



2025

Workplace Campaign Manager's Handbook



United Way of
Cumberland County



About United Way

Mission

United Way of Cumberland County (UWCC) aims to improve lives across the county by strategically raising and investing resources to impact prioritized human service and health needs. We work in effective and innovative partnerships with direct provider agencies.

Vision

We envision Cumberland County as a diverse and dynamic community where individuals and families thrive. In our community, people willingly share the responsibility of ensuring safety and health for all, with a constant focus on enhancing the quality of life for every citizen.

United Way of Cumberland County, established on April 13, 1939, recognizes that lasting change is achieved by addressing the root causes of problems. To make the greatest long-term impact, UWCC partners with local nonprofit agencies to fund programs focused on education, financial stability, health, and basic critical needs. Our success relies on the generosity of local businesses, organizations, and individuals. Community donations are distributed with the help of local volunteers to programs that best address community needs.

Your Community Impact 2024

United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2024 helped us make a difference in our community.

10,356

Individuals and families benefited from programs that provide access to health care and wellness education, which help them manage and prevent chronic physical and mental illnesses.

1,947

Individuals and families benefited from programs that strengthen children's ability to succeed in school from kindergarten to college. This is accomplished by helping youth and families succeed.

50,556

Individuals and families received emergency food, shelter, and support for employment and financial stability, helping them work toward independent living. At our annual Meal Packing Event, 70,000 meals were packed for those in need.

100,668

Individuals and families, were served through 21 locally funded programs, initiatives and services, including over 21,281 military individuals and families.

Community Impact Funded Programs & Services

2025 Program Funding

EDUCATION

Programs that strengthen children's ability to succeed in school from kindergarten to college and programs that build successful youth, families and Cumberland County adults.

Cape Fear Botanical Gardens

Garden Field Trip & Classroom Program

Girl Scouts, Pines of Carolina Council

Community Engagement Program

Greater Life of Fayetteville

After School Program

Fayetteville Urban Ministry

*Adult Literacy & Education Center
Find-A-Friend Mentoring Program*

Scouting America, Occoneechee Council

Youth Scouting Programs

HEALTH

Programs that provide access to health care and wellness education programs that provide access to health care and wellness education to help people manage and prevent chronic physical and mental illnesses

American Red Cross, Sandhills Chapter

Preparedness, Health & Safety Program

Better Health of Cumberland County

*Diabetes Self-Management Program
Medical Emergency Direct Aid Program*

Cumberland County CommuniCare

Mental Health & Substance Use Disorder Services

Cumberland County Council on Older Adults

Community Caregiving Circle

Vision Resource Center

VRC On The Move Programs for Visually Impaired

BASIC CRITICAL NEEDS & FINANCIAL STABILITY

Programs that provide access to emergency food, safe shelter, rental, utility, and medical assistance, as well as programs that provide employment preparation and financial self-sufficiency

American Red Cross, Sandhills Chapter

*Disaster Services & Preparedness
Services to Armed Forces*

Catholic Charities

Food Pantry Services

Connections of Cumberland County

Day Resource Center for Women & Children

Cumberland County Council on Older Adults

*Home Improvement Program
Senior Nutrition Services (Meals on Wheels)*

Fayetteville Urban Ministry

*Emergency Assistance Program
Nehemiah Emergency Home Repair Program*

The Role of a Campaign Manager

Congratulations! You have been selected for an important role.

Your leadership is needed. By agreeing to lead your company's workplace campaign, you join a passionate group creating lasting change in our region. Countless children, veterans, and families are experiencing unprecedented challenges. By volunteering your time and talent, you play a vital role in raising awareness about how each person's commitment to contributing to nonprofits like United Way of Cumberland County provides a safety net to our community.

Together with passionate supporters like you, we are leading the charge to improve health, education, and economic opportunity – the building blocks of opportunity for all residents in the Cumberland County Area. We hope this guide will provide you with the necessary resources to manage a successful employee giving campaign. Please reach out to Ashlee Pearson, the Director of Development at United Way, who can provide additional support and guidance throughout your campaign.

The Campaign Manager plays an important role in creating impact internally and externally. With many people working remotely, it is even more important to connect people with the community and the causes that create the most impact. The Impact Coordinator enables coworkers to help create a stronger community by planning, organizing, and coordinating a successful United Way campaign within your company. Ashlee can help you throughout the process.

