



# UNITED in PURPOSE

"Everyone, Everywhere has the Opportunity to Thrive"



# ECC Guide

Employee Campaign Coordinator



Marshfield Area  
United Way



# THANK YOU!

Thank you for choosing to lead your organization's United Way giving campaign. You are essential to its success! Without you and your fundraising efforts, we could not provide the critical funds needed in our mission to improve health, expand education, address essential needs and grow livelihoods for all community members here in the Marshfield area.

Whether this is your first United Way campaign, or you have been an Employee Campaign Coordinator (ECC) for years, we are here to help you make your campaign a success... and have some fun along the way!

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# MARSHFIELD AREA UNITED WAY HEADQUARTERS



**612 W. BLODGETT STREET, MARSHFIELD, WI 54449**

**YOUR UNITED WAY TEAM, WE ARE HERE TO HELP!**



**ASHLEY WINCH | EXECUTIVE DIRECTOR**

UNITED WAY STAFF MEMBER SPECIALIZING IN STRATEGIC PLANNING, GOAL SETTING, AND YEAR-ROUND ENGAGEMENT.

Email: [ashley@marshfieldareaunitedway.org](mailto:ashley@marshfieldareaunitedway.org)



**JENNI SMITH | MARKETING & EVENTS MANAGER**

UNITED WAY STAFF MEMBER WHO CAN ASSIST WITH EVENT PLANNING AND MARKETING DETAILS INCLUDING GRAPHICS & LOGO USAGE.

Email: [jenni@marshfieldareaunitedway.org](mailto:jenni@marshfieldareaunitedway.org)



**SARAH CHY | RESOURCE & OFFICE MANAGER**

UNITED WAY STAFF MEMBER WHO PROVIDES CAMPAIGN MATERIALS, PROCESSES PLEDGE FORMS, AND CAN PROVIDE HISTORICAL CAMPAIGN DATA. QUESTIONS ABOUT VOLUNTEER OPPORTUNITIES CAN ALSO BE DIRECTED TO THIS STAFF MEMBER.

Email: [sarah@marshfieldareaunitedway.org](mailto:sarah@marshfieldareaunitedway.org)

# WHAT IS AN ECC?

**AN EMPLOYEE CAMPAIGN COORDINATOR  
LEADS THEIR ORGANIZATION'S ANNUAL UNITED WAY GIVING CAMPAIGN THROUGH  
PLANNING, IMPLEMENTATION, AND EVALUATION.**

## What does an ECC do?

**Educate:** Think of yourself as a United Way ambassador who helps all employees understand the role and importance of United Way in our community.

**Assemble:** Create a team of volunteer colleagues to help you build support for the campaign, run activities and events, and take care of the nuts & bolts associated with the campaign.

**Set Goals:** Work with the United Way team to set goals for your organization's campaign – goals can be set for things like employee participation, total results (maybe to surpass last year's giving), and volunteer hours.

**Run the Campaign:** Distribute pledge forms, be available to answer questions (and know who to reach out to at the United Way office for help when you need it), and collect and submit pledge forms back to United Way.

**Have Fun:** There is no question that the best way to get your co-workers engaged is to make the campaign fun. We can help with ideas and planning!

## Benefits of being an ECC

Being an ECC and running a successful United Way campaign can help you to grow and stand out as a leader. By leading a strong United Way campaign, you will be:

- Showcasing your leadership and project management skills at work.
- Networking with colleagues & leadership teams in your own workplace as well as other local organizations.
- Creating a positive impact in our community.

**“A leader is one who knows the way, goes the way, and shows the way.”** -John C. Maxwell



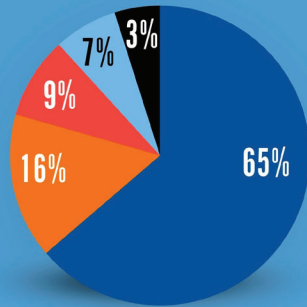
# UNITED WAY IMPACT

IN 2022

## 2022 PROGRAM FUNDING

### YOUR MONEY AT WORK

● Community Grants Awarded .....	\$480,297
● NOW Program .....	\$120,353
● Volunteer Center Projects .....	\$67,814
● Community Impact/Other Program Support...	\$47,968
● 2-1-1 Resource Center .....	\$20,000



