

Pocono Mountains United Way



2021 Campaign Champions Guide



Thank You

Thank you for serving as an campaign champion for Pocono Mountains United Way (PMUW).

As a campaign champion, you have the unique opportunity to harness the generosity, talent and energy of your workplace to give back to our community and help United Way's efforts in building a stronger, healthier Monroe County.

This helpful guide is filled with faces of students, families and seniors that you have helped through your fundraising efforts to support programs such as early childhood screenings, pre-k scholarships, rental assistance, a community helpline, financial empowerment, and more.

Whether this is your first year as a campaign champion, or if you are a campaign veteran, the information in this guide will help you plan and execute a smooth – and successful – United Way campaign. We encourage you to take advantage of the materials we've provided and know your United Way (UW) development staff is always ready to support you in every possible way.

With your support, you continue to BE THE REASON:

- **that no family struggles to make ends meet.**
- **individuals are working to improve their financial stability.**
- **children are prepared to succeed in school and beyond.**
- **people in our community won't go hungry.**





Run a successful United Way campaign in

10 Steps

- **CEO Contact** | Involve your CEO in all initial planning. Discuss corporate gifts, incentives, and CEO involvement throughout the campaign.
- **Recruit** | Recruit a committee, set your timelines and design your campaign. Be creative.
- **Reflect** | Evaluate past campaign performances.
- **Set Goals** | Discuss where you want to grow your campaign. Create non-monetary volunteer opportunities.
- **Publicize** | Share how, where and when to pledge. Incentivize giving. Utilize and distribute United Way campaign materials.
- **Conduct Campaign** | Host a United Way-speaker. Create learning opportunities through educational campaign activities.
- **Leadership Giving** | Recognize leadership gifts and discuss utilizing corporate matching.
- **Ask** | Include new hires upon arrival, current staff, leadership, and retirees in the asking process.
- **Report and Thank** | Announce your final results to your organization and your local United Way. **Thank everyone involved.**
- **Have Fun** | Engage your employees with fun and meaningful prizes and volunteer opportunities.

TIP: Creating volunteer opportunities encourages everyone to get involved. Your United Way can connect you with opportunities that align with your company's mission.

TIP: Successful campaigns have heavy involvement from leadership, setting an example of participation from the top down.

See the following page for a template timeline of these steps and more.



Running a United Way campaign

Timeline

6 Weeks Before Kickoff

- Meet with UW development staff to review past performance and explore upcoming campaign themes and materials.
- Develop campaign goals and identify opportunities and challenges. Draft strategies to meet these goals and improve on last year's results.
- Determine your company pledge entry method: digital giving or paper pledge form.
- Determine campaign start and end dates.
- Meet with your CEO or Senior Leadership to gain support for the campaign.
- Recruit a campaign team representing all departments and levels of your company.

4 Weeks Before Kickoff

- Notify UW development staff of the campaign materials you'll need.
- Begin your leadership campaign.
- Schedule impact experiences and workplace presentations with UW development staff.
- Lay out campaign plan including dates, themes, events and incentives.
- Assign tasks to your campaign team.

2 Weeks Before Kickoff

- Publicize your campaign.
- Prepare your CEO support video, email or letter to your employees.
- Submit a test donation on your campaign page to ensure proper function.

1 Week Before Kickoff

- Publicize your campaign.
- Send CEO support video, email or letter to your employees.
- Review and prepare for event kickoff with your campaign team.

Kickoff Week

- Host your company-wide campaign kickoff event.
- Present United Way information to all employees.
- Distribute pledge forms or other campaign materials.
- Thank your CEO for supporting the campaign.
- Thank **every employee** for participating in the campaign.

Campaign Wrap-Up

- Collect all pledge forms if campaign is not virtual.
- Total pledges using provided Campaign Report Summary form.
- Announce final campaign results to your entire workplace.
- Thank your CEO and every employee **AGAIN** for their contribution.
- Conduct a campaign de-brief with your campaign team and UW development staff. Develop a written summary for next year.
- Work with UW staff to communicate impact to donors.



Running a United Way campaign

Events and Incentives

Campaign-focused events and incentives can be the keys to generating enthusiasm and interest among employees. Here are some fun ways to increase participation and dollars raised.

