



Kerr United

CAMPAIGN LEADERS' RESOURCES



CAMPAIGN BEST PRACTICES

COMMITTED CEO

- ① Donates at the leadership level.
- ② Personally asks the internal campaign leader to lead effort.
- ③ Provides time, support, and resources to the campaign committee.
- ④ Provides time and personal visible support to an employee meeting.

COMMITTED CAMPAIGN LEADER

Leader gives own involvement with time and personal gift.

COMMITTED CAMPAIGN STRUCTURE

This could be in the form of campaign committee representing all departments or a small group of fellow associates to help with the activities.

COMMITTED AND INFORMED LEADERSHIP/MANAGEMENT TEAM

This could be a short presentation to the leadership team by the CEO and a United Way representative during a regular leadership team meeting. Team leaders should be asked to give at this meeting.

GROUP MEETING

- ① Set a time where the CEO/management can endorse the company's involvement with the campaign.
- ② Invite United Way representative to speak about the impact of donations.
- ③ Campaign leader explains campaign activities and how to donate.
- ④ Inform employees about Giving Guide (donate value of one hour of their time each month).

ENSURE ALL EMPLOYEES ARE CONTACTED AND ASKED TO PARTICIPATE

Through email, printed materials, or group presentations.

THANK/ RECOGNIZE THOSE WHO HELP MAKE THE CAMPAIGN A SUCCESS

Examples: Thank you lunch, recognize departments, pass out incentive gifts, CEO sends out thank you notes.

ENCOURAGE ENGAGEMENT THROUGHOUT THE YEAR

Examples: New hires can sign up for payroll deduction, Giving Tuesday, Food Drives, Coat Drives, and other volunteer activities.

PLANNING YOUR EMPLOYEE GIVING CAMPAIGN

Thank you for partnering with United Way! This is a suggested timeline and checklist for Campaign Leaders as you plan your employee campaign.

3-4 MONTHS BEFORE CAMPAIGN

- United Way may reach out to you to help us schedule a Campaign CEO visit before your campaign. A United Way board member will visit your CEO or leadership to discuss how they can support the campaign.

2-3 MONTHS BEFORE CAMPAIGN

- Meet with United Way staff to discuss the plan for your campaign.
- Recruit your campaign committee or department representatives.
- Plan your kick-off event, campaign dates, and thank you's for donors.
- Plan activities and incentives.

1 MONTH BEFORE CAMPAIGN

- Schedule a leadership/manager meeting to introduce the campaign.
- Create your communication plan to share information about the campaign with your employees.
- Work with United Way to gather stories, photos, or videos for your communications.
- Schedule group presentations with a United Way representative.

1-2 WEEKS BEFORE CAMPAIGN

- Confirm your website for collecting payroll deduction sign-ups is up to date.
- Pick up United Way pledge forms or handouts, if needed.

DURING CAMPAIGN

- Ask all employees to give during group meetings and/or email communication.
- Share United Way videos and stories as you remind employees to donate.
- Keep the hype going by offering incentives and updating the team on progress towards your goal.
- Take photos at your campaign events and tag @UnitedWayKerr or #UnitedWayKerr. United Way can also spotlight your team on social media!

AFTER CAMPAIGN

- Confirm payroll deduction sign-ups and totals with United Way. If cash, checks, or paper pledge forms were collected, arrange a time to review.
- Share the results and thank employees for donating.
- Ensure payroll deduction signup information is sent to your company's payroll staff.
- Meet with your committee to review the results and evaluate your plans for next year.

YEARROUND PARTNERSHIPS

- Invite new hires to sign up for payroll donations during employee orientation.
- Mark your calendars for Giving Tuesday, Workplace Program, Campaign Kickoff and other events.
- Stay connected with United Way for service opportunities and updates on how your donations support our community.





WHAT DOES UNITED WAY DO?

Kerr County United Way supports Kerr County in four focus areas



WHAT IS UNITED LEARNERS?

United Learners is an education initiative with a strong emphasis on education for the entire family. Donations support programs like: GED Classes, ESL Classes, parenting classes, after-school and summer learning programs and youth mentoring.

WHAT IS UNITED LEGACY?

United Legacy is a building initiative will help the community now and in the future. Donations support programs for community emergencies, the veteran and aging population and future community services.

WHAT IS UNITED SUPPORT?

United Support is a stability initiative helps individuals and families get back on their feet. Donations support programs like the 2-1-1 Texas information line, food needs, affordable healthcare referral and programs to help alleviate stress on the individual or family.

WHAT IS UNITED STRONG?

United Strong is a health and wellness initiative that supports individuals and families. Donations support services like: Trainings for parent and teachers, parent support specialists with postpartum resources, and mental health treatment services through our partner agencies.

HOW IS MY DONATION USED? WHAT PERCENT OF MY DONATION GOES TO THE PROGRAM?

100% of your donations to Kerr County United Way goes directly to support local programs in Kerr County.

Donations are used wherever they are needed most in the community to support education, health, and stability through United Way partner agencies.

HOW CAN I RECEIVE ASSISTANCE?

