



Schuylkill United Way

2021 Campaign Coordinator's Guide

Thank you for the job you are about to undertake! There are two very important things you should know before you begin.

***First*, you should feel proud that you have been asked to serve in this capacity. Not everyone has the opportunity to directly help their community, and serving as a Campaign Coordinator for your company allows you to do just that!**

***Second*, the Schuylkill United Way is here to help you through the process!**

To schedule an employee presentation for your company, contact Kelly Malone, Executive Director of the Schuylkill United Way at maloneexdir@schuylkillunitedway.org.

To discuss ways to get your employees excited about the campaign, please contact Christine M. Johnson, Director of Community Relations at dircomrel@schuylkillunitedway.org.

Both Kelly and Christine can be reached at 570.622.6421.

**H
E
L
P
I
N
G

O
T
H
E
R

P
E
O
P
L
E

E
V
E
R
Y
D
A
Y**

www.SchuylkillUnitedWay.org



**Here are some ideas and instructions that will make your
Schuylkill United Way employee campaign a success!**

- *Set a goal for your campaign** and announce it to your employees. This does not necessarily have to be a dollar goal – you can raise the bar for increased participation.

- *Dedicate a meeting to the United Way campaign.** Announce the date in advance and give the employees examples of what is supported by their donation by providing information from our brochure or by sending a link to our website (www.schuylkillunitedway.org).

- *Create a fun theme for your campaign** and carry it throughout all of your communications. For example, if you selected a football theme, you could send messages in the days leading up to the employee campaign meeting that use football references. This is an easy way to add a little fun to your campaign!

- *Obtain support from the management team.** A word of support from the person in charge in the form of a note or an email to employees usually works well. The content should not make the employee feel like they have to give in order to please the boss, but instead should simply tell the employee this is something the employer supports and that he or she wants the employees to consider supporting it as well. A sample letter can be provided if needed.

- *Invite a representative from the Schuylkill United Way** to attend your campaign meeting to tell employees what the Schuylkill United Way is all about. If you would also like a representative from a United Way partner agency to address employees, please ask someone at the Schuylkill United Way office to coordinate this for you. All partner agency speakers have been trained to give their talk in five minutes or less.

- *Available upon request, the Schuylkill United Way can schedule the grand prize vehicle to make an appearance during the employee meetings.** In some cases, the vehicle can be left on company grounds for an extended period of time. This is a great opportunity for donors to see the car in person! Also, keep in mind that the Schuylkill United Way does have a short campaign video that can be presented during the meeting or shown at your convenience.

- *Send a group of employees on a tour** of a couple different Schuylkill United Way partner agencies. This is a great way to expose employees to see what programs and services are offered by each of the agencies. They can then share their experiences at an employee meeting.

- ***Try to find employees who have personally benefited** from the services of a Schuylkill United Way partner agency. If someone has used a partner agency to help them at one time or another, and is willing to talk about their experience in a positive way, ask them to speak at the employee meeting. This is the MOST effective way to get employees to give.

- ***Offer incentives to employees who give.** See the list of incentives later in this guide for ideas. Incentives offered by the company and given internally are above and beyond those offered by the Schuylkill United Way prize giveaways.

- ***Distribute brochures and pledge cards** to all employees whether they plan to give or not. The pledge cards provide valuable information that can be tucked away for future reference.

- ***Set a deadline for the pledge forms to be submitted.** Some employees will undoubtedly want to think about it before deciding whether or not to give. Others will fill out their pledge form during the meeting and submit immediately. Ideally, you should give employees no more than two weeks to complete and submit their form.

- *At the employee meeting, help introduce the Schuylkill United Way staff and partner agency representative. Also, **remind employees of the deadline, your campaign goal, and of any incentives you are offering.**

- *After the meeting/deadline, **collect completed pledge cards and the prize stubs.** If the employee chooses payroll deduction, keep the pledge card for the human resources department. Please note: Payroll deduction for pledges made during the 2021 campaign (in the year of 2020) starts in January of 2021.

- *At the end of your employee campaign, send all non-payroll deduction pledge cards along with the cash or check in the amount of the donation and all prize stubs in an envelope and either mail or call for pick up **no later than 2 PM on Thursday, November 12, 2020:**

Schuylkill United Way
Attn: Kelly K. Malone
9 North Centre Street, Suite 301
Pottsville, PA 17901

- ***Share your final total with your employees** and compare it to the goal you set at the beginning of your campaign kick-off. Even if you did not hit your goal, you still want to thank employees for their support and make them feel proud that they gave what they could.

- ***Attend the Appreciation Breakfast on Friday, November 13th** at Penn State Schuylkill at 8:00 AM. This event serves as the wrap up event for the campaign and the total raised in Schuylkill County is announced. Awards are given to the top campaigns as well as all prize incentives are chosen, including this year's grand prize—the ALL NEW 2020 HYUNDAI ACCENT SE courtesy of Freedom Toyota Hyundai!