Event Suggestions and Ideas

Food Brings People Together

Whether you cookout or cookoff, your initial campaign meeting needs to grab your employees attention and encourage them to attend.

IDEA: Make it a fundraiser. Host a cookoff contest by asking your co-workers to bring in their favorite crockpot recipe. For a small fee, employees can fill their plates and vote for their favorite dish. Bragging rights all around for the winning recipe.

Healthy Competition

A little competition can bring out the best in your co-workers and United Way campaign.

IDEA: Make it a fundraiser – with office olympics! Set up games like paper clip jump rope, office chair races or trash can basketball. Allow teams to “buy” head starts and other advantages, all benefitting your campaign.


Incentives

Reward those employees participating in the campaign who:

- Make their pledge (digital or paper) on the first day or during the kickoff event
- Give generously at the leadership level (\$1,000 or more)
- Donate for the first time
- Increase their previous year’s donation

INCENTIVE IDEAS: casual dress day, VIP parking spaces, PTO days (half or full), shirts/hats/other company apparel, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community vendors, event admission passes.

*To help off-set any costs, try collecting donations from local businesses/individuals.



Pocono Mountains United Way (PMUW)

Frequently Asked Questions

Where will the increased campaign contributions go?

Campaign contributions will be spread across all our impact areas (education, food access, and financial stability) and in all geographic areas we serve in Monroe County.

How do you invest the money you've raised?

Each year, potential partner agencies are invited to participate in a rigorous, community- and volunteer-led investment and application process. Program investments are selected based on how strongly they align with proven strategies to achieve grade level reading success, reduce food insecurity and ensure more community members may stay safe and healthy in their homes.

Why did you eliminate or reduce funding for a particular partner agency?

There are several reasons a partner agency may not receive a smaller contract. Most commonly, we wanted to fund programs at greater levels than we could with the limited funds available. Most simply the request for grants exceeds grant-making pool, making these funding decisions very difficult for staff and volunteers. They selected the programs that show the greatest promise to help achieve our goals to improve the health, safety and education of every person in our community based on the strategies outlined in our Investment Plan.

What is your overhead?

PMUW strives to be cost efficient and maximize the dollars invested into our community. Good management practices, a high level of volunteer participation and leadership, and in-kind services donated by local organizations and corporations combined with United Way's tradition of value and efficiency in raising resources, means more of each dollar donated goes directly to helping those in need. For 2019-2020, our overhead rate was only 12%.

Why do you fund for-profit companies, churches, religious organizations and school districts?

Pocono Mountains United Way strives to partner with the best organizations to achieve our community goals. PMUW does not fund organizational operations; it provides funds for specific programs such as food pantries operated by churches, behavioral health services provided by health networks and learning programs through school districts. All programs are subject to the same application process and are selected based on how strongly they align with our proven strategies to achieve grade-level reading success, reduce food insecurity and ensure more community members may stay safe and healthy in their homes.

How can we be sure funds raised in our area are used in our area?

Pocono Mountains United Way is committed to financial stewardship and honoring donor intention. All funds raised in Monroe County stay in Monroe County. To ensure the funds that you donate stay in the Monroe County, you may donate to the LIVE UNITED fund, which ensures that every penny donated stays in our service area. To learn more, a full list of financial reports is available on our website at www.poconounitedway.org including our Annual Reports, IRS 990 and audit files.





Pocono Mountains United Way Potential Objections

Sincerity and commitment are the best tools when responding to objections. Often providing accurate information overcomes misconceptions and plants a seed for future giving.

I already give directly to a charity.

Firstly, thank you for giving. PMUW funds over a dozen of our own direct-service programs aimed at affecting change and helping those in need in Monroe County including needs related to education, financial stability, cultural competency and more. Every dollar PMUW receives can also be leveraged to return up to \$7.53 in grants and matching funds into our community. PMUW also gives funds to more than fifteen nonprofit partner agencies with programs related to solving a variety of issues in Monroe County.

On top of PMUW's own programs and its grants to other nonprofits, PMUW partners with other organizations to accomplish more than any one nonprofit can do alone. United Way is looking at the big picture – assessing community conditions, investing in focused goals, and measuring results to create long-term changes for our community. By giving through United Way, you are choosing to support some of the greatest needs Monroe County faces. Although it would not be tied to community impact goals and measurements, you may also choose to direct your gift to any qualified health and human services 501(c)(3) nonprofit through us.

