Employee Campaign Coordinator Training
July 28, 2020
United Way of Northeast Georgia
2020-2021 Campaign Chair

Paul Chambers, AT&T
Why are you here today?

CHANGE STARTS HERE. CAN WE COUNT YOU IN?
Who We Are

Kay Keller
President and CEO

Elizabeth Earl
Director of Development

Mark Madison
Director of Community Impact

Alison Geist
Director of Marketing and Engagement
What We Do

TRAININGS, RESOURCES, PROGRAMS, AND MORE

COLLABORATION WITH NONPROFITS AND COMMUNITIES

COMMUNITY IMPACT MODEL STRATEGIC INVESTMENT HELP OUR COMMUNITIES GROW
What We've Done Lately

COVID-19 Community Response Fund

$40,000 to 18 organizations offering food distribution and food access to Northeast Georgia residents. These organizations included food banks and pantries, meal deliveries, and more for all populations and demographics.

$85,000 to 18 nonprofits supporting individuals and families affected by, or at risk for, homelessness, facing partner violence, and individuals living with chronic conditions, behavioral health, and substance use disorders.

$71,000 to 16 organizations providing positive youth engagement opportunities this summer, and those helping keep children safe and healthy.

$72,000 to the 14 area public school systems and districts to provide healthy, safe educational opportunities for students this fall.
Why We Serve
Percentage of Population in Poverty

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Banks</td>
<td>15.5%</td>
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<tr>
<td>Barrow</td>
<td>12.9%</td>
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<tr>
<td>Clarke</td>
<td>27.9%</td>
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<tr>
<td>Elbert</td>
<td>22.3%</td>
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<tr>
<td>Franklin</td>
<td>21.4%</td>
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<tr>
<td>Georgia</td>
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<tr>
<td>Greene</td>
<td>18.2%</td>
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<tr>
<td>Hart</td>
<td>17.3%</td>
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<tr>
<td>Jackson</td>
<td>12.7%</td>
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<tr>
<td>Madison</td>
<td>14.9%</td>
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<tr>
<td>Morgan</td>
<td>13.1%</td>
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<tr>
<td>Oconee</td>
<td>6.8%</td>
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<tr>
<td>Oglethorpe</td>
<td>15.4%</td>
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</tbody>
</table>
Why We Serve
Vision & Mission

• We envision a region where every man, woman, and child has access to quality education, financial stability, and a healthy lifestyle.

• To motivate and mobilize resources to meet the highest priority needs in Northeast Georgia.
How did we determine the highest priority needs?

We partnered with the J.W. Fanning Institute and Georgia Center for Nonprofits to collect data and information through:

- Focus Groups of community leaders, subject matter experts, and donors
- Combined census data and local community evaluations
Community Impact Model
Focus Areas

**Basic Needs**
- Food
- Shelter
- Crisis Intervention and Stabilization
- Disaster Response

**Early Childhood Success**
- Meeting Developmental Milestones (children 0-5)
- Kindergarten Readiness
- Prenatal Care in First Trimester

**Workforce Development**
- Post-secondary training, certification, and education participation
- Reducing Opportunity Youth (individuals 16-24 not working and not in school)
- Job Readiness/Retention
Basic Needs

Why?

Hundreds of nonprofits exist in Athens, but how will you ever get the help you need unless you know about them?

How?

CALL 2-1-1

TEXT 898-211

SEARCH ONLINE at www.relweb.net/awng
Early Childhood Success

Why?

• 85% of brain development happens in the first five years of life
• Low rates of preschool attendance regionally
• Poverty prevents prevalence of books in homes

How?

• DPIL sends free, age-appropriate books to children each month from birth until they reach five years old
• This program operates in Clarke and Oconee counties
• We have partnerships with local organizations to get children signed up, most notably BrightPaths and Athens Housing Authority.
Workforce Development

Why?

42% of people with developmental disabilities who can and want to work are unemployed in Georgia.

How?

By providing warm connections to employers, resume assistance, transportation assistance, and housing, Hope Haven gives these individuals the support they need to engage in the workforce.
• Affinity group for those who identify as female
• Early Childhood Success focus
• Members give minimum of $500 and volunteer hours per year
• Perform service projects and major fundraising event (Power of the Purse)
Day of Caring

- Gives corporate partners, their employees, and community members in our 12-county region an opportunity to volunteer
- Averages 600+ volunteers every year (Caterpillar provides 150-300 each year)
- 15+ corporate partners provide volunteer teams
- 20+ projects every year across our 12-county region
- UGA provides endless resources (i.e. manpower, 20-30 truck loads of mulch/dirt for landscaping projects, trucks for delivering larger supply needs, and monetary contributions)
Nonprofit Training Series

Partnership with the Athens Area Community Foundation, UGA Institute for Nonprofit Organizations, UGA Office of Service-Learning, & Athens-Clarke County Unified Government

- 20+ trainings since 2017
- 50+ nonprofit participants
Time for a break!
Who runs a workplace campaign?
Who CAN run a workplace campaign?

