

UNITED WAY OF HALL COUNTY  
UNITING PEOPLE  
ORGANIZATIONS  
AND RESOURCES  
TO IMPROVE LIVES  
IN HALL COUNTY



Campaign Chair, Davis White and wife, Amy  
2010-2011

THIS IS YOUR SIMPLE GUIDE TO LIVING UNITED  
**AS AN EMPLOYEE**  
CAMPAIGN MANAGER.

GIVE. ADVOCATE. VOLUNTEER.

**LIVE UNITED™**

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



## WE'RE HERE TO HELP

From tips and a timeline to online resources and support, this guide is the starting point for a successful workplace campaign. Be sure to visit [www.UnitedWayHallCounty.org](http://www.UnitedWayHallCounty.org) for additional campaign materials and resources. And remember, your United Way representative is there for you, every step of the way.

### EMPLOYEE CAMPAIGN MANAGERS UNITE OTHERS TO MAKE A DIFFERENCE.

United Way would like to welcome our Employee Campaign Managers (ECMs). At workplaces throughout Hall County, your commitment, drive and extra effort, unite others to advance the common good and create lasting change in our communities. We thank you for being part of that change.

Together, united, we can inspire hope and create opportunities for a better life for all.

Welcome!



Jackie Wallace  
President & CPO  
United Way Hall County



Carol Burrell  
Northeast Georgia Health Systems  
Chair, Board of Directors  
United Way Hall County

INSPIRE HOPE.  
CREATE OPPORTUNITIES.  
ADVANCE THE COMMON GOOD.

**Focus Areas:**

- **Children & Youth** to increase school readiness, on-time graduation rates and prepare youth for the future.
- **Crisis Intervention** to assist people in meeting basic needs and provide support for people in crisis.
- **Self Sufficiency** to help gain knowledge and build skills to improve quality of life
- **Health** to assure that Hall County residents have access to healthcare and live a healthier lifestyle.

**REACH OUT, OPEN YOUR HEART.**

Living United means adding your voice and your contributions to those of others. Together, we can accomplish more than any single group can on its own.



WHEN YOU SUCCEED, WE ALL DO.

## TIMELINE FOR A GREAT CAMPAIGN

When setting a date for your campaign kick-off, choose a time you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal considerations in mind. Then, plan your timeline.

- **6 WEEKS BEFORE**  
Involve your CEO and company leadership. Recruit and train your team, especially floor/building/department captains. Sign up for Campaign Planning Workshops. Begin to brainstorm.
- **4 WEEKS BEFORE**  
Have your 1st campaign committee meeting to develop and organize your plans.
- **1-2 WEEKS BEFORE**  
Promote and publicize your campaign. Utilize existing meetings and United Way's communications and promotional materials.
- **KICK-OFF WEEK**  
Hold a kick-off event that showcases a Community Voice speaker and incorporates fun activities.
- **MID-CAMPAIGN**  
Follow up with employees and report results of campaign so far. Hold last week blast / push to meet goal.
- **END OF CAMPAIGN**  
Celebrate success with a Thank You Event that recognizes new supporters and loyal contributors.
- **POST-CAMPAIGN**  
Continue to engage your network of supporters and get a jump on planning next year's campaign. Make sure employees get signed up for the United Way e-newsletter to know how their investments are impacting Hall County.

ENGAGE. MOTIVATE. ASK.  
INSPIRE OTHERS TO LIVE UNITED.

ENGAGE.

**Make giving personal and relevant. For instance, do any of your employees have a connection with any United Way agency or program?**

- Make your pledge first.
- Be prepared for questions and concerns by reading background materials carefully.
- Be knowledgeable about United Way's work. Invite questions and share success stories.
- Hold fund-raising events. For instance, ask employees to donate old books, CDs, DVDs, hold a giant sale during lunch hour and donate proceeds.

MOTIVATE.

- **Challenge donors** to increase their giving by small amounts like \$2 / week instead of \$100 a year.
- **Hold an auction.** Whether it's online, silent or traditional, ask employees to donate items and open bidding to customers and vendors.
- **Create a competition.** For companies with multi-locations, multi-departments, or multi-shifts create a contest to see who raises the most money, or has the highest participation rates.
- **Have a Casual Day.** Let everyone who supports United Way wear casual clothes one day during the campaign.

