JACKSON, WE GOT THIS
LIVE UNITED

Employee Campaign Coordinator
Handbook 2020

United Way of Jackson County
www.uwjackson.org
Dear Community Champion:

That’s what you are! As a Employee Campaign Coordinator, you see the power of United Way in bringing together the resources, people and ideas to transform Jackson County. We couldn’t be more grateful for you!

It’s no secret that 2020 has brought unprecedented challenges. COVID-19 has done more than cause illness and death; it’s ravaged our local economy, cut short kids’ school year, and sent vulnerable families spiraling into financial trouble—or worsening the plight of those who already struggled.

I’m proud that United Way took a crucial, leading role in rallying Jackson County against the pandemic. We brought together partners, volunteers, donated dollars and our community’s “can-do” attitude to meet people’s needs quickly. While we’re still responding as needed, we’re shifting our focus to the next stage: recovery and rebuilding.

The task is huge, maybe bigger than we’ve ever faced before. And we face the added hurdle of limited opportunities to connect with current and potential donors due to coronavirus restrictions. But I’m confident we can meet these challenges—with your help! This handbook guides you through a digital toolkit that will help you be a greater community champion than ever.

Jackson, we got this!

Ken Toll
President & CEO, United Way of Jackson County
WHAT’S IN THE DIGITAL TOOLKIT?

• Campaign messaging
• 2019-20 Scorecard (printable)
• Jackson We Got This poster/flyer (printable)
• Thank-You table tent (printable)
• Infographics (printable and/or online)
• Draft emails for direct outreach from ECC (x3)
• Draft email for direct outreach from CEO/senior leader
• Draft script for video featuring CEO/senior leader
• Draft blogs/impact stories (x4)
• Social media posts
• Campaign video
CAMPAGN MESSAGING

Theme: *Jackson, we got this!*

Taps community pride, strength, partnership and “can-do” attitude of Jackson County to celebrate the pandemic response and shift focus to recovery/rebuilding.

- Jackson County provide its strength in how we came together to face the pandemic.
- United Way applied its unique leadership and expertise to respond to the needs. It’s what we were built for.
- Now we’re leading the next step: Building on the community’s success to help struggling families recover and create pathways to become financially stable.
- We need your help—now more than ever—to advance this work.
HOW DO I BUILD A WINNING CAMPAIGN?

Campaign 2020 will be tough. With more people working remotely, fewer meetings taking place and limited access to facilities, it’s important to use every tool available to show your coworkers the power of impact through United Way.

The key element to a successful campaign, especially in our new reality, is to keep it short. Two weeks is ideal—it puts all the fun and energy into a short timeframe while keeping things manageable for your team.

Here’s a four-part pathway to a strong campaign:

RECRUIT
Gather a team of creative, enthusiastic co-workers who can help you plan an effective campaign.
Engage a diverse group of employees for additional support throughout the campaign.
Be sure to get company leaders involved. They can directly encourage support and thank those who give.

CREATE
Find creative ways to tell our story—how United Way changes lives and how people can be involved. Our new digital toolkit will help.
Take part in video and/or in-person meetings to share United Way’s story.
Use activities and communications, from emails to special events, to keep the campaign front and center.

CONNECT
Put together a fun, focused campaign plan. Include a theme, exciting activities (even if you can’t gather in person), clear goals and a timeline.
Make sure all employees have the opportunity to participate.
Communicate regularly before, during and after your campaign. It helps people feel engaged!

INVITE
Ask employees to give. (It’s true: The #1 reason why people give to charities is because someone asked!)
Hold virtual fundraisers to generate additional support and to get employees excited.
Don’t forget to say THANK YOU! Personal “thanks” and recognition can be as important as prizes.
WHAT ARE SOME IDEAS TO ENGAGE PEOPLE?

HOLD FUN EVENTS
These can be in-person or virtual, depending on workplace policy. Do a kickoff event and other fun offerings during the campaign. Offer a free or reduced-price lunch. Do drawings for gift cards to local businesses. Hold a talent show, or a video talent show you can stream. Host an employee car show. Or come up with your own unique kickoff activity!

DO A REAL OR VIRTUAL VOLUNTEER PROJECT
United Way can help identify a specific need for a local program or agency, and either arrange for hands-on volunteering (with precautions), or you can encourage people to donate in lieu of a hands-on project. Contact our Volunteer Center for details.

BRING UNITED WAY TO YOUR WORKPLACE—IN PERSON OR VIA VIDEO
If your workplace allows outside visitors, we’re more than happy to present to your employees. If a live stream is the only option, we’ll do that too! Just let us know.

OFFER INCENTIVES
Drawings and giveaways add a little extra excitement to the good feelings that come with giving to United Way.

MAKE IT VISIBLE
Use the printable posters, flyers, table tents, etc., in the digital toolkit. Send regular emails with links to how to give. Do your own promotional activities to keep up awareness of the campaign.
WE’RE HERE TO HELP!

All of us at United Way appreciate your hard work, dedication and commitment to transforming our community! That’s why we’re ready and willing to answer your questions, explain the campaign materials and processes, or just be a sounding board for your great ideas! Contact us:

Beth Shafer  
*Director of Resource Development*  
517-796-5119  
bshafer@uwjackson.org

Colleen Sullivan  
*Labor Liaison*  
517-796-5121  
csullivan@uwjackson.org

Stephanie Schiro  
517-796-5120  
sschiro@uwjackson.org

Visit us online for stories about how your support for United Way is changing lives in powerful, meaningful ways!

[www.uwjackson.org](http://www.uwjackson.org)

And don’t forget to follow us on social media:

[@uwjacksonMI](https://twitter.com/uwjacksonMI)