



UNITED WAY
Greater Knoxville

EMPLOYEE CAMPAIGN MANAGER GUIDE

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THANK YOU FOR YOUR SUPPORT

Dear Employee Campaign Managers,

UNITED is more than part of our name. It is how we respond to challenges, support our neighbors, and strengthen our community.

As an Employee Campaign Manager, you help make that possible. By connecting your colleagues to opportunities to give, volunteer, and get involved, you help people across our region find stability during difficult times.

The need remains significant. Rising costs continue to put pressure on families, and more people are turning to nonprofits for help. It is only through the generosity of workplace campaigns and our donors, that United Way is able to invest in the work that helps so many when they need it most.

Last year, we funded 118 organizations working to meet those needs. Our funded partners served more than 429,000 people across our five-county region. When a disruption to SNAP benefits threatened access to food, United Way partnered with the City of Knoxville to provide \$200,000 in emergency funding, helping more than 14,000 individuals access food resources at local pantries.

It all begins with you.

Thank you for sharing our story, encouraging generosity, and bringing your workplace together around a common purpose. UNITED is the way we help our neighbors find stability, and the way we build a stronger, healthier, and more resilient community.

With gratitude,



Chrystal Armstrong Brown
President and CEO
United Way of Greater Knoxville

MEET OUR 2026 CAMPAIGN CHAIRS

Jim Atchley and Mike Keith



This year, we are proud to welcome Co-Campaign Chairs, Jim Atchley and Mike Keith.



JIM ATCHLEY, KNOXVILLE MARKET PRESIDENT FOR FIRST HORIZON BANK, was introduced to United Way through a workplace campaign on his very first day of work. More than 30 years later, he continues to believe in the power of people coming together to strengthen our community.

“Our company has long believed that one of the best ways to help the most people in our community is through United Way. When individuals come together to give, volunteer, and get involved, the impact reaches far beyond what any one of us could accomplish alone.”



MIKE KEITH, KNOWN TO MANY AS THE VOICE OF THE VOLS believes strong communities are built when people come together to help one another. As Co-Campaign Chair, he is proud to support United Way’s work connecting people, resources, and opportunities across our region.

“Every great team needs someone who can see the whole field and get the ball where it needs to go. That’s what United Way does for our community—bringing together the right people, resources, and partners to help our neighbors succeed.”

EMPLOYEE CAMPAIGN MANAGER

What is an ECM?

Employee Campaign Managers (ECMs) are the backbone of UWGK’s annual campaign. As an ECM, you’ll bring coworkers together to explore opportunities to give in a way that feels aligned with your team and core values.

As an ECM you’ll:

- 1 Share information about United Way of Greater Knoxville
- 2 Encourage coworkers to get involved
- 3 Plan fun campaign activities
- 4 Support giving and volunteer efforts
- 5 Thank donors and volunteers

The energy you bring to your workplace campaign makes a lasting impact for children, families, and neighbors across our community.

We are here to support you every step of the way.



STEPS FOR A SUCCESSFUL CAMPAIGN

INFORM

INSPIRE

THANK

ENGAGE

INFORM

During the **INFORM PHASE**, spend time learning how United Way of Greater Knoxville helps empower lasting change.



5
East Tennessee
counties served

GRAINGER
KNOX
JEFFERSON
CLAIBORNE



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.

\$12.8M

Funds leveraged by our partner organizations because of UWGK’s investment.

