

WORKPLACE CAMPAIGN HANDBOOK



United Way of Hall County

THANK YOU!

At United Way of Hall County, a workplace campaign is an engaging, time-tested way for everyone in your organization to give, advocate or volunteer. Together, you'll impact the important issues facing our region's children, youth and families, all while creating a sense of teamwork and purpose that strengthens your own workplace community.

Even when your campaign is over, we are here to be your year-round partner for volunteer opportunities, advocacy, issues education, and community involvement. Thank you for participating in our Annual Campaign. Your time commitment, and gifts will truly make a difference in the lives of so many in our community.

Sincerely,

Meghan Fernandez

Director of Resource Development

ENGAGEMENT OPPORTUNITIES



Workplace Giving Campaign

Support Hall County families by offering a United Way Workplace Campaign to your employees. 54% of our neighbors struggle to make ends meet. You can be part of the solution by coming together to support health, education, and financial stability initiatives that will insure a better life. Studies show that companies that engage in volunteer activities and Workplace Campaigns have higher retention rates.

Volunteer Programs

Improve employee morale and visibility and meet social responsibility goals while making positive change happen! Volunteer opportunities range from Week of Caring community projects to year-round individualized volunteer matching through our online volunteer portal.

Corporate Sponsorships

Leverage your marketing dollars by financially sponsoring United Way of Hall County. Year-round and event-specific sponsorships are available and range from \$500 - \$10,000. All sponsorships come with benefits corresponding to the level you choose.

Community Issues

Stay on top of the latest data and research on what is going on in our community. United Way of Hall County can provide critical information about Hall County's needs in the areas of Health, Education, and Financial Stability. Our staff is available to present this data so that you can learn how to best support the local community.

Young Leaders Society (YLS)

Join young professionals in engaging, educating, and empowering to create lasting change in Hall County. Through volunteer service, social mixers, and educational opportunities to advance positive community change, YLS brings individuals ages 21 through 40 together to connect, serve, and lead.

Leadership Giving Circle

The United Way of Hall County Leadership Giving Circle is a group of passionate business and community leaders who exemplify commitment and caring through their philanthropic nature, and are change agents in Hall County. The Leadership Giving Circle comprises of households who give \$1,000 or more to United Way per year and offers Grow your personal and professional sphere of influence by participating in exclusive networking events, education programs and volunteer opportunities

FREQUENTLY ASKED QUESTIONS



United Way of Hall County

WHAT IS UNITED WAY OF HALL COUNTY?

Formed in 1948 as The Community Chest by a group of local businessmen, United Way of Hall County is a local, nonprofit organization whose mission is to unite people organizations and resources to improve lives in our community through a focus on education, financial stability and health.

We create opportunities for a better life for everyone in Hall County, Georgia. We are all connected and interdependent; the idea that we all win when a child succeeds in school, when families are financially stable and when people are healthy. It is less about helping one person at a time and more about making sure the systems are in place to help everyone in our community.

We focus on the basic things that we all need for a good life: education, good health, and financial stability. We research the needs of our community, bring the right people and ideas together, leverage contributions and invest in programs that have proven results.

WHY THE FOCUS ON EDUCATION, FINANCIAL STABILITY, AND HEALTH?

Education, financial stability, and health are the building blocks of a good life. By supporting programs that address these areas, United Way is working towards creating the best possible life for everyone in Hall County.

EDUCATION - United Way of Hall County believes that learning begins at birth and continues throughout life. **Our aspiration is that all residents of Hall County will have opportunities to learn which will help them achieve their full potential.** Education has many forms and is not limited to a classroom environment from kindergarten through high school. United Way of Hall County invests in programs that support early learning, the well-being of school-aged children and adolescents, and Basic literacy and comprehension development skills.

FINANCIAL STABILITY - United Way of Hall County believes that many families and individuals face obstacles to achieving financial stability and independence. **Our aspiration is that all residents of Hall County have opportunities to meet their basic needs and achieve self-sufficiency.** United Way of Hall County supports families as they actively pursue stability and independence by investing in resources providing food, shelter, and clothing, addressing barriers to self-sufficiency, and promoting financial security.

