

LIVE HERE

GIVE HERE



HELP HERE

CAMPAIGN COORDINATOR RESOURCE GUIDE

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED



Welcome!

For over 81 years, United Way of Fairfield County has enjoyed the support of a community that has helped us change people's lives. It's a bond of trust we strive to fulfill every day guided by a promise to help provide services to people in need.

No other single organization has the scope, expertise, or influence to bring people together around a common vision. When you give to a specific charity, you support a cause... but when you give to the **United Way**, you support, strengthen, and unite our entire community.

Just **IMAGINE** a community where every child is successful from kindergarten through graduation, to a career where families have the tools, skills and support they need to be financially independent, and to live a healthy life.

These are our goals, and we can't reach them without **YOU!** AS a Campaign Coordinator, **YOU** are making these goals a reality!

I thank you in advance for your commitment to **Unite Fairfield County through United Way**, as we bring passion, people, and resources together to improve lives in our community!

Thank you,
Carrie Woody

GIVE. ADVOCATE. VOLUNTEER.

GIVE. ADVOCATE. VOLUNTEER.



Meet OUR TEAM



Carrie Woody
Chief Executive Officer



Sky Getty
Director of Finance and
Administration



Emily Cordle
Campaign Coordinator



John Harris
Event & Program
Coordinator



Perla Uhl
Administrative Assistant

ABOUT



Our Vision

We focus our resources to achieve the greatest impact on community needs. We will accomplish our mission by convening, leading, educating and challenging community partners to develop sustainable and relevant programs that improve quality of life

Our Mission

To improve lives through the caring power of our community



Our Values

- To energize and inspire people to make a difference.
- To create human care action plans.
- To build partnerships.
- To increase community investment.
- To measure, communicate and learn from the impact of our efforts.
- To reflect diverse characteristics and needs of the communities we serve.



UNITED WAY

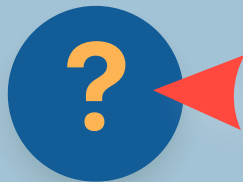
CAMPAIGN 101

★ 23 ★

COMMUNITY ORGANIZATIONS

Money raised in Fairfield County stays in Fairfield County

Information is THE KEY to a campaigns success!



What is United Way?

United Way is an independent, non-profit organization that helps to meet Fairfield County's health and human service needs through collaborations and partnerships.



Why Give?

Donations received are invested in community programs that address issues such as child care, disaster relief, domestic violence, homelessness and more.



Who makes the funding decisions?

Committees of volunteers from all walks of life are responsible for making funding decisions. Volunteer councils focus on measurable program results in the areas of Education, Health and Financial Stability. Funded programs are reviewed annually.

UNITED WAY OF FAIRFIELD COUNTY INITIATIVES

The United Way of Fairfield County has a unique ability to work across sectors, issues, and communities to address challenges, generate solutions, and drive progress toward meeting community needs.

- VITA/TCE/Tax Preparation
- Career Closet
- Feeding our Future
- Dolly's Imagination Library / Pre-Kindergarten Literacy:

HANDLING QUESTIONS YOU MAY NOT HAVE THE ANSWERS

Every question or comment, even if it is negative, is an opportunity to communicate and share the positive aspects of United Way. Generally when concerns are expressed they are not directed at you. If you have the answer at hand, tell the person. If you are not sure of the answer, be honest and say so, then contact United Way (740.653.0643) for the answer.

Giving is a personal decision. Always respect the employee's decision and thank all employees regardless if they give or not.



GIVE. ADVOCATE. VOLUNTEER.

tips +
resources

10 STEPS FOR A GREAT UNITED WAY CAMPAIGN

GAIN THE SUPPORT OF LEADERSHIP

Meet with your CEO or members of top-level management to gain endorsement of the campaign. Have them write a personal letter of support. Use it. Have a member of your leadership team visible and involved at your kick-off. Promote Leadership giving. Approve a campaign budget that can be used as incentives or events, and find out if there is a corporate matching gift.

BUILD A RELATIONSHIP WITH UW STAFF

The best way to make your job easier is to stay in touch with the United Way staff. By keeping in contact with UW, you can get answers to contributor questions, learn of new volunteer opportunities to promote or special event support.

ORGANIZE A TERRIFIC TEAM

Creating a campaign committee will get others involved, encourage teamwork and camaraderie, and make your job easier. Recruit team members for management, union and across department lines who are organized, well-liked and good idea individuals

SET YOUR GOAL

Feeling daring? Set a dollar goal, a participation goal, and a timeline to stay on track. See if you can top past years goals!

PUBLICIZE EVERYTHING

Share how, where, and when to pledge. Share what their pledge supports. Use all opportunities for communications: web, email, newsletters, break rooms and social media.

ASK EVERYONE TO GIVE

The number one reason people don't give is because they have never been asked. Have pledge forms in new hire packages for orientation. No gift is too small; have them consider \$1 per pay. Broadening the base of your workplace donors help you grow!

tips +
resources

10 STEPS FOR A GREAT UNITED WAY CAMPAIGN

FOCUS ON THE IMPACT OF UNITED WAY

Learn more about United Way. Invite a UW staff member to present. Share with all departments. Make sure all employees receive materials.

ANNOUNCE RESULTS AND THANK EVERYONE

Consider creative ways to say thank you. recognize individuals, groups or departments that go above and beyond. Share final results to all employees. plan a wrap up event, like an ice cream social.

REPORT RESULTS TO UNITED WAY

Return a your report envelope to United Way and give the original to your payroll office. Contact us to pick up your report envelope



THANK YOU
FOR GETTING INVOLVED.
CHANGING LIVES.
LIVING UNITED.

RESOURCES AVAILABLE

Visit the United Way of Fairfield County's Website at:
www.uwayfairfieldco.org/workplacegiving for ready to use materials to help you run a great campaign

- Electronic Versions of all campaign materials
- Success stories of individuals and families helped by United Way partner agencies
- Information about United Way's funded programs and initiatives
- Campaign Video
- Fact Sheet
- On-site presentations by United Way employees



WHAT IS THE FAIRSHARE CHALLENGE?

Your investment in United Way of Fairfield County is important to our community and is greatly appreciated. To show our appreciation, several donors came together to support an opportunity to win either a CASH GIFT of \$6,500 or one of 15 \$100.00 local gift cards!

There will be weekly drawings September 1, 2022, through December 1, 2022, to select 16 finalists.

FAIRSHARE CHALLENGE