Key Responsibilities:

- *Develop an Effective Campaign Plan:* Establish dates and goals for your campaign.
- *Recruit a Team of Volunteers:* Assemble a group of colleagues to assist you.
- *Coordinate Kickoff and Recognition Events:* Plan and execute events to launch and celebrate your campaign.
- *Encourage Leadership Giving:* Promote contributions from company leaders.
- *Educate Your Coworkers:* Share information about United Way and its impact.
- *Invite Everyone to Give:* Ensure that all employees have the opportunity to participate.
- *Make Your Company Campaign Fun:* Create engaging and enjoyable activities to boost participation.



LIVE UNITED

Frequently Asked Questions

Campaign Questions

How do I increase participation or gifts?

- Establish and announce a company-wide incentive for meeting your goal.
- Offer individual incentives, such as a special prize drawing or jeans day.
- Emphasize a corporate match if your company offers one.
- Highlight the ease of payroll deduction.

Where can I find more information about United Way?

Visit unitedway-cc.org to learn more about United Way.

Donor Questions

Who does United Way Serve?

UWCC is an agent of change working to create long-term solutions to the challenges facing our community while working to address immediate needs. Your gift is combined with thousands of others and invested in initiatives and programs essential to achieving UWCC's goals in health, education, critical basic needs and financial stability

What are my options for giving to United Way?

Visit www.unitedway-cc.org to learn more about United Way of Cumberland County's options for giving. Donors have the option to designate their gift in three ways: Our Community Care Fund, to one of our community impact focus areas, or to a specific UWCC-funded program.

What is the United Way General Fund?

United Way of Cumberland County is continually evolving to respond to both our donors' desires as well as our impact-focused needs. United Way of Cumberland County's Community Care Fund provides funding to our community impact focus areas, our community impact funded programs and our initiatives through our yearly allocation process.

How does United Way decide which agencies to fund?

Every year, community organizations are eligible to apply for programmatic funding. Community volunteer leaders review and evaluate request for funding proposals, meet with organization leaders, and attend site visits to organizations seeking program funding. The volunteer committee will then make investment decisions based on the program's impact, alignment with UWCC's impact focus areas, and the organization's overall accountability (based upon UWCC Standards of Accountability). All funding is contingent upon the organization's sound operation, delivery of services, and achievement of measurable outcomes. Funded organizations then become community impact partners.

Will the money I give to United Way go outside the Community?

No. All donations raised in Cumberland County will be invested in programs and services that impact lives in Cumberland County.

United Way Branding Information

Color Palette

Dark Blue

C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

Light Blue

C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0

Yellow

C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351

Red

C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B

Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000

Orange

C:0 M:60 Y:100 K:0
R:245 G:120 B:20
HEX: #F57814

Light Grey

C:0 M:0 Y:0 K:30
R:179 G:179 B:179
HEX: #CCCCCC

Dark Blue

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #FFFFFF

Typography Usages

HEADLINE

League Gothic Regular

HEADING

Roboto Condensed - Bold

Sub-Headline

Roboto - Bold

Body

Roboto - Regular

10 Campaign Tips for Successful Engagement

1 **Secure Top-Level Management Support**
Support from top management can make your job easier and your campaign more successful.

2 **Recruit a Team**
Having others assist you with the campaign will make it fun and much easier for everyone involved.

3 **Develop a Campaign Plan**
Develop a timeline. The most successful campaigns conclude within two or three weeks after launch. Set achievable, measure goals and track the results.

4 **Organize a Leadership Giving Program**
Leadership givers demonstrate their involvement and commitment with an annual gift of \$1,000 or more.

5 **Promote Your Campaign**
Educating your colleagues about the values of United Way's work is the best way to gain their support for the campaign.

6 **Kickoff Your Campaign**
A kickoff rally (virtual or in-person) can help infuse some fun into your company campaign and help employees understand the importance of participation.

7 **Making the Ask**
Your knowledge, enthusiasm and commitment to support United Way are key to encouraging employee pledges.

8 **Build Team Through Volunteerism**
Each year, United Way's network of member nonprofits and other participating organizations design hands-on projects.

9 **Wrapping Up The Campaign**
The Campaign Report Envelope is completed by the campaign manager and submitted to United Way. Paper pledges and checks should be enclosed in the envelope.

10 **Say Thank You**
Everyone likes to feel appreciated and acknowledged for their contribution. After the campaign has concluded, it is important to thank everyone.