\$1

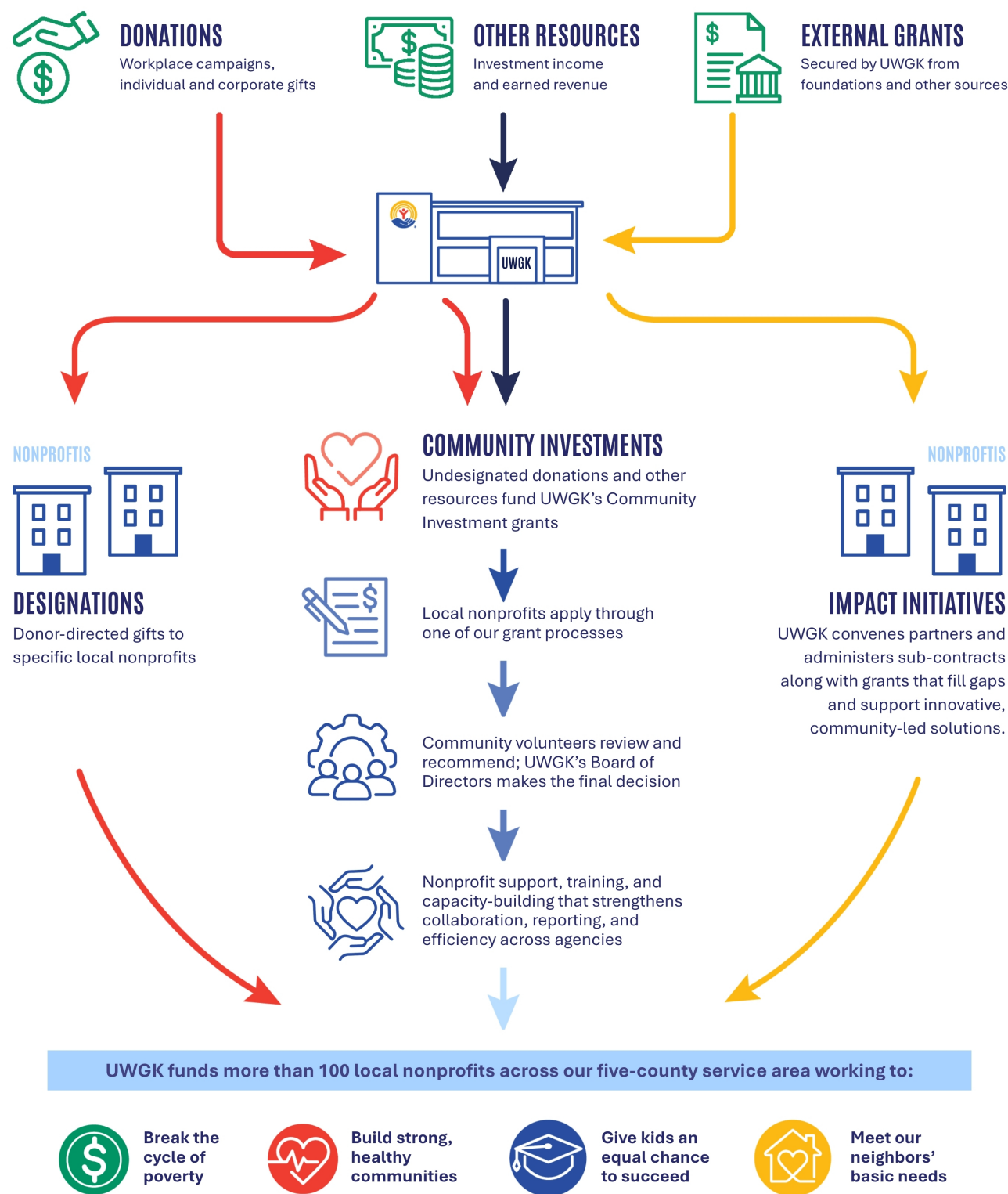
UWGK INVESTS



\$3+

PARTNERS SECURE

HOW DO WE WORK?



COMMUNITY IMPACT HIGHLIGHTS

Community Investment Total
\$18.3M

Community Reach
429,539

Local Nonprofits Directly Funded
118

For more than 100 years, United Way of Greater Knoxville (UWGK) has brought people, businesses, and community partners together to strengthen East Tennessee.

While grantmaking remains core to who we are, our impact extends beyond funding alone. United Way identifies emerging community needs, convenes the partners best positioned to respond, and strengthens the nonprofit sector's ability to deliver lasting results.

Across every investment, partnership, and initiative, our focus remains the same: strengthening the organizations, systems, and collaborations that help our communities thrive.