# 13,326

AREA RESIDENTS WERE IMPACTED BY UNITED WAY

### SERVICE AREA



## Our Programs

- United Way's 211
- AARP Tax Preparation Assistance
- Community Baby Shower
- Make A Difference Day
- Nutrition On Weekends
- Reach Out and Read
- Right 2 Play 4 All
- Singlecare
- Supplies 4 Success
- United For Community Wellness
- United We Can
- Volunteer Reception Center
- Volunteer Marshfield
- We Belong Books Little Free Library

## Our Partners

- Big Brothers Big Sisters of Central Wisconsin
- BSA Samoset Council
- Childcaring, Inc.
- Children's Wisconsin Family Counseling
- Children's Wisconsin Family Resource Center
- Chippewa Valley Boy Scouts
- Home Delivered Meals & Scholarships
- Marshfield Area Respite Care Center
- Marshfield School Based Mental Health Consortium
- Memory Lane Farm, Inc.
- North Central Community Action Program
- Pathway Partners
- Personal Development Center
- Soup or Socks
- Spencer Kids Group
- UWSP at Marshfield Full STEAM Ahead

# WHY UNITED WAY?



AT UNITED WAY, WE BELIEVE THAT EVERY PERSON IN OUR COMMUNITY SHOULD HAVE THE TOOLS THEY NEED TO THRIVE. TOGETHER WITH OUR PARTNERS, WE CONNECT INDIVIDUALS AND FAMILIES TO PROGRAMS AND SERVICES TO HELP THEM MEET THEIR BASIC NEEDS LIKE FOOD, HOUSING, HEALTH CARE, AND FAMILY FINANCES. WE WORK TO ENSURE THAT HOUSEHOLDS HAVE THE RESOURCES THEY NEED TO BECOME STABLE AND CHILDREN HAVE THE SUPPORT THEY NEED TO THRIVE. WE HELP FAMILIES GET OUT OF CRISIS – AND STAY OUT.

THROUGH STRATEGIC INVESTMENT AND PARTNERSHIPS, WE WORK TO STRETCH EACH DOLLAR WE RECEIVE TO HELP AS MANY INDIVIDUALS AND FAMILIES AS POSSIBLE. SINCE 1946, WE HAVE WORKED COLLABORATIVELY WITH OTHER AGENCIES TO ACCOMPLISH WHAT NO ORGANIZATION CAN DO ALONE. WE BRING PEOPLE TOGETHER TO CREATE SUSTAINABLE CHANGE AND HELP OTHERS TO MAKE A DIFFERENCE THROUGH GIVING, ADVOCATING, AND VOLUNTEERING.

YOUR GIFT CHANGES LIVES. WHEN YOU DONATE TO MARSHFIELD AREA UNITED WAY. YOU KNOW YOUR FUNDS WORK RIGHT HERE IN OUR COMMUNITY TO HELP CREATE AND MAINTAIN PROGRAMS THAT ASSIST INDIVIDUALS AND FAMILIES THROUGHOUT THE MARSHFIELD AREA. THANK YOU FOR SUPPORTING OUR WORK AND OUR MISSION!



# PREP FOR SUCCESS!

- ATTEND UNITED WAY ECC TRAINING TO GAIN IDEAS, GUIDANCE, A NETWORK OF PEERS, AND INSPIRATION.
  
- LEARN ABOUT THE VITAL WORK UNITED WAY DOES IN OUR COMMUNITY.
  
- BUILD YOUR TEAM TO HELP YOU EXECUTE YOUR CAMPAIGN PLAN. ENLIST SUPPORT FROM YOUR CEO & LEADERSHIP TEAM.
  
- CREATE A SCHEDULE FOR YOUR CAMPAIGN INCLUDING ACTIVITIES, SPECIAL EVENTS, UNITED WAY GUEST SPEAKERS, AND DETERMINE WHEN YOU WILL DISTRIBUTE AND COLLECT FORMS.
  
- SET GOALS THAT ARE MEASURABLE AND ACHIEVABLE. REMEMBER: GOALS CAN BE MONETARY, ENGAGEMENT BUILDING, AND VOLUNTEER HOURS.
  
- PLAN HOW YOU WILL COMMUNICATE WITH YOUR ENTIRE WORKPLACE AND ENSURE YOU HAVE AN EFFECTIVE WAY TO REACH EVERYONE.

