



UNITED IS THE WAY

ECC GUIDE



UNITED IS THE WAY

2025 CAMPAIGN

Table of Contents

Campaign Coordinators are	1
Five Steps to Running a Successful Campaign.....	1
Step 1: Energize.....	2
Step 2: Inspire	3
Step 3: Engage.....	3
Step 4: Ask.....	4
Step 5: Thank	4
Resources.....	5
Fun-raising Special Even Guide	5
Campaign Checklist	8
Leadership Giving Levels.....	10
Patriot (\$1,000-\$2,499).....	10
Cornerstone (\$2,500-\$4,999).....	10
Catalyst (\$5,000-\$9,999)	10
Alexis de Tocqueville Society (\$10,000+).....	10
Ways to Get Involved.....	12
Volunteer.....	12
Committees.....	12
FAQ	13

AMBASSADORS, ORGANIZERS, MOTIVATORS, AND STORYTELLERS

Employee Campaign Coordinators (ECC's) are key to the success of every company who hosts a United Way fundraising campaign. You serve as the connector between United Way and the employees of your company and the community. You motivate, inspire, and encourage your peers to give and support their community.

With the materials and support we provide, you will educate your colleagues about United Way's vital role in the community and provide them with an opportunity to get involved with us. **Whether you volunteered or were asked to take on this role, we appreciate you, and we are here to help!**

FIVE STEPS TO RUNNING A SUCCESSFUL CAMPAIGN

Every campaign is different and we want to set you up to win! As you begin to plan and implement your campaign, these 5 fundamental steps will help you engage with your teams and have a successful campaign.

1. **ENERGIZE:** Recruit a strong team to lead your United Way campaign.
2. **INSPIRE:** Share the United Way story with all employees.
3. **ENGAGE:** Connect employees to our work and show them how they can do something about it.
4. **ASK:** Ask everyone to give.
5. **Thank:** Thank everyone for giving.

STEP 1: ENERGIZE

1. **LEARNING ABOUT THE WORK OF YOUR UNITED WAY.** This guide should serve as a resource to help you manage a successful campaign.
2. **BUILD A TEAM OF ENTHUSIASTIC VOLUNTEERS.** Identify employees who are energetic and have a variety of skills to serve on the campaign steering committee. Involve them in planning a strategy and setting a goal that fits your company's size and culture.
3. **ESTABLISH SUPPORT FROM THE TOP.** Get your CEO actively involved in all aspects of your campaign through events and communications.
4. **SET YOUR STRATEGY AND CAMPAIGN GOALS.** Develop a campaign strategy that fits your company's size, culture, and budget while engaging everyone at all levels. Consider prior year results, number of employees, and current business climate. Consider these objectives that will boost overall results:
 - Ask all employees to participate.
 - Promote the payroll deduction donation method.
 - Ask employees to increase their gifts from last year.
 - Increase leadership giving which is \$1000 a year or \$38.46 per 26 pay periods.
5. **CONSIDER OFFERING EMPLOYEE INCENTIVES.** Offering incentives results in higher levels of employee participation and makes it more appealing for employees to volunteer and give. You may wish to contact vendors with whom your company works. They may be willing to donate prizes. You can also ask executives to donate prizes. This is a fun way for them to get involved. Here are some ideas:
 - Dinner for two at a local restaurant.
 - Reserved parking spot.
 - Two roundtrip airfares in U.S.
 - A day off from work.
 - Add an extra day onto a holiday weekend.
 - Executives carwash the winner's car.
 - Tickets to a local theater production.
 - Gourmet food basket.
 - Tote bag of company goodies.
 - A bouquet of flowers.
 - Mowing the winner's lawn.
 - Bookstore gift certificates.
 - Movie passes.

UNITED IS THE WAY

2025 CAMPAIGN

STEP 2: INSPIRE

1. SHARE THE UNITED WAY STORY.

- Invite a United Way representative to speak with your employees during a meeting or event.
- Share videos and stories featuring those impacted by United Way from the Campaign toolkit.
- Make plans to send a series of emails to employees to keep everyone informed of the good work that United Way does in the community as well as your campaign progress.
- Include information about United Way in your company newsletter, intranet, or other internal communication channels.
- Place United Way campaign materials in key meeting areas and break rooms.

2. HARNESS THE POWER OF PERSONAL TESTIMONIES.

- Ask a colleague who has benefited from United Way to share his/her experience.
- Show the United Way campaign video that demonstrates how United Way changes lives.

