WE NEED YOU NOW MORE THAN EVER!

Workplace campaigns offer employees the opportunity to Live United and donate, volunteer, and speak out for causes that matter to them. By Living United, employees get to see the results of their gift in their own backyard. It offers employees a tangible way to create their impact.

Your support of our United Way campaign helps fund critical programs that support local people year-round and enables emergency-driven activities when our community is in crisis. Our community needs your support NOW more than ever!

HOW WE HELP

United Way of Southwest Virginia is changing the odds for families in Southwest Virginia. Our mission is to bring people and resources together to measurably improve lives and strengthen our communities. With the help of community collaboration from many different sectors, we have developed strategies to help individuals and families in our 17 localities.

OUR IMPACT DURING THE COVID-19 CRISIS

COVID-19 has brought extreme changes to our daily lives. Suddenly, an unprecedented number of neighbors have been confronted with unimaginable circumstances, stemming from job and wage loss to lack of access to food, shelter, childcare and healthcare. But we are here for our community. Since the start of the COVID-19 crisis, we have been there to help our local non-profits meet new and growing demands. When our neighbors had nowhere else to turn, they could turn to us.

From food vouchers to grants, to local non-profits helping those who lost work, from utility loans to emergency daycare, United Way of Southwest Virginia and our non-profit network has been there for the needs that arose.
As an Employee Campaign Leader, your commitment to the United Way campaign creates a lasting impact for a stronger, greater Southwest Virginia community.

THE CAMPAIGN TOOLKIT
The Campaign Toolkit is your toolkit for running an easy and successful campaign, especially if you are running your campaign virtually and participating in our 2020 Rollover Campaign! Start your journey with this virtual toolkit and digital resources to prepare for your kickoff and then check out our campaign materials, videos, slideshow loop for your digital monitors, and more.

CAMPAIGN LEADER TRAINING
United Way offers training each year for Campaign Leaders to become oriented in best practices. This year we are offering virtual training on several dates. During this training we will discuss the Rollover Campaign and our digital resources. Each session will last approximately 45 minutes with a question and answer period. Please choose a date below and register for your training. Thank you for running your organization’s workplace campaign. We are grateful to have you!

To learn more about the digital resources that we have available to help you, please register today!

CAMPAIGN LEADER TRAINING DATES

1. September 22 ... 12:00 PM - 12:45 PM
2. September 24 ... 3:00 PM - 3:45 PM
3. September 30 ... 9:00 AM - 9:45 AM
CAMPAIGN CHECKLIST

Set-up campaign dates

Schedule Leadership Meeting with Managers/Supervisors/Shift Managers

Schedule CEO to speak at the Leadership meeting endorsing United Way of Southwest Virginia giving and asking Leadership to give

Schedule your United Way of Southwest Virginia representative to speak to Leadership in person, via webinar, or to provide a pre-recorded video with talking points

Get CEO to send messages to employees via email, text notifications, and memos endorsing United Way of Southwest Virginia giving (samples provided)

Send emails and text notifications reminding Leadership and Employees of the event date(s)

Post flyers on bulletin boards, upload digital slideshow to your break room monitors

Provide Manager/Supervisors with Rollover Campaign instructions, questions and answers, and flyers

Provide New Hires with Information Package and Pledge Form

Collect and return all paper pledge forms
**CAMPAIGN BEST PRACTICES**

**COMMITTED CEO**

1. Donates at the leadership level
2. Personally ask the internal campaign leader to lead effort
3. Provides time, support and resources to the campaign committee
4. Provides time and personal message to Managers, Supervisors, and Employees via email, text notifications and bulletins

**ENSURE ALL EMPLOYEES ARE CONTACTED AND ASKED TO PARTICIPATE**

Through text notifications, email, flyers posted to bulletin boards, campaign slideshow on digital breakroom monitors, and by providing Managers with talking points and handouts

**THANK / RECOGNIZE THOSE WHO HELP MAKE THE CAMPAIGN A SUCCESS**

Thank you lunch or snacks for the company if the giving goal is reached. Recognize Top Departments by giving incentives like t-shirts, a special trophy, or jean day for the team. Pass out incentive gifts for the Top Donor like a parking space near the door or a gift card. The CEO sends out a thank you memo to the top department and donors.

