPAIGN



PLAN



INVITE



UNITE



Step I: Plan

During the PLAN PHASE, you will develop your campaign strategy and timeline, gather support from Company Leadership and volunteers and equip your team with the resources you need to run a successful campaign.

Get Connected

Attend ECM Training

- Date: _____
- Time: _____
- Location: _____

Meet Your UWGK Staff Contact

- Name: _____
- Email: _____
- Phone: _____

Meet Your UWGK Steward

- Name: _____
- Email: _____
- Phone: _____

What is a UWGK Steward?

Stewards represent UWGK in the community and play a key role in effectively communicating our mission and work. They serve as an extension of the UWGK staff to encourage volunteers, donors and community members to continue supporting and participating in our partnerships and work. They are a great resource for ECMs during campaigns.

Set Your Goals

A workplace goal provides an incentive to give and measure success. Set a workplace goal to encourage an increase in giving year-over-year. The worksheet included here can help you calculate your company's investment potential.

5 STEPS TO SET YOUR GOAL

1	Calculate your company's total dollar potential using one of these two formulas	A. $.01 \times \text{total payroll}$	=	
		B. $.01 \times \text{average annual salary} \times \text{number of employees}$		
2	Amount raised last year			
3	Percentage of total potential achieved			
4	This year's goal			
5	Percentage of potential goal			



Brainstorm Incentives & Events

- PTO days, half or full days
- Hour-off passes for first day donations, year-over-year increases, first time donors, etc.
- Lunch with leadership
- Coffee delivery by CEO or leadership of choice
- VIP parking spot auction
- Theme park tickets
- Hotel stays
- Competitions: scavenger hunts, virtual bingo, daily wordle, office olympics
- Cookout, cookoff or bake sale
- Silent auction

Develop a Timeline

6 MONTHS BEFORE KICKOFF

3 MONTHS BEFORE KICKOFF



6 WEEKS BEFORE KICKOFF

2 WEEKS BEFORE KICKOFF

Noteworthy Dates:

Official Campaign Start Date: Tuesday, August 1, 2023

ECM Training: Thursday, August 10, 2023

UWGK Steward Program Start Date: Thursday, August 10, 2023

Official Campaign End Date: November 28, 2023

The Big Give (#GivingTuesday): Tuesday, November 28, 2023



PRE-CAMPAIGN CHECKLIST

CHECK	TASK	DATE	TEAM MEMBER
	Meet with your UWGK representative to discuss ideas and strategies		
	Attend the ECM Training		
	Evaluate past results to identify opportunities for increases (dollars raised, participation, leadership givers, etc.)		
	Confirm CEO/Senior Leadership support (campaign events, leadership giving recognition, company gifts or matching, incentives for increased participation, messages of support throughout campaign)		
	Recruit a campaign committee: seek a diverse team of volunteers across different departments		
	Determine your campaign timeline, incentives and calendar of events		
	Keep handy campaign materials and resources provided by UWGK		
	Schedule your campaign kick-off, confirm UWGK speaker(s) and any other special events		
	Promote your kickoff company-wide		
	Consider incorporating a volunteer opportunity into your campaign		
	Have your CEO send a campaign kickoff letter endorsing the campaign		
	Invite retirees to your kickoff event		
	Prepare yourself to share knowledge about UWGK and the impact of UWGK's work. Help employees understand the value of their gift		



STEP II: INVITE

In the INVITE PHASE of your campaign, you will focus your efforts on communication and engagement. Share about the campaign anywhere you can, encourage participation and make it feel fun and impactful to get involved.