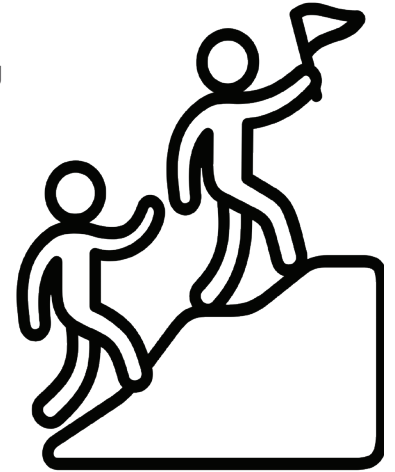
***WE HAVE PLENTY OF RESOURCES AT OUR OFFICE TO HELP YOU CREATE UNIQUE & FUN CAMPAIGN EVENTS, JUST ASK AND WE WILL HELP!***

# 5 STEPS FOR SUCCESS IN YOUR WORKPLACE CAMPAIGN

## 1. Engage & Inspire

***Make giving personal and meaningful.***

- ⬡ Be the first to pledge and thank those that follow your example.
- ⬡ Communicate! Make sure everyone is aware of the United Way campaign including special events, goals, how to give, and deadlines you have set.
- ⬡ Invite questions about United Way and be ready to answer them and know you have a support team at United Way that can help answer them!
- ⬡ Never be afraid to ask for help!  
Share United Way data and/or stories to help make giving relevant, personal, and meaningful.



## 2. Motivate & Energize

***Create activities that inspire action.***



- ⬡ Host a kickoff event & consider including the United Way campaign video or a United Way guest speaker.
- ⬡ Share the goals you set during your campaign prep that are measurable and achievable.
- ⬡ Run your special events – competitions, raffles, and provide other incentives.
- ⬡ Continue to share progress toward your goal throughout your campaign!

## 3. Ask

***“Not being asked” is one of the top reasons for not giving. A personal connection combined with a positive attitude are critical to your campaign’s success.***

- ⬡ Ask co-workers you know first. Enlist them to help spread the word.  
Next ask people who already give. Their participation will build momentum.
- ⬡ Encourage payroll deduction. It’s easier to give smaller amounts consistently – i.e. asking for \$2 per week is easier than asking for \$100 in a lump sum. Recognize all employees for participating in the campaign.



## 4. Say Thank You

**Recognize everyone's contributions to the campaign, not just monetary donations.**



- Always remember that giving takes many forms – time, talent, and treasure. Say thank you for each contribution, regardless of the form it takes.
- There is no such thing as thanking someone too much. Say “thank you” when you pick up pledge forms and with each email.
- Make sure your donors know they are making a difference in our community with their contribution.
- Ask your CEO or leadership team to send a thank you letter or email to recognize all employees for participating in the campaign.
- Host a thank you event! Celebrate your success, highlight results, and share year-round engagements opportunities.

## 5. Evaluate and Plan for Continued Engagement

**Take your leadership to the next level by making a year-round strategic plan based on the results of your campaign.**



- Meet with your team to assess what aspects of your campaign went well and what could have could have been better. Keep these notes for next year!
- Explore ways to stay engaged with United Way year-round through volunteer opportunities or in-kind donation drives that help to continue to make United Way support meaningful for your workplace.
- Continue to share with your workplace throughout the year how United Way donations are making a difference in the community.

**We have plenty of resources at our office, just ask and we'll help!**




# "ELEVATOR SPEECH" LANGUAGE

Being a supportive voice of United Way's work is an important part of being an ECC. A willingness and ability to answer questions and discuss United Way's work and why it is important will help your campaign to thrive. We recognize that you won't have the answer to every question, but we've put together some sample talking points as well as a few frequently asked questions and their answers to help you get started. We encourage you to read through these examples and put them into your own words. Know that you can always send those interested in learning more to our website – [marshfieldareaunderway.org](http://marshfieldareaunderway.org) – or you can reach out to us for more information.



United Way's work makes our community a better place to call home. They work to provide access to basic needs for individuals and families so that everyone in our community can thrive. They bring organizations and resources together to address food instability, affordable housing and child care, mental health care, and so much more. United Way also provides a resource service – 2-1-1 – which is available 24/7/365 to help anyone connect with available services. These resources ensure that there is a safety net in place so that we can help families in their time of need, to get through and get out of crisis -- and stay out.





Your gift to Marshfield Area United Way supports our community's future. United Way works with partners who are experts in addressing community needs and who also believe in collaboration and accountability. Every United Way funded program is committed to delivering measurable results and undergoes an annual evaluation by a committee of community volunteers for impact and effectiveness. This process helps United Way ensure every dollar we raise is being used in the most impactful way, building a stronger Marshfield for the future.