**ENCOURAGE ENGAGEMENT THROUGHOUT THE YEAR**

New Hires can sign up for payroll deductions and volunteer activities.

**COMMITTED CAMPAIGN LEADER**

Leader gives own involvement with time and personal gift

**COMMITTED CAMPAIGN STRUCTURE**

This could be in the form of Managers, Supervisors, and Shift Managers representing all departments to encourage giving.

**COMMITTED AND INFORMED LEADERSHIP/MANAGEMENT TEAM**

This could be a presentation by the CEO along with a brief webinar by your United Way representative or by using a pre-recorded video presentation. Team leaders should be asked to give at this meeting

**GROUP MEETING**

1. Set time and date(s) where CEO/management can attend/endorse the company’s involvement with the campaign
2. If a United Way representative cannot speak directly to employees, set up a webinar, or use a kickoff video with Managers
3. Campaign Leader explains Rollover Campaign instructions to Managers
4. Upload digital slideshow on break room monitors; provide Managers with talking points, frequently asked questions and handouts; send texts and emails with United Way impact information; and provide employees with Rollover Campaign instructions
During the COVID-19 pandemic, United Way of Southwest Virginia responded to the needs of our community by establishing a COVID-19 Relief Fund focusing on the health, education, and financial stability of those suffering from this disaster's most detrimental effects.

**EDUCATION**
Preparing children to enter and graduate from school

**HEALTH**
Improving people's health and wellness

**FINANCIAL STABILITY**
Promoting financial stability and workforce development

---

**HOW MUCH OF MY GIFT IS USED FOR OVERHEAD?**
Our administration and fundraising overhead is only 17%. The recognized accepted rate is considered to be 30% by the Better Business Bureau.

**WHO RUNS UNITED WAY?**
A volunteer Board of Directors made up of local residents sets policy and strategic direction, oversees financial practices, and provides guidance on operational issues.

**HOW IS MY LOCAL UNITED WAY RELATED TO UNITED WAY WORLDWIDE AND OTHER UNITED WAYS?**
United Way Worldwide does not control funding decisions by local United Ways. Actually, United Way Worldwide has no input on how a local United Way invests contributions in its communities. All local funding decisions are made by the individual United Ways with the input of local leaders and community stakeholders.

**DOES UNITED WAY OF SOUTHWEST VIRGINIA PROVIDE FINANCIAL SUPPORT OR ANY SERVICES TO PLANNED PARENTHOOD?**
No! United Way Southwest Virginia does not currently fund, nor has ever funded, abortion services in our communities.

**WHAT IS THE DIFFERENCE BETWEEN GIVING TO UNITED WAY VS. ANOTHER CHARITY?**
When you give to United Way, your gift becomes part of a collective effort that can have a greater impact in your community.

**IF I DON’T BENEFIT, WHY SHOULD I GIVE?**
You may have neighbors or family members who have or will benefit from United Way initiatives.

**IS MY GIFT TAX DEDUCTIBLE?**
United Way of Southwest Virginia is a nonprofit 501 (c)(3) eligible to receive tax deductible gifts. You should discuss the tax deductibility of your gift with a tax professional.
COVID-19 RESPONSE IN 2020

United Way of Southwest Virginia responded to the needs of our communities experiencing detrimental economic effects related to the COVID-19 pandemic by focusing on our most vulnerable populations including children and families.

DURING THE COVID-19 CRISIS, UNITED WAY PROVIDED:

- $185,000 for food, shelter, utility assistance, and prescription medications
- 4,071 families in Southwest Virginia with help during the COVID-19 crisis
- $43,096 repurposed grant funds for childcare centers to operate during the COVID-19 crisis
- $55,800 for approximately 50 community hot-spots for greater Internet service availability
- 2,000 food vouchers for at-risk residents in Southwest Virginia
- 125,000 face masks to child care centers and community action programs throughout Southwest Virginia
- 660 gallons of hand sanitizer to child care centers, social service organizations, and community action programs

