



# UNITED WAY OF MIDLAND EMPLOYEE CAMPAIGN COORDINATOR GUIDE



**UNITED WAY**  
of Midland

[UWMIDLAND.ORG](http://UWMIDLAND.ORG)



# YOUR ROLE AS A CAMPAIGN COORDINATOR

Welcome to the United Way team! Your company is passionate about making Midland a better place to live, work and play. That's why your workplace provides employees the opportunity to donate to causes that matter to them through United Way. Through collective generosity, we can all work together to continue to care for every generation by making a stronger, healthier community.

As an Employee Campaign Coordinator (ECC), you'll have a personal staff contact at United Way of Midland and an array of support materials to guide you each step of the way. By volunteering your time, you play an important role in creating impact internally and externally. And when the campaign is over, you can count on United Way as your year-round partner for volunteer opportunities, advocacy, and community involvement.

This handbook is your basic guide for how to prepare, plan, conduct and conclude your company's campaign. We offer you many ideas, strategies, and resources to help make your campaign (whether it be virtual or in-person) a success. United Way staff and volunteers are here to help in any way we can.

## Contact Your United Way Staff

**Candice Escamilla**

Donor Relations Specialist

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432-685-7716

"Atmos Energy offered incentives to donate early and donate as much as possible. Our employees have become involved in many of the organizations that are supported by United Way. This constant reminder keeps them giving and believing in United Way's mission and purpose."

-Atmos Energy Employee Campaign Coordinator

# WHAT IS UNITED WAY OF MIDLAND?

United Way of Midland works with 20 community partners in supporting 36 programs and services that target identified needs by focusing on the building blocks for a better life:



## SOCIAL, HEALTH & WELL-BEING:

Families are mentally and physically healthy & have the knowledge needed to access resources and services that help them meet their goals.



## EDUCATION SUCCESS:

Families achieve educational success through high-quality education for children ages 0-17 & adult education/job training, leading to the potential of employment with a family-sustaining wage.



## SELF-SUFFICIENCY:

Families attain financial security through robust financial education, workforce/career exposure, and increased economic assets.

## TALKING POINTS

- ▶ The mission of United Way of Midland is to improve the quality of life in the Midland community by uniting community resources with identified needs.
- ▶ United Way of Midland has provided funds and services in our community since 1947. We currently serve Midland, Martin, and Upton counties.
- ▶ 98.5% of all funds raised stays right here in Midland.
- ▶ Local community volunteers (not staff), annually review and decide where funds are allocated through our grant process.
- ▶ 1 in 3 Midlanders are impacted by our local United Way.
- ▶ In 2024, over 49,000 individual clients were reached through services funded by United Way of Midland.



# OUR 2024 - 2025 PARTNERS:

Providing support to our local nonprofit network is a cornerstone of the United Way model. We know agencies across our community are changing lives and making a difference in their individual areas of expertise - it's our job to bolster those efforts and foster collaboration. Through collaboration on programs, shared data, volunteer engagement and funding, we all work together for the betterment of our community!



## UNITED WAY OF MIDLAND COMMUNITY RESOURCE NAVIGATOR



**AN ONLINE NAVIGATION SYSTEM THAT CAN CONNECT ORGANIZATIONS TO ADDRESS THE PERMIAN BASIN'S SOCIAL, HEALTH, AND EDUCATIONAL NEEDS.**

The PB Connect Navigation System benefits individuals and families in the following areas:

- Food
- Housing
- Transportation
- Child and Elderly Care
- Education, and more!

**OUR MISSION IS TO PROVIDE A SYSTEM THAT SUPPORTS INDIVIDUALS, FAMILIES, AND AGENCIES FIND PROGRAMS, SERVICES, AND RESOURCES THAT HELP THEM MEET THEIR NEEDS.**

Scan the QR Code or visit [www.pbconnect.org](http://www.pbconnect.org) to learn more!



