The Power of Community. Realized.
Thank You!

#LIVEUNITEDCassClay  @UnitedWayFargo  @UnitedWayCassClay

Your United Way Resource Development Team

Christie Lewandoski
Resource Development Director

Valerie Fechner
Resource Development Manager

Marisa Pacella
Resource Development Associate
LETS GET SOCIAL...

@UnitedWayFargo
UnitedWayCassClay
#LIVEUNITEDCassClay
#ProudToBeAnECC
Goals for Today’s Training

• Roles and Responsibilities of an ECC
• Review United Way’s 4 BOLD Goals
• Learn more about Emerging Leaders and Leader in Giving opportunities
• Review Campaign Building Blocks
• Learn from other Employee Campaign Coordinators
• HAVE FUN!
Kristi Huber

President & CEO
United Way of Cass-Clay Team
BOLD COMMUNITY GOALS

1. REDUCE HUNGER & HOMELESSNESS
2. PREPARE CHILDREN TO SUCCEED
3. HELP PEOPLE BE INDEPENDENT
4. LIFT PEOPLE OUT OF POVERTY
Networking

Introduce yourself

Share why you selected your BOLD Goal

Share…

1. How long have you been an ECC
2. What are you most excited about as an ECC
3. What the Power of Community. *Realized.* means to you
The Power of Community.

Realized.
Together, let’s raise OVER $6 MILLION!
Thomas Hill
Vice President Community Impact
United Way of Cass-Clay
BOLD COMMUNITY GOALS

1. REDUCE HUNGER & HOMELESSNESS
2. PREPARE CHILDREN TO SUCCEED
3. HELP PEOPLE BE INDEPENDENT
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1. REDUCE HUNGER & HOMELESSNESS
Naomi & her baby Sonja are no longer homeless

Naomi & her baby Sonja are no longer homeless

- Naomi: 24
- Homeless for 3 years, living in shelter
- Gave birth to a baby who was removed from her care
- Overcoming drug addiction
- Committed felony, spent time in jail and was released into homelessness.
- Before she met her Housing Navigator, the barriers seemed impossible for her to overcome
• Naomi now has a place to call home, thanks to her Housing Navigator
• Because Naomi has a safe place to call home she was able to get her baby back.
• Because Naomi has an address to call her own she was able to apply for and gain employment.
• Because her life has become more stable her probation officer released her from probation.
BOLD COMMUNITY GOALS

2 PREPARE CHILDREN TO SUCCEED
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Mark’s daughter Kayla is ready for Kindergarten

- Mark: single dad who works full time job
- Kayla: 4 year old little girl
- Mark struggles to make ends meet on one income
- Worries daughter will not be ready for kindergarten
- Kayla was behind socially, emotionally
- Now Kayla is able to attend a full-time, year-round quality child care facility that is close to where Mark works
- Mark can work, provide for his daughter
- Kayla is getting ready for Kindergarten making new friends and learning skills to prepare her for kindergarten

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BOLD COMMUNITY GOALS

3 HELP PEOPLE BE INDEPENDENT
Nick has access to counseling to help with his mental health.

- Nick: 13 years old
- Lives in Kindred
- Feels isolated & struggles with mental health
- Family doesn’t have good insurance
- Parents both work- difficulty taking time off of work to get him to appointments
- Now has access to counseling at school
- Entire family is able to access services all throughout the year-right at school.
BOLD COMMUNITY GOALS

4 LIFT PEOPLE OUT OF POVERTY
Kristina Hein-Landin

Marketing and Brand Management Director
United Way of Cass-Clay
Once homeless, Jamie became a CNA to help lift her family out of poverty.