HEALTH - Whether it is an individual or family without health insurance, a victim of abuse or someone struggling with mental illness or an addiction, United Way of Hall County believes in improving everyone's health and safety. **Our aspiration is that all residents of Hall County are healthy and safe.** We promote health and safety by investing in efforts to break the cycle of domestic violence, abuse, and neglect, improving access to primary medical, behavioral and dental care, and prevention of and intervention in unsafe or unhealthy behaviors.

WHO DECIDES WHAT UNITED WAY WILL BE INVOLVED IN?

United Way is a volunteer-led organization in all of its functions; board of directors, committee structure, annual fundraising campaign, and investment of resources in identified areas of priorities. The responsibility entrusted to these individuals is great, and the decisions they make are of significant importance to our community, requiring teamwork, communication, and a shared commitment to fulfilling United Way's mission. A trained, professional staff supports the board and other volunteers in the day-to-day operations.

WHAT DOES "LIVE UNITED" MEAN?

"Live United" is an invitation for all people to give, advocate and volunteer as we work to create opportunities for a better life for all.

The challenges our community faces are greater than any one organization can address alone. It will take all of us contributing financial resources, lending our voice, and giving our time to create a good life for everyone. We all succeed when a child succeeds in school. We all are better when families are healthy and self-sufficient. We all win when we **Live United**.

WHY IS UNITED WAY'S WORK IMPORTANT?

One single agency can not solve our community's problems alone, especially in these tough economic times. That is why United Way of Hall County is so important. **By working together, United, we are providing individuals and families with support for food, utilities, shelter, counseling, child care, medical care and a long list of vital services that make a vast safety net for our community.**

WHY SHOULD I GIVE TO UNITED WAY OF HALL COUNTY?

We have one mission that drives everything we do and that is to improve lives in our community – to help create the best life possible for all. When people are educated, have sufficient income to support themselves and their families, and are healthy, it strengthens the entire community. By funding programs in these areas, we are making an investment that helps the community as a whole, not just the recipients of the services.

United Way looks at more than simply the number of people receiving services. Investments are made in programs that demonstrate measurable success in achieving our goals in Education, Financial Stability and Health.

I CAN'T AFFORD TO GIVE MUCH. WILL A SMALL AMOUNT DO ANY GOOD?

We know that giving is a personal decision that only you can make based on your income and other obligations. A gift of any amount is very much appreciated. We believe in the power of collective impact. **Your gift added to those of thousands of other contributors, has the ability to make a great impact and change lives.**

WHAT ARE THE ADVANTAGES OF PAYROLL DEDUCTIONS?

Having a set amount deducted from each paycheck enables most donors to contribute far more generously than they would be able to do if they gave their entire contribution all at once. Payroll deduction offers a **convenient, effective way to stretch your charitable dollar and make a difference in our community.**

DOES MY GIFT STAY LOCAL?

.99 cents of every United Way of Hall County donor dollar stays right here in Hall County. The other one cent pays membership fees to United Way Worldwide providing access to many membership services, Global Leadership Companies (i.e. UPS, Publix and Cargill) and use of the United Way logo and branding.

WHAT IS UWHC'S RELATIONSHIP WITH UNITED WAY WORLDWIDE?

United Way of Hall County is an independent, locally governed organization chartered in the state of Georgia. United Way Worldwide (UWW) is a trade association that was formed to assist member United Ways. It serves as a training and service center for United Ways across the country but is not a national headquarters and has no governance or financing authority over local United Ways.

WHAT IS UNITED WAY OF HALL COUNTY'S OVERHEAD?

\$.99 of every United Way of Hall County donor dollar stays right here in Hall County. The other one percent or \$.01 of every dollar is used to pay the United Way Worldwide membership fee.

