



UNITED WAY
Greater Knoxville

**EMPLOYEE
CAMPAIGN
MANAGER
TOOLKIT**

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THANK YOU FOR YOUR SUPPORT

Dear Employee Campaign Managers,

At United Way of Greater Knoxville (UWGK), UNITED is not just in our name, it's in our DNA. As an Employee Campaign Manager, you are the heart of our workplace campaigns, connecting your team to bring real change to our community. You are helping us build a community where all can thrive.

That's the power of being UNITED.

Support is needed now more than ever. Whether you're organizing payroll giving, leading activities during campaign season, or sharing stories of impact that bring our mission to life, you are creating lasting change in real and measurable ways.

When we say UNITED, we mean it. As an Employee Campaign Manager, you're not just raising funds—you are bringing people together, inspiring hope, and creating possibilities for **more than 655,000 people** in our region, **more than 100 nonprofits** in our community, and **more than 6,000 children** in our schools. But behind every data point is a story, and behind every gift is someone like you who made it possible.

We see the time and energy you invest in planning, rallying your team, and sharing our story in the community. We know you're balancing family, personal goals, and daily responsibilities—and still, you choose to give back. Thank you for being more than a campaign leader. Thank you for being a visionary, a motivator, and a champion for what's possible when we all give a little more of ourselves for the greater good.

With gratitude and admiration,

A handwritten signature in black ink, appearing to read "Chrystal Armstrong Brown".

Chrystal Armstrong Brown
Interim CEO
United Way of Greater Knoxville

MEET OUR 2025 CAMPAIGN CHAIRS

Greg and Kim Gheen



For Greg and Kim Gheen, giving back is about service, community, and answering the call to make a difference. When asked to serve as the 2025 United Way of Greater Knoxville (UWKG) Campaign Chairs, they saw an opportunity to pay forward the kindness, mentorship, and support that shaped their lives.

When asked what motivated them to take on this role, given the other family and community responsibilities, Greg mentioned, “We kept coming back to Isaiah 6:8: ‘Whom shall I send, and who will go for us? Here I am, Lord, send me.’” Their commitment to the community runs deep, and they are ready to share their passion and inspire donors to bring Knoxville together around a shared goal: **building a stronger, more connected future for everyone.**

DEEP ROOTS, STRONG COMMITMENT

Greg and Kim’s story is woven into the fabric of Knoxville. Growing up in the Pleasant Ridge and Karns communities, meeting as students at Roane State, and raising their family here, they have always felt a deep love for the place they call home.

For Greg, that connection started on the sports fields of Knoxville, where volunteers—coaches, mentors, and community leaders—invested their time and energy to create opportunities for kids like him. Later, as a young professional, he brought that spirit of giving to others, organizing outings for at-risk youth through a United Way initiative. Whether hiking, riding horses, or cheering at ball games, Greg saw the transformative power of connection, support, and community fun.

For Kim, giving back was a family tradition. Inspired by parents who served through their church and community organizations, she carried that legacy into her own life. She volunteered in her children’s schools, mentored through Junior Achievement, and chaperoned field trips that deepened her love for Knoxville. Over the years, she found her passion in education and food accessibility, believing that nourishing the mind and body lays the foundation for a thriving community.

WHY UNITED WAY?

Greg and Kim's journey with UWGK began nearly 40 years ago. Greg's introduction came through a simple but powerful moment—a conversation with his now lifelong friend, Alvin Nance, who asked him to get involved following a conversation. That one “yes” sparked four decades of support for UWGK's mission.

Kim's connection started with a workplace campaign payroll deduction at her first nursing job, and her passion for UWGK's impact deepened over time. One story that stands out is her experience volunteering at Susannah's House, where she met a young woman who had struggled with addiction for years. Through the support of UWGK-funded programs, that young woman rebuilt her life, earning her nurse practitioner degree, regaining custody of her son, and becoming a leader in her own right.

“That's the power of United Way,” Kim shares. “It's not just about short-term help. It's about transformation.”