Workplace Campaign Checklist

Before the Campaign

- ☐ Submit Commitment Form.
- ☐ Attend Campaign Managers Meeting.
- ☐ Secure CEO/Senior Management support.
- ☐ Determine your participation and monetary goals and incentives.
- ☐ Recruit a team to help with the campaign; assign tasks.
- ☐ Meet with United Way staff for support, campaign strategies, etc.
- ☐ Review the previous campaign performances, opportunities and challenges.
- ☐ Determine your campaign plan and time frame.
- ☐ Schedule your kickoff, United Way Speaker, and any special events.
- ☐ Promote the campaign.
- ☐ Send a campaign kickoff letter from your CEO endorsing the campaign.

During the Campaign

- ☐ Ensure all employees have access to campaign materials and giving platforms.
- ☐ Host events - campaign kick off, loyal contributor, etc.
- ☐ Keep the campaign alive by sharing different facts, stories and photos.
- ☐ Monitor your progress.
- ☐ Send reminders about events, incentives and deadlines.

After the Campaign

- ☐ Ensure all pledges are received.
- ☐ Follow up on any corporate contribution or employee match.
- ☐ Calculate the results, review with committee members, and prepare final report for United Way.
- ☐ Announce results to all employees.
- ☐ Post campaign photos on your corporate social media networks.
- ☐ Evaluate the challenges and successes of your campaign. Keep notes.
- ☐ Thank all donors with a celebration event, letter and/or email.

Throughout the Year

- ☐ Keep employees updated on United Way activities.
- ☐ Promote volunteer opportunities.

What Type of Campaign is Best for My Company?



Team Building Campaigns

These campaigns focus on fostering teamwork and collaboration among employees. Activities might include team challenges, volunteer projects, and group fundraising efforts.



Online/Virtual Campaigns

Ideal for remote or hybrid work environments, these campaigns leverage digital platforms for fundraising and engagement. They might include virtual events, online donation drives, and digital storytelling.



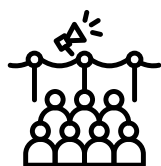
Meeting Style Campaigns

These campaigns are integrated into regular company meetings or special events. They can include presentations about United Way, guest speakers, and interactive sessions to encourage donations and volunteerism.



Payroll Deduction Campaigns

Employees can be encouraged to donate a portion of their salary through payroll deductions. This method provides a steady stream of support and can be easily managed through HR systems.



Event-Based Campaigns

Companies can organize special events such as charity walks, bake sales, auctions, or benefit dinners. These events can be tailored to fit the company's culture and interests.



Competitions and Challenges

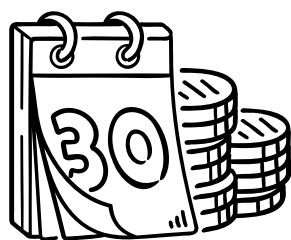
Friendly competitions, such as department challenges or individual fundraising goals, can create excitement and motivation. Examples include 'dress-down' days, fundraising competitions, or fitness challenges.



Matching Gift Programs / Corporate Gifts

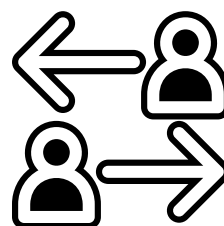
Companies can enhance their campaigns by offering to match employee donations, effectively doubling the impact of each contribution.

Donation Options for Workplace Campaigns



Payroll Deductions

This option allows employees to contribute to United Way through regular payroll deductions. It's a convenient way for donors to spread their contributions over the year, providing a steady stream of support without impacting their budget all at once.



Direct Gift

Employees can choose to make a one-time donation directly to United Way. This immediate contribution goes straight to funding essential programs and services that benefit the community.



Invoice

This option enables employees to pledge a donation and receive an invoice for the amount. It provides flexibility for those who prefer to manage their donations on their own schedule.



Opt Out

Employees who select this option indicate that they are not able to contribute at this time. However, it keeps them informed about United Way's initiatives, allowing them to consider future opportunities for support.

30-Minute Meeting Schedule

2 Minutes

Welcome - Campaign Coordinator

2 Minutes

Team Introduction - Campaign Coordinator

3 Minutes

United Way Endorsement - Company CEO

5 Minutes

United Way Message - UW Staff

5 Minutes

Agency Information - Agency Representative

3 Minutes

Campaign Video - UW Staff

5 Minutes

Solicitation of Employees - Campaign Coordinator

3 Minutes

Q & A - UW Staff

2 Minutes

Closing Remarks - Campaign Coordinator

Tools You Can Use

Raffle Prizes

Sell raffle tickets to employees, draw winners at events, and use proceeds to support the campaign. Promote and display prizes to encourage participation.

Paper Pledge Forms

Distribute forms during meetings or events and collect completed pledges. Provide clear instructions for submission.