In a recent survey (Ellison Research, Non-Profit Overhead Study, 2008) Americans polled believe nonprofits spend 36% on overhead and they think non-profits SHOULD spend 22% on overhead. **The overall United Way system's administration/overhead rate in the U.S. of 12.24% remains extremely competitive with the top 100 nonprofits in the U.S.,** and is well below industry standards and recommendations (such as the Better Business Bureau Wise Giving Alliance at 35% and the Office of Personnel Management/OPM at 25%). Moreover, United Way helps other nonprofits maintain low overhead rates.

I WANT TO GET INVOLVED! HOW CAN I HELP?

Become a part of it. Live United. You can **volunteer**, you can become an **advocate**, and you can **invest** in our community by giving to United Way of Hall County. However you choose to give, you can inspire hope and create opportunities for a better tomorrow.

COMMUNITY INVESTMENT PRIORITIES



The mission of United Way of Hall County is to unite people, organizations and resources to improve lives in our community. We live out our mission by investing in education, financial stability and health. The building blocks of a good life.

Education - we believe that learning begins at birth and continues throughout life. Our aspiration is that all residents of Hall County will have opportunities to learn which help them achieve their potential. **Therefore, we will invest in:**

1. **Early learning**
2. **The well-being of school-age children and adolescents**
3. **Basic literary and comprehension development skills**

Financial Stability - supporting families while they actively achieve financial stability and independence. We believe families and individuals face obstacles to achieving financial stability and independence. Our aspiration is that all residents of Hall County have opportunities to meet their basic needs and self-sufficiency. **Therefore, we will invest in:**

1. **Resources providing food, shelter and clothing**
2. **Addressing barriers to self-sufficiency**
3. **Promotion of financial security**

Health - improving people's physical, mental and social well-being. We believe in improving everyone's health and safety. Our aspiration is that all residents of Hall County are healthy and safe. **Therefore, we will invest in:**

1. **Efforts to break the cycle of domestic violence, abuse and neglect**
2. **Improving access to primary medical, behavioral and dental care**
3. **Prevention of and intervention in unsafe or unhealthy behaviors**

UWHC PROGRAMS



One Hall: United Against Poverty began in 2017 when United Way of Hall County conducted a Community Gap Analysis, bringing together 250 community members to identify and discuss not only the strengths but also the deficiencies of our community. With this research, they developed a "Community Game Plan", which has become the heartbeat of One Hall and their actions to address poverty from a strategic level. One Hall meetings are community-driven conversations to discuss how we can align to community goals and create an actionable plan to tackle the root cause of poverty.

One Hall consists of 6 focus areas that meet monthly: **Health, Education, Financial Stability, Mental and Behavioral Health, and Advocates for Diversity, Equity and Inclusion**

One Hall Leadership

ONE HALL CHAIR

Sarah Bell

EDUCATION

Dr. Merrienne Dyer & Karen Borders

FINANCIAL STABILITY

Duane Schlereth & Daniel Avelar

HEALTH

Erika Lopez Gill

MENTAL & BEHAVIORAL HEALTH

Dr. Monica Newton & Reese Daniel

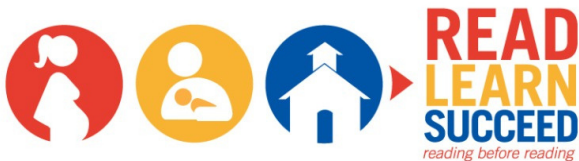
ADVOCATES FOR DIVERSITY, EQUITY & INCLUSION

Phillippa Lewis Moss





The Compass Center is a community resource center helping individuals and families navigate existing services and providers throughout Gainesville and Hall County. We help clients create pathways out of poverty by improving access to, nonprofit resources, physical & mental health services, financial literacy & budgeting, children & family services, senior services and veteran services.



Read Learn Succeed is a United Way of Hall County initiative that is helping Hall County parents, students, and young children from birth to 5 years old achieve success in early childhood literacy. We are committed to focusing on learning from birth through critical language and reading activities appropriate for their ages to develop the literacy skills needed to start kindergarten ready to succeed. Programs include Northeast Georgia Medical Center's "Welcome to the World" book for newborns and Reach out and Read with Longstreet Clinics Pediatrics.



