

Helping You Live United in the Workplace

United Way of Eastern New Mexico's (UWENM) annual campaign is about bringing people together to address our community's most important issues. As a member of the UCREW, you stand alongside other volunteers who are dedicated to making a measurable impact in the lives of people in our community.

This Workplace Campaign Manual focuses on your role in running an effective, efficient, and fun United Way campaign in your workplace. It is designed to lead you step-by-step through a United Way campaign while offering tools, tips and best practices to ensure *your* success. While we hope this offers a good overview of the campaign, it may not answer all your questions. We encourage you to visit our website at unitedwayenm.org/campaign-toolkit or contact at staff@unitedwayenm.org and/or at 575-769-2103.

Thank you for volunteering to be part of the annual United Way Campaign. By giving your time, talent, and spreading the word, you can inspire hope and create opportunities for a better tomorrow.

About Your United Way:

UWENM is about more than a workplace giving campaign. It is important to understand what we do, how we do it and who we do it with.

What we do. UWENM is a local non-profit organization that serves Curry, Roosevelt, Quay, and De Baca Counties. Our Mission is to unite neighbors and change lives in Curry, Roosevelt, Quay, and De Baca Counties by seeking partners who give, advocate, and volunteer to benefit our local community--especially through work that promotes child-wellbeing and youth success. We depend on local donors (individuals and businesses) to support our work.

Our work impacts the community in three ways (**How we do it**): Grants to vital agencies; Connecting and mobilizing our community; and direct services.

1. UWENM gives **Grants to local agencies** that meet the needs of local people everyday. Through our support of these agencies UWENM is fighting hunger; stopping sexual assault, child abuse and domestic violence; providing decent, affordable housing, serving our elderly & disabled, and empowering our youth.

Who we do it with: 2023 Partner Agencies - Clovis Meals on Wheels; Curry Resident Senior Meal Assn; Food Bank of Eastern New Mexico; Girl Scouts of NM Trails; Habitat for Humanity of Roosevelt & Curry; Hartley House-domestic violence shelter; Portales Meals on Wheels; Arise Sexual Assault Services; Salvation Army-Clovis Corps; Special Olympics of New Mexico

2. UWENM connects our community in two key ways—**211 Information & Referral Helpline and our Volunteer Action Center.**
 - a. UWENM is a 211 call center for our area, answering approx.. 2,000 calls each year from people seeking help with their challenges. Some of the top request include: food, housing, bill paying assistance, transportation, and health/mental health care. Our 211 Associates listen to the needs and refer callers to local resources when those resources are available.
 - b. VolunteerENM.org is a Free website connecting community members to over 90 local agencies (non-profits, organizations, churches, clubs, and groups) that are doing work in our communities. This website great improves volunteer recruitment, retention, and communication allowing more work to be done all across eastern NM. Last year people used VolunteerENM.org to sign up and help over 1,500 times. There is a *NEW* app called **CauseConnect** that works with our website seamlessly.

3. UWENM has numerous projects where our volunteers and staff **provide Direct Service to community members.** We do this in three areas: Promoting Youth Success and Child-wellbeing; Decreasing Homelessness; and, thru the 100% Community Initiative
- a. Promoting Youth Success and Child-wellbeing (eastern NM statistics--30% of kids under 18 live in poverty/ 70% of local students eligible for reduce and free lunch):
 - i. Diaper Drive—over 25,000 diapers donated annually,
 - ii. Stuff the Bus—over 18,000 items of school supplies donated to Clovis/Portales school districts so that teachers have supplies for their students.
 - iii. Reality Check Day—day long adult life simulations for 9th graders from 13 school districts.
 - iv. Dolly Parton’s Imagination Library—local affiliate serving Roosevelt County children birth to 5 years old with free books mailed to their homes monthly. Currently we have 6 children enrolled.
 - v. Ready4k—parent engagement and support texting program based on the developmental age of their children. 600 parents enrolled currently. Seeking to expand this program to more school districts.
 - vi. No Worries Wall—project to provide teens at area middle and high schools with hygiene items like: deodorant, tooth brushes, tampons/pads, soap, laundry detergent, etc.
 - b. Decreasing Homelessness:
 - i. Game Changers—in 2022 UWENM assisted 401 local families with rent and utility bill assistance totaling over \$81,000. Plus we help people move from homelessness to housing.
 - ii. Winter Warmth & Home Repair—UWENM provides heaters & window A/Cs and minor home repairs for families in critical need so they can stay safe in their homes.
 - c. 100% Community Initiative:
 - i. Working with local governments, organizations, and service providers to make sure all our residents have access to 10 vital resources: health and dental care; transportation, affordable housing, food, mental and behavioral health, early childhood learning, parent supports, teen mentors, job training, and community schools. Currently we are collecting data to identify the obstacles area residents face in getting their needs met, next we’ll form Action Teams to address those.