Social Media

Promote the campaign, share stories, and engage employees with posts and challenges. Use dedicated hashtags and encourage sharing.

Fundraising Thermometers

Display digital thermometers on the landing page and physical ones in common areas. Update regularly to show progress and motivate employees.

Online Landing Pages

United Way will create a campaign landing page with donation options and campaign details. Share the link via email, social media, and internal communications.

Email

Send regular email updates, reminders, and success stories. Include links to the donation landing page and keep emails visually appealing.

Promotional Materials

Display posters and flyers around the office and create digital graphics for emails and social media. Ensure consistent branding.

Corporate Newsletters

Feature campaign updates, impact stories, and ways to get involved in the corporate newsletter. Spotlight employee contributions to motivate others.

Giving Incentive Ideas

Below are prize ideas your company can offer to encourage participation and incentivize giving.

Tip: Ask your coworkers what services or skills they can donate. This makes the prize personalized and at no additional cost to the company.

Examples include: donated photography sessions for headshots or family photos, baked goods or a home cooked meal, fitness instruction, knitted scarves and more!

Working From Home

- Home Office Makeover (New desk chair, headphones, etc.)
- Prize Pack delivered for an at home happy hour or movie night
- Coffee delivery to your home for a week

From Leadership / Office Perks

- Golf with the Boss
- Lunch with your manager - their treat
- Ask company leadership for incentives (ex: access to lake/beach house)
- Car washed by your boss or coworkers
- Office Perks
- Front Row Parking (ex: United way parking)
- Time Off or Vacation Day
- Long Lunch - get an extra hour off for lunch
- Lazy Monday - Start late on a Monday with coffee/breakfast delivered
- Blue Jean Friday
- Corporate promo items

Food & Snacks

- Chocolate, Candy or a custom snack basket
- Pizza Party
- Baked Goods
- Hosting a Food Truck
- Gift cards to local businesses and restaurant

General Perks

- Tickets to a local event (ex: Over the Edge)

Contact us for United Way of Cumberland County Swag gifts.

Example of Incentive / Raffle Criteria:

- Donation amount
 - New Donors, % increase, leadership gift, any amount
- Turning in a donation form by a certain date
- Attending a campaign meeting or special event
- If the company/ department achieves their goal
 - \$ amount, % increase, or participation rate

According to a United Way Worldwide Study:

- More employees are inclined to work for or buy from a company that supports United Way.
- Employees are proud of their employer's support of United Way.
- Nearly 70% of employees feel they have a bigger impact through a workplace campaign than they can on their own.

Millennials:

- Have higher trust in United Way and their overall perceptions of United Way are higher than any other generation.
- Place a high value on CSR, especially when a company supports United Way.
- Likelihood to be loyal, committed, and engaged at work is nearly double that of other generations when their company supports United Way.

Other Studies

- **Research from America's Charities** found that 88% of employers believe effective employee engagement programs help attract and retain employees; 71% of employees surveyed say it's imperative or very important to work where culture is supportive of giving and volunteering.
- **Boston College Center for Corporate Citizenship's** 2021 Community Involvement Study, of the 51% of companies that measure the connection, 96% of companies find that employees who volunteer are more engaged than peers who don't volunteer.
- **Fidelity Charitable** found that 86% of employees say it's important to work for a company whose values align with their own. And 81% want to work for a company that has socially responsible business practices.



Marquis Society



When leaders unite, everyone benefits.

The United Way Marquis Society honors local philanthropic leaders who dedicate their time, talent, and resources to address our community's most pressing issues and create lasting change.

As a member of the United Way Marquis Society, you will join a network of Cumberland County's philanthropic, business, and community leaders. No other organization unites hundreds of partner agencies, businesses, community organizations, government entities, volunteers, and private foundations under a common vision for the greater good.



FIVE SPECIAL ORDERS

Alexis De Tocqueville

Gifts of \$10,000 or above

Marquis

Gifts of \$5,000 to \$9,999

Comte

Gifts of \$2,500 to \$4,999

Baron

Gifts of \$1,500 to \$2,499

Chevalier

Gifts of \$1,000 to \$1,499

BENEFITS

- Connect with others who share your commitment.
- Cumberland County's most sought-after invitations
- Powerful presence in the community.
- Direct insight into your impact.

**United
Way**



**United Way of
Cumberland County**

Thank you for making an IMPACT.

For more information, contact:

Toni Wildhaber

development@unitedway-cc.org

910-483-1179 x 225

Want more helpful resources?

Visit: www.unitedway-cc.org