OUR IMPACT PILLARS | HEALTHY COMMUNITIES | EARLY CARE & EDUCATION | ECONOMIC MOBILITY



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

6,435
Students were supported through Community Schools

28
Children of employees at Hillcrest Healthcare gained access to affordable childcare



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

35,125
Pounds of food were recovered from UTK Football games

\$750K
In emergency response distributed to nonprofits



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

872
Families, including nearly 2,000 children were cared for

157
Participants earned a new degree, certificate, or credential



VOLUNTEER ENGAGEMENT
Connecting volunteers to experiences that strengthen our community.

5,533
Volunteers Connected to Opportunities

13,783
Volunteers Responses

WE KNOW THE NEEDS | WE MOBILIZE RESOURCES | WE UNITE THE COMMUNITY



FINANCIALS

The figures presented cover a one-time, 15-month period, from April 1, 2024, through June 30, 2025. This reflects our change in fiscal year, from April 1 through March 31 to July 1 through June 30, to better align our financial reporting with the grants, investments, and initiatives that shape our work.

These figures correspond to our audited financial statements for the same period, available at uwgk.org.



This figure covers a 15-month period, from April 1, 2024, through June 30, 2025. This reflects our change in fiscal year, from April 1 through March 31 to July 1 through June 30, to better align our financial reporting with the grants, investments, and initiatives that shape our work. This figure corresponds to our audited financial statements for the same period, available at uwgk.org.

\$22.4M
TOTAL REVENUE

**CAMPAIGN CONTRIBUTIONS
UNDESIGNATED**

\$7.0M

Funds raised and used for community investments, impact programs, and fundraising efforts.

**CAMPAIGN CONTRIBUTIONS
DESIGNATED**

\$1.3M

Campaign funds raised and designated by donors directly to a specific nonprofit.

EXTERNAL GRANTS

\$11.1M

Grants administered by UWGK to support community impact initiatives.

ENDOWMENT AND INVESTMENTS

\$2.6M

Annual gains, losses, dividends, and interest from investments.

EARNED AND OTHER INCOME

\$443K

Revenue earned from special programs, in-kind services, lease income, and other non-donation revenue.

Through our annual campaign and partnerships with donors, workplaces, foundations, corporations, and public agencies, United Way of Greater Knoxville invests in organizations, initiatives, and collaborations that advance Economic Mobility, Early Care & Education, and Healthy Communities across our five-county region.

\$21.8M
TOTAL EXPENDITURES

COMMUNITY INVESTMENTS

\$6.0M

Grants and designated donations for the 2025 fiscal year's grant cycle.

IMPACT INITIATIVES

\$12.3M

Community Initiative Investments; coordination and sub-awards in our impact areas, Early Care and Education, Healthy Communities, Economic Mobility, Nonprofit Support, 211, and Volunteerism.

COMMUNITY AWARENESS

\$1.8M

Relationship building with corporate partners and donors to secure financial support through networking, marketing, and events.

OPERATIONS

\$1.7M

Insurance, IT, fiscal management and grant administration, facilities and property maintenance, and executive leadership.



This figure covers a 15-month period, from April 1, 2024, through June 30, 2025. This reflects our change in fiscal year, from April 1 through March 31 to July 1 through June 30, to better align our financial reporting with the grants, investments, and initiatives that shape our work. This figure corresponds to our audited financial statements for the same period, available at uwgk.org.

INSPIRE

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

EXPLORE THE CAMPAIGN GUIDE

Whether this is your first campaign or your a seasoned pro, the Campaign Guide is here to help. Inside, you'll find resources to support every stage of your campaign, including:

- Campaign planning tips and timelines
- Email templates
- Social media posts and graphics
- Campaign Chair messages
- Campaign videos and impact stories
- Giving and volunteer engagement ideas
- Posters and promotional materials
- Thank-you templates
- United Way impact information and talking points

Use these resources to save time, share the impact of United Way, and help your coworkers find meaningful ways to get involved.

Access the Campaign Guide: uwgk.org/ecm



Scan the QR code to visit the complete ECM Toolkit

IMPACT STORIES

EARLY CARE AND EDUCATION



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



HEALTHY COMMUNITIES



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



ECONOMIC MOBILITY



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



ENGAGE

Campaign engagement is about more than fundraising, it is about bringing people **TOGETHER**. Use these ideas to create moments of connection, fun, and shared impact.

