Thank You

Dear Employee Campaign Coordinators,

First, I want to say thank you! Thank you for giving of your time and energy to help people in need in our communities. As United Way volunteers, you play a critical role in inspiring our community to raise the dollars needed for our Bold Goals that help thousands of individuals and families across Cass and Clay counties.

Seeing children’s eyes light up when they get a new backpack, viewing stories like Jamie’s, reading about new services like TapRide helping people get to work who couldn’t before – every story has a person, one of our neighbors, at the root whose life is changed. I can’t think of a better reason to do what we do together.

On behalf of United Way of Cass-Clay, thank you for being a proud Employee Campaign Coordinator. We are grateful for the leadership, talent and energy you bring and we could not do this without you. You are changing the community for the better, and we appreciate you!

Sincerely,

Chris Barta
Marvin
Volunteer Campaign Chair

Kristi Huber
United Way of Cass-Clay
President & CEO

KEY DATES

- **July 30, August 3-4**: ECC Training
- **August 4-6**: Pick up your packet from United Way office
- **September 2**: Community Kickoff Event
- **November 5**: Women UNITED Luncheon & Silent Auction
- **November 13**: LIVE UNITED T-Shirt Day
- **November 25**: Campaigns finalized and turned into United Way
- **March 2021**: LIVE UNITED Awards & Annual Meeting

Stay up to date with the latest event information at unitedwaycassclay.org
Some of you might know us really well. Some of you might just be getting to know us. Either way, we are so grateful for your partnership and we look forward to getting to know you even better over the coming months. Below is a snapshot of some of the important things we’d like to share with you.

WHAT UNITED WAY DOES IN 15 SECONDS

United Way of Cass-Clay works to understand and solve our biggest challenges.

By uniting partners, volunteers and donors we create a better tomorrow for everyone.

LOCAL AND MEANINGFUL

When people support United Way, their dollars stay right here in our community and go to tackling our community’s biggest challenges. We call them our Bold Goals. They are the four areas of biggest opportunity in our community that will help make healthy and strong families and communities.

**Bold Goal 1**
Reduce Hunger and Homelessness

**Bold Goal 2**
Prepare Children To Succeed

**Bold Goal 3**
Help People Be Independent

**Bold Goal 4**
Lift People Out Of Poverty
INVESTMENTS MAKE ALL THE DIFFERENCE

As a donor and a volunteer, your impact is felt by our neighbors right here in Cass and Clay counties. When we UNITE, we create the change our community needs. We find solutions to our biggest challenges. We become unstoppable.

**TIP:** By following United Way on social media, you will get stories and articles about how our work is impacting the future of our local community.

<table>
<thead>
<tr>
<th><strong>Examples of Your Impact</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1 A WEEK</strong></td>
</tr>
<tr>
<td>$52 Annually</td>
</tr>
<tr>
<td>Be a Community Builder</td>
</tr>
<tr>
<td><strong>$14 A WEEK</strong></td>
</tr>
<tr>
<td>$720 Annually</td>
</tr>
<tr>
<td>Prevent 1 family from becoming homeless</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Provides:</strong></th>
<th><strong>Our Commitment to You</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 nights of stable housing for a parent and child</td>
<td>Stories of your dollars at work</td>
</tr>
<tr>
<td>2 students receive a year of school supplies</td>
<td>Event and volunteer communication</td>
</tr>
<tr>
<td>2 children food every weekend for a year</td>
<td>Access to Emerging Leaders Program</td>
</tr>
<tr>
<td>2 seniors with services to remain independent</td>
<td>Stories of your dollars at work</td>
</tr>
<tr>
<td>Prevent 1 family from becoming homeless</td>
<td>Event and volunteer communication</td>
</tr>
<tr>
<td>1 child mental health services for a year</td>
<td>Access to Emerging Leaders Program</td>
</tr>
<tr>
<td>4 students supported to read by 3rd grade</td>
<td>Special events and volunteer opportunities</td>
</tr>
<tr>
<td>Prevent 3 families from becoming homeless</td>
<td>Stories about lives you’ve helped change</td>
</tr>
<tr>
<td>5 months of child care for a working family</td>
<td>Updates on issues your dollars are supporting</td>
</tr>
<tr>
<td>Job training for a Certified Nursing Assistant</td>
<td>Exclusive updates from our President &amp; CEO</td>
</tr>
</tbody>
</table>