Anyone can!
Why should you run a workplace campaign?

Empowers employees to make a difference.

Builds camaraderie and boosts company morale.

Company shows positive commitment to the community.
Why United Way of Northeast Georgia?

Top Ten Reasons to donate to United Way of Northeast Georgia
Reason #1

YOU’RE FIGHTING FOR YOUR COMMUNITY

Together we fight to meet the highest priority needs of every person in our region. We’ve been doing this work for more than 65 years.
Reason #2

YOU RECEIVE A STRONG RETURN ON YOUR INVESTMENT

Gifts to United Way leverage state, federal, and corporate resources, multiplying the impact of your individual gift.
Reason #3

YOUR MONEY IS SPENT WISELY

At United Way of Northeast Georgia, we listen and learn to identify the most pressing needs in our community and put your money to work in innovative and impactful ways.
Reason #4

YOU SUPPORT LOCAL SOLUTIONS TO LOCAL PROBLEMS

Our work is focused in our 12-county region and helps build a better place for all of us to live, work, and raise our families.
Reason #5

YOU ARE NOT ALONE!
Together we create more impact than any one person can accomplish alone, serving more than 120,000 people each year.
YOU CAN CHOOSE HOW TO HAVE IMPACT

Whether you give, advocate, or volunteer, we connect you to what you are passionate about. Want to partner with us with a major gift to help us provide for basic needs? Let’s do it! Want to volunteer at a local food bank? You can do that too.
Reason #7

YOU SET AN EXAMPLE FOR FUTURE GENERATIONS

Creating a tradition of philanthropy in your home encourages community connection and emphasizes the importance of being a good neighbor.
Reason #8

IT’S EASY

Payroll deduction, cash, check, credit card, or online donations make it simple and convenient to give. Just pick the method that works for you.
Reason #9

IT’S TAX DEDUCTIBLE

Reduce your taxes and direct more of your income to help your neighbors. You’ll thank us on April 15th. Really!
Reason #10

GIVING BACK FEELS GOOD!

It’s JUST that simple.
The typical workplace campaign

• Runs actively for 1-4 weeks.

• Runs anytime! Most campaigns run between September and November, but you can pick the dates that best serve you.

• Uses United Way of Northeast Georgia speakers (or videos) to educate employees.

• Utilizes payroll deduction, with donors pledging to give $______ per pay period during the following year.
Your role as campaign coordinator

• Serve as the main contact between United Way of Northeast Georgia and your workplace.

• Lead the planning and implementation for a successful internal campaign.

• Recruit others to help with your internal effort.

• Collect and submit all pledge forms (if used) and cash/check donations to United Way of Northeast Georgia in a timely manner.

• Return the Campaign Results Form at the end of your campaign.
Our role as UWNEGA staff

TO HELP YOU IN ANY WAY POSSIBLE!
Best Practices

1. Ask your CEO/Top Executives to publicly endorse your local United Way Campaign at the launch meeting and/or in employee emails/publications.

2. Schedule a formal United Way of Northeast Georgia presentation (or show a video!) to launch your campaign and distribute pledge forms at the meeting for people to turn in there.

3. Contact United Way of Northeast Georgia staff in advance to plan, brainstorm, and customize your campaign for maximum results!
Encourage Fair Share Giving

No time to volunteer?
Feel good about yourself and give one hour of pay per paycheck to United Way of Northeast Georgia!

No matter how small you think your contribution is, know that it does make a difference.
Offer Volunteer Opportunities

Write a note!
(to isolated seniors, veterans, frontline workers, medical personnel, teachers)
Create Hygiene Kits

Small bottles of:
- Shampoo
- Conditioner
- Laundry Detergent
- Dish Soap
- Body Wash
- Body Lotion
- Individual toilet paper

Other items:
- Socks
- Deodorant
- Toothpaste and brushes
- Soap

Food items:
- Canned tuna or chicken
- Snack pack nuts
- Individual oatmeal packs
- Granola bars
- Canned soups
- Hamburger Helper
Tips for a Successful Virtual Read Aloud!

Before you Start:

• **Practice**. Read the book through before recording your video, to make sure you’re confident with it.
• **Be mindful of how you will hold the book**. Make sure that anyone watching the video will be able to see the illustrations.