2022 FUNDED PROGRAMS

We believe that we can do more together than we can alone. That is why we invest in programs that help non-profits meet their goals that align with our Community Game Plan to create pathways out of poverty. Because of our generous donors, we are able to fund 27 programs representing 21 non-profit organizations throughout our community.



Alliance For Literacy

MAKING THE ASK

The number one reason people say they don't give to United Way is because no one ever asked them to do so. **Here are some tips for making the ask:**

- **Educating employees about the value and work of United Way is the best way to gain support.** Your United Way representative is an excellent source for any material and assistance you may need. United Way speakers are always available to talk to your team about the impact of gifts made to United Way of Hall County (in-person or virtually).
- **Personally distribute campaign pledge forms,** rather than including them in paychecks, mailboxes, emails, etc.
- **Ask every employee to turn in a pledge form by a certain date, even if they choose not to contribute.** This way, you'll know every person made a choice whether or not to participate without having to directly ask him/her. Many companies distribute pledge forms in envelopes that employees can fill out and seal, assuring decisions are private.
- **Offer prizes and incentives for campaign participation.** Prizes and incentives can increase the success of your campaign while showing employees that their participation is appreciated.
- **Encourage your team to participate in in-person and virtual events.** Whether it's volunteering, holding a fundraising event, or hosting a company-wide campaign kickoff, events are a great, fun way to get your team engaged in the work of United Way.
- **Leverage United Way Giving Societies.** When asking for donations, remember that United Way of Hall County Giving Societies provide a way for employees to extend their impact and deepen their engagement in United Way's work.
 - Tocqueville Society: \$10,000+
 - Leadership Giving Circle: \$1,000+
 - Young Leaders Society: \$250+ (ages 20-29), \$500+ (ages 30-39)
- **Don't forget to offer recognition and thanks.** When the campaign is over, send thank you cards from your CEO, workplace campaign coordinator, or other influential team members. Highlight givers who increased their pledge by 10%, gave at a certain level, made their first gift, etc.

INCENTIVES

Prizes and incentives can provide a boost to the campaign while showing employees that their participation is appreciated. After a successful campaign, it's critical to thank all employees who made your campaign successful. People need to feel appreciated. Just as the best way to ask is the personal ask, the best way to thank your colleagues is to personally thank them. A Thank You event publicly acknowledges your colleagues' generosity.

There are memorable ways of recognizing United Way contributions. Have fun with it and get creative!

HOW WILL INCENTIVES HELP MY CAMPAIGN?

- Increase enthusiasm
- Increase average gift
- Encourage employees to pledge promptly
- Encourage attendance at campaign meetings
- Assist in educating employees about United Way of Hall County

POSSIBLE INCENTIVE CRITERIA

- Anyone who participates in the UW campaign (gives any amount)
- First-time givers
- Fair share givers (1% of salary)
- Leadership Society givers (\$1,000+)
- Increasing their gift by 10%
- Turning their pledge card by a certain date
- The company achieves a monetary goal
- The company achieves participation goal
- The company reaches a 25% increase in campaign dollars

POTENTIAL PRIZES

- Leave early pass
- Sleep in pass
- Additional day off
- Casual dress day pass
- Special parking spaces
- Catered lunch
- Golf with the boss
- Department happy hour
- Company promo items/United Way promo items
- Raffle off prizes such as giftcards, sports/event tickets, electronics, weekend getaways, etc.
- Special t-shirts
- Name on Wall of Fame
- Have the boss dress up as a fan of his least favorite sports team
- Donation matches



Top fundraising schools received a Chick-Fil-A biscuit breakfast and donors who gave \$120+ received an exclusive t-shirt.

**NEED HELP COMING UP WITH AN INCENTIVE?
REACH OUT TO YOUR UNITED WAY
REPRESENTATIVE, WE ARE FULL OF IDEAS!**

SAMPLE EMAILS

Use the following sample letters when you are composing letters to promote your United Way campaign. These samples are appropriate for emails, company publications, and personalized letters. Feel free to use them in part or in their entirety.