UNITED WE CAN: A SHARED VISION FOR CHANGE

This year's campaign theme, **United We Can**, resonates deeply with Greg and Kim. It's a reminder for Greg that the parks, schools, food pantries, and support services that make Knoxville stronger don't exist by chance. They exist because people step up, contribute, and work together to make it happen. “Many hands make light work,” he says. “It takes all of us to create lasting change.”

Kim echoes that sentiment. “We are stronger, more efficient, and more fulfilled when we unite behind a common goal.” She believes in the ripple effect of generosity—how one act of giving lifts not just one person but an entire community.

LOOKING AHEAD: THEIR HOPE FOR KNOXVILLE

As campaign chairs, Greg and Kim are on a mission to expand awareness and inspire action in support of UWGK's work building a thriving community for all. Their vision is simple: more people engaged, more voices advocating, and more resources fueling life-changing programs.

“United Way listens to our community's needs and responds,” Greg says. “If we can bring more people into that conversation—if we can show them the impact they can have—then we're doing our job.” Kim adds, “My hope is that we not only strengthen and expand United Way's reach but also inspire a deeper understanding of its mission.”

JOIN GREG AND KIM IN MAKING A DIFFERENCE

Greg and Kim are ready to lead this year's campaign but can't do it alone. They're calling on you to be part of the change. Every action moves our community forward, and UNITED, we can build a brighter future for our community.

DRIVING COMMUNITY IMPACT

THE IMPORTANT ROLE OF AN EMPLOYEE CAMPAIGN MANAGER

The Employee Campaign Manager (ECM) is the liaison between your workplace giving initiatives and United Way of Greater Knoxville (UWGK). You are the critical piece that ties us together—changemakers 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 you, we could not provide the critical funds needed to support over **100 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 to help generate ideas and motivate staff
- Hosting a fun and engaging campaign kickoff
- Promoting the campaign throughout your organization
- Encouraging donor participation and 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 to develop transferable skills to other projects and roles you take on in the future.



STEPS FOR A SUCCESSFUL CAMPAIGN

1 INFORM

2 INSPIRE

3 ENGAGE

4 THANK

INFORM

HOW YOUR GIFT EMPOWERS LASTING CHANGE

United Way of Greater Knoxville (UWGK) brings people together to build a thriving community where everyone has the opportunity to succeed. We focus on solutions that create lasting impact, ensuring our neighbors have access to early care and education, resources for a healthy community, and the supports necessary for economic mobility.

OUR 2024 IMPACT



5

East Tennessee counties served, including: Claiborne, Grainger, Jefferson, Knox and Union counties.



111

local organizations received community investment grants



655,482

community members served through our grant-funded partners



5,867

volunteers mobilized to serve their community

HOW WE BUILD A STRONG NETWORK OF SUPPORT

United Way is about partnerships.

We bring together nonprofits, businesses, schools, and community leaders to drive real change.

Donations fuel impact.

Contributions to UWGK support programs and initiatives that create measurable, lasting improvements in people's lives.

Volunteering makes a difference.

Whether it's mentoring a student, supporting local nonprofits, or joining a service project, every effort helps build a stronger Knoxville.

HIGHLIGHTS OF OUR WORK

Nonprofit Support: strengthening local organizations through grant funding, training, and collaboration to maximize their impact.

Community Schools: partnering with schools to provide students and families with critical resources, including afterschool programs, mentorship, and basic needs support.

East Tennessee Collaborative: helping families achieve financial independence through mentorship, financial support, networking, and resources.

Volunteer Center: connecting individuals and groups with meaningful volunteer opportunities to serve and strengthen our community.

OUR FOCUS AREAS



EARLY CARE AND EDUCATION

Ensuring every child has access to high-quality early learning experiences that set the foundation for lifelong success.

2024 IMPACT:

- **Over 6,400 students** and their families served through Community Schools
- **178 high-quality childcare** spots developed for young children
- **Over 790 students** received tutoring across **36 sites**

Scan to read a story of the impact.



HEALTHY COMMUNITIES

Supporting programs that promote physical and mental well-being, access to healthy food, and healthcare.

2024 IMPACT:

- **848 community members** surveyed about food insecurity
- Almost **\$1 million** received in grant funding to support new local food businesses
- **9,045 individuals** received affordable mental health services through our grant-funded partners

Scan to read a story of the impact.