DURING CAMPAIGN CHECKLIST

CHECK	TASK	DATE	TEAM MEMBER
	Ensure your campaign kickoff is fun and engaging		
	Communicate the campaign goal, timeline, activities and incentives		
	Invite speakers: United Way of Greater Knoxville (UWGK) representative, campaign chairs and a member of your leadership team		
	Send out your donation site link or distribute pledge forms to every employee. Use your kickoff event, staff meetings and 1-on-1 conversations to encourage participation		
	Promote! Promote! Promote! Share newsletters, emails, posters and flyers in staff meetings and high traffic areas such as entryways and break rooms		
	Share success stories and event photos along the way		
	Hold a mid-campaign committee meeting to monitor participation and progress toward your goal		
	Send company-wide progress reports		
	Hold a leadership giving, retiree and/or loyal contributor luncheon		



SAMPLE CEO LETTER

Dear [Company Name] Team,

Together, we have built an exceptional community within [Company Name], one that thrives on compassion, camaraderie, and the desire to make a positive impact. Today, I am excited to share that we have launched our annual workplace campaign in support of the United Way of Greater Knoxville, and I am writing to invite each and every one of you to be a part of this incredible journey.

As we strive to make a difference in the lives of those around us, the United Way of Greater Knoxville stands as a beacon of hope, tirelessly working to uplift and transform the lives of individuals and families in need within our community. Their commitment to driving lasting change aligns perfectly with the values we hold dear at [Company Name].

This campaign presents an extraordinary opportunity for all of us to come together as a unified force, demonstrating the power of compassion and generosity. Whether through a one-time contribution or a recurring donation, every single contribution counts and makes a significant impact. No matter the amount, your participation helps us build a brighter future for those who need it most.

What sets this workplace campaign apart is not just the incredible work United Way does, but the sense of fulfillment and pride that comes from knowing we are part of something greater than ourselves. As we give back to our community, we build stronger bonds within our own workplace and foster a sense of purpose that extends far beyond the confines of these office walls.

The process is simple, and you can participate in whichever way suits you best. You may choose to donate a portion of your paycheck, make a one-time donation, or set up recurring monthly gifts. The impact of your kindness will ripple through the lives of countless individuals, inspiring hope and positive change in our Knoxville community.

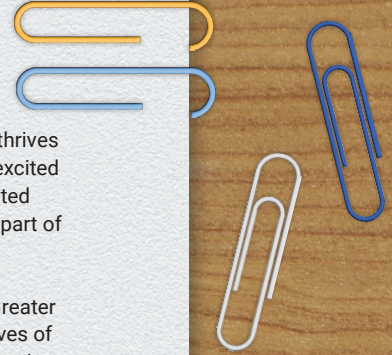
I am thrilled to announce that this year, we have set a bold target for our workplace campaign, and I am confident that, together, we can not only meet but exceed it. I encourage you to join us at our Campaign Kickoff on [Date] at [Time]. Let us stand united, showing our community what [Company Name] can achieve when we join forces for a common cause.

Please take a moment to review the campaign materials and visit the United Way website at uwgk.org for more information on their impactful programs and initiatives. Let us all come together and make a meaningful difference in the lives of our Knoxville neighbors.

Thank you in advance for your unwavering support, and I cannot wait to witness the immense impact we will create together.

With Gratitude,

[CEO Name]
CEO, [Company Name]



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SAMPLE STAFF LETTERS

SAMPLE STAFF LETTER

Dear Team,

Exciting news! Our company's annual Workplace Campaign for United Way of Greater Knoxville is here, and I can't wait to see the incredible impact we'll create together!

United Way is a powerhouse of positive change, supporting families, children and individuals in need. With just a small contribution from each of us, we can make a big difference in our community.

Let's make this campaign the most successful one yet! Attend the kickoff event (details coming soon) to learn more about how we can help. Every act of generosity matters, and together, we'll leave a legacy of kindness.

Join me in this thrilling journey of compassion!

Thank you,
[Your Name]

SAMPLE STAFF LETTER

Dear Team,

Are you ready for some excitement and positive change? I certainly am, and I want you to be a part of it too!

I'm thrilled to invite each one of you to join me at the United Way of Greater Knoxville Campaign Kickoff Event. It's going to be a fantastic gathering filled with fun, food, excitement and, most importantly, a chance to make a real difference in our community.