STEP 3: ENGAGE

1. CONNECT EMPLOYEES TO THE WORK OF UNITED WAY

- Attend and invite your colleagues to attend your United Way Events.
- Hold a company-wide kick-off at the beginning of your campaign.
- Use special events and fun activities to add an additional spark to your campaign.
- Find ways to incorporate United Way in to already planned meetings and events.
- Encourage participation in one of United Ways volunteer committees.

2. GIVE EMPLOYEES AN OPPORTUNITY TO DO MORE THROUGH LEADERSHIP GIVING

- Share the impact and benefits of leadership giving at management and employee meetings.

3. PARTICIPATE IN A UNITED WAY SERVICE DAY

- Get your team personally involved in United Way's work by scheduling a United Way Day of Caring project any time of the year! This is a great opportunity for team-building and enables volunteers to have a hands-on impact in the community.

UNITED IS THE WAY

2025 CAMPAIGN

STEP 4: ASK

1. HOW TO ASK

- Ask people one-on-one to support United Way through your company campaign.
- Use campaign events and staff meetings to educate employees about United Way's work and ask them to help make that work possible.
- Ask your company leadership to attend meetings or events, publicly endorse the campaign.

2. HOW TO GIVE

- Payroll deduction / E-pledge (the easiest way to give)
- Cash/Check
- Credit Cards
- Direct Billing
- Stock Donation
- Planned Giving

STEP 5: THANK

1. SAY IT

- Through their generous gifts to United Way, your campaign team and colleagues have helped make a better future possible for our neighbors. Make sure all donors hear a great **BIG** thanks!
- Consider hosting a thank you event for employees, announce results via internal communications, and send a thank you letter or email to all donors.

2. SUBMIT IT

- Work with your United Way representative to close out your campaign. Submit an electronic summary or complete a paper campaign form of final donor results and information. This report will contain pledge card data, payroll summary data, and corporate pledge data. Physical pledge forms should be turned in with your campaign report envelope.
- Provide donor contact information so we can properly express our thanks.

IMPORTANT NOTE: A corporation's pledge system commonly does not release donor details (if approved by the donor) to a non-profit organization until 4 - 6 months after the donation has been made. Allowing us to obtain internal donor information earlier is crucial to timely and appreciative donor acknowledgement!

UNITED IS THE WAY

RESOURCES

2025 CAMPAIGN

Your United Way Campaign Manager is here to help you energize, engage, and inspire employees throughout your campaign. Contact campaign@unitedwaygbacc.org for help with your questions, scheduling speakers, and implementing new campaign strategies.

TOOLS FOR YOU

Our team has curated a branding kit designed to help you host the best campaign possible! However, our campaign toolkit is no longer publicly available online. To receive the most up-to-date resources and guidance, we are asking all please request access through the Resource Development Lead Manager.

This toolkit is updated annually to provide you with up to date resources to successfully manage your campaign. This Toolkit includes access to United Way Logos, Campaign Materials, Digital Content, and Email Templates.

FUN-RAISING IDEAS

Each workplace campaign is unique, tailored to fit your organization's culture. Here are some ideas for fun special events that can be done around the United Way campaign. *United Way staff will assist in any way for planned events.*

1. **Silent Auction:** Gather a variety of items for bidding where employees write down their offers, with the highest bidder winning.
2. **Cook-Off Contest:** Employees pay to enter a cooking competition judged by a panel of peers. (chili, salsa, cookies, etc.). Employees can pay to vote on the contest too!
3. **Fun through Food:** Have a food truck on site, an ice cream social, a hot dog sale, or catered lunches.
4. **Garage Sale:** Employees clean out their closets and set up a company-wide garage sale to benefit United Way.
5. **Vacation Day:** Have employees "buy" a vacation day by contributing a day's wages to United Way.
6. **Flamingo Flock:** Flock someone's yard with plastic flamingos. The person who was flocked then pays to remove the flamingos and chooses the next yard to be flocked.