Marshfield Area United Way doesn't focus on a single issue because change is bigger than one organization or program. United Way partners with nonprofits and invests in programs that show measurable outcomes—every year. Together with their partners, they create new solutions to old problems and join with people from all walks of life to put those solutions into action. Why does this matter to you? By being the cornerstone of so many impactful partnerships, United Way amplifies your contribution and ability to make a difference, whether it's through time, money or empowering your voice. United Way is more than a fundraiser -- they are making changes that will benefit our community today and for years to come.



# FAQS

## **WHY SHOULD I GIVE TO UNITED WAY?**

Marshfield Area United Way has been serving the Marshfield area since 1946. We fund programs and work with partner organizations that address community needs in health, education, and financial stability to help all our friends and neighbors reach their full potential. We leverage resources and relationships to build impactful, efficient outcomes for our community.

## **WHERE DOES MY CONTRIBUTION GO?**

Donor gifts help United Way fund local programs that positively impact our community. Through direct service, research, volunteerism and advocacy, more individuals and families are able to reach stability and have the tools and resources they need to help them thrive.

## **WHO DECIDES WHERE MY CONTRIBUTION GOES?**

Each year United Way accepts funding applications from numerous organizations. A committee of volunteers assesses these applications and interviews each agency to evaluate each program and make funding recommendations to the United Way board of directors.

## **WHY WOULD I SUPPORT SERVICES I DON'T UTILIZE?**

We believe that when all members of our community have access to the tools they need to survive and thrive, we all benefit. Maybe you've never needed help, but statistics show that you or a member of your family probably have or will rely on United Way or one of our community partners at some point in your lives. Giving to United Way ensures that there is a place to turn in times of need – whenever that might be!

## **DOES MY GIFT MATTER? WOULD IT BE NOTICED IF I WITHHELD IT?**

In a word, yes. Every gift matters. United Way relies on every dollar raised to fund vital programming for individuals and families in the Marshfield area.

## **I WOULD LIKE TO HELP, BUT JUST CAN'T AFFORD IT.**

While every dollar counts, we recognize that not everyone can afford to make a monetary donation. There are plenty of ways to give back to the community by donating your time or talents through volunteerism. We are happy to help you find those opportunities as well.

## **I'VE DONATED BEFORE, BUT UNITED WAY NEVER ACKNOWLEDGED IT.**

First, thank you for your gift. Each company that runs a workplace campaign has different privacy agreements with United Way regarding what information is provided. For more information about your pledge, you are always welcome to reach out to United Way's office directly.

## **MY PARTNER DONATES TO UNITED WAY. SHOULD I CONTRIBUTE INDIVIDUALLY?**

United Way recognizes that giving is a family decision and wants to recognize family gifts. Depending on each company's campaign process, we may or may not be able to recognize the gift. Please contact the United Way office directly if you have any questions.

## **I HAVE GIVEN GENEROUSLY IN THE PAST. WHY SHOULD I INCREASE MY GIFT?**

We all feel the pinch of inflation and rising costs of goods and services – this is no different for non-profits! With needs of community residents steadily rising and service organizations struggling to keep pace, increased contributions are needed to stem the tide.



# CAMPAIGN TIMELINE WORK BOOK



SCAN QR CODE TO VIEW OUR  
ONLINE CAMPAIGN TOOL KIT.





# CAMPAIGN TIMELINE

## 8 WEEKS BEFORE KICKOFF

<p>Meet with your United Way team to review past campaign results and explore upcoming campaign themes &amp; materials.</p>	
<p>Develop campaign goals and identify opportunities and challenges.</p>	
<p>Draft strategies to meet these goals and improve on last year's results. Determine company pledge entry method:</p>	<ul style="list-style-type: none"><li>• Digital Giving Through E-Pledge</li><li>• Paper pledge Forms</li><li>• Both</li></ul>
<p>Most effective campaigns are best kept to 1-2 weeks. Starting &amp; ending a campaign with a clear kickoff &amp; wrap up are important factors when creating your time frame.</p>	<p>Kick off Date: _____</p> <p>End Date: _____</p>
<p>Meet with your CEO or Senior Leadership to gain their support for the campaign. Discuss corporate match &amp;/or gift. Ask if they are willing to send out a message company wide.</p>	
<p>Review your budget.</p>	
<p>Recruit a campaign team representing key departments and all levels of your company. Educate your team members on United Way's role in the community.</p>	

# 6 WEEKS BEFORE KICKOFF

Finalize goals and strategies with your CEO and campaign team.

Lay out campaign plan including dates, theme, events, and incentives.