# TIPS FOR A SUCCESSFUL CAMPAIGN

## PREPARE

- Meet with your CEO and set campaign timeline.
- Assemble a campaign team to help distribute campaign messaging across each department or team.
- Meet with your team to review the previous year's campaign and set a campaign goal and theme.
- Set key points for distributing company-wide messaging: announcement of the campaign, launch day, mid-campaign, final push and thank you.
- Ask UWM about scheduling a presentation.  
TIP: Select an agency that aligns with your organization's culture and values.
- Request any materials from UWM.

## EXECUTE

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating.

- Make sure that every employee has the opportunity and information on how to give.
- Run team challenges to encourage participation. Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders.
- Send follow-up emails to keep up enthusiasm and build awareness.
- Have fun!

## WRAP UP

- Finalize campaign results and collect all pledge cards. Submit payroll deduction information to your HR or payroll processing department.
- Announce campaign results to your employees.
- Celebrate your results and thank your campaign team and all contributors with a celebration event, letter, email, etc.
- Conduct a campaign review meeting. Write down pros and cons so you are ready for next year!



**\*An individual's choice of whether or not to contribute, as well as how much to contribute, is at the very basis of the United Way philosophy. The following principles outline United Way of Midland's commitment to voluntary giving:**

- Any use of pressure or coercion is unethical and does far more harm to our organization. Contributing to the United Way of Midland should be presented as an opportunity to help the community and not a requirement.
- The most effective workplace campaigns are the result of employee education about United Way and its agencies.
- Donations of ANY amount are valued.

# THINK OUTSIDE THE BOX

## TIME IT RIGHT

Choose a Campaign Kickoff time when you know your employees will be most engaged.

## GET HIGH-LEVEL BUY IN

When the CEO and senior managers are the first to give, others will follow their example.

## CREATE CORPORATE MATCH

Connect corporate giving to employee giving by creating a corporate challenge match for staff gifts.

## PROMOTE. PUBLICIZE. PLAN.

Raise awareness of United Way's work. Send email updates. Form a committee.

## THANK AND CELEBRATE

Acknowledge those who invest in United Way. Involve and recruit others who share your passion.

## MAKE IT PERSONAL

A personalized ask is best particularly from a friend. Utilize personal connections & communications.

## BE VISIBLE

Get on the agenda for company wide calls or department meetings.

## OFFER INCENTIVES

Promote incentives, contests, or drawings to encourage giving.

## LET THE SPIRIT LIVE ON

Opportunities to lead the way don't end when your campaign does. Keep staff posted on UWM's success!

# FUN IDEAS

1

**JEANS FOR A CAUSE:** Employees can wear jeans to work if they donate X amount & wear a LIVE UNITED sticker. Put a glass jar for the \$ and a pile of stickers at central location.

2

**CHALK IT UP:** Use chalk to write "LIVE UNITED" in front of the office, in the parking lot, or on another paved surface during your campaign.

3

**CONDUCT A CONTEST:** Encourage a little friendly competition. Mini golf or putt-putt contest, bowling tournament, department competition for best decorated office.

4

**FOOD FOR FUN:** Everyone enjoys food! Gather the office for an ice cream social, host a chili cook-off, sale breakfast burritos.

5

**EMPLOYEE INCENTIVES:** Encourage employees to attend your campaign kick-off or make a contribution. Leave work early voucher, prime parking pass, extra vacation day.

"Some of the projects we do to raise money include bake sales, hot dog sales, pancake breakfasts, pie in the face contest, purchase stickers to dress casually for two days a week, and one of our favorites: "Pay to play days," which allows us to purchase two days off with the proceeds going to United Way of Midland, and we still get paid!"

-Community National Bank Campaign Coordinator

# CAMPAIGN CHECKLIST:

Use this checklist to stay organized and on track for running an exceptional campaign.

