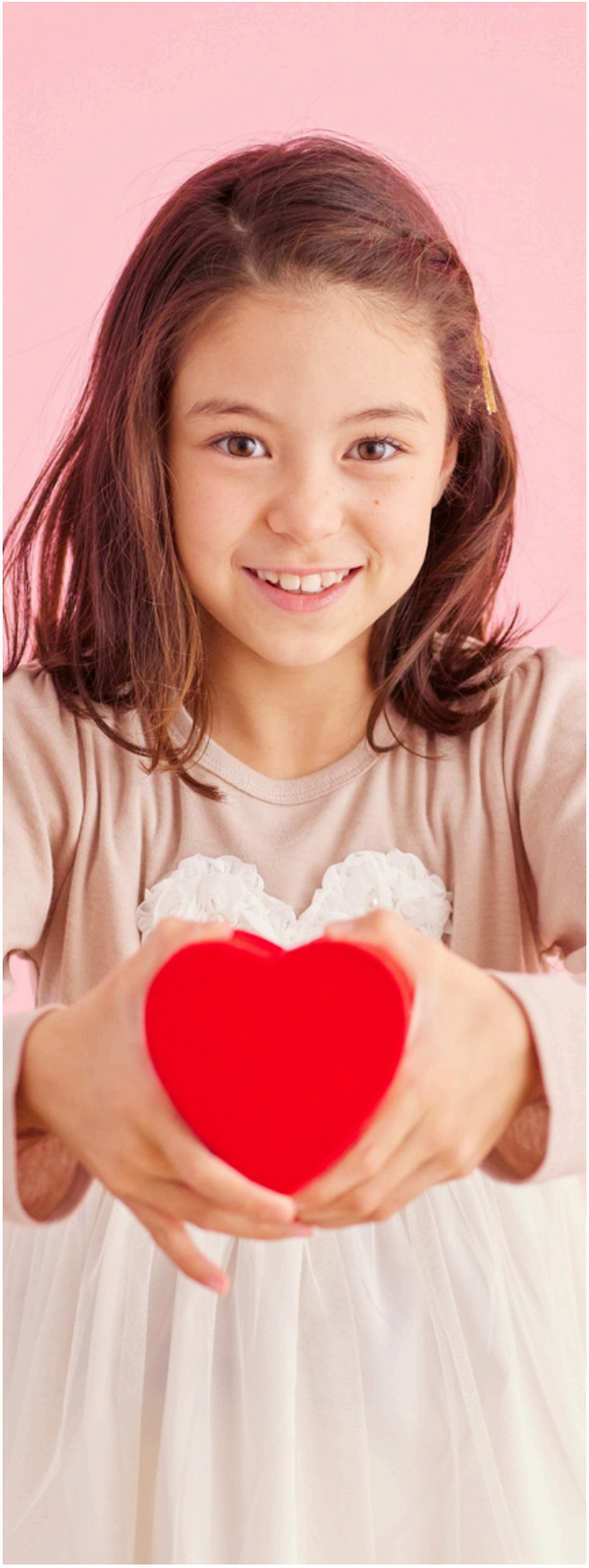
WORKPLACE ENGAGEMENT GUIDE

United Way
of Henderson County

www.liveunitedhc.org



Thank you...

for stepping up to inspire your team to make our community a better place. Leaders and local advocates like you help to make our work possible. We have created this guide as a helpful resource to provide information and inspire ideas for an impactful workplace campaign. If you have any questions, ideas, or suggestions, please reach out to me anytime. I look forward to working with you to make your workplace campaign a great success!

- Laresa Griffin

Development Director
United Way of Henderson County

lgriffin@liveunitedhc.org
828-692-1636 x1109

What does United Way do?

United Way of Henderson County (UWHC) fights for the health, education, financial stability and basic needs of everyone in Henderson County.

We work to create opportunities for a better life for everyone by engaging people from all walks of life and inspiring action to help build a better community. It's all based on the simple belief that we are stronger and can have an even greater impact together than we could ever have alone.

By working together, we can all Live UNITED.

Contents

p1. Reasons to Give
p2-3. 10 Workplace Campaign Steps
p4. Campaign Calendar and Checklist
p5-6. Event Ideas and Incentives
p7-10. Resources and Shareables
p11-12. FAQs
p13. Your Notes

Top reasons to give to United Way

1. Local giving, local results:

By sharing resources and expertise across our community, we can help make a difference in more lives while ensuring local donations remain invested in local programs and services. Neighbors helping neighbors, that's what we do. From Mills River to Zirconia, Edneyville to Etowah, and everywhere in between. With the power of one gift, you are able to support 42 programs at 25 local nonprofits. Donations help make a difference right here, where we all live, work, and play.

