

ANNUAL CAMPAIGN GUIDE



2021-22



[UnitedWayGLV.org](https://www.UnitedWayGLV.org)



MAKING AN IMPACT

SUPPORT THE COMMUNITY BUILDING FUND

As more than 40% of our families face serious financial instability and food insecurity, your gift to the Community Building Fund helps your neighbors get the support and resources they need to recover and rebuild their lives.

GIVE TO THE FUND FOR RACIAL JUSTICE AND EQUITY

Invest in community-led solutions to systemic racism with your donation to the [Fund for Racial Justice and Equity](#).

BECOME AN EVERYDAY HERO

Become an Everyday Hero for our community by donating \$1 a day, or \$365 a year, to United Way of the Greater Lehigh Valley.

FEED A LOCAL FAMILY WITH THE AIR PRODUCTS FRESH FOOD PROMISE

Help our neighbors access fresh, healthy food. Become a donor at any level today and Air Products Foundation will provide funding in your honor for nutritious food for a local family through the [Air Products Fresh Food Promise](#).

UNITED WAY AFFINITY GROUPS

Emerging Leaders

[Emerging Leaders](#) is a diverse, welcoming group of young to mid-career professionals united in building a stronger community. By investing in the Lehigh Valley, Emerging Leaders elevate their relationships, neighbors and network.

Women United

[Women United](#) members leverage their individual strengths and collective resources to improve the lives of women, children and families. These female philanthropic leaders are committed to forging partnerships, empowering other women to succeed and supporting meaningful programs with lasting impact.

TeenWorks

[TeenWorks](#) empowers community-minded student leaders to make a difference in the Lehigh Valley. With strong support from labor unions, TeenWorks has invested in more than 500 community service projects driven by teens and local youth-based organizations.

GIVING SOCIETIES

United Way giving societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can take part in meaningful, year-round events, volunteer opportunities and engagement:

- Everyday Hero (\$365+)
- Emerging Leaders (\$500+)
- Women United (\$1,000+)
- Leadership Circle (\$1,000+)
- Tocqueville Society (\$10,000+)

STEPS TO A SUCCESSFUL CAMPAIGN

PLAN (four to eight weeks before kickoff)

- Meet with your RM to review past results and campaign materials.
- Engage your CEO or senior leadership to discuss your goals and secure dates for leadership presentations.
- Recruit your campaign team and meet to plan and develop strategies for success.
- Determine campaign start and end dates, company goals, campaign budget and pledge collection method.

PROMOTE (one to four weeks before kickoff)

- Schedule your leadership and all-employee presentations and send calendar invitations to employees.
We recommend leadership meetings with our Campaign Co-Chairs for senior leaders and donors who give \$1,000 or more.
- Publicize your campaign by hanging posters in your workplace, mentioning it in meetings and sharing graphics on company intranet, in staff emails and social media.

KICKOFF AND ASK

- Kickoff your campaign with a video or letter from your CEO explaining the importance of United Way in our community.
- Present United Way information to all employees through in-person or virtual presentations and email.
- Let people know how to make their gift. Provide links to your digital giving portal, electronic pledge form and/or distribute paper pledge forms.
- Monitor your success and provide daily or weekly updates to employees.
- Encourage your campaign team, leadership donors and company supervisors to champion the campaign.

WRAP UP AND THANK

- Finalize your campaign through the digital giving portal, collect pledge forms and submit to your RM. Share results with your campaign team and senior leadership.
- Thank every employee for participating in the campaign.
- Share campaign results and incentive prize winners.
- Submit payroll deduction information to your HR or payroll processing department.
- Debrief with your campaign team and RM. Develop an action plan for next year.
- Consider adding a “Donor Spotlight” section to your intranet to thank donors and allow them to share why they give.

EVERGREEN CAMPAIGNS

As the world presses pause and we stay at a distance, our community is finding new ways to keep going and come together.

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 an Evergreen Campaign this year in place of a traditional one.

WHAT IS AN EVERGREEN CAMPAIGN?

An Evergreen Campaign takes your employee giving (payroll deductions and billing) from 2020's annual campaign and automatically rolls it over to the 2021 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. Employees have the option to make changes to their gifts based on their personal situation.

WHAT STEPS ARE INVOLVED?

- Request and complete the confirmation form from your RM.
- Define your timeline for when you want to run your campaign. Communicate with your employees about these new details and offer instructions for them to make adjustments to their gifts. We recommend about two weeks for notification of adjustments.
- Determine a point person for employees to contact regarding changes to their gifts or renewals for cash, check or credit card.
- Engage new employees who have joined since the end of your 2020 campaign and provide them with United Way information.
- Submit pledge forms to your RM for any new employees or changes for existing donors at the end of your campaign.

