



**UNITED WAY**  
**WORKPLACE AMBASSADOR**  
**CAMPAIGN GUIDE**



United Way of  
York County, SC

# THANK YOU!

## WE APPRECIATE YOUR DEDICATION

Dear Ambassador,

Thank you for committing to serve as your organization's United Way Workplace Ambassador. Workplace Ambassadors represent some of our most dedicated volunteers. The United Way team is grateful for your service!

United Way works to help people in our community access financial literacy training, decrease their debts, gain employment, start to earn a livable wage, and more. But none of our work would be possible without partnerships with employers who understand the importance of supporting their local United Way. Because of you, we can continue assisting working families who struggle to gain financial independence.

As a WPA, your job is to help us build the bridge between your colleagues and this vital work. You are responsible for leading and shaping your organization's Workplace Campaign to best fit your company, and have fun doing it!

**We are here to help.** This guide, along with resources on our website and the support you will receive from United Way staff, will help your campaign run smoothly while making it fun and engaging for everyone involved.

You and your company are leaders in York County. We thank you and look forward to a successful year because of you.

Sincerely,

The United Way Team





# ABOUT UNITED WAY OF YORK COUNTY, SC

United Way of York County's mission is to help York County families achieve financial stability!

We remove barriers to help low-to-moderate-income families more easily access and navigate services to reach financial stability. An individual's path to self-sufficiency is often filled with obstacles that can slow or even prevent them from escaping poverty.

We focus our resources where the greatest impact can be made to eliminate the complex hurdles limiting families to simply surviving instead of truly thriving.



United Way of  
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# WORKING FAMILIES IN YORK COUNTY

**34.1%** of children living in single parent families are in poverty

**43%** of adults (25+) have a high school degree or less in York County

**\$24.03** is the living hourly wage for a family of 3 (i.e., one working parent and two children)





# GUIDING FAMILIES TOWARD A PATH OF FINANCIAL STABILITY



## United Way Power to Thrive's Financial Stability Network

is a group of high-impact organizations with a simple shared goal: to help families in York County achieve financial stability.

The Financial Stability Network provides centralized case management and support for organizations as we deliver workforce development and financial literacy services across the network. Together, we empower individuals to reach their financial goals.



## CONNECT

UWYC connects community organizations with not only financial resources but also capacity-building activities, and connects organizations with each other to encourage mutually reinforcing activities.



## CONVENE

UWYC uses our convening power, bringing together all of our partners – business, labor, nonprofits, and advocates – with a simple shared goal: to help families in York County achieve financial stability.



## CHAMPION

UWYC galvanizes people to speak out for change. We're amplifying individuals' voices on important community issues. Our advocacy work is critical to addressing systemic barriers in our community.

Scan the QR code to learn how we are connecting our 3 C's to give families the **Power to Thrive!**



# WHY UNITED WAY

United Way of York County, SC brings together nonprofits, volunteers, businesses, and dollars to activate change on a scale that no single organization can do alone.

A gift to United Way is the most efficient and powerful way to help those in our community who are impoverished or struggling to make ends meet.

## **A HOLISTIC APPROACH**

Our Power to Thrive Financial Stability Network is a group of high-impact organizations with a simple shared goal: to help families in York County achieve financial stability. Power to Thrive changes lives by working across organizational lines to connect families with the necessary resources to overcome their barriers.

## **BREAKING THE CYCLE**

Temporary measures focus on the short-term need (food, overnight shelter). To create lasting change, UWYC is taking a long-term, comprehensive approach to help families achieve financial stability.

## **UNIFIED DONATIONS MAKE A BIGGER IMPACT**

Donations are unified to make a significant investment into a problem-solving initiative, allowing for a larger impact than single donations to one organization.

## **ACCOUNTABILITY**

United Way funded partners must demonstrate how they will achieve the stated goal, how the outcomes will be measured, and fiscal stability. A diverse panel of subject-matter experts develop the Request for Proposals and evaluate applications. Rest assured, your donations are invested wisely to catalyze the most change.