BACKPACKS UNITE - A LOOK BACK AT 2019

- 1,092 children in schools across Southwest Virginia currently receive weekend meals through Backpacks Unite
- 34 local schools are participating in United Way of Southwest Virginia’s Backpacks Unite program
- $6 provides a child with nutritious meals over the weekend
- $24 to $30 provides a child with nutritious meals every Weekend for one month
- $216 provides a child with nutritious meals every weekend for 36 weeks (school calendar)

YOUTH SUCCESS - A LOOK BACK AT 2019

- 32,372 middle and high school students served by the Ignite Program, with a total of 36 completed Ignite Internships
- 93 schools across Southwest Virginia participated in the Ignite Program
- 34 businesses and organizations offered internships through the Ignite Program
- 103 local employers partnered with the Ignite Program
- 4,270 students attended Reality Stores
- 4,480 seventh-grade students attended the Careers Expo for Youth
- 84 educators went on the Educators in Industry tours

CHILDHOOD SUCCESS - A LOOK BACK AT 2019

- 480 hours of coaching provided to 12 childcare providers through the Virginia Infant and Toddler Specialist Network
- 750 participating Virginia Quality educators in Southwest Virginia classrooms
- 120 participating Virginia Quality centers
- 3,194 children were served by participating Virginia Quality providers
- 117 classrooms observed using the Teachstone CLASS assessment tool

FINANCIAL STABILITY - A LOOK BACK AT 2019

- VITA volunteers saved Southwest Virginia tax filers $794,750 by preparing their taxes for free
- $3,698,477 returned to people who filed their taxes with VITA in Southwest Virginia through federal refund
- 3,179 federal returns prepared by VITA volunteers
- 7,114 people saved money on their prescriptions through our partnership with FamilyWize
- $459,530 saved by residents of Southwest Virginia on prescriptions through our FamilyWize partnership
WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign is an easy way to continue your campaign during this community crisis. This allows your current payroll donors the option to keep their payroll donations in place until you run a traditional campaign again.

WHAT ARE THE BENEFITS OF HAVING A ROLLOVER CAMPAIGN?

Your employees can still support United Way and our community during this challenging time without your workplace needing to host a full, traditional campaign. It is easy for your donors, as their pledge will continue automatically and they will not need to take any further action unless they choose to opt out or increase their gift amount.

WHAT WILL I NEED TO DO TO IMPLEMENT A ROLLOVER CAMPAIGN?

To set up a successful continuous giving campaign:

1. Complete and submit the confirmation form on the next page. The form will provide us with all the details needed to get started.

2. Define your timeline for when you want to run your campaign. You’ll need to communicate to employees the details of this campaign. We recommend about two weeks for notification of adjustments to their gift including an increase or decrease in giving.

3. Obtain current payroll deduction donors from your Payroll/HR team and confirm a Rollover Campaign policy can be implemented at your workplace.

4. Send a text notification, email or letter (see sample on right) to each payroll donor outlining the following:
   a. Last year’s payroll pledges will be rolled over for this coming year’s campaign, unless the donor contacts you to opt out by [Date]
   b. Invites donors to continue their payroll deduction with the option of increasing the donation amount
   c. Reach out to new employees that have joined since the end of your 2019 campaign. Provide new staff with a United Way packet including a Pledge Form.

5. Return the final list of employees with their payroll pledge amounts and designations (if any) to the United Way. Be sure to update any donors that have left the company.

6. Inform your company payroll contact to change any deductions.

United Way has a sample email you can use to alert your donors:

Dear [Donor],

Thank you for your payroll contribution to United Way of Southwest Virginia. Your donations from last year provided early child care opportunities, food for at risk children, after school education programs to children, and financial counseling to families.

This year, in place of our traditional campaign activities and meetings, [Company] will allow you to continue your prior payroll deductions for the next year. If you would like to change the amount of your donation per paycheck, please contact [Name].

If you do not have any changes to your donation, you do not need to take further actions. All donations will continue as set up last year, unless you note changes by [Date]. New and continuing donations for this year will start being deducted from your paycheck starting [date].