Campaign Engagement Ideas

SILENT AUCTIONS Ask team members or local businesses to donate items, then host a silent auction to raise money for your campaign. Auction item ideas include art, sports tickets, gift cards, PTO time, travel excursions, etc.

HOST FUN EVENTS Host an event that is fun and engaging and sell tickets to participate. Ideas include costume contest, company cookout, “Pie your boss in the face,” wear your favorite team’s swag to work, cornhole tournament, trivia contest, golf putting challenge, etc.

SWAG SALES Create a special shirt for your company’s campaign or sell your company’s swag, with the proceeds boosting your campaign total.

PET ROCKS Paint small rocks with funny faces, name them, and give them hilarious personas. Team members can purchase the rocks and proudly display them in their work areas.

COOKING/BAKING CONTEST Allow your team members to display their cooking or baking prowess by hosting a cook off or bake off. Sell tickets to participate and allow the tasters to vote on their favorite chili recipe, dish, cake, or cookie. A special trophy or prize for the chefs and bakers is always a good incentive, along with bragging rights!

SUPPLY DRIVE COMPETITION Collect needed items for United Way partners and Community Schools. Your United Way representative can help identify supply needs that exist in our community. Have an intercompany challenge to see which team or department can build the most creative structure.

Example

Y-12 National Security Complex

During the 2025 Y-12 campaign, Jan West helped bring colleagues together through activities like golf tournaments and pie-tossing contests. The events made it easy for employees to have fun, get involved, and support their community.



2026 Campaign Events - Mark Your Calendars!



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 GUIDE:

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.



PURPOSE: Use this worksheet to set a clear, focused, and actionable goal for your upcoming campaign. SMART goals help clarify your vision and provide a roadmap to success.

WHAT IS YOUR SMART GOAL?

- SPECIFIC**
What exactly do you want to achieve?
- MEASURABLE**
How will you track your progress and know when it's done?
- ACHIEVABLE**
Is this goal realistic with your current resources and time?
- RELEVANT**
Does this goal align with your values and the agency's mission?
- TIME-BOUND**
When will you achieve this goal? What is your deadline?

STEP 1: BRAINSTORM YOUR GOAL

Think about your role in the campaign. Are you raising funds, helping increase overall campaign results, engaging new employees, or helping to find the “why” behind United Way for your team? What do you hope to accomplish during this upcoming campaign?

Write 3-5 of your campaign goals below:

Goal

Goal

Goal

Goal

Goal

STEP 2: MAKE IT SMART

S – Specific What exactly do you want to do?
Example: “I want to increase employee giving participation.”

My Specific Goal:

M – Measurable How will you track success? What does success look like?
Example: “I am going to increase employee participation by 10 percent”

My Measurable Milestone(s):

A – Achievable Do you have the resources, time, and support to make this happen?
Example: “Yes, but I need to craft more engagement opportunities surrounding giving growth and understanding of United Way of Greater Knoxville.”

Why this Goal is Achievable for Me:

ACTIVITY SHEET | CAMPAIGN GOAL SETTING

STEP 2: MAKE IT SMART (CONTINUED)

R – Relevant How does this goal support your organization’s mission and your personal or professional values?

Example: "Increasing our campaign engagement allows us to give back not only to local nonprofits, but our community at large. This supports our business and our staff"

Why this Goal is Relevant:

T – Time-Bound What is your deadline or time frame?

Example: "We will increase our employee giving by the closing of our campaign in October 2025"

My Deadline:

STEP 3: COMBINE IT INTO A SMART GOAL STATEMENT

Use your answers above to write a clear, concise SMART goal statement.

My SMART Goal Statement:

CAMPAIGN REMINDERS

[illegible]

WORKPLACE CAMPAIGN GUIDE

✓ BEFORE THE CAMPAIGN

- 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 THE CAMPAIGN

- 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

✓ DURING THE CAMPAIGN (continued)

- 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
- Mid-campaign check-in with UWGK representative
- 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

- 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

- 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



UNITED WAY
Greater Knoxville

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