Let’s watch Jamie’s story....
2019 United Way Video

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JAMIE’S STORY

United Way of Cass-Clay
Jamie’s Story
United Way Campaign Chairs

2019
Danielle & Ken Paulus
Roers & Bell Bank

2020
Chris Barta
Marvin

2021
Jodi Duncan
Flint Group

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Danielle and Ken Paulus
2019 United Way Campaign Chairs
Roers and Bell Bank
Kenny and Danielle Paulus

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TOP TEN MOST POPULAR 80's movies
10 Things to Know About Kenny and Danielle
1. WE HAVE OUR OWN TOP GUN
KENNY SERVED OUR COUNTRY BY BEING A HELICOPTER PILOT IN IRAQ AND AIRPLANE PILOT IN AFGHANISTAN
2. WE ARE BOTH NDSU GRADS AND HUGE BISON FANS!
3. KENNY LOVES A GOOD COSTUME PARTY

IF ANY OF YOUR COMPANIES HAVE A COSTUME CONTEST.... KEN WILL BE THE FIRST ONE TO DRESS UP
4. NAMASTE IS HOW DANIELLE STAYS HEALTHY

SHE LOVES YOGA & BURPEES!
5. KENNY HAS A GREEN JACKET!

THE 2018 PIZZA MASTERS CHAMPION
6. CARTER PAULUS
LOVES SPORTS, LOVES HUGS, AND IS A GIGANTIC NEW ENGLAND PATRIOTS FAN
7. MIDDLE CHILD MASON
LOVES POKEMON, DETROIT REDWINGS, AND ANYTHING HIS DAD LIKES
8. Grace Paulus

Our surprise baby... she has kept us on our toes ever since. We believe she will rule the world someday.
9. SERVING I LIVE...

OUR COLLEGE MOTTO. THE BLUE KEY NATIONAL HONOR SOCIETY!
10. WE LOVE SUPPORTING THE UNITED WAY

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"Life's most persistent and urgent question is, What are you doing for others?"

- Martin Luther King, Jr
Alone we can do so little.

Together we can do so much.

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Marisa Pacella
Resource Development Associate
United Way of Cass-Clay Team
BREAK TIME!
Chantel Carlson
Senior Community Engagement Program Manager
United Way of Cass-Clay Team
UNITED WAY
EMERGING LEADERS

CONNECT
BUILD SKILLS
VOLUNTEER

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Emerging Leaders
Emerging Leaders

Steps to generate excitement:

1) Ask UWCC team for help!
2) Highlight at company kick off event
3) Host Emerging Leaders event
4) Utilize current Emerging Leaders within your organization
5) Find an Emerging Leaders Champion
Christie Lewandoski
Resource Development Director
United Way of Cass-Clay Team
What is an ECC?

Employee Campaign Coordinator (ECC):

• Coordinates campaign activities and pledging process
• Inspires others within organization to assist in campaign events
• Responsible for finalizing internal company campaign by November 27th
• Motivator within their organization
• Asks for United Way help!
What’s in my Campaign Packet

- What’s in my packet & Who to Contact
- Company Campaign History Report
- Pledge Forms
- Corporate Pledge Form
- Pledge Summary Excel Report
- Campaign Envelope
- Special Event Envelope
- 2019 Campaign Video on USB Drive or DVD (YouTube links available as well!)

Need more supplies? Just ask your Resource Development team!
ECC Handbook: Building Blocks

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Employee Campaign Coordinator (ECC) Handbook
How to bring the Power of Community to your company and lead a great LIVE UNITED Campaign

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unitedwaycassclay.org

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Campaign Building Blocks

1. Use UWCC Resources
   - ECC Handbook
   - Visit unitedwaycassclay.org for campaign tools, best practices and supplies.
   - Ask for additional materials
   - Community Partner list on website

2. Get Management Support & Involvement
   - Schedule a time to meet with leadership to discuss this year's campaign (dates, budget, events, etc.)
   - Ask CEO to speak at kick off meeting(s)
   - Encourage CEO participation during campaign
Campaign Building Blocks

3. Build a Strong Campaign Committee
   • Get help! Recruit a committee or second person to help
   • Delegate events & tasks
   • Keep your committee going year round
   • Say thank you!

