WELCOME TO

ECC
(EMPLOYEE CAMPAIGN COORDINATOR)

ENGAGE

The Power of Community. Realized.
Lets Get Social!

LET'S GET SOCIAL...

UnitedWayFargo
UnitedWayCassClay
#LIVEUNITEDCassClay
#ProudToBeAnECC

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“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

- Margaret Mead (1901-1978)
AND THAT

IS HOW CHANGE

HAPPENS.

ONE GESTURE.

ONE PERSON.

ONE MOMENT AT A TIME.
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What does United Way of Cass-Clay do?

We improve lives by activating resources to solve complex community issues and create lasting social change.
WE CHANGE THE WORLD WHEN WE SIMPLY MEET THE NEEDS OF ANOTHER.

-Kristen Welch
Opportunity Matters

Megan Jenson
Community Impact Manager
Thomas Hill
Community Impact Director
BOLD COMMUNITY GOALS

1. Reduce hunger & homelessness
2. Prepare children to succeed
3. Help people be independent
4. Lift people out of poverty

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BOLD COMMUNITY GOALS

1 REDUCE HUNGER & HOMELESSNESS
Reducing Hunger & Homelessness: THE ISSUES

800 individuals are experiencing homelessness on any given night.

Studies found that leaving a person to remain chronically homeless costs taxpayers as much as $30,000 - $50,000 per year.

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Developed and invested in Housing First and provided Housing Navigation to increase access and remove barriers to stable housing for individuals facing homelessness.

Reducing Hunger & Homelessness: THE ACTION

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Reducing Hunger & Homelessness: THE RESULTS

65% of clients self-reported a reduction in overall usage of costly social services.

232 people attained stable housing while in housing programs.

94% of individuals were able to maintain stable housing for 6 months while in programming.
Reducing Hunger & Homelessness: THE RESULTS

Cost reduction savings is an estimated $317,808. This savings amount represents one year of housing for 20 individuals.
BOLD COMMUNITY GOALS

2 PREPARE CHILDREN TO SUCCEED
Preparing Children to Succeed: THE ISSUES

68% OF CHILDREN IN ND AGES 3 AND 4 ARE NOT IN PRE-SCHOOL

55% OF CHILDREN IN MN

STUDENTS WHO READ PROFICIENTLY BY 3RD GRADE ARE 4X MORE LIKELY TO GRADUATE FROM HIGH SCHOOL
Prepared Children to Succeed: THE ACTION

Increased number of children enrolled in quality pre-K programming by 25% throughout the metro from the 2016-2017 to the 2017-2018 school year

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Preparing Children to Succeed: THE RESULTS

459 CHILDREN ENROLLED IN QUALITY SLOTS THROUGHOUT 2017-2018 SCHOOL YEAR WHICH IS AN INCREASE OF 92 CHILDREN FROM THE PREVIOUS YEAR.

95% OF CHILDREN ENROLLED IN PRE-K PROGRAMS DEMONSTRATED AGE-APPROPRIATE SKILLS PREPARING THEM SOCIALLY, EMOTIONALLY AND ACADEMICALLY FOR KINDERGARTEN.
BOLD COMMUNITY GOALS

3 HELP PEOPLE
BE INDEPENDENT
Helping People Be Independent: THE ISSUES

1 in 4 students struggles with mental health issues in North Dakota.

In North Dakota, the number of high school students who have attempted suicide has doubled in the past decade.
I Wish My Teacher Knew.....
“I wish my teacher knew I have to take care of my sister...”

“I wish my teacher knew that my heat for my house is gone because we can’t afford to pay the bill...”

“I wish my teacher knew how it feels to lose all of your stuff...”

“I wish my teacher knew I don’t feel safe without my brother here. I feel scared for next year...”

“I wish my teacher knew that I am going through hard times and don’t know what to do...”

“I wish my teacher knew how my life is at home. If they knew how my life was at home they could see the reasons why I’m not as smart as others...”
Helping People Be Independent: THE ACTION

Collaborated with community-based nonprofit service providers, school districts and corporate partners to provide school-based behavioral and mental health supports in 7 schools.
Helping People Be Independent: THE RESULTS

266 STUDENTS WERE REFERRED AND/OR RECEIVED MENTAL HEALTH SUPPORT WHILE AT SCHOOL THROUGHOUT THE 2017-2018 SCHOOL YEAR

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BOLD COMMUNITY GOALS

4 LIFT PEOPLE OUT OF POVERTY
Lifting People Out of Poverty: THE ISSUES

1 out of 9 local people is living at the poverty level (annual income of $25,100 for a family of 4).

By 2020 we will need an additional 30,000 workers in our community.

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UNITED for Workforce Development
Expansion of Case Managers to Support for Individuals Seeking Job Training Services
Lifting People Out of Poverty: THE RESULTS

71% of individuals obtained living-wage employment within 3 months of completing the program.

19 individuals earned a certificate in CNA or welding.

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We now have the ability to serve up to 200 individuals per year—all across the community.

In just 4 months, 74% of the people served through this partnership are now employed. At places like:
James’ Story

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If you work hard, the sky is the limit. I am so thankful for the support that Amy provided me and am so proud to work at Marvin.

- James, Workforce Development Case Manager Client
BOLD COMMUNITY GOALS

4 LIFT PEOPLE OUT OF POVERTY
Lifting People Out of Poverty: THE ISSUES

In North Dakota & Minnesota, child care is more expensive than college tuition.

Locally (FM area) over 4,200 families have difficulty affording quality child care.