When: [Date and Time of the Kickoff Event]
Where: [Location/Venue]

This event promises to be both enjoyable and fulfilling. We'll get to learn more about United Way's impactful initiatives and how our contributions can bring about meaningful change. There will be inspiring stories, interactive activities, and a chance to connect with fellow colleagues who share the same passion for making a positive impact.

Let's come together as a united team, showing our collective support for a good cause. Whether you can contribute a little or a lot, every effort matters and adds up to create a significant impact.

Mark your calendars, rally your enthusiasm, and let's make this campaign kickoff event one to remember! Together, we can create a brighter future for our community.

Looking forward to seeing each one of you there!

Best regards,
[Your Name]





STEP III: UNITE

The UNITE PHASE is where you bring it all together. Host an exciting campaign kickoff, express deep appreciation for people who show up and give, track your campaign results and thank people for their involvement.



TIME	SAMPLE KICKOFF AGENDA
5 min	CEO welcomes employees, endorses campaign and introduces United Way of Greater Knoxville (UWGK) speakers
10-15 min	UWGK Presentation
5 min	Show UWGK Campaign Video and UWGK closing remarks
5 min	ECM presents campaign timeline, events and ways to donate
25-30 min	TOTAL



POST CAMPAIGN CHECKLIST

CHECK	TASK	DATE	TEAM MEMBER
	Collect pledge forms and campaign materials		
	Schedule a time to meet with your UWGK representative to share final results		
	Record any corporate contributions or matches on employee giving		
	Thank all donors with a celebration event, letter or email from your CEO		
	Share the results! Publish a campaign summary including photos and results		
	Hold a post-campaign meeting with your committee to evaluate successes, challenges and strategies for next year		

YEAR-ROUND ENGAGEMENT CHECKLIST

CHECK	TASK	DATE	TEAM MEMBER
	Use Volunteer East Tennessee as a resource to organize service projects and connect your team to volunteer needs around the community		
	Sign up for the UWGK newsletter to stay up to date on our impact, new initiatives, events and more		
	Share UWGK updates with employees on a regular basis		
	Encourage participation in our affinity groups		
	Utilize UWGK's speaker request form for ongoing lunch and learn sessions		