## PLAN: 6 WEEKS OUT

- ☐ Schedule a meeting with United Way of Midland's "Community Engagement Specialist.
- ☐ Go to [www.unitedway.org/campaign-toolkit](http://www.unitedway.org/campaign-toolkit) for ideas and sample materials.
- ☐ Secure CEO or Senior Management support. Ask if there is a company match.
- ☐ Establish campaign goals (ex. dollar amount, participation percentages, strategies, & timeline).
- ☐ Recruit and train your campaign team.

## GEAR UP: 4 WEEKS OUT

- ☐ Establish a timeline for campaign activities and kick-off.
- ☐ Begin campaign promotion with posters and emails to staff.
- ☐ Send letter from management to employees (templates at [www.uwmidland.org/campaign-toolkit](http://www.uwmidland.org/campaign-toolkit))
- ☐ Order campaign supplies and request campaign materials from United Way of Midland

## RUN: KICK-OFF

- ☐ Hand out pledge forms and/or email information about online giving to employees.  
([www.uwmidland.org/donate-now](http://www.uwmidland.org/donate-now))
- ☐ Send follow-up emails every few days to keep up enthusiasm.
- ☐ Give employees the opportunity to learn more about United Way of Midland by coordinating speakers or arranging volunteer opportunities.

## CLOSE: AFTER YOUR CAMPAIGN

- ☐ Send a reminder email that your campaign is concluding and encourage participation.
- ☐ Collect pledge forms and contact United Way of Midland for envelope pick up.
- ☐ Submit contribution forms and final reports to your payroll department.
- ☐ Announce campaign results to your employees & thank them with a celebration event, letter, etc.
- ☐ Thank your campaign team, leadership contributors, and other special groups.
- ☐ Gather feedback and notes for next year.

## ONGOING

Stay connected with United Way of Midland throughout the year! Follow us on Facebook and Instagram to stay up-to-date on our community impact, volunteer opportunities, and networking events. You can also learn more about our work at [www.uwmidland.org](http://www.uwmidland.org)



FACEBOOK.COM/UNITEDWAYMTX



@UWMIDLANDTX

# FREQUENTLY ASKED QUESTIONS

## **What is United Way of Midland (UWM)?**

We are a nonprofit, 501(c)(3) agency that brings people together to help our community reach its full potential. We partner with local nonprofits, businesses, government and social service agencies to address our community's most pressing needs related to social, health, and well-being, education success, and workforce development.

## **When should our giving campaign run and how long should it last?**

Most campaigns take place from August to December, but they can happen at a time that is best suited for your organization. The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff.

## **Where does my contribution go and how is my donation used?**

We partner with local non-profit agencies and have measurable goals and results for all of our programs, ensuring your money is being used wisely. Our partner agencies and programs are reviewed annually for results and to make sure they are on track. We are also governed by community volunteers who set policies and oversee our financial practices.

## **Who decides which programs and agencies receive funding?**

Volunteers from the community service on allocation committees. They review grant applications and perform site visits for all applicants. They then make recommendations to the Investment Committee for the final funding decisions.

## **How can we collect donations online?**

United Way of Midland offers a free online giving platform to collect employee donations. This platform offers various level of customization depending on your company's size and needs and can accept payroll deduction and credit card gifts. For more information, contact United Way of Midland.

## **Are donations to United Way tax deductible?**

Yes. For additional information, please contact United Way of Midland.

## **Why would I give an undesignated gift?**

It allows you to help more people than a gift to a single agency could. The direct investment of your dollars designated to United Way of Midland goes further to strengthen social, health, and well-being, education success, and self-sufficiency – the building blocks of opportunity – in Midland.

## **ADDITIONAL RESOURCES:**

**Visit our Website:** [www.uwmidland.org](http://www.uwmidland.org) - The website is a great source for more in-depth, up-to-date information. It includes current news, financial information, additional campaign resources and updates on our work.

**eNewsletter** - While on the website, visitors can sign up to receive our monthly newsletter. It's a great way to stay informed about how United Way is working in the community throughout the year.

**Check out our 2024 - 2025 Annual Report-** [www.uwmidland.org/financials](http://www.uwmidland.org/financials)