2. We focus on creating vital connections:

United Way of Henderson County brings people together and inspires local action, connecting people who want to make a difference with organizations that best know our community's needs. We collaborate with local residents and partners to co-create solutions, stepping in where gaps exist and utilizing all of our unique strengths to build stronger, more resilient communities that we can all be proud of.

3. Trusted stewards of your donor dollars:

Through the work of dedicated community volunteers and numerous partnerships, United Way of Henderson County is able to ensure that we are excellent stewards of your dollars. We invest in local organizations that provide services in alignment with our strategic priorities. Funding requests are reviewed bi-annually through a community driven competitive grant process and vetted to best meet our community’s needs.

4. It’s easy:

We provide a variety of giving options and tools to share our work to make your workplace campaign as easy and impactful as it can be. You can choose the option (or options) that best suit your workplace. We hope this guide is a great starting point, and look forward to working with you to customize your campaign to work best for you.

10 Steps to Improving Your Community Through a Workplace Campaign

1 Understand your workplace needs.

You know your team best! Our Engagement Guide serves as a resource, but ultimately, you choose what works best for you and your organization. Consider how best to reach your employees, could you add information about United Way to your new hire paperwork?

2 Brainstorm ideas.

What messages will your team respond to and stay engaged with? We are happy to develop new materials to energize your campaign and bring your ideas to life!

3 Set a goal.

Where do you think your workplace campaign can grow: number of donors, percentage of employee participation, total number of dollars raised, or anything else? Consider setting a goal to unite your team and drive their motivation.

4 Build a team.

Find people on your team who can help you make your workplace campaign a success. Look beyond your organization's everyday leaders to find those seeking new ways to step up.

5 Engage leadership.

Senior management and other leaders can help inspire team members to join the cause. Utilize these individuals to help kick-start your campaign and set an example for others.

> The number one reason people give for not donating: **"I was never asked."**

6 Make the ask.

Asking people for their support is one of the most important, and often overlooked, aspects of fundraising. By making an ask, you give everyone the opportunity to support their community. For new donors, ask for a first-time gift. For annual donors, encourage continued support or an increased donation.

7 Share stories and impact.

Local stories help paint a picture of local impact. We provide local impact stories in a variety of formats to make them easy to share. You can also create your own stories by sharing why people on your team give.

8 Have fun.

Engage your team through a variety of activities and incentives (pg. 5) to keep building that local love. If your team has more fun, you'll likely have more fun too!

9 Live UNITED all year round.

You can Live UNITED all year round through various volunteer opportunities. See other ways to get involved (pg. 8) and event and engagement ideas (pg. 5).

10 Give thanks.

We are so thankful to have someone like you advocating for United Way of Henderson County. Join us in thanking your team of donors for their continued support and gifts.

Your Campaign Calendar and Checklist

United Way campaigns generally take place over 2-3 weeks, but you can choose the best length for your workplace. It is helpful to have impact stories and campaign materials available the month prior to your campaign so employees can learn more about what we do. Here is a sample timeline to guide your planning.

Sample Timeline:

Step 1 Confirm campaign participation and determine who will be your primary Employee Campaign Coordinator (ECC).

Step 2 Meet with your UWHC representative to kickoff planning.

Step 3 Schedule your campaign timeframe, including a kickoff, UWHC presentation and other special events.

Step 4 Review last year's results and consider establishing a goal.

Step 5 Compile campaign resources and customize to match your needs.

Step 6 Launch your campaign, ensuring all employees have access to needed donor resources and pledge forms.

Step 7 Keep campaign alive by sharing impact stories, and conducting special events.

Step 8 Wrap-up by thanking donors, sharing results and photos and meeting with UWHC staff to evaluate for next year.

Your campaign checklist

Here is a sample checklist to help you stay organized and on track when coordinating your campaign.

Sample Checklist:

- ☐ Determine Employee Campaign Coordinator
- ☐ Meet with UWHC Representative
- ☐ Schedule campaign dates
- ☐ Schedule UWHC presentation(s)
- ☐ Obtain pledge forms and materials
- ☐ Review last year's results
- ☐ Create campaign goal
- ☐ Engage leadership
- ☐ Plan donor incentives or prizes
- ☐ Hold kickoff event/send messaging
- ☐ Share UWHC provided impact stories
- ☐ Share why YOU give to UWHC
- ☐ Promote volunteer opportunities
- ☐ Share local resources with your team
- ☐ Keep employees engaged year-round
- ☐ Monitor progress towards goal
- ☐ Recognize and remind donors
- ☐ Capture and share photos
- ☐ Communicate questions or challenges
- ☐ Collect, record and submit all pledges
- ☐ Follow up on any corporate contribution
- ☐ Calculate and share results
- ☐ Finish thanking and recognizing donors
- ☐ Meet with UWHC to give feedback

Event and Engagement Ideas

An important tip to running a successful campaign is to incorporate fun activities and events that engage everyone on your team. Here are a few ideas to get you on your way to planning your company's most exciting campaign yet.