What to do When Filming:

• **Introduce yourself and the book**. Introduce yourself and show the cover of the book. State the author and illustrator.
• **Read with expression**. Try to reflect the story’s tone and the characters’ personalities.
• **Props**. If available, consider using props to really bring the story to life (puppets, stuffed animals, etc.)
• **Pacing**. Allow time for the audience to think about what’s happening and what might come next.
• **Have fun**! Share your love of reading with the children.
Items most needed by seniors:

- paper towels
- cleaning supplies
- small bottles of laundry detergent
- large print activity books (specifically word search)
- Depends (both for men and women, size XL in particular)
Offer Volunteer Opportunities

for more volunteer opportunities go to:

www.givepulse.com
United Way of Northeast Georgia
unitedwayga.org
@unitedwayga

Make it fun!

In honor of National Boss’ Day and to raise funds for United Way we are hosting a Draw Your Boss Contest:

- $1.00 per entry. Turn entries into Staci Polk in Marketing.
- Deadline is October 15 at 5 pm.
- Stop by the Café during lunch time on October 16 to check out the drawings and vote on the Best Boss Drawing. The artist who receives the most $$$ will win a One Hour Clinical Massage, Drawing Gift Set, and be recognized as CPRMC’s 2012 Boss Drawing Champion.
Make it fun!

1, 2, 3, 4
we declare a
PENNY WAR

Monday - Friday, November 10 - 14
Location: School Library (during the Book Fair)

RULES:
Each class (K-6) has their own jug for collecting money.
Gain points by adding pennies and bills to your class jug.
Lower other classroom totals by adding silver coins to their jugs.

Pennies & Bills
All pennies and bills
ADD to your classroom's total

Silver Coins
All silver coins
SUBTRACT from the classroom's total

Goal: Most Points WINS!

Points:

Adding
Pennies +1 Point
$1 dollar +100 Points
$5 dollars +500 Points
$10 dollars +1000 Points
$20 dollars +2000 Points

Subtracting
Nickels - .5 Points
Dimes - 1.0 Points
Quarters - 2.5 Points

Prize:
20 minute FREE recess!

Fill a 2-liter soda bottle with dimes. You should have around $700 when it is filled.

#DimeChallenge
Go virtual!

Online Contests/Competitions
Online contests and competitions are fun, easy, and interactive. Participants pay to enter, and then voters pay to vote!

- **Talent contest.** You never know what talents your co-workers may be hiding! Host a talent show and let the audience help choose a winner.
- **Photography.** Ask participants to show their best nature, pet or other photo.
- **Costume Contest.** Ask people to dress up like their favorite superhero or book character.
- **Art/drawing contest.** Host a sidewalk chalk art contest. Participants send in pictures of their masterpieces for judging.
Go virtual!

Virtual Class
If you or anyone in your organization has any strong skillset, offer a class! You can also recruit a professional to volunteer to host a class. Set up a private event, charge admission, and teach your skill!

- Cooking/Bartending
- Yoga
- Photography
- Dance
- Drawing/ Painting
Go virtual!

Watch Party
Find a favorite film and host a watch party to gather people virtually to watch it together. Facebook makes this very easy to do using their Watch Party feature. Choose a movie, schedule a time, and ask for donations.
Plenty of info is available to help you host a Facebook Watch Party.
Campaign Materials

All the materials you need are on our website and can be provided for you on a jump drive.

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

Get Involved
Start a Campaign
Don’t forget to say Thank You!
Questions & Answers

**GIVE**

ONE GIFT. MANY RETURNS.
YOUR INVESTMENT SUPPORTS THE BUILDING BLOCKS FOR BETTER LIVES AND A STRONGER COMMUNITY.

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**ADVOCATE**

HELP INSPIRE HOPE AND CREATE OPPORTUNITIES FOR A BETTER TOMORROW.
ADVOCATE IN A LIVE UNITED WORLD.
DO IT PUBLIC. BE VISIBLE. BE LOUD.

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**VOLUNTEER**

LEND YOUR MUSCLE. CONTRIBUTE KNOWLEDGE.
WE ALL HAVE SOMETHING TO OFFER. EVERYBODY WINS WHEN WE ALL PITCH IN TO ADVANCE THE COMMON GOOD.
Follow Us

Please post photos of your United Way of Northeast Georgia activities and tag us when you do!

@unitedwaynega
@unitedwaynega
Join Us

Make a quick video! Post it on Instagram or Facebook and tag us in it. Or instead, text it to Elizabeth at 706-206-7301.

What should your video say?

“My name is ______ and I live/work in ________ County. I support United Way of Northeast Georgia because ______________.”
THANK YOU
FOR CREATING OPPORTUNITIES & INSPIRING HOPE
FOR A BETTER TOMORROW.
GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.