Our Commitment to You:

- Be a Community Builder
- Be a Leader in Giving
- Be a Leader in Giving at a Silver, Gold or Platinum Level

![ECC Toolkit - 3](#)
Naomi is a 24-year-old mom to two beautiful children, a daughter, a friend and a member of our community. Naomi struggled with addiction which led to spending time in jail and losing custody of her son Wyatt. After her release, Naomi struggled with homelessness for several years – living in shelters and in what seemed like a never-ending cycle. While homeless she gave birth to her second child, a daughter Sonja. Shortly afterward, she also lost custody of her daughter. The barriers and hurdles seemed impossible to overcome.

Naomi wanted better for her life and the lives of her children. She wanted to provide her children a home, food, love and opportunities. Thanks to the help and support of a Housing Navigator made possible by United Way and through her own hard work and dedication, Naomi was able to get an apartment, obtain stable employment and ultimately regain custody of her daughter Sonja. As her life became more stable, she was able to work with her probation officer to be released from probation, and is now working on reuniting with her son Wyatt.

Your partnership with the United Way provides children like Sonja and Wyatt the opportunities to have stable, loving homes with their parents. Children of homeless situations are 4x more likely to become homeless themselves as adults. By stopping the cycle with Naomi, we provide bright futures for Sonja and Wyatt.

Ryan goes to work each day in the Fargo Industrial Park. That sounds like a simple task. But for Ryan, this is an opportunity not possible just a year ago. When Ryan was in elementary school, he was diagnosed with a condition that caused him to have seizures. Now as an adult, it may be unsafe for him to operate a vehicle and therefore his job opportunities were limited.

Thanks to a partnership led by United Way, people like Ryan have the opportunity for reliable transportation to thousands of jobs via a MATBUS app called TapRide. This innovative technology provides on-demand bus service from numerous points across Fargo to the Fargo Industrial Park through the use of a simple App. Giving our neighbors with limited transportation this new service allows them increased job opportunities and wages to support themselves and their families. Today, Ryan is a proud and hard-working employee at Cardinal IG - Fargo.
Our Emerging Leaders program brings together community-minded professionals who work together to give, connect, build skills and volunteer to lead the change for a better tomorrow for our community. As an ECC, you can help by understanding the benefits of the program and encourage enrollment. Below is some key information about the program.

**WHY YOU SHOULD JOIN**

- Grow professionally and personally with exclusive leadership-based programming led by influential community leaders
- Network and create connections that will inspire you and give you the tools you need to continue on your path of personal and professional growth
- Help our neighbors most in need through exclusive invitations to hands-on volunteer opportunities
- See our community through a new perspective, and understand how you can be involved to make a difference

**JOIN TODAY**

Being a member provides you with so many unique opportunities to connect, grow, learn and maximize your impact in our community. We would love to have you! There are just two things you need to do:

1. Invest at least $300 annually in United Way – that is less than $6 a week.
2. Volunteer 8 hours of your time annually at United Way-led events and/or your own volunteer endeavors.

**LEARN MORE**

Email a member of our team at emergingleaders@unitedwaycassclay.org

"Being involved with United Way and Emerging Leaders for the past 3 years has filled my bucket more than I can imagine. Through the various events, seminars and opportunities I have gained a greater perspective for our community and the importance of investing in our community through the four Bold Goals. I’ve realized that there are various circumstances that impact an individual’s life and as a community, together we can bring awareness and tackle the root causes."

– Karissa Hofer, Discovery Benefits – a WEX Company
YOUR IMPORTANT ROLE

WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?
Employee Campaign Coordinators are enthusiastic, knowledgeable volunteers who utilize their talents and energy to inspire and rally those around them to give and help their neighbors through United Way.

NOT JUST WHAT YOU GIVE, IT’S WHAT YOU GET.
- Directly impact people in need and shape the future of our community
- Develop leadership and communication skills
- Build connections among your teammates, fellow ECCs and community leaders
- Work with your company’s leadership to influence your company
- Have an impressive volunteer experience you can add to your list of accomplishments on applications and resumes

WHAT IS A CAMPAIGN CABINET VOLUNTEER?
The Campaign Cabinet is made up of dedicated, zealous volunteers who provide guidance and assistance to ECC’s to ensure confident, consistent campaigns. If you need assistance, feel free to reach out to your Campaign Cabinet volunteer.