Events

Events during the campaign and other times throughout the year are great ways to raise additional funds for United Way. Be creative and most importantly, have fun!

- **Chili Cook-Off:** Employees cook their favorite chili. Organize a panel of “expert” judges to decide on the best recipe. Charge employees to sample and eat lunch or even have the employees vote.
- **Baby photograph contest:** Gather baby pictures of co-workers. Have a contest to see who can correctly name the most co-workers. Contestants pay a fee to take part. Give an award for the most correct matches.
- **Latte Stand and Giving Example:** For more distinguished coffee drinkers, offer a latte-stand during a morning meeting. Remind them how much a cup of gourmet coffee or tea costs. Give examples of what giving up one cup of coffee, one soda or one candy bar a day can do for a person in need. Ask if they can donate that same amount (or more) each week to United Way.
- **Basket Auction:** Ask each department in your organization to sponsor, create and fill a theme basket (spa, chocolate, golf, cooking). The baskets are then auctioned off.
- **Football/Basketball Toss:** Measure for distance/accuracy or numbers of baskets made with prizes for top person. Charge per attempt, or bundle (i.e. $2 per throw or 6 throws for $10)
- **Golf Outing:** Organize a golf outing for employees. Participants pay an entry fee. Have goofy prizes for highest score, most putts, longest game, etc.
- **Ugliest Apparel Contest:** Contestants pay to enter the ugliest tie, earrings, socks, or stockings contest. Take pictures of the participants and have employees ‘vote’ on the ugliest apparel by contributing a dollar.
- **Auction/Product Giveaway:** Auction off staff services (i.e., babysitting, oil change, lunch for a week), executive parking spaces, donated merchandise or services. Try conducting the auction over your internet site.
- **Have a Campaign Theme:** Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization. Examples include a superhero theme, 80's theme, football theme, etc.

Event and Engagement Ideas (Cont'd)

Incentives

Offering employee incentives for participating is a great way to keep employees engaged and involved. Incentives could be for gifts of any amount, gifts at specific levels, percent participation, raffle/contest prizes, etc.

Incentives or prizes could include:

- Gifts by giving level
- Offer a meal for everyone that turns in a pledge card
- Pay last month's electrical bill
- Traveling trophy for department with the highest participation
- Bonus vacation days
- Prime parking spaces/free parking
- Movie passes
- Department pizza party
- Lunch or dinner with CEO
- Gift baskets or goodie bags
- Early dismissal on Friday
- Extra 30-minute for lunch break
- “Flee @ 3” - Leave 2 hours earlier
- Sleep-in-late or leave-work-early pass
- Job swap (boss does winner’s job for a day)
- Gift certificates donated by local merchants
- Mugs, T-shirts, key chains, etc., with company logo
- Casual/Jean days
- Cafeteria coupons
- Coffee delivered to winner's desk each morning for a week
- Stock snack drawer with winner's favorite snacks

Digital & Printable Materials

Let us know how many staff and breakrooms you have and we will create a packet to drop-off to your staff. This could include brochures, pledge cards, and client impact posters. Add any other items below that you would like and we will bring them to you!

- Employee Pledge Cards (Digital & Printable)
- United Way of Henderson County FAQ
- Brochures
- Annual Report
- Local Resources for Staff
- And more!

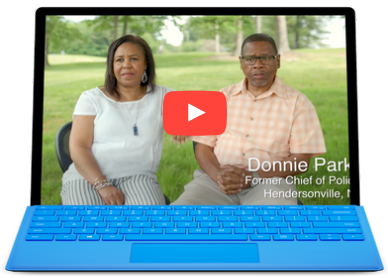
Client Impact Stories

Below you will find a variety of recent client stories to share the impact of your support. These are formatted to be easily shared through newsletters, PowerPoint presentations, internal TV screens, and a number of other options. If there is a format you do not see that works best for you, please ask!