## **WE ARE MORE THAN A "FUNDER"**

United Way's work extends beyond investing in local nonprofit partners and their initiatives. UWYC programs include Volunteer Income Tax Assistance (VITA), SC 211 Helpline, MoneyWorks, and Power to Thrive Financial Stability Network.

## **LOCAL**

Your United Way donations stay right here in our community to help our neighbors. They are not sent to any other United Way location unless we are directed by the donor to do so.



# UNITED WAY WORKPLACE GIVING CAMPAIGN

# HOW TO GUIDE



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# YOUR WORKPLACE CAMPAIGN

## MAKES A DIFFERENCE

Whether you're at a small business, a major corporation, a nonprofit, or some other workplace, you can join the hundreds of local organizations that support United Way of York County, SC, with workplace campaigns each year.

### UNITED WAY OF YORK COUNTY'S WORKPLACE CAMPAIGNS ARE:

#### GOOD FOR YOUR EMPLOYEES

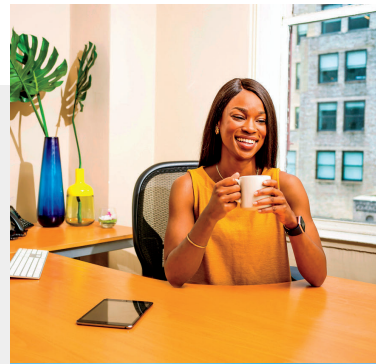
Workplace campaigns are a fun and convenient way for employees to impact their community significantly.

#### GOOD FOR YOUR COMPANY

Partnering with United Way of York County is a clear statement that your organization is committed to helping everyone in our community and reinforces your reputation as a good corporate citizen.

#### GOOD FOR YOUR COMMUNITY

By raising money that stays here in York County, you're improving the lives of people right in your backyard and addressing a variety of challenges through one strategic partnership.



United Way of  
York County, SC





# 10 STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

- 1 CEO SUPPORT:** involve your CEO in initial planning. Discuss budget, corporate gifts, and CEO involvement throughout the campaign.
- 2 GET STARTED:** Form a committee to help run the campaign and select your campaign dates. Identify campaign activities and delegate tasks to your committee.
- 3 REFLECT:** Evaluate past campaign performances and set a goal. United Way can help, especially when it comes to incorporating new ideas.
- 4 SET GOALS:** Discuss the hard numbers and where you want to grow your campaign. Create non-monetary goals, such as 100% participation.
- 5 SPREAD THE WORD:** Share how, where, and when to pledge and incentivize giving. Order Live United shirts - they make a great photo opp!
- 6 CONDUCT CAMPAIGN:** Distribute campaign materials and host a United Way speaker. Create learning opportunities through educational activities.
- 7 LEADERSHIP GIVING:** Recognize leadership gifts (\$600+) and discuss CEO matched donations.
- 8 DON'T FORGET TO ASK :** Make sure everyone is asked to donate at the kickoff and department meetings. The number one reason why people say they didn't give to the campaign is because they weren't asked!
- 9 REPORT AND THANK:** Announce the final results to your company and your local United Way. Be sure to thank everyone involved.
- 10 HAVE FUN:** Engage your employees with fun and meaningful activities, prizes, and volunteer opportunities.

# PLANNING YOUR EMPLOYEE GIVING CAMPAIGN



United Way of  
York County, SC

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

## PRE CAMPAIGN

- ☐ United Way will reach out to check in on your organization. Are there any campaign leadership changes?

## CAMPAIGN PREP

- ☐ 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 yous for donors.
- ☐ Plan activities and incentives.
- ☐ Establish your organization's campaign goal.

## 1 MONTH BEFORE CAMPAIGN

- ☐ Schedule a leadership/managers meeting to introduce the campaign.
- ☐ Create your communication plan to share with your employees.
- ☐ Work with UWYC to gather stories, photos, or videos for your communications.
- ☐ Schedule group presentations with a United Way team member.