We would like to invite New Hires to consider signing up for a payroll deduction to support other families and individuals in our community who may be struggling during this time. Thank you for joining with other [Company] employees to give back to our community!

Sincerely,

[Campaign Leader/Payroll Manager]
As the world presses pause and we stay at a distance, our community is finding new ways to keep going and come together. Even when we're apart, we remain united in kindness, united in service and united in hope. With every new challenge, we see our community rise to the occasion. And now - more than ever - we need your help to meet this moment and respond to this crisis and needs of our community.

We understand that everyone's situation is unique, and this year's annual campaign might need to look a little different in order to best meet your needs while still offering support to those most vulnerable in our community. Because of this, we are offering the option of a Rollover Campaign this year in place of a traditional one. As always, we appreciate your continued support of United Way of Southwest Virginia.

**WHAT IS A ROLLOVER CAMPAIGN?**

A Rollover Campaign takes your employee giving (payroll deductions and billing) from 2019’s annual campaign and automatically rolls it over to the 2020 campaign including gift amount, type of pledge and any designations, unless any changes are specified by the employee. Any gifts that were made via cash, check or credit card are not eligible for rollover and would need to be made by the employee as a new gift. Any employee always has the option to make changes to their gift including an increase, decrease or other adjustment based on their personal situation.

**WHAT STEPS ARE INVOLVED?**

1. **Complete and submit the confirmation form.** On the next page is a form to provide us with all the details needed to get started.
2. **Define your timeline for when you want to run your campaign.** This looks a lot different than a traditional campaign. Right before your campaign, you’ll need to communicate to your employees the details and how they can adjust. We recommend about two weeks for notification of adjustments to their gift including designations or to increase giving.
3. **Determine a point person** for employees to contact regarding changes to their gifts or renewals for cash, check or credit card gifts.
4. **Reach out to new employees** that have joined since the end of your 2019 campaign. Provide new staff with a United Way packet including a pledge form.
5. **Submit pledge forms** to your United Way contact for any new employees or changes for existing donors at the end of your campaign.

**WHAT TOOLS CAN UNITED WAY PROVIDE?**

**2019 Donor Information:** We can provide a spreadsheet with the details of your 2019 giving including donor name, amount and designations for ease of answering employee questions.

**Communication Plan:** We will provide sample communications to help you inform your employees about the campaign as well as answer questions that might come up.
Our company/organization will implement a Rollover Campaign for the 2020 Annual Campaign. We understand that this means all employee payroll pledges submitted for the 2019 will be continued flat for 2020, including designations, unless otherwise notified by the donor of any changes.

COMPANY/ORGANIZATION NAME: ____________________________________________________________

EMPLOYEE CAMPAIGN CONTACT: __________________________________________________________

EMAIL: ___________________________ PHONE: ___________________________

SIGNATURE: ___________________________ DATE: ___________________________

CAMPAIGN DATES: __________________________________________________________

Will the company be providing incentives or matching gifts? _______ Yes _________ NO

If so, please describe: __________________________________________________________

Please return confirmation form to Deborah McCroskey, Community Relations Manager at dmccroskey@unitedwayswva.org

Location:
United Way of Southwest Virginia
1096 Old Berry Drive
Abingdon, VA  24210
(276) 525-4101

Mailing Address:
United Way of Southwest Virginia
P.O. Box 644
Abingdon, VA  24212
(276) 525-4101
1. Hold the Campaign Kick-Off virtually by meeting with Managers or setting up a video call with Managers to share the talking points and goals for the campaign. Be sure to invite your CEO.

2. Complete and submit a Rollover Campaign Form, located in number 8. For instructions, refer to page 9.

3. Invite a United Way Representative to speak at your meeting or on your call about how donations help the community. Webinars can be scheduled, or campaign videos are available. Please ask your United Way contact.

4. If not utilizing the Rollover Campaign, ask United Way to set up a Mobile Cause text donation form or online giving website to collect donations in place of pledge forms and cash donations.

5. After the kick-off, send a text notification or email to employees with directions of how to donate, a message from senior leadership asking employees to donate, and information about United Way.

6. Provide employees with additional information about United Way through printed materials or other employee communication methods (text notifications, emails, bulletin boards, digital slideshow, message boards, etc.)