ECONOMIC MOBILITY

Creating pathways for individuals and families to achieve financial stability and economic independence.

2024 IMPACT:

- **Over 600 families** served through our East Tennessee Collaborative (ETC) program
- **74% of families** in ETC have improved their financial stability
- **UWGK crafted legislation with the State of TN** to extend funding in support of Economic Mobility mentorship for **11 partner agencies**

Scan to read a story of the impact.



UPCOMING DATES

2025 Campaign Kickoff: May 6, 2025

Next ECM Workshop: August 21, 2025

Week of Caring: September 8-12, 2025

ECMys Celebration: December 4, 2025

Campaign End Date: December 31, 2025

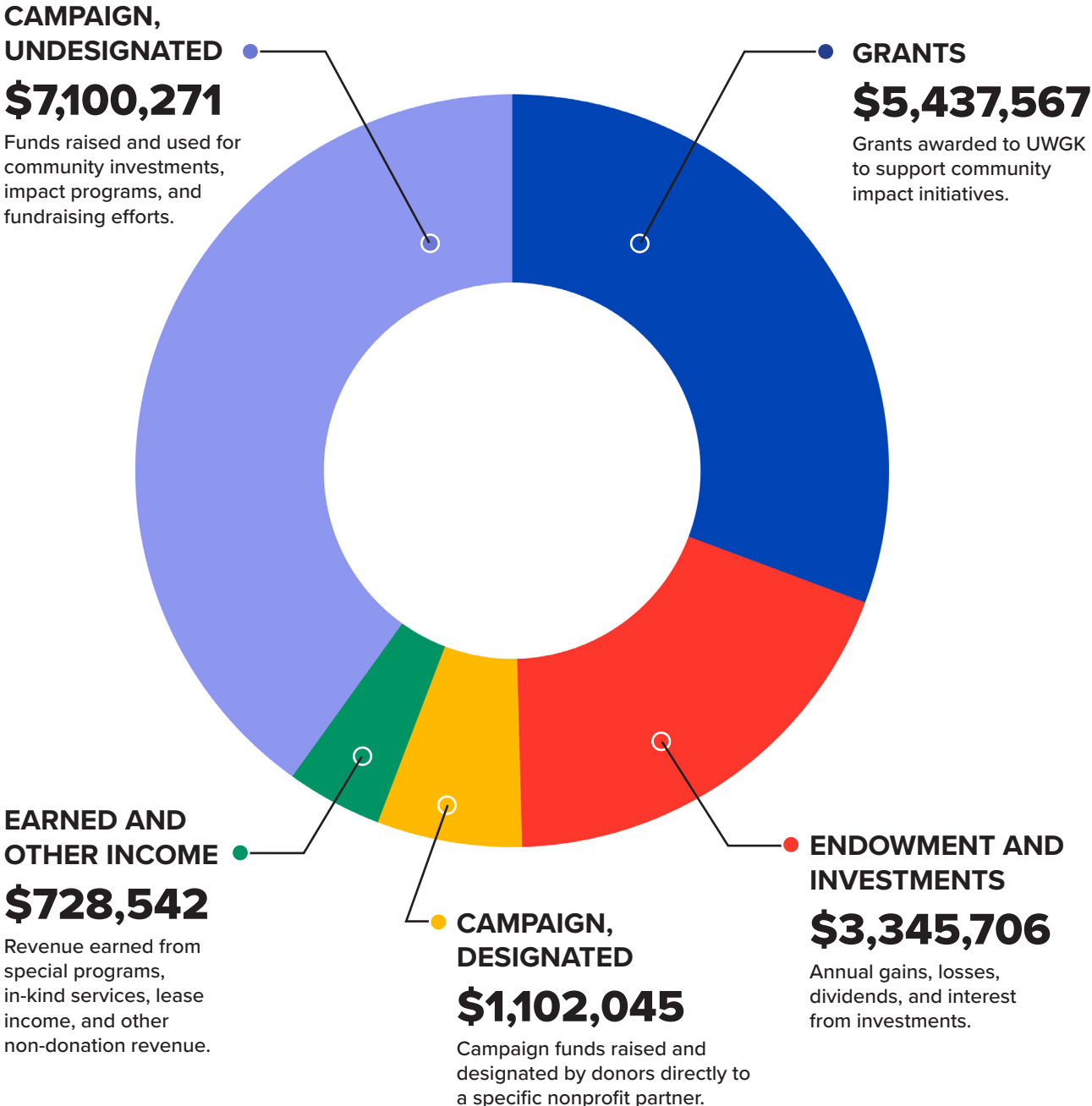
Your Workplace Campaign Start Date:

Your Workplace Campaign End Date:

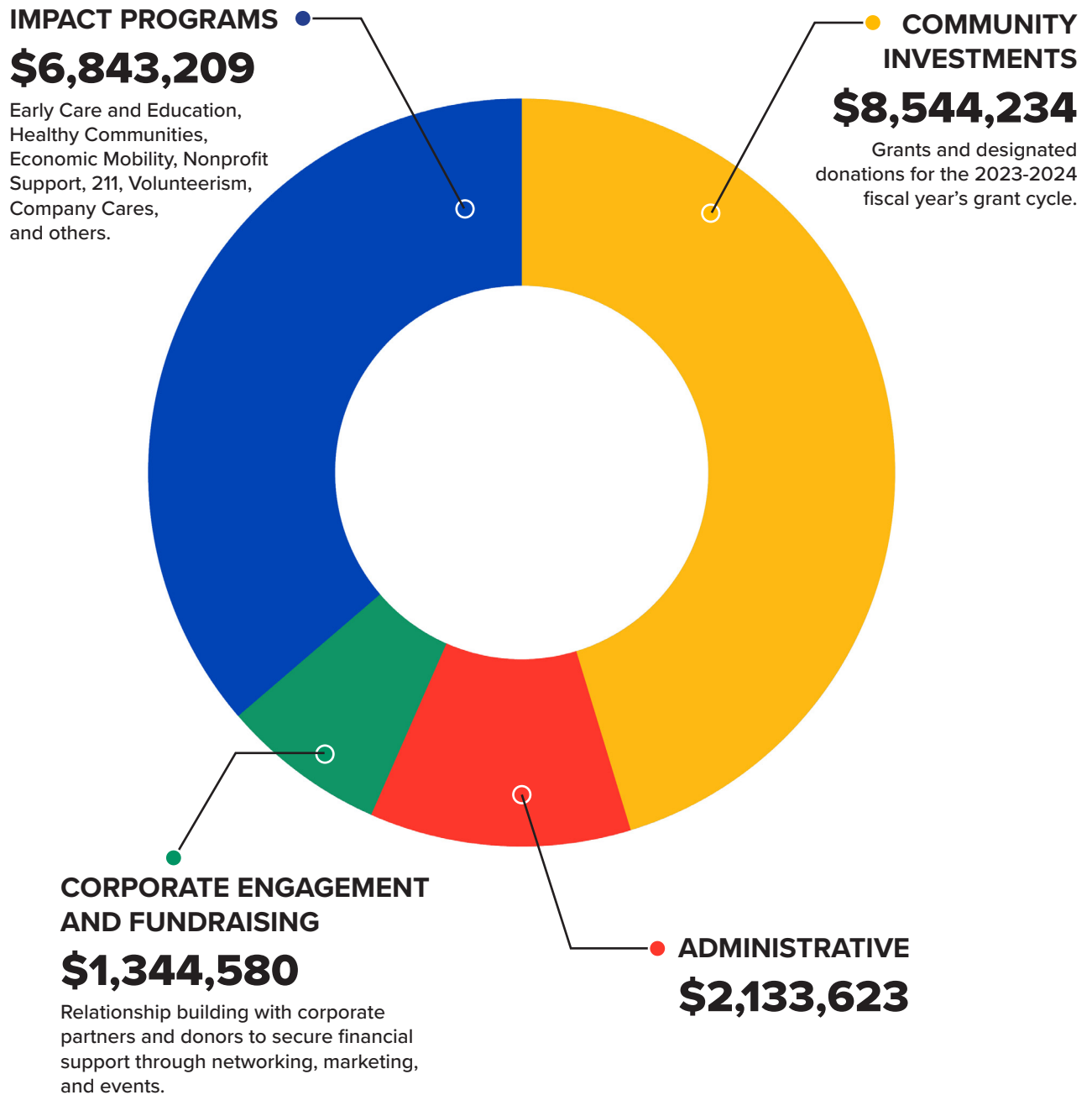
YOUR INVESTMENT AT WORK

At UWGK, we are committed to transparency and responsible stewardship of every dollar entrusted to us. Our financial statement reflects how we allocate resources to create lasting impact in our community. Through strategic investments and strong partnerships, we ensure that every contribution drives meaningful change.