## 1-2 WEEKS BEFORE CAMPAIGN

- ☐ Confirm your company is listed on the Online Payroll Deduction Form: [www.unitedwayofyc.org/pledge/](http://www.unitedwayofyc.org/pledge/)
- ☐ Receive your campaign pledge forms or handouts, if needed.

## DURING CAMPAIGN

- ☐ Promote our Bold Goal and emphasize why giving back to your community is important.
- ☐ Share United Way videos and stories as you remind employees to donate.
- ☐ Keep the hype going by offering incentives & updating the team on progress towards your goal.
- ☐ Take photos at your campaign events and tag UWYC.

## POST CAMPAIGN

- ☐ Confirm payroll deduction sign-ups and totals with United Way.
- ☐ Share the results and thank employees for donating.
- ☐ Ensure payroll deduction information is sent to your company's payroll staff.

## YEARROUND PARTNERSHIPS

- ☐ Invite new hires to sign up for payroll donations during employee orientation.
- ☐ Stay connected with United Way for service opportunities and updates on how your donations support our community.





# DON'T RUN YOUR UNITED WAY CAMPAIGN ALONE!

## HOW TO UTILIZE A CAMPAIGN COMMITTEE

Don't run your campaign alone. Recruit a committee of enthusiastic, resourceful, and committed employees to help you plan the best possible campaign.

### Involve representatives from various departments

Diversity is important, so invite individuals from groups such as marketing, human resources, accounting, and more.

### Set up regular committee meetings

Invite United Way to your campaign planning meetings to answer questions and offer ideas.

### Establish specific duties for each campaign team member

You can ensure campaign success by creating roles such as department liaison and payroll contact, and areas of focus such as marketing/events and campaign communications, for committee members.

### QUICK TIP

Recruiting the support of the CEO is also critical to a campaign's success. Their leadership sets the example for other supporters. Encourage your CEO to publicly support the campaign!



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# UNITED WAY WORKPLACE CAMPAIGN ENVELOPE

## TIPS FOR COLLECTING PLEDGE FORMS AND DONATIONS

- Be sure to complete the left-hand side of the envelope with the name of the Employee Coordinator, Email, & Phone Number. That way if we have any questions we have all the contact information!
- Identify the name of the Company and/or Department that the envelope represents.
- Include the current number of employees so that we can determine the participation percentage.
- Specify the type of donation and number of donors: cash, checks, credit cards, direct bills, payroll deductions, corporate gifts, or special events.
- Attach cash or check donation to a physical pledge form so that we can confirm the type of gift and amount. This will also help track your company's participation percentage.

## DON'T FORGET!

- We have an online pledge form as a giving option. Great for remote employees!
- Visit **[www.unitedwayofyc.org/pledge/](http://www.unitedwayofyc.org/pledge/)** to fill out an electronic form. Individuals will receive an email confirmation of the pledge for their records.

## PLEASE REMEMBER

United Way and donors appreciate the timely submission of gifts that include checks and/or cash. If the campaign is not complete, we ask that you turn in what has been donated every two weeks so that we can deposit the donors' checks or cash. We can provide additional report envelopes as needed.





# 10 FUN RAISING IDEAS



A campaign that is fresh and fun makes your job more enjoyable and creates more awareness among your co-workers. Try one or more of the ideas below to bring excitement to your campaign!

**BAKERY CART:** Wheel a cart of bagels, doughnuts, coffee and juice through the office, collecting donations.

**CASUAL FOR A CAUSE:** Sell Casual Day badges for employees to dress casually on certain days.

**CHILI COOK-OFF:** Everyone bring a pot, enjoy, and vote. Teams give \$10 to United Way to enter and employees donate \$1 per tasting.

**FLEE AT 3:** Sell passes for employees to leave early one day.

**CANDY GRAMS:** Sell candy with your company or United Way's logo on it. All proceeds go to the United Way.

**COIN WAR:** Set up large empty water bottles for each department in a central location. Employees drop their spare change into the bottle. Coins are positive while paper money is negative. The group with the highest point value wins. All cash collected is donated to United Way.