If you or a loved one are looking for food, healthcare, housing assistance, etc. call 2-1-1 Texas or visit their website at 211Texas.org.

If you would like to access free resources visit KerrUW.org to learn more from our partner agencies.

HOW TO RUN AN ONLINE CAMPAIGN



- 1 Hold the Campaign Kick-off by setting up an employee video call. Invite all employees to join online. Be sure to invite your CEO or senior leadership to share why they give.
- 2 Invite a United Way Representative to speak about how donations help the community during your kick-off call or other team meetings.
- 3 If applicable, ask United Way to set up an online giving website to collect donations in place of pledge forms and cash donations.
- 4 After the kick-off, send an email to employees with directions of how to donate, a message from a senior leader asking employees to donate, and information about United Way.
- 5 Provide employees with additional information about United Way through printed materials or other employee communication methods (intranet, screensavers, message boards, etc...).
- 6 Share United Way YouTube videos through email communications throughout the campaign (Ask your United Way for videos).
- 7 Invite employees to participate in online activities to help them learn about United Way. Offer small prizes as an incentive for those who donate and play.
 - **United Way Trivia**
United Way trivia is a set of 8-10 questions about United Way and its partner agencies. We will provide the document with the questions and answers so that you can send them out via email to your employees.
 - **Bingo-United Way Addition**
This activity is designed to help your employees get to know United Way by accomplishing tasks that inform them more about the United Way. Once someone completes BINGO or blackout, they can receive a prize or be entered to win. Contact the United Way office to see what swag they might have for you.



CAMPAIGN ONLINE ACTIVITIES

UNITED WAY TRIVIA

1 Q: What does UNITED WAY address to help people Worldwide?

A: Education, Health, and Income

2 Q: What are the four focus areas within United Way and how do they help families?

A: United Learners (education), United Legacy (basic needs & community services), United Strong (health & wellness), and United Support (stability)

3 Q: What is the Dietert Center?

A: This center offers meals, clubs, services, and volunteering opportunities for seniors in the community.

4 Q: Name 3 United Way Partner Agencies.
(Visit kerruw.org)

5 Q: Where in Kerrville can you get a free meal?

A. The Salvation Army, The Dietert Center, or Christian Assistance Ministry Food Bank

6 Q: What are three services that Any Baby Can offer?
(anybabycansa.org)

A: Autism Services, Case Management, Prescription Assistance, Infant & Child Loss, Sibling Support and Enrollment.

7 Q: Christian Assistance Ministry served ____ families last year? (See www.kerrcam.com)

- a. **8646**
- b. 2312
- c. 536
- d. 1964

8 Q: How much money did the United Way bring to the Community? (See kerruw.org)

A: \$210,000

9 What is the number 1 need from 2-1-1 clients, out of these top five?

- 1. **Housing**
- 2. Food Assistance
- 3. Utilities
- 4. Income
- 5. Mental Health

10 How many people were impact by United Way partners? (See kerruw.org)

- a. **48,025**
- b. 25,780
- c. 45,635
- d. 15,670

Bold=Correct answer

CAMPAIGN ONLINE ACTIVITIES

UNITED WAY BINGO

FOLLOWED
@UNITEDWAYKERR
ON INSTAGRAM

SIGNED UP
FOR THE UNITED
WAY EMAIL
NEWSLETTER

DONATED TO
UNITED WAY OR A
LOCAL CHARITY

VISITED UNITED
WAY WEBSITE

SHARE WHY YOU
SUPPORT UNITED WAY
ON INSTAGRAM
#UNITEDWAYKERR

FREE
SPACE

FOLLOWED
UNITED WAY ON
FACEBOOK

SENT AN
ENCOURAGING
MESSAGE TO
A LOVED ONE

READ A
BOOK TO A
CHILD IN
YOUR LIFE

FOLLOWED
UNITED WAY ON
TWITTER

FREE
SPACE

VISITED
211TEXAS.ORG

ENCOURAGED
A COWORKER
TO DONATE TO
UNITED WAY

WATCHED A
UNITED WAY
VIDEO

"PASSED IT
ON" IN MY
COMMUNITY

DONATED TO A
LOCAL CHARITY OR
UNITED WAY ON
GIVING TUESDAY

NEW HIRES PROGRAM WITH UNITED WAY

Your support for United Way of Kerr County funds childhood education, youth emotional health, and family financial stability in our local community.

WHAT IS THE NEW HIRES PROGRAM?

One way to increase employee engagement at your company and support our community is by starting a New Hires Program to encourage recently hired employees to sign up for payroll deduction donation to United Way. A New Hires Program is a powerful addition to your annual campaign and can be especially helpful for companies who hire employees throughout the year.

HOW DO I IMPLEMENT A NEW HIRES PROGRAM?