ASK.

**Most people don't give because they weren't asked. Personal contact and a positive attitude are critical to your campaign team's success.**

- Ask co-workers you know first.
- Start off with people who already give.
- Encourage payroll deduction. It's the easiest way to give.
- Retrieve all pledge cards and say thank you!

Go to [www.UnitedWayHallCounty.org](http://www.UnitedWayHallCounty.org) for more ideas!

## STAY CONNECTED

United Way of Hall County has a mission to unite people, organizations and resources to improve lives in Hall County. **How do we do this?** Helping you understand what it means to **GIVE, ADVOCATE and VOLUNTEER.**

### IMPACT SPEAKERS

Impact speakers provide your workplace with an in-depth look at the number of topics important to your employees. We can provide this information during the campaign or at any time throughout the year.

**GIVE.** How is your United Way contribution working in Hall County? Gain a better understanding of the issues facing Hall County and how United Way and other non-profits are working together to address them.

**ADVOCATE.** What does it mean to advocate? It's standing up for others and what we believe in. Whatever you feel strongly about, whether it's children being able to reach their full potential or caring for those who are aging, we all have the power to make a difference in our community by finding our voice and joining it with others.

**VOLUNTEER.** Learn how your time, talents and resources can make a difference. Get information on one time or on-going volunteer commitments as well as serving on a non-profit board by joining the United Way Volunteer Network at [www.UnitedWayHallCounty.org](http://www.UnitedWayHallCounty.org).



## CAMPAIGN MEETING RESOURCES

United Way staff and volunteers are available to join your employee meetings as you launch your campaign. Presentations can be 5-25 minutes and can be interactive. All resources can be found at [www.UnitedWayHallCounty.org](http://www.UnitedWayHallCounty.org) then click on Campaign Resources.

## LEADERSHIP

Staff is also available to provide a separate leadership meeting for executive or mid-level management employees. Addressing the company's leadership first is a great way to get buy-in and set the pace for the campaign. Managers are often responsible for collecting pledge forms from employees, so their participation is important to your success.

## AGENCY TOURS

One of the most in-depth opportunities to learn about your contribution at work in the community is to see it firsthand. When you book an agency tour, employees from your company will have the opportunity to visit an agency, tour their facilities and learn how the organization advances United Way's mission to improve lives in Hall County. Whether you visit the Guest House, Good News Clinics, Challenged Child and Friends or any other of the agencies we fund, you will see the impact the program on its participants.

- 3-10 people per tour group (depending on agency capacity).
- 30 Days notice to coordinate the logistics.

## AGENCY SPEAKERS

Invite a representative from one of our partner organizations to come talk to your employees. These representatives bring the mission of United Way to life with a perspective from the "front lines". Learn about the mission of an organization, hear a story about someone whose life has been changed, and develop a greater understanding of the value received through United Way's extensive network.

- Audience of at least 10 employees
- 10 days notice to coordinate logistics
- At least 10 minutes available for presentation

**UNITED WAY OF HALL COUNTY  
PARTNER AGENCIES**

Alliance for Literacy  
American Red Cross  
Boy Scouts, NEGA Council  
Boys & Girls Clubs of Hall County  
CASA  
Center Point  
Challenged Child & Friends  
Children's Center for Hope and Healing  
Gateway Domestic Violence Center  
Girl Scouts of Historic Georgia  
Good News Clinics  
Rape Response  
Summer Scholars  
Teen Pregnancy Prevention  
The Guest House  
The Salvation Army

**UNITED WAY OF HALL COUNTY  
COMMUNITY PARTNERS**

Middle School Asset Initiative  
Hall County Family Connection Network  
Federal Emergency Food and Shelter Program  
United Way 2-1-1  
Human Service Council  
Born Learning Trails  
Drug Free Coalition of Hall County

**GIVE. ADVOCATE. VOLUNTEER.**

**LIVE UNITED™**



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United Way  
of Hall County



## NOTES

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