7. Share United Way videos, flyers, and Impact Stories through text communications or email during the campaign.
   - Campaign Flyer
   - Digital Banners
   - Digital Slideshow for Breakroom Monitors
   - Impact Stories
     - childcare centers
     - wifi hotspots
     - Backpacks Unite
   - Program List
   - Videos

8. Share FamilyWize flyers and 211 flyers through text communications or email during the campaign.
   - FamilyWize Information
     - Area Health Report
     - FamilyWize Employer Questions - English
     - FamilyWize Employer Questions - Spanish
   - 211 Flyer
     - Printable 211 Card - English
     - Printable 211 Card - Spanish
   - 211 Flyer - English and Spanish

9. Download Rollover Campaign Form, sign, and return to get your continuous giving program started. Download the 2020 Pledge Form for new hires, those who have not donated in the past, and anyone making changes to last year’s donation.
   - Rollover Campaign Form
   - 2020 Pledge Form

10. Invite employees to participate in Campaign Trivia 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 10-15 questions about United Way of Southwest Virginia. We will provide the document with the questions and answers so that you can send them out in emails or at different times in text notifications to help your employees understand what their United Way is doing for our communities.

Sample Emails and Text Notifications

- Message to Company Leadership
- Message from CEO
- Message to Department Leaders
- Message to Employees
ONE-TIME GIFT DONATIONS

One-time gifts for the workplace campaign will need to be handled separately from the rollover campaign. Cash and credit card donation instructions or listed below.

CASH DONATIONS

Employees wishing to make a cash donation will need to fill out a pledge form to hand in with the cash. This donation will need to be taken to the designated campaign leader or HR contact.

If you are having a competition between departments, cash donations could be kept in a donation container placed in each department to be added to payroll deduction totals for that department. Any employee contributing cash, could provide the shift manager with their form when adding money to the container.

CREDIT CARD DONATIONS

Employees that want to make a one-time donation using their credit card, will need to fill out a pledge form or text GIVESWVA2020 to go to our online donation portal and enter their credit card information. The form will require their employer name for record keeping.

QUESTIONS?

If you have any questions or suggestions regarding one-time donations, please contact Deborah McCroskey at dmccroskey@unitedwayswva.org.
THE BEST WAY TO INCLUDE NEW HIRES

To successfully include New Hires in your campaign:

1. Confirm with your company’s HR 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, digital pledge forms, or request 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. Include a link to allow employees to sign up easily or include a paper pledge form.
   b. United Way campaign flyers and materials (can be downloaded from the Campaign Toolkit on our website or requested from your United Way of Southwest Virginia contact)
   c. A letter from the CEO inviting employees to give and how your company supports community giving.

4. During employee orientations, show United Way videos or allow the campaign leader or other company leadership to explain 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 an updated spreadsheet for Rollover Payroll Deductions and pledge forms new employees filled out. Please discuss with your United Way rep the timeline to review these pledges and send them to your company payroll.

7. Thank your employees for participating.

WHAT INFORMATION SHOULD I SHARE WITH NEW EMPLOYEES?

How are your donations used?
100% of your donations to United Way of Southwest Virginia goes directly to support local programs in the region.

Share resources
Visit our website to share resources about how United Way and employee donations make a difference. Click the links below to see a few of our favorites:

- Backpacks Unite Video
- Continuous Giving With a Rollover Campaign - refer to page 9 and 10
- COVID-19 Relief Fund
- Digital Slideshow
- FamilyWize Flyer - refer to page 11
- How to Run an Online Campaign - refer to page 11
- Impact Stories - refer to page 11
- Infographic
- One-Time Gift Donations - refer to page 12
- UWSWVA Program List
- UWSWVA 2020 Campaign Flyer

Welcome Letter
This is a customizable letter that can come from the CEO of your company or the CEO of United Way of Southwest Virginia. Both are included in this packet.

- UWSWVA CEO Letter to Employees
[DATE]

Dear [PERSONALIZE],

Congratulations on your new job! You are joining a company committed to the well-being of our community. We are so grateful for [COMPANY NAME], which is a strong partner with United Way. Together, we are fighting for the education, health, and financial stability of every person in Southwest Virginia!