To set up a successful New Hires Program as part of your campaign:

1. Confirm with your company's HR or payroll, that new employees can sign up for payroll deduction donations and when those new donations will start being deducted.
2. Determine the best way to capture employee pledges. Ask United Way for paper pledge forms or an online pledge site that can be open all year.
3. In your new employee welcome packet or emails include information about United Way such as
 - a. Directions on how to sign up for payroll deduction or make a onetime donation. Include a QR code or link to allow employees to sign up easily or include a paper pledge form.
 - b. United Way campaign flyers and materials (can be requested from United Way)
 - c. A letter from the CEO inviting employees to give and sharing by your company supports community giving
4. During an employee orientation show United Way videos or allow the campaign leader or other company leadership to speak why your company supports the community. Be sure to point out materials in the packet and how employees can sign up to give.
5. Create a timeline to follow up with employees after orientation to remind them to sign up by a certain time.
6. Provide both your HR/payroll team and United Way with the pledge forms new employees filled out. If you asked United Way to run your online pledging system, discuss with your United Way rep the timeline to review these pledges and send to your company payroll.
7. Thank your employees for participating.

WHAT INFORMATION SHOULD I SHARE WITH NEW EMPLOYEES?

What does United Way do?

Kerr County United Way supports Kerr County in four focus areas:



How are your donations used?

100% of your donations to Kerr County United Way goes directly to support local programs in Kerr County. If you direct your gift to a United Way partner agency or other nonprofit, 100% of your donation is directed to that organization. Donations not directed to another nonprofit are used wherever they are needed most in the community to support education, health, community and financial stability through United Way programs and partner agencies.

Share a Video

Visit the Kerr County United Way website or YouTube Channel to share a variety of videos about how United Way and employee donations make a difference.

Welcome Letter

This is a customizable letter that can come from the CEO of your company or the Executive Director of Kerr County United Way.

NEW HIRES PROGRAM WITH UNITED WAY



United Way has a sample letter you can use to welcome new employees:

Dear (PERSONALIZE),

Welcome to (COMPANY NAME)! You are joining a company committed to the well-being of our shared community. We are so grateful to be a strong partner with United Way. Together, we are mobilizing your colleagues' caring power to change lives throughout Kerr County.

You can be a part of the meaningful and lasting change (COMPANY NAME) is striving for in our community through partnership with United Way.

One way you can get involved, is by signing up for a simple payroll deduction donation to United Way. No matter the size, your donation will change lives. With just a few dollars per paycheck you can improve education, health, community, and stability here in Kerr County. For example, your donations can provide the following:

***\$20/paycheck (26 weeks)** provides counseling for up to two years*

***\$10/paycheck (26 weeks)** can provide 1 week of full time after school care for 1 child.*

***\$5/paycheck (26 weeks)** can provide 40 comfort kits containing toiletries for disaster victims who have lost their home.*

***\$2/paycheck (26 weeks)** can provide 2 people food for 5 days*

Sign up for a payroll deduction donation to a cause you care about, **KERR UNITED**.

You are a member of an organization that is part of the positive change in our community. Join us as we work together toward a Kerr County where everyone can succeed in school, work, and life.

Sincerely,

(President & CEO)
(COMPANY NAME)

UNITED WAY BUILDS STRONGER OPPORTUNITIES



Eric & His Family Have Opportunity to Thrive



United Way brings people together to build equitable communities where everyone can get a quality education, good job, and live a healthy life.



Let's Go!



A QUALITY EARLY CHILDHOOD PROGRAM PUTS ERIC ON THE RIGHT PATH



COMMUNITY FOOD PROGRAMS HELP ERIC AND HIS FAMILY EAT HEALTHY



ERIC AND HIS FAMILY RECEIVE GOOD HEALTH CARE



ERIC'S FAMILY GETS FREE TAX HELP, KEEPING MORE INCOME



ERIC'S PARENTS GET JOB TRAINING AND COACHING, AND BETTER JOBS

QUALITY AFTERSCHOOL & SUMMER PROGRAMS SUPPORT ERIC'S DEVELOPMENT



ERIC EARNS HIS HIGH SCHOOL DIPLOMA



ERIC IS PREPARED FOR COLLEGE & CAREER OPPORTUNITIES



ERIC'S FAMILY VOLUNTEERS TO HELP THEIR NEIGHBORS



The next Eric's & Ericas begin their journey...



We All Win!

When we reach out a hand to one, we improve the condition of all.

INVESTING IN YOUR COMMUNITY

LIVE UNITED™

With global reach and local impact, United Way makes life better for 48 million people every year. But we don't do it alone. People like you -- in nearly 1,100 United Ways across 37 countries -- are investing their own neighborhoods. Your weekly contribution can make a big difference to your neighbors. **Let's all Live United!**

WHAT CAN YOUR DONATION DO?



A **\$5 CUP**
of coffee

OR



10 SCHOOL READINESS KITS
for preschoolers



A **\$10 MOVIE**
on a streaming
service

OR



30 DAYS OF UTILITY PAYMENTS
for a mom who's lost her job



A **\$20 LARGE**
specialty pizza

OR



A YEAR-LONG AFTER-SCHOOL PROGRAM
for a struggling student



\$50
for 5 ride shares

OR



JOB COACHING FOR 6 VETERANS



A **\$100**
date night

OR



HELPING 1,200 LOW-INCOME STUDENTS
prep for college admission tests



DONATE



KERR COUNTY UNITED WAY

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(830) 895-1555

www.KerrUW.org