# 4 WEEKS BEFORE KICKOFF

Notify your local Marshfield Area United Way of any additional needed materials and additional resources you may need.

# 2 WEEKS BEFORE KICKOFF

Create energy and awareness. Begin publicizing your campaign. Utilize your company's preferred channels of communication.

Test online platform (for digital campaigns only).

Prepare your CEO video, email, or letter to your employees (see United Way team for examples.)

# 1 WEEK BEFORE KICKOFF

Send CEO video, email, or letter to your employees.

Review event kickoff with your campaign team.

Continue publicizing your campaign.

Test online platform (for digital campaigns only).

# KICKOFF WEEK

Present information about United Way to all employees in presentations and staff meetings.

Distribute pledge forms to all employees (for paper pledge campaigns).

Be available for your campaign team and employees to answer questions.

Track and report progress. Capture the excitement with lots of photos of employee engagement and participation.

Thank every employee for participating in the campaign.

Thank your CEO or leadership team for their support.

# END OF CAMPAIGN

Send final reminder out to submit pledge forms, offer to help answer questions. Thank individuals as you collect pledge forms.

Collect all pledge forms for paper campaigns. Ask your campaign team to follow up with colleagues who have not submitted their forms.

Thank every employee for their contribution again through your choice of verbal recognition, letter, email, small gift, celebration event, etc.

Conduct a campaign debrief with your team. Discuss and make note of what went well, what could have gone better, and what you'd like to change next year. Identify people who would be a good fit for a more active role next year.

# YEAR ROUND

Start a year-round communication program. Share United Way updates and news throughout the year to communicate the impact campaign contributions.

Subscribe to our monthly newsletter and follow us on Facebook and Instagram to stay current.

Participate in other United Way events and initiatives to increase employee engagement.  
(Community Baby Shower, Make a Difference Day, Nutrition On Weekends (NOW), Supplies 4 Success, United We Can)

Promote your own internal special events for year-round engagement like casual day, food events, and drives.

Do you have Employees who will be retiring?  
Contact us for a special Retire United packet.

Share info to your employees about 2-1-1.



Share information about Volunteer Marshfield.



## CALENDAR OF EVENTS

FEBRUARY	2-1-1 AARP TAX SERVICES
MARCH	UNITED WE CAN
MAY	DOWNTOWN WINE & BEER WALK
JUNE	COMMUNITY BABY SHOWER DOWNTOWN CLEAN UP
JULY	LIVE UNITED 365 GOLF SCRAMBLE
AUGUST	SUPPLES 4 SUCCESS
SEPTEMBER	ECC - CAMPAIGN KICK OFF
OCTOBER	BADGER PARTY MAKE A DIFFERENCE DAY
FALL/WINTER	HAPPY HOURS
SCHOOL SEASON	NUTRITION ON WEEKENDS (NOW) PROGRAM



# CAMPAIGN GOALS

Choose & establish goals to best suit your workplace.

	Your Workplace Previous Year	Your Workplace Goals- This Year
<b>Participation Goal</b>		
<b>Total Giving Employees</b>		
<b>"Average Gift" Goal</b>		
<b>Total Employee Pledge Goal</b> <small>(Multiply your total giving employees by your average gift)</small>		
<b>Corporate Giving</b>		
<b>Other "Fun-raiser" or Special Events</b> <small>Optional. Do not make these a priority over giving via pledge forms and payroll deductions.</small>		
<b>Total Workplace Campaign Goal</b>		

# CAMPAIGN EVENT IDEAS AND ACTIVITIES

Each workplace campaign is unique and tailored to your organization's culture. Below are some fundraising suggestions to help energize your team and increase participation.

**FIT FUNDRAISING**- Host events such as a run/walk, golf tournament, freethrow contest, cornhole, jump rope challenge, obstacle course for team competitions, or biking and step challenges. Participants can submit videos and scores. Make sure to have prizes for the winners. These are enjoyable, simple, and healthy ways to engage.

**SILENT AUCTION: TRINKETS & TREASURES** - A fundraiser where one person's clutter becomes another's gem. Encourage teammates to donate gently-used items. Proceeds go to the United Way. For added fun, name items whimsically, like 'Larry's Grandma's Vintage Toaster' or ' Dog Photo with Complimentary Frame'. Be imaginative!

**OFFICE BUDDY**- Order a life-size cardboard cutout of your CEO/Leader, dress up a large stuffed teddy bear in company swag, or consider an inflatable unicorn. Charge employees to place one in a colleague's office for a day or half-day. They'll enjoy having a fun 'officemate' to accompany them. Set a flat-rate and schedule by order, but allow extra donations for priority placement. Enjoy picking your unique office buddy.