WHAT TOOLS CAN UNITED WAY PROVIDE?

- 2020 donor information: We will provide a spreadsheet with the details of your 2020 campaign including donor name, amount and designations.
- Communication plan: We will provide sample communications to help you inform your employees about the campaign as well as answer any questions that come up.

MAKE IT S.O.C.I.A.L.

SHORT AND SWEET

Campaigns are best when kept to two weeks or less. The longer the time, the less momentum. Try to keep any virtual presentations or meetings to 30 minutes or less.

OVERALL GOALS

Clearly state your goals – dollars raised, number of participants, average donation and volunteer hours.

COMMUNICATE

Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission. For sample stories, visit our [Workplace Giving Toolkit](#).

IMPACT

Connect the value of donations to real services provided by United Way to those most in-need in your communities.

\$3/paycheck enables a student to participate in **summer learning programs**.

\$20/paycheck delivers **healthy, hot meals** to an older adult's home.

\$40/paycheck provides **food, clothing and shelter** to a family experiencing homelessness.

\$100/paycheck provides a young student the opportunity to **attend a quality preschool**.

ACCELERATE SUCCESS WITH FUN

Daily prizes, trivia, raffles, etc. are great ways to keep people connected. Consider having individual and team prizes for those who reach their goals.

LIVE UPDATES ON GOAL

Keep the momentum going by celebrating daily wins and ensuring the progress of the campaign is at the top of all communications.

FREQUENTLY ASKED QUESTIONS

and potential objections

How do you invest the money you've raised?

Investment decisions are made through a rigorous volunteer-led process that typically occurs once every four years. Program investments are selected based on how strongly they align with proven strategies to achieve grade-level reading success, reduce food insecurity and ensure more seniors may stay safe and healthy in their homes.

Why did you eliminate or reduce funding for a particular partner agency?

There are a number of reasons a partner agency may not receive a contract or receive a smaller contract. Most commonly, we wanted to fund programs at greater levels than we could with the limited funds available.

What is your overhead?

UWGLV strives to be cost efficient and maximize the dollars invested into our community. For 2019-20, our overhead rate was 14%, which means that 86 cents of every dollar you invest goes directly to our community initiatives.

How can we be sure funds raised in our area are used in our area?

More than 95 percent of the funds raised are invested in Lehigh, Northampton and Carbon counties. The only donations invested outside of this area are designated to do so by the donor. To ensure your donation stays in the Greater Lehigh Valley, support the Community Building Fund, which ensures that every penny donated stays in our service area. A full list of financial reports is available on our website at www.unitedwayglv.org.

I already give directly to a charity.

Firstly, thank you for giving. Through United Way, we can accomplish more than anyone can alone or through a single charity. United Way is looking at the big picture – assessing community conditions, investing in focused goals and measuring results to create long-term changes. Although it would not be tied to community impact goals and measurements, you may choose to direct your United Way gift of \$25 or more to any qualified health and human services 501(c)(3) nonprofit.

Times are tight. I don't have money to spare.

Every gift to United Way, no matter its size, provides vital services to people in our community who need our help. You may find that giving a small amount each pay period through payroll deduction allows you to make a pledge that fits your budget.

FREQUENTLY ASKED QUESTIONS

and potential objections

I feel pressured into giving.

Giving is a personal matter and decision. Neither United Way nor its volunteers believe people should be forced to give. Only you can determine whether you want to give at this time.

I don't live in the Lehigh Valley.

Through United Way's donor choice program, you have the option of designating your gift back to the community in which you live or you can split your gift to make a difference in both communities.

I heard about a financial scandal at United Way.

Every United Way is local and independent, and United Way of the Greater Lehigh Valley has never experienced any financial abuse. Over 25 years ago, a former United Way of America president and two associates were indicted for misusing funds. Neither United Way of America as an organization, nor any local United Ways, were charged with any wrongdoing in this matter. United Way instituted major governance and structural changes, and has become a model of accountability in the nonprofit sector. Forbes magazine has since named United Way among the top five all-star charities for financial efficiency.

I don't use United Way services, so I don't benefit from giving.

It takes everyone working together to create a strong, vibrant community. We all win when children succeed in school, families are financially stable and our neighbors are healthy. Your gift helps ensure that United Way services are available when they're needed. In fact, you or a family member may have already used a United Way-funded program without realizing it.

I heard your CEO has a very large salary.

United Way of the Greater Lehigh Valley staff salaries are comparable to other high-performing nonprofits in the Greater Lehigh Valley. Headquartered in the Washington, D.C. area, United Way Worldwide (UWW) salaries are comparable to other top charities and foundations in the United States, as well as U.S.-based charities with worldwide missions and scope of activities and certain private foundations with philanthropic missions similar to UWW.