United Way Corporate Cornerstone Program

Established in 2002

United Way enjoys the support of many corporations, large and small in this community. Corporate Cornerstone partners are companies that agree to underwrite the administrative cost of running UWENM. This means that personal giving like payroll deduction from employees can go to help those most vulnerable in our community through our grants, programs (211/Volunteer Center) and direct services instead of admin expenses.

Corporations contributing \$500 or more in cash or in-kind* are eligible for inclusion in United Way of Eastern New Mexico’s Corporate Cornerstone recognition program for that year.

These specially restricted donations are pooled together to pay United Way’s administrative cost based on the annual budget approved by the UWENM Board of Directors.

*In-kind donations for Corporate Cornerstones must replace existing operating expenses

United Way Campaign Basics: 10 Steps To Success

Successful campaigns have two things in common: good planning and wide participation. Successful Coordinators say campaigns take **planning!** Here is a step-by-step guide to ensure your success. The more steps you can take, the more successful your campaign will be; but, above all, *have fun and say thanks to everyone!*

1. Get Connected

- a. Call the United Way office –we would love to assist you!
- b. Attend our UCREW training in September
- c. Visit our website for access to campaign resources:
www.unitedwaynm.org/toolkit

2. Obtain Top Management Support

- a. Talk to your company’s leadership about approving a campaign committee and budget and use of company time for campaign meetings and activities.
- b. Ask top managers to publicly support, endorse and participate in the campaign and events.
- c. Discuss the possibility of matching employee gifts with a corporate contribution.

3. Recruit a Strong Campaign Committee

- a. Build a campaign team that is diverse and includes individuals from multiple departments/branches and every level within the organization.
- b. Team members who have been helped or had prior involvement with United Way are a great addition and can speak personally during the campaign.
- c. Invite us to your campaign planning meetings.

4. Develop Your Campaign Plan

- a. Set a campaign timeline.
- b. Set a campaign goal. Some companies may identify a dollar goal, increased participation, or increased average gift as their goal.
- c. Identify campaign responsibilities and which committee member will be responsible for them. Who is in charge of pledge forms, events, incentives, and collecting forms?
- d. Consider some incentives that can be used to encourage new gifts and prompt exit donors to increase their contributions.
- e. Choose campaign strategies and approaches that fit your company culture.

5. Promote and Prepare

- a. Promote the campaign with posters, flyers, and email blasts. Include campaign communications in company newsletters, message boards, and through a memo from the CEO.
- b. Use employee testimonials; personalized company campaign video; lunchroom table tents; payroll inserts; screen savers etc.
- c. We will work with you to ensure you have pledge forms, brochures and other necessary campaign materials.
- d. Send a weekly United Way email before and during the campaign with United Way facts. (We can help you write them!)
- e. Announce the campaign at various department and staff meetings.
- f. TIP: practice your elevator speech. You never know when you might need to say a few words about United Way and the UW Campaign.

6. Campaign Kick-Off

- a. Start your campaign by getting pledge forms in from leadership and senior managers the week prior to your kick-off.
- b. Make your personal contribution before the kick-off.
- c. Invite all your staff to a kick-off event that communicates management support
- d. Invite us to speak at your kick-off and events.

7. Make the Ask

- a. Make sure everyone is asked to give through the kick-off, department meetings and one-on-one conversations. **The number one reason people say they didn't give to the campaign is because they weren't asked!**
- b. Have the campaign committee personally ask their co-workers to join them in their support.
- c. Show donors the impact that their individual contribution makes.
- d. Tell employees when the campaign ends, where to turn in pledge forms and how they can get more involved.
- e. Ideas for successful meetings:
 - i. Create team spirit – We are helping together!
 - ii. Have some fun – create a game like Jeopardy or Concentration, where answers cover the material you want learned. (See more fun ideas to engage your employees on our website)
- f. Ideas to increase pledge form return (and giving):
 - i. Drawing for prizes for everyone who returns a form by a certain date (the earlier you return your form, the more often you are entered to win a prize).
 - ii. Drawings at the end of meetings for those who complete form during the meeting.
 - iii. Personalize the pledge cards

8. Monitor and Report Your Progress

- a. Keep a running total as the pledges are connected. Verify and compare against the goals identified by the campaign committee. Confirm that pledge forms are filled out completely.
- b. Provide regular progress updates to employees.
- c. Hold a mid-campaign review to check the progress towards your goal.
- d. Make personal follow ups with individuals who have not turned in pledge forms yet.
- e. If your campaign runs longer than one week, provide us a list of donor names, so that UWENM can thank donors more quickly.