7. **Goofy Hats (similar to flamingos):** Buy a hat for \$5 to put on a coworker. \$10 to remove a hat. \$25 for insurance to not be “hatted.”
8. **Valet Parking:** Have employees pay to have the CEO/upper level management valet park their cars
9. **Beach Bash:** Decorate in a beach theme, have snacks, and tell staff to wear a Hawaiian shirt. Award prizes for the best outfits.
10. **Leadership duct-taped to the wall:** Employees pay \$1 for a length of duct tape, and the boss is literally taped to the wall.
11. **Administrators for Sale:** Employees purchase raffle tickets to win an administrator for the day. The administrator agrees to work for the winning employee or department that raises the most.
12. **Dunking Booth:** Employees pay for three chances to dunk the boss or other company leadership.
13. **Go home early:** Allow employees to leave work early by contributing to the fundraiser at the door.
14. **Casual Dress Day:** Employees pay to wear jeans, hats, or other casual clothes to work.
15. **Power Lunch:** Offer employees the chance to have lunch with an executive in exchange for a donation.
16. **Pet photo contest:** Employees post a picture of their pet(s) on the bulletin board. Co-workers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet and funniest pet. Award all winning pet owners a prize for their pets such as cat food, dog bones, etc.
17. **Putting green contest:** Construct a putting green in your lobby and charge a fee for employees and/or customers to putt for prizes.
18. **Who’s the Baby Contest:** Ask co-workers to bring in their baby picture. Each week feature a new group of pictures on the bulletin board. Employees then purchase chances to guess which baby picture is their co-workers.
19. **Host a Fun Day:** Booths can be assembled for all kinds of fund-raising activities including a dunking booth, arcade games, children’s games, train ride, pony rides, face painting, basketball free-throw challenge, food and drinks.
20. **Breakfast Break:** Pick up donuts or muffins and sell them to hungry co-workers.

UNITED IS THE WAY

2025 CAMPAIGN

21. **Basket Auction:** Each department creates a gift basket of donated items. Baskets have themes and may include anything from trinkets to trips! Display baskets and then auction or raffle them off.
22. **Change Cans:** Attach short messages to empty, clean paint cans and distribute them in high traffic areas. Example: "Reason #1 to Drop Your Coins in the United Way Change Can – 28 families saved from losing their homes in 2008." "Reason #2 to Drop your Coins in the United Way Change Can – 43 service projects completed for citizens in need
23. **Car Bash:** Find an old battered car and allow employees to pay to take a swing at the car.
24. **Office Olympics:** Create your own office games to include such contests as: most creative voice mail, cleanest office, fastest typing, guess the number of steps from the copy room to the mailroom, etc.
25. **Tournaments:** Challenge other companies to a Saturday softball, basketball, darts, golf, or bowling tournament. Charge an entry fee and invite each company to sell refreshments.

UNITED WAY STAFF WILL ASSIST
IN ANY WAY WE CAN WITH ANY EVENT

UNITED IS THE WAY

2025 CAMPAIGN

CAMPAIGN CHECKLIST

Use this checklist to keep you and your team on track through your campaign!

1. ENERGIZE

- ☐ Meet with your CEO/top leaders to confirm commitment and to engage employees.
- ☐ Recruit a committee to help with specific campaign tasks and special events.
- ☐ Schedule a planning meeting with your United Way representative to train you and your campaign committee and plan for your campaign.
- ☐ Establish your campaign timeline, including kickoff date, special events and finale or thank you event.
- ☐ Establish your campaign goals.
- ☐ Determine the type of ask that best fits your organization.
- ☐ Work with your United Way representative to setup your e-pledge giving page.

2. INSPIRE

- ☐ Set up a time for a United Way representative to come talk to employees.
- ☐ Share videos and stories featuring those impacted by United Way.
- ☐ Send daily or weekly emails to employees to keep everyone informed of the good work that United Way does in the community as well as your campaign progress.

3. ENGAGE

- ☐ Host campaign activities.
- ☐ Attend and invite your colleagues to attend the United Way Events.
- ☐ Kick off your campaign with a celebration.
- ☐ Share the impact and benefits of leadership giving and company campaign awards.
- ☐ Publicize and continuously promote your campaign and your goals to all employee.

4. ASK

- ☐ Ask people one-on-one to support United Way.
- ☐ Ask your company leadership to attend meetings or events.

5. Thank

- ☐ Announce your campaign results to your company.
- ☐ Thank your committee, volunteers and employees for their participation.
- ☐ Consider having a Thank You or Finale event.

UNITED IS THE WAY

2025 CAMPAIGN

HOW TO REPORT RESULTS:

- ☐ Work with your United Way representative to collect and close on all pledge card data, payroll summary data, and corporate pledge data.
- ☐ Turn in any physical pledge cards with the campaign report envelope to your United Way representative. Please provide donor contact information so we can properly express our thanks.
- ☐ Submit your final donor pledge summary report to your HR team or payroll department.