PLAN

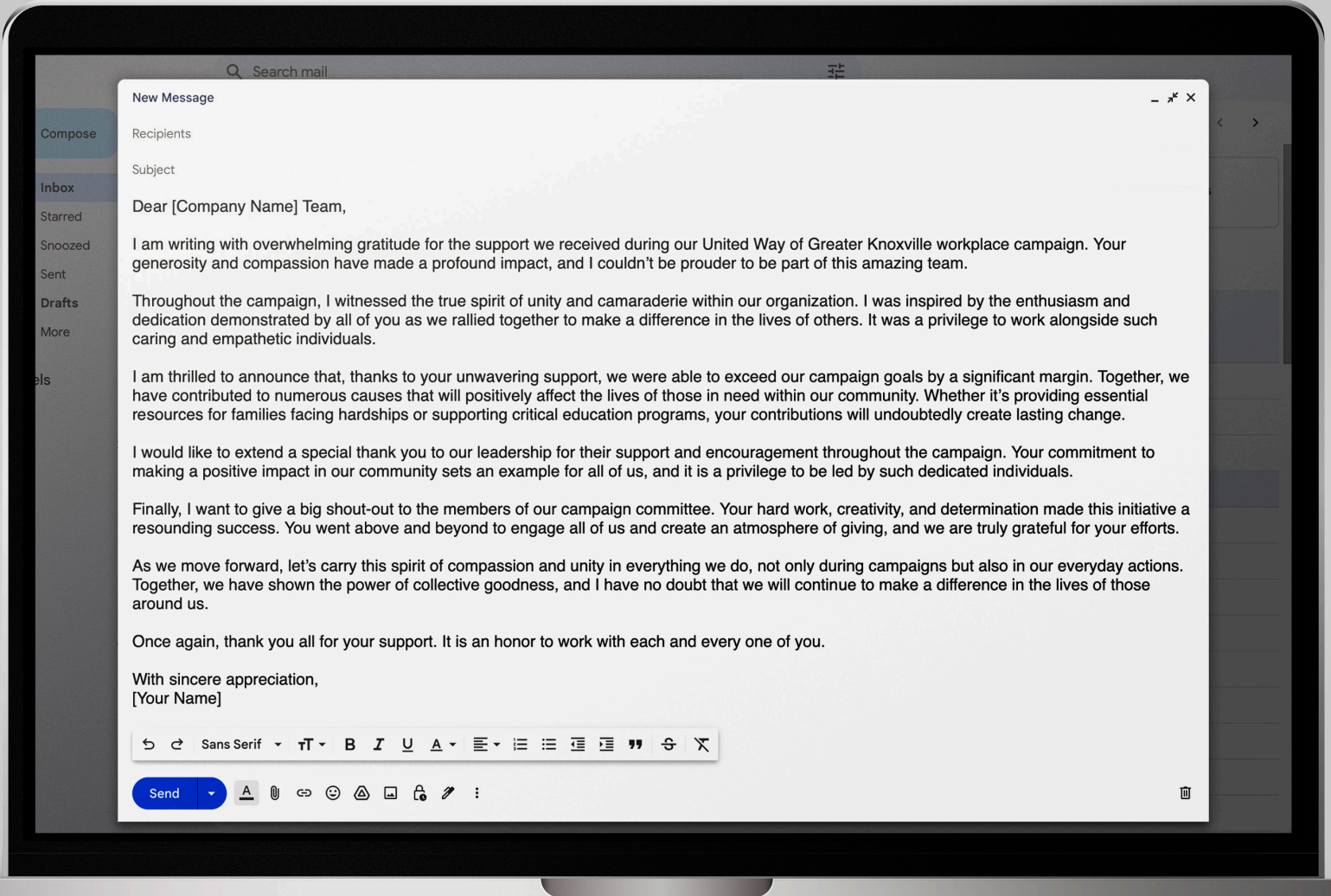


INVITE



UNITE

SAMPLE THANK YOU EMAIL



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Is there a minimum pledge amount?

There is no minimum pledge amount.

Do we have to offer payroll deductions?

No. Donations can be made via cash, check, credit card or payroll. You can choose what works best for your company.

When do payroll deductions begin?

Most companies choose to start deductions on January 1 of the following year; however, this varies by company and is up to your team.

Is this going to be extra work on my bookkeeper?

Not at all. With UWGK's Give at Work digital pledge option, reporting is made simple using excel spreadsheets that can be easily uploaded to the payroll system.

How long does a workplace campaign last?

Typically, campaigns last two weeks to one month to give everyone time to participate, but the length of your campaign is up to you based on what works best with employee schedules.

How many nonprofits received funding through the latest grant cycle?

There are 97 local nonprofits who received funding in the most recent grant cycle, which runs through June 2024.

A list of organizations can be found on our website at uwgk.org/funded.

How do we engage in a volunteer project or event?

Volunteer East Tennessee is a program of UWGK. Whether it's one department or a staff-wide event, we work with you to implement innovative ways for employees to use their skills for good. Let us curate a project for your team, match you with a volunteer opportunity, plan a day of service or develop a list of ongoing volunteer needs.

What additional ways can I give back to the nonprofit community?

Through the Alliance for Better Nonprofits programming, UWGK offers a six week OnBoard Governance Certificate Program that helps prepare professionals for service on nonprofit boards and introduces them to organizations seeking qualified board members. Sessions include understanding nonprofits, strategic planning, equitable board decision-making, leadership and management. This course is a great way to strengthen engagement in your community!

Do my donations stay local?

Yes! 100% of what is raised here stays here.

How do I handle objections to giving?

People want to feel connected to the work of an organization before they become a donor. Asking questions about what causes or needs are important to a potential donor is a great way to open the door to the work UWGK is doing. Knowing what a person cares about will help guide the conversation to how their dollars can help change lives.