Times are tight. I don't have money to spare

Every gift to United Way, no matter its size, provides vital services to people in our community who need our help. When you give, you join thousands of generous donors in Monroe County to create life-changing conditions for some. You may find that giving a small amount each pay period through payroll deduction allows you to make a pledge that fits your budget. When 100 individuals donate even \$2 a week, the \$10,400 changes the lives of our neighbors in need.

I feel pressured into giving.

Giving is a personal matter and decision. Neither PMUW nor its volunteers believe people should be forced to give. Pressure defeats the very idea of voluntary giving. PMUW counts on people to give because they understand the critical needs of our community and because they want to improve people's lives. Everyone should have an opportunity to give and to enjoy the emotional reward that comes from knowing you are part of building a stronger, healthier community. Only you can determine whether you want to give at this time.

I don't live in Monroe County, PA

In today's world, people often have ties to more than one community. Each United Way serves a particular geographic region and is committed to fostering the health and vibrancy of that area. Through United Way's designation option, you have the ability to designate your gift back to the United Way or other organization in the community in which you live or you can split your gift to make a difference in both communities.

I do not want to support a national charity.

Every United Way is local and independent, including Pocono Mountains United Way. A fully-volunteer, non-compensated board of directors comprised of industry professionals and leaders in the Poconos make decisions about investments for our region. Pocono Mountains United Way solely works in and serves Monroe County, PA. By being a registered "United Way", we have access to shared knowledge and best practices from the other 1,800 United Way's across the world. We also are able to access global corporate leaders for increased funding and workplace campaign opportunities. Our organization, PMUW, has been focused on serving the needs of Monroe County since 1942.

I don't use United Way services so I don't benefit from giving.

It takes everyone working together to create a strong, vibrant community. We all win when children succeed in school, families are financially stable and our neighbors are healthy. Job loss, loss of a loved one, illness, accidents, disabilities, family problems, natural disasters, and the problems of growing up and growing old know no boundaries. Your gift helps ensure that United Way services are available when they are needed. In fact, you or a family member may have already used a United Way-funded program without realizing it. People from all backgrounds benefit from services provided by PMUW and our funded partner agencies including education and scholarships, food security, financial empowerment, and more.

I heard your CEO has a very large salary.

Pocono Mountains United Way is a local and individual United Way, governed by our own volunteer Board of Directors. Staff salaries, including its CEO, are comparable to other nonprofits in the Poconos. United Way Worldwide, a separate nonprofit, is the world's largest privately-funded charitable organization. Headquartered in the Washington, D.C. area, United Way Worldwide (UWW) salaries are comparable to other global charities and foundations in the United States, or other charities with worldwide missions.



Leadership Giving

Recognition Level	Contribution (min.)
Bronze	\$500 – \$999
Silver	\$1,000 – \$2,499
Gold	\$2,500 – \$4,999
Platinum	\$5,000 – \$7,499
Diamond	\$7,500 – \$9,999
Alexis De Tocqueville Society	\$10,000+

Plan a Leadership Event

Prior to your campaign kickoff, schedule an event to talk with management staff and department leaders about leadership giving. Typically, a senior-level speaker from United Way and/or a senior-level volunteer from another company (e.g. a peer leader or Campaign Cabinet volunteer) will present a case for support about giving to United Way at a leadership level and why it makes a difference. If someone at your company is already giving at this level, ask them if they'd be interested in speaking as well.

Make the Ask

The number one reason people don't give to United Way is because they were never asked. Identify those in your organization who have the potential to contribute to United Way at the leadership level and ask them for a gift through a one-on-one visit or at a special event.

Say Thank You

Hand-written thank you notes are a great way to personally acknowledge a leadership gift, but be sure to thank them in person as well. You could also ask your CEO or other management-level staff to write thank you letters. If the donor is comfortable with publicity, you could recognize them in internal communications and other company acknowledgments.

If you have the resources, you could plan a company-sponsored thank you event for all leadership donors once the campaign has closed. Partner with your Relationship Manager to summarize the results of leadership giving and its impact on the overall workplace campaign.

Communicate Impact

After your campaign closes, report back to your leadership donors on how their gifts are making a difference. This is a good way to keep United Way in front of your leadership donors all year long. UW development staff can provide you with these details and how they impact the community.