Leadership Giving Society

United Way of Greater Baytown Area & Chambers County recognizes any individual who chooses lead the way with their donation. Donors who pledge a contribution at this level signify their commitment toward providing the foundation for a better community and working to prevent future crises. Leadership levels start with an annual gift of \$1,000 or more.

ALEXIS DE TOCQUEVILLE SOCIETY (\$10,000+)

Members of the Alexis de Tocqueville Society are distinguished leaders in philanthropy and volunteerism within our community. Named in homage to the renowned French thinker Alexis de Tocqueville, whose profound insights into democracy and civic engagement continue to inspire. Their generous annual donation of \$10,000 or more empowers United Way's mission to create a brighter future for all.

CATALYST (\$5,000-\$9,999)

Members of the Catalyst Leadership Level not only demonstrates their commitment to community advancement, but also directly fuels the impactful initiatives of United Way. Your generous contribution serves as a catalyst for transformative change, enabling us to build a stronger, more resilient community together.

CORNERSTONE (\$2,500-\$4,999)

Members of the Cornerstone Leadership Level are committed to laying the foundation for positive change in our community. Contributions at this level empowers us to continue our vital work, driving lasting impact. Together, we are building a stronger future for the community.

PATRIOT (\$1,000-\$2,499)

Members of the Patriot Leadership Level are championing the values of the community. Your generous contribution enables us to continue our mission of tackling the most pressing challenges facing our community. Together, as patriots, we are making a tangible difference in the lives of our neighbors and building a brighter future for all.

UNITED IS THE WAY

2025 CAMPAIGN

As a United Way Leadership contributor, you not only help shape the future of our community, you set a powerful example that others follow. Individuals participating at a leadership giving level are leaders in philanthropy whose wholehearted generosity supports the health and human services needs of residents in Greater Baytown Area & Chambers County. You are the foundations of our United Way campaign.

True leaders come from all walks of life. They can be plumbers, teachers, homemakers, or executives. What unifies these diverse leaders is their common commitment to lead by example through gifts of financial resources, time, or talent. **If you have not yet joined one of our leadership giving programs, we encourage you to do so today!**

UNITED IS THE WAY

2025 CAMPAIGN

WAYS TO GET INVOLVED

Are you interested in joining a collaborative group to impact community improvement? United Way of Greater Baytown & Chambers County has several focus groups & committees that are volunteer-run by local community members.

SERVICE OPPORTUNITIES

Your United Way is volunteer-led and volunteer driven. Volunteers have given more than 8,800 hours of service to Baytown and Chambers County, creating an additional \$264,196 community investment in 2023.

- **Volunteer Connect:** United Way's virtual volunteer center and online digital database includes volunteer opportunities populated by local community partners to make volunteering easy for workplaces and the public.
- **Days of Caring:** Days of Caring is a staple of United Way that mobilizes volunteers to celebrate the spirit of giving through service. United Way of Greater Baytown Area and Chambers County works with local nonprofit agencies and organizations to provide meaningful volunteer opportunities to improve our community.
- **Days of Action:** Days of Action are held throughout the year and are designed to mobilize volunteers to give back toward a specific community need or effort.
- **Stamp Out Hunger:** Partnering with the Baytown Post Office and the National Association of Letter Carriers, Stamp Out Hunger allows our community to donate nonperishable food items through their mail delivery system, that are then used to fill local food pantries.

COMMITTEES

Committee members are nominated from active donors/volunteers with United Way, who are able to contribute directly in their field of expertise or interest. Please contact us at admin@unitedwaygbacc.org to learn about our active committees!

FAQ

Q: What is United Way?

A: United Way of Greater Baytown Area & Chambers County is a volunteer-led, local, human service charitable organization with a focus on Youth Opportunity, Healthy Community, Financial Security, and Community Resiliency because these are the building blocks of a good quality of life and the pathway to opportunity.

Q: Who runs United Way? Does it belong to any other company or agency?

A: United Way is governed by a local Board of Directors comprised of individuals who live and/or work right here in Baytown, Highlands and Chambers County. They all serve as volunteers without any compensation. United Way is managed locally and not by a parent or national organization.

Q: What is the United Way Campaign?

A: United Way runs an annual workplace giving campaign in which donors make a monetary gift to the United Way of Greater Baytown Area and Chambers County that is then invested into the community by way of grants to local non-profit agencies who have programs designed to tackle the community's most urgent social needs. Donors also have an option to designate a portion or all of their contribution to any human service non-profit of their choice.

Q: There are so many charities these days. What makes United Way different?