4. Set Clear Goals
   • The most successful campaign have measurable goals:
     • Increase contributions or participation
     • 100% pledge form return
     • Add Leaders in Giving goals
Marisa Pacella

Resource Development Associate
United Way of Cass-Clay Team
ECC Panel Participants

Carly Wilson
The Forum

Joy Beeter
Sanford Health

Kelly Edwards
First International Bank and Trust

Robin Christianson
Lakes and Prairies Community Action Partnership
Roundtable Discussion
RoundTable Discussions

**Tables 1-4:** New to Our Team? Join us here!

**Tables 5-10:** Let’s Get Social…Media That Is!

**Tables 12-18:** Be a Hand-raiser for the United Way: Participation through Creative Campaigns

**Tables 19-24:** Beyond the Workplace: Community Engagement
ECC Handbook: Building Blocks

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Employee Campaign Coordinator (ECC) Handbook
How to bring the Power of Community to your company and lead a great LIVE UNITED Campaign

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5. Strengthen Your Leadership & Tocqueville Giving

- Leader in Giving = an individual who contributes $720+ annually
- Challenge employees to bump up their contribution to this level
- Recognize leaders with a “Thank You” event or special gift
- Focus on natural prospects: $500-$719
Campaign Building Blocks

United Way Giving Levels

Invest $300 or more & join a network of community-minded professionals who CONNECT, BUILD SKILLS & VOLUNTEER & gain opportunities to engage with the work of United Way year-round.

Be a Leader in Giving by investing $720 or more & join the largest investor network - you will improve even more lives, solve complex community issues & create lasting social change.

Become a Tocqueville Investor & be recognized as a local philanthropic leader who makes an investment of $10,000 or more to make meaningful difference resulting in a better tomorrow for everyone.

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6. Hold Successful Employee Meetings

- Invite UWCC to speak
  - We will come out multiple times and whenever needed!
- Show United Way campaign video
- Keep them short and focused
- Promote your meeting
  - Incentivize people to attend with food, giveaways or participation awards
7. Make a Successful “Ask”

- Make the connection – *How have they been impacted by UWCC?*
- Utilize UWCC resources to explain how they can make an impact
- Encourage increases in pledging participation
- Say THANK YOU!

8. Encourage Contribution to the Work of UWCC

- Incorporate the **BOLD Goals** in your campaign theme
- Post UWCC information on your organizations newsletter, intranet & emails and social media!
- Impact our Cass-Clay County community
9. Wrap Up Your Campaign

- Collect Pledge Forms
- Who are you missing?
- Fill out Campaign Envelopes (very important)
- Drop off packet at United Way office OR contact United Way when your packet is ready to be picked up!
- Packets are due to United Way by November 27th (before Thanksgiving!)
Campaign Building Blocks

10. Say “Thank You” & Encourage Year-Round Involvement

- Recognize donors
- Show donors who they impact the community
- Write thank you notes or plan a special thank you event
- Provide pledging info to new hires, beyond the campaign timeline
- Distribute volunteer opportunities and promote UWCC events year-round
SAVE THE DATE!

Upcoming Events at United Way of Cass-Clay
SAVE THE DATE
2019 UNITED WAY KICK OFF EVENT
SEPTEMBER 18

3:30-4:30pm Program ● 4:30-5:30pm Social
A DAY IN THE LIFE
A PERSPECTIVE ON POVERTY
October 29

Learn more at unitedwaycassclay.org
UNITED WAY OF CASS-CLAY

DAY OF CARING

THURSDAY, OCTOBER 10, 2019
2:00-4:30PM

#LIVEUNITEDCassClay
Women UNITED Luncheon
- Thursday, November 5
- Speaker will be announced and registration Opens August 21

LIVE UNITED T-SHIRT DAY
- Friday, November 9
Need a LIVE UNITED Tshirt?

Order your LIVE UNITED Tshirts at FargoStuff.com
Next Steps!
Campaign Reminders

- **Campaign Deadline:**
  - Let United Way know when your campaign will start/end
  - Please return all completed packets by Thanksgiving
  - Request an Impact Speaker – *We WILL come out multiple times*

- **Contact the Resource Development team if you have questions/need additional supplies**

- **Visit our website for campaign tools**
  - “Download Campaign Tools” – bottom of home page
Campaign Reminders

- Take your campaign packets back to your organizations
- Select your campaign timeline and set up your kick off meeting. Keep in touch with United Way throughout your campaign.
- Ask questions and ask for help!
- Share successes and challenges
THANK YOU!
Questions?

Come find a United Way team member!
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