Prize Incentive Ideas -

Here are some fun ideas for incentives you can provide that may encourage employees to give.

- ***An extra day or half-day off for a certain level of donation.** Most companies set the minimum donation for this incentive equal to one day's pay for the employee. If you would like the formula for "Give-A-Day, Get-A-Day" please contact the Schuylkill United Way office for the worksheet.
- ***Give a small gift of appreciation** to all employees who turn in their completed pledge card. A company t-shirt or hat goes a long way.
- ***Hold a drawing for all employees who donate.** Usually bigger prizes result in more donations.
- ***Hold an ice cream social or pizza party after the campaign** is complete for all who participated. Do it on a Friday as a way to get the weekend started early.
- ***Offer free food at employee meetings** where employees are asked to give. If the employee isn't there to be asked, most likely they will not give. Free food is a proven method to boost attendance at these meetings.



Fast Facts....

*99% of every dollar raised during the Annual Campaign stays in Schuylkill County.
1% is directed to United Way Worldwide and United Way of Pennsylvania for membership dues, branding, and support services.

*In the last five decades, the Schuylkill United Way returned over \$30 million in allocations to partner agencies that provide programs and services at little or no cost.

*Administrative costs for the Schuylkill United Way are around 19%, well below the state average of 25%.

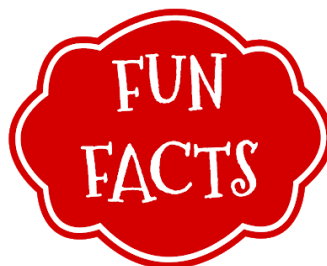
*The Schuylkill United Way is an independent nonprofit organization that is governed by a 30-member volunteer Board of Directors.

*Schuylkill United Way Partner Agencies served approximately 60,000 people last year throughout Schuylkill County.

*All prizes used as incentives for the campaign are donated by local community minded companies.

*During the 2020 Stuff the Bus event, over 1500 backpacks were collected and stuffed with school supplies. Those backpacks were then distributed to children through each of our 15 Partner Agencies and local school districts.

*The Schuylkill United Way, in conjunction with FamilyWize, offers a prescription discount card that has saved Schuylkill County residents \$2,756,000 since 2008 on the cost of prescriptions.



Did you know?

Structure of the Schuylkill United Way...

The Schuylkill United Way is governed by its own individual bylaws, constitution, and code of ethics. While United Way Worldwide and United Way of Pennsylvania provide branding and support services, it's the 30-member Board of Directors who are dedicated to providing funding, guidance, and encouragement to the 15 Partner Agencies that provide programs and services to residents of Schuylkill County for little to no charge. Board members and officers are comprised of professional men and women who live and work in Schuylkill County and the immediate surrounding area. All board members volunteer their time and are elected for a term of three years with the option to serve two consecutive terms. Regular meetings are held the second Monday of each month at 4:00 PM in the Truist Bank Building, Third Floor Conference Room, Pottsville.

What's Raised Here Stays Here...

When donating to the Schuylkill United Way Campaign, each and every dollar raised here, stays right here in Schuylkill County.

Our current financial statements can be found on our website (www.schuylkillunitedway.org) which lists allocation amounts to each of the 15 partner agencies who provide programs and services to residents of Schuylkill County.

Monthly allocations to our agencies are decided upon by the Schuylkill United Way Budget Committee. Members of this committee are appointed by the Schuylkill United Way Board President, with approval by the Board of Directors. The committee meets once a year to review the funding requests of each agency. The funding request includes an extensive ten-page packet including: financial statements, the number of residents served, the age of those within the community who are served by the agency and more. This information helps the committee determine which programs and services need additional funding and support in the upcoming year.

Your One Gift Touches Many Lives....

Corporate, employee, and individual donors in Schuylkill County are able to make a difference at 15 different agencies through one convenient contribution to the Schuylkill United Way. Your one gift does it all!

If you have an agency that is near and dear to your heart, your donation can be designated directly to that agency. Every dollar that comes into the Schuylkill United Way office is tracked and carefully handled with respect to the wishes of the donor. Keep in mind, by giving to the Schuylkill United Way, you are supporting programs in many different service fields. Whether it's providing emergency shelter, health care, family counseling, youth programming, drug prevention, or disaster relief, our agencies are there to help those in need.