A: No single non-profit alone can effectively improve our community - United Way works across the community to leverage resources, businesses, experts and other service providers to advance the common good. United Way is a leader and catalyst for change. Donations are from community members, invested by community volunteers, and go to work within our local area. A gift to United Way Community Impact Fund will support a network of programs that address the highest priority needs in Baytown, Highlands and Chambers County.

Q: What are my donation options when I participate in my company's United Way Campaign?

A: Unless your company has specified options, you can choose to donate via: Payroll deduction / E-pledge, Cash/Check, Credit Cards, Direct Billing, Planned Giving / Stock.

Q: How long should our workplace campaign run?

A: It depends on how large your company is, number of employees and how many are on your team to help with coordinating campaign efforts. Many campaigns run for three to six weeks to include pre-campaign communications, hosting some type of kick off and scheduled check-ins without overburdening your team.

Q: How does the payroll deduction work?

A: When you choose to make your United Way donation through a payroll deduction, 1) you give permission for a set amount that you determined by completing the pledge form, 2) this amount will be taken out of your paycheck each pay period. You will make your own decision about the amount you give based on your particular financial situation and the significance you place on supporting your community. For many people, \$3, \$5, \$10, or \$20 deducted from each paycheck is not noticed. Payroll deduction usually runs from January 1 – December 31. However, United Way does not set your payroll schedule; it is a company decision.

Q: What if I can't afford to give much?

A: Every person's donation makes an impact, and when combined with others can add up to a life changing difference for someone in need. A little bit goes a long way for the programs supported and helps them focus on providing much needed services. Even the equivalent of one hour's pay per month is a generous and affordable gift and can make a significant impact in improving our community.

Q: Where does the money go once United Way receives it?

A: Unless designated by the donor, money raised locally stays in the service area to benefit this community. If your company works with more than one United Way, be sure to specify United Way of Greater Baytown Area & Chambers County.

Q: How can we collect donations online?

A: United Way of Greater Baytown Area & Chambers County offers a free online giving platform to collect your employee donations. This platform offers various levels of customization depending on your company's size and needs. For more information, or a demonstration of the site, contact your

United Way Representative. If you choose to go with this option, please schedule several weeks in advance to allow for the site to be created, reviewed, tested, and approved.

Q: Are donations to United Way tax deductible?

A: Please consult with your tax advisor. United Way of Greater Baytown Area & Chambers County is a tax-exempt organization as defined by section 501c3 of the Internal Revenue Code. We are a 4-star charity with Charity Navigator, we have received the Platinum Transparency seal from Candid, and we are an accredited charity with BBBHouston.org.

Q: When should our giving campaign run?

A: Most campaigns take place from September to November, but they can happen at a time that is best suited for your organization. Work with your leadership team to avoid conflicting with other organizational activities and find the best time for their engagement. The annual campaign ends on June 30th and all reports are due May 15th to be eligible for campaign awards.

Q: Can employees choose how to invest their donation?

A: Yes! Donors have many options. These include giving to the Community Fund, or any of our focus areas, as well as an approved registered 501c3 nonprofit health and human service organization serving our community. Please review the designation policy at www.unitedwayqbacc.org/sites/unitedwayqbacc/files/2024-08/Designation%20Policy%202024.pdf.

Q: Should we set a 100% participation goal?

A: NO. United Way of Greater Baytown Area and Chambers County believes individuals should be given the opportunity to learn about the work of United Way, the needs of the community and the resources available; the person who is informed and involved is more likely to contribute. A well-planned campaign with effective communications program that is run by committed volunteers will increase participation and donations. Fundraising should always be conducted in a voluntary manner, without pressure. It should be fun. Giving is a personal decision and coercion is not the practice of the United Way. Rather than a participation goal, consider setting an "informed" goal based on attendance at company meetings featuring United Way.

UNITED IS THE WAY

BRANDING GUIDELINES

2025 CAMPAIGN

Our logo is the most recognizable representation of our brand. As such, it **should not be altered under any circumstances**. Here are some examples to avoid:

1. Don't rotate



2. Don't change colors



3. Don't crop



4. Don't skew/distort/stretch



5. Don't reconfigure



7. Don't add effects



8. Don't use translucency



9. Don't integrate into messaging



10. Don't use as copy

Through our global network spanning 34 countries and 1,100 communities,  connects partners, donors, volunteers, and community leaders...

For questions, concerns, and guidance on using the United Way logo and branding, please contact the Director of Community Engagement at kacip@unitedwaygbacc.org.