My Campaign Cabinet volunteer is: ______________________
If you are a Top 50 Most Generous Workplace, you work directly with a member of our team.

BEST PRACTICES
- Share throughout your company how United Way is helping our community
- Utilize your talents and energy to rally those around you to create a better tomorrow for everyone
- Plan and execute the United Way campaign for your company
- Partner with leadership to encourage giving at your company
- Encourage your coworkers to get involved and attend United Way events
- Invite your coworkers to the Community Kick Off Event on September 2
- Network and connect with your Campaign Cabinet Volunteer for support, guidance and helpful tips
- Flex your leadership muscle and have fun while making a significant impact in the community where you work, live and call home

STAY CONNECTED
- Join us on the United Way Water Cooler Chat Facebook group.
- Be on the lookout for emails from our team called ECC Exchange.
- Check out our website at unitedwaycassclay.org.
- Reach out to our United Way team any time - we would love to hear from you.
CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN

• Attend ECC Training
• Get social with us! Join the United Way Water Cooler Chat Facebook Group for exclusive updates and tips.
• Get your campaign packet! Make sure you have one, as it is essential to your success.
• Plan your company’s campaign kickoff meeting or event – in-person or virtual.
• Set a goal for gifts and participation with your leadership team.
• Paper or e-pledge? Work with our team to determine your pledge tool.
• Connect with your Campaign Cabinet volunteer to discuss your campaign timeline and planning. They’ll reach out to you by August 7.
• Create a campaign timeline with steps, dates, and details.
• Once you’ve determined your timeline, invite and encourage your leadership to play a key role at the events and meetings.
• Schedule a United Way speaker to present to your employees during your in-person or virtual company kickoff meeting or event.
• Plan special events.
• Secure items, experiences and/or prizes to incentivize giving.
• Market your campaign to your team! Send encouraging messages and updates to inspire them to get involved.

TIP: Doing a practice test run of your virtual kickoff and special events can prepare you to rally your employees.

DURING THE CAMPAIGN

• Inspire others. Be a role model, and make your United Way investment!
• Lead your company’s campaign kickoff and campaign events.
• Distribute paper pledge forms or facilitate ePledge (electronic giving.) Make sure your coworkers receive the invitation to give.

DURING THE CAMPAIGN CONTINUED

• Follow-up with investors that gave last year but haven’t this year and encourage them to help their community.
• Send reminders to your team about the campaign. We’ve created reminder emails for you!
• Communicate with leadership to encourage a corporate gift.
• Stay connected to us, your Campaign Cabinet Volunteer and your fellow ECCs through United Way Water Cooler Chat Facebook Group.

TIP: You can turn in checks and cash throughout your campaign! Investors appreciate checks being cashed in a timely manner.

AFTER THE CAMPAIGN

• Collect pledge forms or wrap up ePledge.
• Report final results and turn in packets to United Way by Wednesday, Nov. 25.
• Thank your campaign committee (if you have one) and employees that gave.
• Take a few minutes to jot down ideas for next year’s campaign – you can never start planning too early!
• Be on the lookout for the Employee Campaign Coordinator survey, we’d love your feedback.

THROUGHOUT THE YEAR

• Attend and promote United Way volunteer opportunities and events.
• Enjoy reading the ECC Exchange emails and share information with your teams.
• Keep in touch with us through the Facebook page.

TIP: Include United Way materials in your employee onboarding process. This is a great to expose your new team members to your company culture of giving back.

Additional resources are available at unitedwaycassclay.org, under “Download Campaign Tools” at the bottom of the page.
**TIPS FOR SUCCESS**

**Work With Others**

To have the most successful campaign possible, include others.