**FOOTBALL TOSS:** Measure for distance and accuracy with prizes for top Guy and top Gal. Charge per attempt.

**CAKE WALK :** Have employees bake cakes and hold a cake walk. Charge \$5 to enter each round.

**TEAM JERSEY DAY :** Have employees pay a set amount to wear their favorite sports team jersey or t-shirt.

**NAME THAT TUNE:** Employees pay \$5 to participate. Contestants then go up against each other to test their knowledge of songs.





# PALMETTO LEADERSHIP SOCIETY

The Palmetto Leadership Society recognizes local philanthropic leaders and volunteer champions who have devoted time, talent, and funds to create long-lasting changes by tackling our communities' most pressing issues.

Your gift to the Palmetto Leadership Society is significant, and it brings great satisfaction to be a helping hand to those who are struggling in our community. Together we can lift York County families toward financial stability.



“

I give to United Way because York County is my home. I love my neighbors and the money I give, I know goes to do good things.

”

Sabrina Gast, UWYC  
2023-2024 Palmetto Leadership Society Chair



## UNITED WAY OF YORK COUNTY

# WOMEN UNITED

Women United is an inclusive sisterhood working to empower and enrich the lives of York County women through philanthropy, advocacy, and volunteerism. Members mobilize the caring power of women to promote community, stability, and equity.

Women United is part of a global network of more than 75,000 women in 165 communities across six countries, all dedicated to improving lives and creating stronger communities.

*Help strengthen our work in York County  
by joining  
UWYC Women United!*

SCAN ME





# FREQUENTLY ASKED QUESTIONS

## HOW LONG SHOULD A WORKPLACE CAMPAIGN RUN?

The average campaign runs for one to two weeks, which is usually enough time to kick off your campaign, effectively promote United Way and make your ask without overwhelming your colleagues. An exception might be if you are the Workplace Ambassador at a very large or multi-site organization.

## WHEN SHOULD OUR WORKPLACE CAMPAIGN TAKE PLACE?

Most campaigns run between August and November, but they may happen at any time best suited for your organization.

## HOW CAN EMPLOYEES GIVE?

- You can give securely by credit card on our website – [unitedwayofyc.org](https://unitedwayofyc.org).
- You can mail a check to United Way of York County, SC, PO Box 925, Rock Hill, SC 29731.
- You can give through a payroll deduction if your workplace holds a United Way Campaign.
- Contact United Way for additional options

## WHEN DOES PAYROLL DEDUCTION START?

Payroll deduction typically runs from January 1 through December 31. However, United Way does not set your payroll schedule. It is a decision made within your organization.

## HOW DO I WORK THIS INTO MY SCHEDULE?

The best way to run a campaign without being too overworked is to recruit a committee and delegate. Work with your United Way representative and let them know your limitations. This will allow you to come up with a plan that fits both your organization's needs and your busy calendar.

## WHAT ARE OTHER WAYS TO GET INVOLVED?

At United Way of York County, we have numerous opportunities to support our mission. Individuals can serve on special committees, volunteer, and advocate. Women United is a great way to get plugged in beyond the workplace campaign. Donors that give annual \$600 or more are automatically enrolled in our Palmetto Leadership Society.

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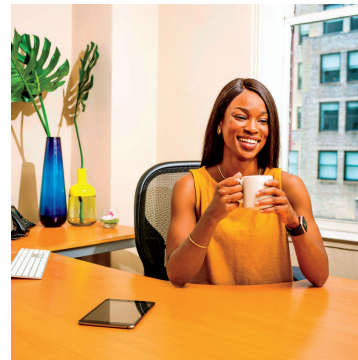
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**THANK YOU FOR SUPPORTING YOUR UNITED WAY**



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[www.unitedwayofyc.org](http://www.unitedwayofyc.org)