TOTAL FUNDING • \$17,714,131



TOTAL EXPENSES • \$18,005,040



INSPIRE

During the **INSPIRE PHASE**, you will use UWGK resources to educate your team about our work and inspire them to give back.

CHECK OUT OUR COMPLETE CAMPAIGN TOOLKIT

Running a great campaign starts with the right tools—and we've got everything you need to make yours impactful, engaging, and easy to manage.

Our ECM Toolkit website is your one-stop hub for planning and running your UWGK workplace campaign. Whether you're launching your first campaign or looking to build on past success, the toolkit offers ready-to-use resources that help you tell the story of community impact and inspire your coworkers to give.



Scan the QR code to visit the complete ECM Toolkit

INSIDE THE ONLINE TOOLKIT, YOU'LL FIND

the most updated resources to support your workplace campaign including:

- **IMPACT REPORTS:** Discover full booklets on each impact area to show exactly where donations go and how they make a difference.
- **PLEDGE FORMS:** Whether someone is donating with a credit card, payroll deductions, or direct billing, all the forms you need are conveniently located in one place.
- **LIST OF FUNDED PARTNERS:** Share which nonprofit agencies are receiving grant funding and learn more about their missions.
- **INSPIRING STORIES:** Visit our full catalogue of UWGK impact stories to share how individuals and families in our community are building brighter futures with your support.
- **SOCIAL MEDIA EXAMPLES:** Find social media images and captions to easily share about your campaign on your platforms. Remember to tag United Way of Greater Knoxville on Instagram, Facebook, and LinkedIn.
- **EMAIL TEMPLATES:** Spread the word across your team to launch your campaign, share progress updates, and thank them for participation using our ready-made emails.
- **BRAND GUIDELINES AND LOGOS:** Ensure all your campaign materials are consistent with UWGK's image and brand using our partner brand toolkit.
- **UWGK GIVING SOCIETIES AND LEADERSHIP DONOR LEVELS:** Share details on benefits and unique engagement opportunities for your campaign's major donors.
- **MEET THE ADVANCEMENT TEAM:** Find important contact information for the UWGK team members to support your campaign needs.
- **IMPORTANT LINKS:** Easily access helpful webpages, campaign logins, and more.

Use these tools to bring your campaign to life, connect your team to our mission, and show how, UNITED, we can build a community where everyone thrives.

Access the Toolkit at: uwgk.org/ecm

ENGAGE

The **ENGAGE PHASE** is where you bring it all together. Host an exciting campaign kickoff, offer team incentives, and track participation.

SHARE THE BENEFITS

Running a UWGK campaign is an opportunity to give back and build a stronger, more engaged workplace and community. Here are some great incentives for employees to give:



TAILGATE PARTY: Rally your team for a tailgate party! Sell tickets, food, and fun activities to raise funds while enjoying great company and game-day vibes.



MOVE FOR A MISSION: Organize a 1-mile walk or 5K run for employees. Keep the excitement going with mini competitions throughout the day: best-themed outfit, most social media participation, and more.



VIP PARKING RAFFLE: Reserve premium parking spots and sell raffle tickets for a chance to win. The more tickets someone buys, the better their odds of scoring that prime parking space!



CHEF SHOWDOWN: Host a cooking competition: Chopped, Iron Chef, or chili cook-off-style! Colleagues can pay to compete, judge, or just taste the delicious results.



SPORTS TOURNAMENT: Set up a friendly workplace tournament. Employees can donate to participate or purchase spectator tickets to cheer on their teams.



FOOD FUNDRAISERS: Host a bake sale, ice cream social, international food festival, or lunchtime BBQ. Enjoy some delicious food and donate proceeds to benefit your community.