- **Involve leadership.** Leadership support is crucial to a successful campaign. Invite them to play a role at your campaign kickoff, share a video message, ask for their advice, brainstorm incentives together, encourage them personally thank donors... the possibilities are endless!
- **Campaign Cabinet Volunteer.** Each campaign is assigned a volunteer to assist you with your campaign. Reach out to them with questions or if you need to brainstorm!
- **United Way team.** We're always here to support you. Reach out to us with any questions!
- **Engage with others.** Join the United Way Water Cooler Chat Facebook Group so you can connect and share with your fellow volunteers.
- **Campaign Committee.** Many of our companies have committees to help plan and implement the campaign. Even just adding a partner to your planning can take your campaign to the next level.

**Generate Excitement**

Not only do you get to support our local community, but you get to have fun while doing it!

- **Pick a theme.** Themes help create excitement and energy for the campaign and are used to help drive results. Virtual campaigns should have themes too!
- **Leadership announcement.** Have a member of your leadership team send a letter or video message to the team announcing the campaign and asking for their support.
- **Announce incentives.** Many companies provide incentives tied to their campaign goals. A large budget is not necessary for incentives. Many are free and still appealing to employees.
- **Kick-off with United Way speaker.** Bringing in a United Way team member to speak at your Kick-off has been proven to make campaigns more successful. We offer a virtual option as well. Schedule your Kick-Off presentation with us today!
- **Show the campaign video.** The campaign video is a great tool to raise awareness of our work.
- **Promote any corporate match, corporate gifts or other incentives to increase contributions.**

**Spread the Word**

Share how an investment in United Way can provide hope for a better tomorrow.

- **What’s your why?** Share why you invest and volunteer with United Way.
- **Explain the purpose of United Way.** Use the United Way elevator pitch on page 2 to talk about United Way.
- **Ask coworkers to join you.** Ask your team to consider serving as a Leader in Giving (which starts at just $14/week or $720/year) or an Emerging Leader (which starts at just $6/week or $300/year).
- **Ask your leadership to join you.** Ask your business to provide a corporate contribution to United Way or an employee matching gift to help incentivize giving!
- **Be thoughtful in your communication.** Creating a timeline can ensure you are consolidating and being clear.
- **It's about your neighbors.** The work you are doing results in helping children and families in need. Remembering them when you are asking for donations is a great way to find inspiration and purpose.

**Gratitude is the Best Attitude**

We could not do this without everyone’s support. Help us spread the message of gratitude.

- **Invite United Way at any point in the year to share success stories and say thank you to your team.**
- **Send a thank you letter, video message, or e-card from leadership to the team.**
- **Highlight investors on your company’s intranet or through an email to your team.**
- **Plan a United Way celebration event to unveil your campaign results and thank your team.**
- **Give back year-round through our many volunteer opportunities.**
- **Say thank you.** Regardless of what the donor decides, thank them for their time. Remind that any gift is appreciated and makes a difference.

Have your Campaign Committee make individuals asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well.
PLANNING YOUR CAMPAIGN

CONSIDER THESE QUESTIONS AS YOU PLAN YOUR 2020 CAMPAIGN:

☐ What were highlights of the 2019 campaign?
☐ What elements of past campaigns have your employees enjoyed?
☐ When was the campaign last year? Did these dates work well?
☐ What type (in-person, virtual, combination) of campaign is best for your company?
☐ What ideas do I have this year? Themes? Events?
☐ What are some areas of opportunity for your campaign?
☐ Who can help me create a successful campaign?
☐ What are some possible challenges I might face this year?

2020 GOAL:

LAST YEAR’S RESULTS:

LAST YEAR’S PARTICIPATION:

WORKSPACE
This year has changed how we work, go to school, shop, and socialize. We recognize this may also affect you this fall. Below are some things to consider to maximize your virtual campaign.

**S** Short & Sweet
Virtual campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

**O** Overall Goals
Clearly state your goals – dollars raised, number of participants, average donation, volunteer hours.
Post the goals where the whole team has access, like the intranet or an email. You know your team best!

**C** Communication
A picture is worth a thousand words. Use photos or videos when possible in your communication and storytelling. You can find this material on our Facebook page or our website. This helps connect people to the mission.

**I** Impact
Provide impact equations – what does my donation do at various levels? See page 3.

**A** Accelerate Success with Games
No need to completely re-think special events – take them online! Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.
• Daily prizes, gaming tournaments, trivia, raffles, are a great way to keep people connected.
• Encourage employees to participate in virtual volunteer opportunities on their own, or as a company.
• Host a Zoom kickoff for employees to hear from company and campaign leadership.
• Have a virtual silent auction with prizes like gift cards or lunch with the CEO.
• Host a virtual day of impact.
If possible, consider having in person events once the campaign is launched to promote donation options and have a little fun. Popular events include jeans days, silent auctions and bingo.