SAMPLE CAMPAIGN ANNOUNCEMENT 1

Dear Colleagues:

Many of our neighbors may be struggling to make ends meet, now more than ever, but we can make a difference. Right now (COMPANY NAME) can help create opportunities for a better life for all by participating in United Way of Hall County's annual campaign.

I am pleased to announce that (EMPLOYEE CAMPAIGN MANAGER) has agreed to lead and coordinate our United Way campaign this year. I know (NAME) will appreciate your efforts and support. When we reach out a hand to one, we influence the condition of all. Everyone wins when children succeed in school, families are financially stable, and people are healthy. I invite you to join me this year in United Way's effort to advance the common good.

Please consider supporting United Way's campaign as our community strives to LIVE UNITED. Your gift does make a difference by supporting crucial programs and long-term efforts to strengthen our community

SAMPLE CAMPAIGN ANNOUNCEMENT 2

Dear Colleagues:

The strength of our community largely is defined by how we take care of one another. When we reach out a hand to one, we improve conditions for all. The current crisis caused by the pandemic is being felt throughout our communities. More people than ever are struggling to make ends meet, thereby putting a greater demand on non-profit agencies that provide critical services and count on United Way of Hall County for support.

UWHC takes the guesswork out of philanthropy by funding tremendous local agencies like (Boys and Girls Clubs of Lanier, the Salvation Army, Georgia Mountain Food Bank, Gateway Domestic Violence Center, and many more). All of the money we raise directly benefits our local community. Your contributions make a difference by supporting programs that are there to help many of our own friends, neighbors, co-workers, and families.

Please take a few moments to learn more about how our United Way is helping in our neighborhoods as we help advance the common good. Together we strive to LIVE UNITED.

SAMPLE CAMPAIGN ANNOUNCEMENT 3

Dear Colleagues:

Thanks go to each and every one of you who contributed to this year's United Way campaign. Once again, you have gone the extra mile to make our community a better place for us to live and work.

When you give to United Way of Hall County, you are investing in the strength and future of our community. Every time a family becomes financially stable, a child succeeds in school, and people improve their health, our entire community benefits. Help ensure that a wide variety of needs are met, including services for the hungry and homeless, the sick and homebound, our youth and senior citizens and so much more.

Again, thank you for partnering with United Way of Hall County to advance the common good.

SAMPLE KICKOFF ANNOUNCEMENT

Please mark your calendars for (DATE) as the kickoff date for the (COMPANY NAME) United Way annual workplace campaign. This year's fundraising effort will run from (DATE TO DATE).

Investing in our community is an important responsibility and United Way of Hall County works hard to create lasting changes in the critical areas of Education, Financial Stability, and Health. That's because everyone wins when children succeed in school, families are financially stable and people are healthy. We all have a role in advancing the common good by giving, advocating, and volunteering. Together we can achieve more than anyone group on its own. That's what it means to LIVE UNITED.

I am proud to support United Way of Hall County, but the key to our campaign's success is you. Your gift does make a difference by supporting crucial non-profit programs and long-term efforts to strengthen our community.

Please join me in showing our community how we can work together to LIVE UNITED.

Online Campaign Materials

Scan to View Campaign Video



Scan to Hear a Compass Center Client Story



Scan for Downloadable Campaign Resources



NEED TO GET IN TOUCH?

Jessica Dudley, President and CPO

jdudley@unitedwayhallcounty.org
770-990-9749

Meghan Fernandez, Director of Resource Development

mfernandez@unitedwayhallcounty.org
706-424-8015

Abby Turner, Director of The Compass Center

aturner@unitedwayhallcounty.org
679-989-5336

Teigha Snowden, Director of Advocacy

tsnowden@unitedwayhallcounty.org
678-989-5335

Linda Cascio, Executive Assistant

lcascio@unitedwayhallcounty.org
678-989-5331

Sarah Mulligan, Compass Center Assistant

smulligan@unitedwayhallcounty.org
770-536-1121

For more workplace resources visit:

unitedwayhallcounty.org/workplacecampaign

United Way of Hall County

527 Oak Street

Gainesville, Georgia 30501

communications@unitedwayhallcounty.org

770-536-1121

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