Your United Way Staff
Lisa Gleason, Executive Director
Cris Schul, Development Representative
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Contact Us
We would love to connect with you, so feel free to stop by, call or email!

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Welcome to the Team!

Congratulations on being appointed Employee Campaign Coordinator (ECC) for your organization's annual campaign! You are joining a select group of volunteers who are working together to meet this year's community fundraising goal. The money you raise will support 26 local health and human service agencies in three priority areas: **Education, Income, and Health.**

**What does an ECC do?**

- Obtain support from top management
- Recruit top management and volunteers to support the campaign.
- Coordinate your company's kickoff and recognition events. Make it fun!
- Request speakers from United Way
- Promote the campaign throughout your company
- Encourage leadership ($500+) giving in your campaign
- Set an example by making a gift yourself
- Complete your final report and send it in with pledge forms
- Thank your donors and volunteers

Supply Request Form

Visit [https://www.unitedwayofrenocounty.org/campaign-toolkit-0](https://www.unitedwayofrenocounty.org/campaign-toolkit-0) to download this form.
5 Steps for Success

FOUR: E-Day and Reminders
Communicate and Publicize the Campaign
- **Send** company-wide emails reminding employees of the campaign deadline. Include a message from the CEO about why they give.
- **Use** all brochures, posters, pledge forms, and other supplies—campaigns with great visibility encourage everyone to take part!
- **Ensure** every employee has been asked to give in person, not just handed a form. Make giving personal & relevant.
- **Answer** any lingering questions and contact United Way staff if you need answers.

FIVE: Thank You!
Campaign Wrap-up and Celebration
- **Collect** Pledge forms.
- **Follow up** in-person with all Pillars.
- **Fill out** campaign envelope and call United Way to schedule a pick-up.
- **CELEBRATE!** Hold a wrap-up party and report your results. Send company-wide email thanking all donors for their support.
- **Share** your success on your company’s social media.
- **Stay in touch!** United Way is grateful to our ECCs for all the hard work that you do. Thank you!

### Why United Way?

**Local**
Your donation stays right here in Reno County, supporting local programs across 26 Partner Agencies.

**Efficient**
United Way is a proven, organized system and we partner with many human and health agencies to provide much needed services. Our Community Impact Fund fosters collaboration across the community to address specific needs in a creative and non-duplicative way. We ensure your investment goes where it has the greatest impact.

**Accountable**
Our network of high-quality programs support our goals in Education, Income, and Health. These programs receive funding on a 2-year cycle, are extensively reviewed by a team of community volunteers, and have a history of delivering results.

**Get Creative With Us!**
Visit uwayhelps.org/ECC for more ideas.

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<thead>
<tr>
<th>Low to No-Cost Special Events</th>
<th>Incentives</th>
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<tbody>
<tr>
<td>Barbeque/Chili Cook-off</td>
<td>Premium Parking Space</td>
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<tr>
<td>Bake/Yard/Craft/Book Sales</td>
<td>Lunch with the Boss</td>
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<td>Throw a Pie/Dunk your Boss</td>
<td>Paid Time Off</td>
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<td>Ice Cream Social/Root Beer Floats</td>
<td>Car Wash by Management</td>
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<tr>
<td>Themed Kick-Off Breakfast or Lunch</td>
<td>Snooze Day/Sleep-in Passes</td>
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<tr>
<td>Carwash</td>
<td>Movie/Game Tickets</td>
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<td>Silent/Basket Auction</td>
<td>Company Promotion Items</td>
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<tr>
<td>Casual/Jeans Day</td>
<td>Gift Cards (Gas, Car Wash, etc.)</td>
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<td>Coin Wars</td>
<td>Extra Lunch Time Passes</td>
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<td>Office/Cubicle Decorating Contest</td>
<td>Job Trades</td>
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<td>Office Treasure Hunt</td>
<td>Weekend at B&amp;B, hotel or resort</td>
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Levels of Giving

Each year, hundreds of individuals, couples and families partner with the United Way of Reno County as leadership givers to significantly improve education, income and health throughout Reno County.

United Way Leadership Givers are a group of individuals/couples who demonstrate extraordinary concern by donating $500 or more annually to the United Way. Gifts can be made through payroll deduction, direct payments or stocks/securities. Workplaces that run leadership giving-specific campaigns have higher rates of employee participation and increased campaign dollars.

At the core of every community are leaders whose caring and generosity set the course for others.

$500 - $749 - Bronze Level
$750- $999 - Silver Level
$1,000 - $2,499 - Gold Level
$2,500 - $4,999 - Platinum Level
$5,000 or more - Diamond Level
$10,000+ - Alexis de Tocqueville Society

5 Steps for Success

ONE: Kickoff
Pull Together Your Resources
- Request campaign supplies in advance.
- Recruit a team of enthusiastic, resourceful, and committed employees. Plan a company-wide meeting to kick off the campaign!
- Distribute pledge forms, pens, brochures; show campaign video; have your CEO speak to endorse the campaign. United Way would be happy to send one of our staff to speak to your employees (see back page).

TWO: Logistics
Set Your Timeline
- Set specific start/end dates. Keep your campaign within 1-2 weeks.
- Promote the campaign on internal websites and your company's social media.
- Deliver Key Club packets in person to your company's Leadership Givers. Have a current Leader distribute Potential Key Club packets
- Display brochures and pledge forms. Visit unitedwayofrenocounty.org for online resources and be available to answer questions.

Three: Special Events
Plan Your Employee Campaign Activities
- Hold educational meetings/events throughout your campaign to get employees together, have fun, and learn more about community needs & how they can get involved.
- Promote volunteerism: hand out information on Community Work Day. Schedule a company volunteer day for the future.
- Hold a leadership meeting to educate upper management & organization leaders on the benefits of giving at the Leadership Giver level (pg. 6).