- Printable Posters
- Printable Tabletop Materials
- Newsletter Short Impact Stories
- PowerPoint Presentations

Videos

Videos are a powerful tool to share about UWHC with your staff at our campaign presentations, over a virtual zoom meeting, or sending the link through a staff email. We have a variety of videos that can be used by themselves or combined with other videos, including a 3-minute Community Impact Summary Video and a variety of client story videos.



All of our materials can be found at
liveunitedhc.org/workplace

FUNDED COMMUNITY PARTNERS

United Way of Henderson County supports 42 programs at 25 local nonprofits through our Community Investment Fund grants

BASIC NEEDS

- Calvary Episcopal Church Food Pantry
- Children & Family Resource Center
- Henderson County Rescue Squad
- Interfaith Assistance Ministry
- MANNA FoodBank
- The Mediation Center
- Medical Loan Closet
- Mountain Aging Partners
- Pisgah Legal Services
- Safelight
- Thrive
- The Free Clinics

FINANCIAL STABILITY

- Habitat for Humanity
- Housing Assistance Corporation
- Literacy Connection
- OnTrack Financial Education and Counseling
- Pisgah Legal Services
- Safelight
- Thrive
- WNC Source

HEALTH

- Aspire Youth & Family, Inc.
- Appalachian Sustainable Agriculture Project
- Big Brothers Big Sisters of WNC
- Boys & Girls Club of Henderson County
- Children & Family Resource Center
- Crossnore Communities for Children
- Hope Coalition
- MANNA FoodBank
- St. Gerard House
- The Free Clinics

EDUCATION

- Big Brothers Big Sisters of WNC
- Boys & Girls Club of Henderson County
- Children & Family Resource Center
- Smart Start Partnership for Children

Local Resources

GET LOCAL SUPPORT 24/7 WITH THE HELP OF 211

NC 211 can help connect you to local resources such as:

- Food
- Housing
- Utilities
- Health Care
- Legal Services
- Health Services
- Disaster Assistance
- Transportation
- Employment Services
- And more

- **FREE 24/7/365**
- **CONFIDENTIAL**
- **MULTILINGUAL**

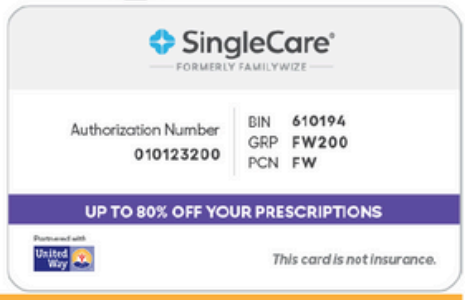
Dial 2-1-1 or visit nc211.org to get connected and get help.

NC 211 is United Way of North Carolina's free, confidential helpline. You'll talk to a compassionate specialist who is trained to listen, identify your needs, and connect you with local support.

SingleCare provides discounts to make prescription medications affordable.

SingleCare®

- Always free to use by everyone
  Just show it to the pharmacist
- No registration or eligibility requirements
  Use it right away!
- Save up to 80% on 10,000+ prescription medications
- Accepted at major pharmacy chains nationwide
- Works whether you're insured or uninsured
- Unlimited uses



Visit liveunitedhc.org/SingleCare.com to sign-up and download the app, or request a card at (844) 272-9582

Want brochures or flyers about these local resources?
Contact Laresa Griffin, lgriffin@liveunitedhc.org.

Other Ways to Get Involved

Volunteer

Days of Caring

is an opportunity for Henderson County residents to connect with local nonprofits for a day of volunteerism each Spring. Projects include a variety that appeals to all kinds of volunteers. Individuals, families, civic groups, corporate teams, and others are all encouraged to participate.

Day of Action

mobilizes community volunteers to work on service projects that will assist Henderson County Public Schools in preparing for a new academic year. Before the start of the school year, hundreds of volunteers will spread out at schools across the county and work on projects that school staff would not otherwise have resources to complete.

Corporate Volunteering

UWHC also offers unique volunteer opportunities for corporations who are looking to engage in onsite volunteer projects. Whether it's assembling back to school kits for children, or packing food donations for shelters, we have various opportunities to meet every need.

To learn more, contact Laresa Griffin at lgriffin@liveunitedhc.org or visit www.liveunitedhc.org.

Participate

Rising Leaders

Want to help build local leaders? Send a staff member to join Rising Leaders! Rising Leaders was designed to develop the next generation of community leaders and board members for Henderson County nonprofit organizations. The goal is to educate individuals and give them tools and connections to become key volunteers with our community partners and other nonprofits in Henderson County.

Women United

Are you a dynamic, passionate and community-minded woman? Then consider membership in Women United! Women United connects and engages women who want to make a significant impact in our community. Your annual United Way investment of $1,000 or more qualifies you for membership in Women United. A step-up program is available at a tiered level and women under 40 qualify at $500 annually.