FESTIVE FUN: Celebrate the seasons with a pumpkin carving contest, a Halloween costume competition, Thanksgiving potluck, or end of year party. Entry fees or votes can be donations.



WIN A DAY OFF: Host a “days off” raffle where employees buy tickets for a chance to win extra time off or award an extra day to the department with the highest campaign participation.



LIP SYNC OR KARAOKE BATTLE: Ask executives or departments to go head-to-head to showcase their musical talent. Employees can donate to vote for a winner or to help execs buy their way out of performing!



PAINT PARTY: Sell tickets for a painting party, then host a gallery night where attendees can bid on artwork to raise even more funds.



SILENT AUCTION: Secure exciting prizes like theme park tickets, hotel stays, spa treatments, and more. Let employees bid for a chance to win while supporting their community.

DONATION TYPES

- **PAYROLL DEDUCTION**
- **CREDIT CARD**
(one time or recurring payment)
- **DIRECT BILLING**
(for gifts over \$1,00)
- **OTHER**
check, cash, and other transferable property



DONATION METHODS

- **EMPLOYEE PLEDGE FORM**
(Paper or Digital)
 - **Benefits:** No set-up required, tangible reminder for employees to give, no giving link required.



- **DIGITAL DONATION SITE**
(created by UWGK)
 - **Benefits:** company branded landing page, includes a goal tracker, compiles details into easily shareable reports, quick and simple process for donors, no login required, link and QR code provided, accepts all donation types.

UWGK supports your company's preference for collecting pledges and donations for the 2025 Campaign. Please meet with your Account Manager to discuss how we can help make the process as seamless as possible.



PRE-CAMPAIGN CHECKLIST

	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 kickoff, 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



DURING CAMPAIGN CHECKLIST

	Ensure your campaign kickoff is fun and engaging
	Communicate the campaign goal, timeline, activities, and incentives
	Invite speakers: 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 one-on-one conversations to encourage participation
	Promote! Promote! Promote! Share newsletters, emails, posters and fliers 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



POST-CAMPAIGN CHECKLIST

	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

	Use UWGK 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 giving societies
	Utilize UWGK's speaker request form for ongoing lunch and learn sessions

THANK

The **THANK PHASE** is when you recognize generosity and celebrate impact. Appreciation goes a long way in sustaining workplace campaigns and boosting morale.

Saying “thank you” may be the last step in your campaign, but it’s one of the most important. No matter how much you raise, showing appreciation encourages continued engagement, helps build a positive workplace culture, and sets the stage for future success.

TIPS FOR THANKING YOUR TEAM AND DONORS

THANK EARLY AND OFTEN: Don’t wait until the end! A quick shoutout after a successful kickoff or a team milestone helps keep momentum up. Gratitude is more powerful when it’s timely.

MAKE IT PERSONAL: A thank-you feels more meaningful when it feels personal. Handwritten notes, emails with the donor’s name and specific impact, or in-person appreciation can go a long way.

CELEBRATE PARTICIPATION, NOT JUST DOLLARS: Recognize everyone who gave their time, effort, or support—not just top donors. Participation is a win worth celebrating.

USE LEADERSHIP VOICES: Encourage your CEO or department heads to send a thank-you message or record a short video. A message from the top shows that giving back is valued at every level.



USE UWGK'S ECM TOOLKIT: UWGK is happy to provide thank-you templates, social media examples, and impact materials to help close your campaign with gratitude. Visit uwgk.org/ecm to check out these resources.

SHARE THE IMPACT: Tie your thanks to the bigger picture. Let employees know how their support is helping real people in our community.

Example: “Because of your generosity, more children in Knoxville will go to school with full bellies and full backpacks.”

HIGHLIGHT TEAMS OR INDIVIDUALS: If appropriate, spotlight standout departments, employee ambassadors, or first-time donors in your internal newsletter, on bulletin boards, or during a team meeting.

CELEBRATE TOGETHER: Host a simple thank-you event like a breakfast, lunch, or casual treat drop-off. Food and appreciation are always a good combination.