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Lifting People Out of Poverty: THE RESULTS

4 OUT OF 5 CHILDREN WHO RECEIVED SCHOLARSHIPS ARE DEVELOPMENTALLY ON TRACK SOCIALY AND EMOTIONALLY.

117 CHILDREN FROM LOW-INCOME WORKING FAMILIES ACCESSED QUALITY CHILD CARE BECAUSE OF CHILD CARE SCHOLARSHIPS.

AN AVERAGE OF 77 CHILD CARE SCHOLARSHIPS ARE PROVIDED MONTHLY TO LOW-INCOME WORKING FAMILIES.

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We feel incredibly fortunate to be helped by United Way so that my daughter can go to child care and preschool at the YMCA of Cass and Clay Counties. As a working single mom and full-time student at Mstate in Moorhead, without the help, preschool would be out of reach for us financially. My daughter is bright and social and eager to learn.

I want my daughter to have the same opportunities in life as any other kid. I work hard every day towards creating a better life for us. Thanks to United Way, she will not be left behind. Thank you so much for all you do. I hope to be able to pay it forward one day.

- Local parent impacted by United Way Child Care Scholarships
United Way of Cass-Clay
Report to the Community

See how YOU have made a meaningful difference
HOW TO RUN A CAMPAIGN

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PRIOR TO CAMPAIGN

- ECC attends Employee Campaign Coordinator training on August 14th, 2019.
- Establish a campaign goal and campaign strategies with your CEO and United Way representative.
CAMPAIGN TIMELINE

PRIOR TO CAMPAIGN

• Schedule a United Way kick-off event
• Have an Impact Speaker at your campaign kick-off meeting.
  • You can schedule this by emailing Kelley Dickhudt at kdickhudt@unitedwaycassclay.org.
DURING THE CAMPAIGN

- Encourage employees to complete pledge forms.
- Offer incentives for employees to give. (VIP Parking, vacation day, raffle, apparel, lunch, etc.)
- Host special event fundraisers (bake sale) to generate additional campaign contributions.
- ECC provides campaign updates to their United Way representative or United Way Campaign Cabinet volunteer.
AFTER THE CAMPAIGN

• Communicate to last year’s donors who have yet to pledge for the current year.
• Complete campaign envelope.
• Finalize campaign information and turn into United Way.
  • Schedule a time for your United Way representative or United Way Campaign Cabinet volunteer to pick up your packet.
• Drop off your packet at our United Way office
AFTER THE CAMPAIGN

- CEO or senior leadership thank employees for their participation.
- Recognize your employees for their participation. It can be as simple as a “thank you” at a staff meeting.

*Employees like to be recognized by their employer!*

*This is a positive way to encourage leadership and future participation with your campaign!*
CAMPAIGN DETAILS

- What month works for your company?
- LEADERS IN GIVING – levels and importance
- Promote giving early
- How to end the campaign on time
  - Why it’s important to end by December
The Support of Your Campaign Cabinet

• United Way Campaign Cabinet Volunteers
  • Cabinet CEO Calls
    • The importance of the call
  • Cabinet ECC Connects
How do I access the 2018 Campaign Tools?

To access PDF’s of United Way of Cass-Clay materials, brochures, forms, etc. please visit:

www.unitedwaycassclay.org
Campaign Tools section at the bottom
For any questions regarding your company’s campaign or your volunteer experience as an ECC, please contact:

**Travis Christopher**
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Chantel Carlson
Community Engagement Program Manager
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UNITED WAY
EMERGING LEADERS

CONNECT  BUILD SKILLS  VOLUNTEER

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Emerging Leaders Facts

653 Volunteer Experiences

TOTAL HOURS VOLUNTEERED

2,840

$71,824 VALUE OF VOLUNTEER HOURS

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Emerging Leaders Facts

730+ EMERGING LEADERS

REPRESENTING 100+ BUSINESSES

12 Emerging Leader Development & Volunteer Events

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What can you do as an ECC?

• Be an advocate for Emerging Leaders
• Work with Community Engagement Program Manager to educate your staff about Emerging Leaders
• Make Emerging Leaders a feature at campaign kickoff and special events
• Encourage teammates to join if it is the right fit for them
Become an Emerging Leader TODAY!
Email our team at EmergingLeaders@UnitedWayCassClay.org to learn more
Upcoming Events
A DAY IN THE LIFE
A PERSPECTIVE ON POVERTY

MAY 23
8:30-11:00 AM
LIVE UNITED with Hornbacher's

Gobble It Up
$5 Lunch
Have a lunch • Help a family

$5 Lunch Today

Join us for lunch on July 16

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2019 UNITED WAY OF CASS-CLAY

SCHOOL SUPPLY DRIVE

HELP LOCAL STUDENTS GO BACK TO SCHOOL PREPARED TO SUCCEED

AUGUST 1 - AUGUST 13
United Way 2019 Kick Off Event

September 18, 2019
3:30-5:00pm Event
5:00-6:00pm Social
Day of Caring Volunteer Event

Day of Caring

October 10, 2019

In 2018

1,900 Volunteers | 500 Local Seniors Assisted

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United Way
LIVE UNITED Awards & Annual Meeting

March 24, 2020

Check out our list of LIVE UNITED Awards
ECC TRAINING

AUGUST 14, 2019
Fargodome

Lunch provided

SAVE THE DATE

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Questions

What else would you like to know?
Time for a group photo!

Thank you for coming and see you on August 14, 2019 for ECC Training!
THANK YOU