9. Campaign Wrap-Up

- a. Collect pledge forms and donations from employees. Verify totals before returning to UWENM.
- b. Report your final total to employees and leadership.
- c. Hold a final campaign committee meeting to evaluate your efforts.

10. Thank Everyone!

- a. There is no such thing as too many thank you's.
- b. Send thank you emails, a memo from the CEO or hang thank you posters.
- c. Display campaign results prominently.
- d. Host a thank you celebration after the campaign has completed. Invite UWENM to say a few words of thanks and to show how your contributions are making a difference.
- e. Newsletter article with pictures from fun events.
- f. Letter from CEO and/or union representative.
- g. Be sure to send a special note of thanks to your campaign committee members. (Remember, you just might be asking these people for help again next year, so let's make sure they feel appreciated!

Campaign Checklist with Responsibility and Completion Date:

	How	WHO	FINISH DATE
Know Your United Way	<ul style="list-style-type: none"> • Find out about United Way ENM <ul style="list-style-type: none"> - Agency tour /Attend UCREW event - Learn about 211/Volunteer Center - Giving stays local • Last year's results 		
Teamwork	<ul style="list-style-type: none"> • Support from CEO Endorsement letter, incentives <ul style="list-style-type: none"> - Time for tours, meetings, activities - List of functions for CEO to attend • Gather a committee • Set a goal <ul style="list-style-type: none"> - Increase # contacted - Increase # payroll givers - Increase # leadership givers 		
Promotion/ 100% Ask	<ul style="list-style-type: none"> • Communication <ul style="list-style-type: none"> - Conduct employee meetings - One on one - Flyers, newsletters etc - Personalize pledge cards • Promotion, incentives • Distribution of pledge forms • Leadership Giving Identify Leadership Coordinator, identify those w/ ability to give \$500 + create special event 		
Return of Pledges	<ul style="list-style-type: none"> • Getting pledges back • Follow-up with those not at meetings • Incentives 		
Thank you to all	<ul style="list-style-type: none"> • Donors, CEO, and committee • Communicate results to: <ul style="list-style-type: none"> - CEO - Committee, Employees - United Way 		

Have Some Fun! Fundraising themes and events

CRAZY CASUAL DAY

Designate days for Crazy Days and encourage employees to show their “wild side”. Sell Casual Day Badges allowing employees purchasing them to dress casual on certain days. Badges can be purchased for \$5.00 each through payroll deduction or lump sum donation. The badges carry an expiration date, depending on the amount donated. Define what is meant by “casual” to avoid confusion. Invite your employees to “go crazy” during casual days! For example:

Tuesday	Stupid Hat Day
Wednesday	Silly Socks Day
Thursday	Sports Team Day

CEO CAR WASH

Invite employees to donate \$5.00 to have their car washed at high noon by their CEO/CAO in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for Polaroid photos of the employees and the “boss” washing their cars.

CRAFT AND BAKE SALE

Bake sales are especially popular events. Craft sales give employees a chance to share their hobbies and special talents. This type of event raises money for the United Way and helps employees get an edge on their holiday shopping.

The RACE is ON

Set up a relay course for executives/employee volunteers to go through sitting in chairs. Use a stop-watch to time contestants with the best time winning a prize. Observers wager \$\$ on their favorite contestants: Silly/funny Prizes go to fastest time; Most money raised;

Employees and Leaders AUCTION

Have executives at your organization create theme packages which employees can bid on at a special auction. Packages could include fishing trips, dinners or movie tickets. Executives could also auction their special “services.” For example:

- Cooking the winning bidder, a special dish
- Singing at a wedding, party or special event
- Mowing the winner’s lawn
- Changing the winner’s car oil
- Babysitting the winner’s children
- Washing the winner’s car
- Washing the winner’s window

HALLOWEEN- PUMPKIN CARVING

Use a Halloween theme for your campaign this year. Hold a pumpkin carving contest. Invite employees to enter carved pumpkins individually or by group. Charge \$5.00 to enter and \$1.00 per vote. Award prizes in categories including:

- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees can buy pumpkins for their families, their staff or to use in the pumpkin carving contest. Throw a Halloween party to end your campaign!