FAQs

FREQUENTLY ASKED QUESTIONS

A guide to help you answer common questions about giving to UWGK. Each question is an opportunity to connect, share our passion for building a thriving community, and demonstrate how every gift transforms lives.

If you have questions you can't answer, please contact a member of our team at rd@unitedwayknox.org

WHY GIVE TO UWGK?

Your gift is the catalyst for transformative change. For over a century, we've united people and resources to build a resilient community where every family and child has the chance to thrive. With your support, we address our community's most pressing challenges, investing in immediate support and innovative solutions for long-term change.

WHERE DOES MY CONTRIBUTION GO?

Every dollar you donate is a direct investment in the future of our community. Your generosity powers access to essential needs—like healthy meals, affordable childcare, or rental assistance—and helps develop long-term solutions in economic mobility, early care and education, and healthy communities.

In addition, your gift supports volunteer efforts and collaborative work across the nonprofit and business sectors that drives progress.

HOW DOES YOUR GRANT FUNDING PROCESS WORK?

Our updated process embraces trust-based philanthropy. It streamlines applications into two stages; first assessing an organization's mission, history, and capacity, and then focusing on outcomes and alignment with our impact priorities. This approach, enriched by feedback from over 100 community volunteers, ensures transparency and better meets the different needs of our region.

WHO IS ELIGIBLE TO APPLY FOR GRANTS?

Applicants must be 501(c)(3) nonprofits (or have a fiscal sponsor) operating in, Claiborne, Grainger, Jefferson, Knox, or Union counties. Organizations should align with our core impact priorities: economic mobility, early care and education, and healthy communities.

HOW DOES UWGK MEASURE COMMUNITY IMPACT?

We focus on three core impact priorities: economic mobility, early care and education, and healthy communities. By tracking key outcomes—such as job training completions, access to quality early childhood programs, and improvements in community health metrics—we ensure that every investment drives measurable, positive change.

WHAT ARE UWGK'S ADMINISTRATIVE COSTS?

We are committed to transparency and accountability. In the last fiscal year, our administrative costs were **under 12% of total expenditures**. This approach, combined with strategic resource allocation, ensures that every dollar you give directly supports vital programs that range from helping individual families or addressing community-wide challenges.

CAN I DESIGNATE WHERE MY CONTRIBUTION GOES?

For maximum impact, we encourage you to consider an undesignated gift. This flexibility allows us to direct funds to the areas of greatest need through one of our grant processes. If you'd prefer to support a specific partner agency, you're welcome to designate your gift accordingly.

WHAT ARE THE BENEFITS OF GIVING A LARGER GIFT?

Your ongoing generosity is vital to our work. Larger gifts not only help bridge critical gaps, but they ensure our ability to address issues like food insecurity, educational disparities, and financial instability. Larger gifts also open the door to exclusive recognition opportunities, such as membership in our Giving Societies. Learn more about our Giving Societies on the ECM toolkit webpage.

ARE ALL UNITED WAYS THE SAME?

While every United Way organization shares the mission of uniting people and resources, each one is independently governed and tailored to its local community. UWGK serves Claiborne, Grainger, Jefferson, Knox, and Union counties, reinvesting every dollar locally to create real, on-the-ground impact.

I DON'T WANT TO DONATE, BUT I'D LIKE TO SUPPORT UWGK'S MISSION. ARE THERE OTHER WAYS TO HELP?

Absolutely. Whether you are an ambassador for our mission, volunteer your time, or help share our story, your involvement is crucial. Our passionate supporters and dedicated volunteers drive community change every day. To learn more, visit our website at uwgk.org and explore volunteer opportunities at uwgk.org/vol.

I'VE GIVEN IN THE PAST BUT NEVER RECEIVED A THANK YOU.

First, thank you for your generosity. Every gift is an investment in the future. It is what fuels our community's progress. While privacy agreements with some corporate partners may limit our ability to contact every donor directly, please know that your support is making a tangible difference. For updates on our impact and additional ways to engage, please visit uwgk.org and subscribe using your personal email so that we can stay connected.

UNITED, we're building a thriving, resilient Greater Knoxville—one where every person has the opportunity to thrive and every gift creates lasting change.



UNITED WAY
Greater Knoxville

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