**PENNY WARS** - Each department gets a jug for coin collection. Display these in a visible, secure location. Every penny adds 1 point. Nickels, dimes, quarters, and bills subtract points equal to their values (e.g., a dime = -10 points). Aim to keep your team's score positive. The team with the least amount provides lunch or treats for the winners. The change raised gets donated to United Way.

**BASKET RAFFLE** - Encourage each department to curate and fill a themed basket. Need ideas? We're here to assist! Set the cost of your raffle tickets to what is fair (e.g. \$2 each or 3 for \$5). Employees choose the basket(s) they'd like to win. Alternatively, consider auctioning the baskets

**OFFICE OLYMPICS** - Teams or individuals compete in events like paper ball throws, quick envelope stuffing, company trivia, paper airplane toss, and rubber band archery. Charge an entry fee and reward winners with lunch or a prize. End with an award ceremony, gifting the winner a trophy, medal, or certificate to commemorate their glory!

**Y.C.J.C.Y.1.D. FUNDRAISING** - Place signs around your building that are printed with "Y.C.J.C.Y.1.D." People will ask what the sign means. Tell them that for \$1 they can find out. After they pay the dollar give them a card and tell them they cannot tell anyone else. The card reads, "Your curiosity just cost you one dollar."

**EATING CONTEST**- Choose from hot dogs, pickles, doughnut holes, pies, cupcakes, marshmallows, etc. Gather competitors and let teammates place bids on the potential winner. The winner gets 50% of the pot.

**HOLIDAY-THEMED EVENT** - Organize seasonal events like pumpkin carving, costume contests, haunted hallways, flannel fests, chili cook-offs, sweater days, throwback themes, holiday decorating or a hot chocolate bar.

**CANDY GRAM /KUDO CARDS** - Offer small thank-you notes and candy. Employees can buy and gift these to co-workers to brighten their day, all while supporting the United Way

# INCENTIVE IDEAS

Use incentives to boost employee participation and increase gift amounts. These can be offered to donors at specific giving levels, new donors, departments that reach a set participation percentage, gifts that exceed a previous amount, those who submit pledge forms, or as raffle entries for eligible donors.

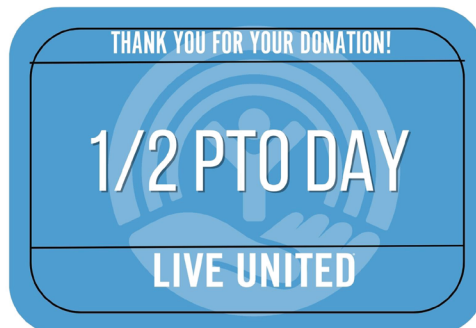
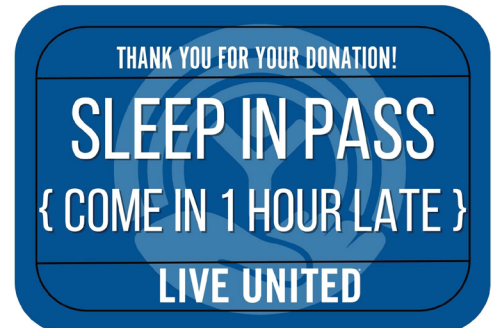
## OTHER INCENTIVE IDEAS

- BROWN BAG LUNCH
- CAKE DAY
- CASUAL DRESS DAY
- COFFEE/TEA SOCIAL
- COMPANY MATCH
- COMPANY SWAG
- COOKIE DAY
- DEPARTMENT LUNCH
- FLANNEL DAY
- JEANS DAY
- PIZZA DAY
- ROOT BEER FLOAT DAY
- SANDWICH DAY
- SNEAKER DAY
- SODA POP DAY
- SOUP DAY
- SPIRIT WEEK
- SPORTS DAY
- SWEATSHIRT DAY
- T-SHIRT DAY
- WORK FROM HOME PASS

BE CREATIVE! WORK WITH DEPARTMENT LEADERS TO FIND NEW IDEAS

## COUPON INCENTIVE IDEAS

Tailor coupons to your company's culture for thank-you, event prizes, and early bird pledge drawings. Need more ideas or templates? Contact us. We're here to help.





**Scan QR code to view toolkit online**



**View our website by going to  
[www.MarshfieldAreaUnitedWay.org](http://www.MarshfieldAreaUnitedWay.org)  
or by scanning the QR code**