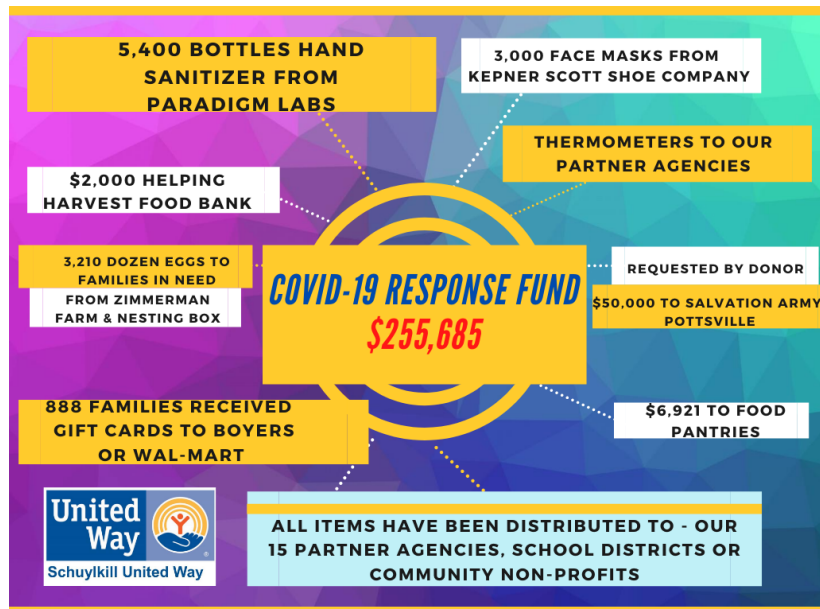
The Schuylkill United Way runs 3 programs during the year...

***Captain Jason B. Jones Memorial Day of Caring**—This day of volunteering typically occurs each year on the second Friday in May. Companies and individuals come together to assist our Partner Agencies, local nonprofits, and public parks. The SUW Staff and Board of Directors are humbled at the privilege of honoring Captain Jones, who put his service to his community and country above all else.

***Stuff the Bus**— A month long school supply drive that is held each July. Once all supplies are collected, backpacks are stuffed with school supplies and distributed to our Partner Agencies and school districts. Each year we have been able to meet the needs of our community through this program. In 2020 we were able to provide 1,500 backpacks to children in need.

***High School Football Challenge**—Strength and agility competition among local high school football teams. The goal of this event is to raise student awareness about the Schuylkill United Way and the good that our Partner Agencies are doing for the community.

During the COVID-19 Pandemic we were able to help the community in the following ways.....



We are piloting a new program, called “Nurse’s Pantry” in all elementary schools in the county...



*Because of the generosity of so many in our community, we are able to expand our programs this year. The Schuylkill United Way is very excited to pilot a new program, called “**Nurse’s Pantry**” for the 2020-2021 school year. We recognize that for a child living in poverty, a lack of basic necessities is one of the top reasons for chronic absenteeism. Families struggling financially lack the ability to provide simple hygiene products and school approved attire, keeping children out of school for days. Our vision is to provide these basic items to students who need them, which will allow them to be better equipped to succeed in school.

Our vision is that elementary school students would be helped by the Nurse’s Pantry through school nurses, principals, or guidance counselors. The Nurse’s Pantry will provide hygiene items, lice kits, undergarments, district approved clothing items, outerwear, and footwear. We are looking forward to starting this program in all districts in Schuylkill County and being able to help families with these needs.

Example of an Internal Promotional Incentive

GIVE - A - DAY, GET - A - DAY FOR UNITED WAY

WE ARE OFFERING A NEW INCENTIVE FOR YOUR DONATION TO THE UNITED WAY IN OUR UPCOMING CAMPAIGN. BY DONATING THE EQUIVALENT OF A DAY'S PAY TO UNITED WAY, YOU CAN EARN A DAY OFF DURING THE UPCOMING YEAR. THIS DAY IS A PERSONAL DAY LABELED, "UNITED WAY DAY", AND MUST BE SCHEDULED WITH YOUR SUPERVISOR WHEN YOU WANT TO USE IT. TO CALCULATE THE AMOUNT NEEDED FOR YOUR DONATION, PLEASE USE THE CHART BELOW:

Pay per hour	\$ _____	Example:	\$10.00 per hour
Multiply by	_____ 8 hours*	X	_____ 8 hours
Total earnings	_____per day		\$80.00 per day
Divide by 26 (pays per year)		Divide by 26	pays per year
Amount deducted per pay	\$ _____		\$3.08 per pay

Please bring this sheet with you to the pledge meeting scheduled for your branch or department to properly complete the pledge card. Should you have any questions, please call *(INSERT name and phone number of company contact)*
THANK YOU FOR YOUR SUPPORT!!!!

Please note that to qualify for the promotions, offered by the Schuylkill United Way, you must donate \$2, \$4, \$5 or \$10 per week or more.

NAME _____

DEPARMENT/BRANCH _____

**Part-time employees shall use an average of hours worked per day.*