You can be a part of the meaningful and lasting change [COMPANY NAME] strives for in our community through a partnership with United Way. No matter the size, your donation will change lives. With just a few dollars per paycheck, you can help those less fortunate in our communities. For example, your donation will help provide programs like the following:

- $185,000 to provide food, shelter, utility assistance, and prescription medications.
- 4,071 families helped directly in Southwest Virginia during the COVID-19 crisis
- $43,096 grant funds repurposed for childcare centers to operate during the COVID-19 crisis.
- $55,800 invested in approximately 50 community hotspots for greater Internet service availability

At United Way, we are careful stewards of your generosity. With our transparent process, your investment goes toward proven programs that tackle Southwest Virginia’s toughest challenges. We work with our business partners, nonprofit and government partners to create community initiatives focused on education, health and financial stability for every person in Southwest Virginia. Companies like [COMPANY NAME] are a vital part of this process, bringing a valued perspective to the table.

Welcome to [COMPANY NAME]! 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 Southwest Virginia where everyone can succeed in school, work and life.

Sincerely,

Travis Staton
President & CEO
United Way of Southwest Virginia

United Way has a sample letter you can use to welcome New Employees:

At United Way, we are careful stewards of your generosity. With our transparent process, your investment goes toward proven programs that tackle Southwest Virginia’s toughest challenges. We work with our business partners, nonprofit and government partners to create community initiatives focused on education, health and financial stability for every person in Southwest Virginia. Companies like [COMPANY NAME] are a vital part of this process, bringing a valued perspective to the table.

Welcome to [COMPANY NAME]! 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 Southwest Virginia where everyone can succeed in school, work and life.

Sincerely,

Travis Staton
President & CEO
United Way of Southwest Virginia

click here to download the customizable letter
Q: Who runs United Way of Southwest Virginia?
A: United Way of Southwest Virginia is run by a volunteer Board of Directors, made up of Southwest Virginia residents.

Q: How much of my gift is used for overhead?
A: Our administration and fundraising overhead are only 17% versus the Better Business Bureau's accepted standard rate of 30%.

Q: How much of my gift will stay local?
A: 100%

Q: Does United Way Southwest Virginia provide financial support or any other type of services to Planned Parenthood?
A: No! United Way Southwest Virginia does not currently fund, nor has ever funded, abortion services in our communities.

Q: What will a $6 donation do?
A: $6 will provide weekend meals for a child for one weekend.

Q: How many weekends in a school year?
A: There are 36 weekends in one school year.

Q: What does 36 weekend meals cost for one child?
A: The cost to feed one child for a school season of thirty-six weekends is $216.

Q: How much money has United Way of Southwest Virginia provided to childcare centers to help them continue to operate during COVID-19?
A: $34,600

Q: How much money has United Way of Southwest Virginia invested to help create 50 Southwest Virginia community Wi-Fi hotspots for under served areas?
A: $55,800

Q: During COVID-19, United Way of Southwest Virginia provided our local communities how much money for food, shelter, transportation, and utility bills assistance?
A: $185,000

Q: What is the name of your local United Way?
A: United Way of Southwest Virginia

Q: What are the 3 focus areas within United Way?
A: Education, Health, and Financial Stability

Q: What program is designed to bridge the gap between learning and the workforce?
A: The Ignite Program

Q: What percentage of the state of Virginia make up the United Way of Southwest Virginia service area?

Q: Why does United Way of Southwest Virginia fight for the education, financial stability and health of every person in Southwest Virginia?
A: Because they are the basic building blocks for a good quality life!
VISIT OUR WEBSITE
All campaign materials can be found at https://unitedwayswva.org/campaign-toolkit/

QUESTIONS?
Please contact Deborah McCroskey, United Way of Southwest Virginia Community Relations Manager, at dmccroskey@unitedwayswva.org or at (276) 525-4101.

FOLLOW OUR SOCIAL MEDIA
Stay up-to-date on all our work in the region by following us on Facebook, LinkedIn, Twitter and Instagram!