To learn more, contact Mary Ellen Kustin at mkustin@liveunitedhc.org or visit www.liveunitedhc.org.

Frequently Asked Questions

As you promote your workplace campaign, you may come across some questions, or maybe even some concerns. No matter the question, share the facts, answer honestly and if you don't know how to respond, contact us at United Way of Henderson County so we can provide more information.

Q What does United Way of Henderson County do?

A United Way of Henderson County (UWHC) fights for the health, education, financial stability and basic needs of everyone in Henderson County. We are a trusted and respected community organization that has been serving Henderson County for over 70 years. Together, through our community work and support of local partner agencies, we help to provide over 40,000 services to residents in our community each year. When you give to UWHC, you know that your dollars are going to the greatest needs in your community and that the funds raised here, stay here.

Q What are the benefits of payroll deduction?

A Payroll giving makes it easy and affordable for all employees to participate. When you give through payroll deduction, you can spread your gift out over the year to make the impact you want to make, at an affordable level. For example, if your organization has 26 pay periods, and an employee pledges $10 a pay period, they are able to give $260 in a year. While one-time gift options are available for those who prefer that, many find that giving $5 a week (or $10 every other week) is often more affordable than a one-time gift of $260.

Q How do employees give?

A There are many ways to give support, from financial contributions to volunteerism. We have a variety of pledge options for payroll deduction and one-time giving options. These include printed pledge cards, digital fillable pledge cards, online giving sites, and text-to-give options. We can customize any of these to meet your organizational needs and make your campaign a breeze. You can also raise additional funds by creating incentives or having events that support UWHC. See the Event and Engagement Ideas page for inspiration!

Q How do we encourage employees to get involved?

A The best way to encourage employees to get involved is to help them understand what we do and the impact they are able to make with their donation, and then to make giving easy. Employees who understand what United Way does and how we support them and their community are more likely to give. We enjoy the opportunity to come and speak with your staff to share our work, and to find other ways to share our impact so they can best understand the benefits of giving to United Way. We have a variety of other ways to share our work, including client story posters and tabletop displays, videos, slideshows, and more!

Check out our campaign toolkit online at www.liveunitedhc.org/workplace and view our Digital and Printable Materials page for ideas.

Frequently Asked Questions (Cont'd)

Q ## How can we raise additional funds for United Way?

A Over the years, companies have come up with some very creative and impactful ways to make their workplace campaign a success, and we want to share them with you! We have captured many of these in this guide, and the Events and Engagement Ideas page is a great place to start. We would love to brainstorm with you to come up with ideas that work best for you and your team.

Q ## Why should I give to United Way rather than directly to my favorite agency?

A When you give to our Community Investment Fund, you are supporting 42 programs at 25 local community-vetted nonprofits. We have an unmatched, unique ability to work across complex issues with community partners, so you know your funds are going to the areas of highest need. We also pride ourselves in our community panel process, in which volunteer community members participate to vet and review all funding applications and make recommendations for funding. As a result, you can be assured that we are being the best possible stewards of your donor dollars.

Also, if you have a specific impact area or a specific non-profit that you would like to support, we can do that too. Simply select that on your pledge card, and we will ensure that the funds go where you want them to go to make the impact you want. If you are already giving directly to another nonprofit and want to continue to do that, we encourage you to do that, too!

Q ## What if I have an employee that lives in another county?

A If you have employees living outside of Henderson County, they can also give to their home county through UWHC. In the designation area on the pledge card, simply enter where you want your funds to go, and we will direct your funding to them. In this section, you can list any other 501(c)3 nonprofit.

Q ## Are all United Ways the same?

A No, each local United Way is unique to its own community. Across the country, there are approximately 1,350 United Way organizations. United Ways are in their communities to build hometown partnerships and leverage resources to create plans for long-lasting change. While we share similar logos and may have a similar mission statement, each United Way is independently managed and led by local staff and volunteers to support their local community. United Way of Henderson County has been serving your Henderson County community for 70 years!

Have questions that weren't covered in this guide?
Reach out to Laresa Griffin, Development Director
at lgriffin@liveunitedhc.org or 828.692.1636 x1109

Notes

UNITING OUR NEIGHBORS SINCE 1953

CONNECT:

@UnitedWayHC

@LiveUnitedHC

@United Way of Henderson County

@LiveUnitedHC

liveunitedhc.org

722 Fifth Ave W.
Hendersonville, NC 28739
(828) 692-1636

United Way

United Way of Henderson County