Examples include:

- Finding affordable housing through our House Knox program.
- Creating a path to economic independence through the East Tennessee Collaborative program.
- Creating more high-quality, accessible early childcare learning environments through our Early Care and Education work.
- Collaborating with community members and families to create a more accessible and equitable food system.
- Assisting individuals and families with free and confidential tax preparation and filing through the Volunteer Income Tax Assistance program.
- Providing information and resources to people in need through the 2-1-1 helpline.

If objections arise that you are not comfortable handling, please reach out to your UWGK contact. We are always happy to walk through questions or concerns.

UNITED WAY OF GREATER KNOXVILLE

INFORMATION

United Way of Greater Knoxville (UWGK) is a catalyst for change. We are proud to be the problem-solvers actively working to create a community where all our Knoxville neighbors can thrive. Complex problems require collaborative solutions. Through strategic collaboration and partnerships in our nonprofit community, we can bridge gaps in the system and eliminate duplication of services.

Rooted in the heart of Knoxville, UWGK is part of United Way Worldwide, the largest charitable organization in the world. We understand our community's needs and create opportunities where there are none. For more than 100 years, UWGK has been a trusted steward of donor dollars to drive change in our community.

OUR WORK

Community Initiatives:

Directly serving local individuals, families and neighborhoods

- Community Schools: collaborating with teachers and parents to provide resources tailored to smaller community pockets throughout Knoxville-Knox County.
- East Tennessee Collaborative: providing mentorship, financial assistance and career development to individuals seeking financial self-sufficiency.
- 2-1-1: connecting people in need to the local resources and services that can help.

Community Investment:

Supporting our local nonprofits through grant making and capacity building

- Nonprofit Funding: offering funding opportunities to local organizations seeking to impact our local community.
- Volunteer East Tennessee: connecting organizations with needs to volunteers seeking opportunities to serve.
- Alliance for Better Nonprofits: connecting nonprofits to training, consulting and resources to build a better system of support in Knoxville-Knox County.

Collective Impact:

Focusing on improving the overall systems in our community

- Data and Research: developing in-depth community assessments to correctly distribute resources to our community's most pressing needs.
- Nonprofit Collaboration: creating spaces and opportunities for nonprofit organizations to come together and collaborate.
- Policy and Advocacy: amplifying our impact through government relations, public policy and advocacy.

AFFINITY GROUPS

Joining together generous individuals in our community.

At UWGK, we are passionate about bringing people together as changemakers. Our affinity groups create spaces for like-minded individuals to get involved, get together, and share their passion for giving back and making a difference. These volunteers and donors inspire their peers to join and get involved, and they use their professional networks to create positive change.



The Haslam Society is our newest affinity group with high-level donors ready to take big steps to improve our community. This society was named in honor of the Haslam family, who have given so much to UWGK and to our community. This giving society is an opportunity for our most philanthropic community members to advocate for the causes they care about.



The Alexis de Tocqueville Society is a group of influential individuals who partner with UWGK to make a meaningful impact on our local community. These members are donors, philanthropists, and changemakers who believe in United Way's mission and trust UWGK to meet our community's most pressing needs.



The 1922 Society is a group of passionate young professionals who are ready to get a jump start on giving back. This is a five-year step-up program for younger donors and community members who are working to become ADT members and create positive, lasting change in our community. This group is full of ambitious leaders, ready to make a difference in Knoxville.



The Young Leaders Collective is a network of young professionals that connect with each other and their community through relationship-building, leadership development, volunteer opportunities, and more. This fun group is full of young donors and volunteers who are ready to find innovative and creative ways to serve Knoxville.



Women United is a leadership society with influential women serving as donors, volunteers, and advocates in our community. This group has chosen to focus their efforts on improving early care and education in Knoxville-Knox County. Working alongside our Bright Steps initiative, these women are creating a brighter future for our Knoxville children.

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