**L** Live Updates on Goal Progression
Celebrate your wins. Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.

*TIP:* Record a video from your leadership team to be share via email or Intranet to all employees. United Way speakers are also available to talk about the impact of investments through virtual meeting platforms, like Zoom or GoToMeeting.
MORE WAYS TO GET INVOLVED

There are so many ways to get involved and volunteer at your company.

LITERACY KITS
Are you looking for a fun volunteer opportunity for your business? Get your team together and host a literacy kit volunteer event at your workplace! This activity is building literacy kits for use by pre-kindergartners to ensure they have the critical skills needed to start school. They include At Home Reading Tips and Tricks, Roll-A-Word Dice Game, Lacing Card Activity, Letter Matching Activity and an Age-Appropriate Book. All kits are then distributed to local children in Cass and Clay counties.

HOST A POVERTY SIMULATION
This event is an interactive immersion experience that depicts real-life scenarios faced by many of the families living in poverty in Cass and Clay Counties who are sometimes one paycheck away from homelessness or crisis.

During this experience, you will take on the identity of someone in poverty. You and your family will work together to sustain yourself as you live a month in poverty. You will be surrounded by a community of others experiencing their own challenges and given personal and community resources like schools, banks, and grocery stores.

These are real-life situations that people face every single day in our community. You’ll experience what a day in the life for those in our community facing poverty is like and learn what you can do to help.

ENCOURAGEMENT CARDS
Do you remember a time you received a note from someone that inspired you? We know that positive peer interactions encourage greater growth in child and youth development areas such as self-management, interpersonal skills, and positive mindsets.

Our goal is to give each student that receives school supplies this year at our School Supply Drive an “Encouragement Card”. Your company can help fill out cards that will be tucked right inside their backpack.

If you are interested in hosting one of these activities and would like more information, please contact Erica Nygaard at enygaard@unitedwaycassclay.org or call 701-237-5050.
COMMON QUESTIONS

Why should I request a United Way speaker for my kick off?
A United Way speaker, either virtual or in-person, will help to illustrate the needs of the community and how the work of United Way of Cass-Clay is impacting our community. New this year, we will be offering virtual kick-off videos. Please email Valerie at vfechner@unitedwaycassclay.org to request a speaker. We will come out any time, night or day.

What is a United Way packet and where can I get mine?
Your campaign packet will contain everything you need to plan and implement a successful campaign. Didn't receive yours by August 14? Reach out to us right away.

Is there a way for me to collaborate with other ECCs and share ideas?
Yes! Please join us on our United Way Water Cooler Chat Facebook Group to communicate with other volunteers, get exclusive access to information, and to hear tips and tricks.

Who is my Campaign Cabinet volunteer?
Cabinet Volunteers are a great resource for you! If your Cabinet Volunteer hasn’t reached out by August 7, please contact us. We’d be happy to connect the two of you!

Can I turn in checks and cash throughout our campaign to United Way?
Yes! In fact, we highly encourage you to turn in checks and cash throughout your campaign. Please contact your Campaign Cabinet volunteer or reach out to us if you’d like someone to pick it up. Otherwise, you can drop it off at our office.

When should I turn my packet in?
Please turn your packet in within a week of the completion of your campaign. The deadline to turn in your packet is November 25. Please contact your Campaign Cabinet volunteer or reach out to us if you’d like someone to pick it up. You can also drop it off at our office.

Given current events, can we still do special events?
Absolutely. Be creative! We are always amazed at the great ideas the ECC team comes up with. Check out our ECC Campaign Ideas Handout for virtual ideas and tips.

YOUR RESOURCE DEVELOPMENT TEAM
We are here to help anytime with any questions, concerns or feedback.

Christie Lewandoski
Resource Development Director
clewandoski@unitedwaycassclay.org

Valerie Fechner
Resource Development Manager
vfechner@unitedwaycassclay.org

Marisa Pacella
Resource Development Associate
mpacella@unitedwaycassclay.org