TAILGATE PARTY

Create a sports theme for your campaign if the United Way campaign coincides with the football season. Back a truck into the employee lounge, lower the tailgate, and sell football fare: hotdogs, chips, soft drinks and other goodies. Play a game of tag or video football with participants donating an entrance fee and observers waging b

WHITE ELEPHANT SALE

Encourage employees to donate “white elephants” early. This event can be held in conjunction with a carnival. Invite employees to buy unique gifts at affordable prices.

CHOCOLATE KICK-OFF

Appeal to “sweet teeth” when kicking off your campaign! Create gold paper candy bar wrappers with the United Way logo and “Thanks to you, it’s working...” Put the wrappers on Hershey Chocolate Bars and distribute at your kick-off

Handling Common Objections to United Way Giving

You may occasionally encounter people who object to contributing to United Way. Keep in mind that objections are a natural part of the campaign and offer you an opportunity to present more information. Here are some insights into objections and suggestions for handling them:

- **Objections are not personal.** Remember they are not directed at you.
- **Objections are often based on incorrect information.** Try to identify the real issue.
- **Show sympathy.** Listen carefully and show your concern. This does not mean that you agree, but that you care about the concern.
- **Don't argue.** Instead, offer information about the many ways United Way helps people or offer to discuss the issue further after the group meeting.
- **Don't be afraid to say you don't know.** Let those with questions know you'll get back to them with the answer. Then call us! 575-769-2103
- **Remember, education, not coercion.** The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, hinders communication and understanding, and can lead to decreased support in the long-term.

Anticipate Frequently Asked Questions or Concerns

Administrative cost

United Way ENM's fundraising and management costs are only 21% of overall expenses. In addition, UWENM makes sure that the bulk of individual and payroll donations go to programs that change lives by recruiting Corporate donations to cover most of United Way's administrative cost through a program called Corporate Cornerstones. That means your personal donation is focused on helping people in your community whether that is Curry, Roosevelt, or Quay Counties.

Giving to United Way is no different or better than giving to other charities

Giving To United Way *is* different and better. By giving to United Way, you are assured that **local programs in your county** will be funded and that they have been **inspected by volunteers, local donors** just like you, for need, effectiveness and fiscal accountability. No other charity can make this quality assurance claim. It is the heart of the value of United Way.

Plus, United Way ENM donations assure that a **local network** of services is available to our most vulnerable neighbors, working to change their lives for the better. By restricting all of your donation to an individual agency, you take the chance that other necessary support services will not be available to help people.

United Way only helps “other” people	<p>There is no such thing as “other people.” Any one of us could become “someone in need”:</p> <p>Any one of us could be disabled by a car accident or sudden illness</p> <p>Any one of us could have a fire in our home</p> <p>Any one of us could have an aging parent who needs more help than we can provide to remain independent.</p>
My spouse gives for both of us	<p>How you handle your charitable giving within your home is up to you. You should do what suits your situation. We simply ask that you consider making a donation of time or money that represents what you can do individually or as a family to help support your community.</p> <p>Your gift can be combined with your spouse’s gift through United Way. This makes many couples eligible for leadership giving recognition.</p>
Taxes are too high – government should take care of these problems	<p>Government contributions to human services have gone down significantly over recent years. The simple fact is that the government is not taking care of these issues.</p> <p>The issues of violence and joblessness, to name a few, affect each of us every day in terms of service and personal safety. By increasing opportunities for all people, we will enhance all of our lives. We all stand to benefit.</p>
United Way funded organizations sometimes charge for service	<p>Yes, they do. Many charge on a sliding scale – which means the fee for service is based on a client’s ability to pay. Those who cannot pay are not charged. That allows the agency to stretch their budgets to serve more people.</p>
United Way wastes money on salaries and advertising	<p>To attract and retain qualified personnel, United Way staff is paid in accordance with similar positions elsewhere in the community. The salary levels and benefits are set by the volunteer (unpaid) leadership of the Board of Directors who are also responsible for maintaining a low administrative overhead for the organization.</p>
I resent the pressure to give to United Way	<p>Giving is a personal decision that only you can make. No one should feel pressured into making a contribution. We do know that sometimes in the enthusiastic fervor of the campaign, some people get carried away and others are made to feel that they have to give. You do not have to give. We apologize if someone made you feel pressured.</p>

WHO ELSE FOR THE TEAM

FUN IDEAS

ACTIONS

PROPOSED TIMELINE