



**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 US

## COMMITTED TO OUR COMMUNITY

United Way of York County, SC is committed to helping 3,000 York County families achieve financial stability by 2030.

Everyone deserves opportunities to have a good life. Advancing the common good is less about helping one person at a time and more about changing systems to help all of us. We are all connected and interdependent. United Way of York County believes financial stability is vital not only for a family to succeed but for our community to rise.

### MISSION

Help 3,000 York County families achieve financial stability by 2030.

### VISION

A financially stable community where everyone thrives.

### OUR WORK

Advancing the common good is less about helping one person at a time and more about changing systems to help all of us. Together, we provide opportunities for individuals to propel their careers, manage their finances, and make positive decisions for their futures.



# OUR WORK

## LIFTING 3,000 YORK COUNTY FAMILIES TOWARD FINANCIAL STABILITY BY 2030

A financially stable family has enough resources to meet its needs without public support. This term goes beyond the issue of poverty. Helping families and individuals become financially stable is a long-term solution.

To move the needle in leading families toward financial stability we must address the root causes of underemployment and need for financial literacy. UWYC believes that as a community, we can get things done when we work together. We know financial stability is vital not only for a family to succeed but for our community to rise.

### FINANCIAL STABILITY IN YORK COUNTY

**13%** of working families with at least one worker live below the federal poverty level.

**16%** of households in York County earn less than \$25,000 a year.

**\$24.03** is the wage needed for a family of 3 (i.e., one working parent and two children) to be self-sufficient.

These statistics are hard to ignore. These are families that are working, doing their best to stay afloat. It could be the person who checks you out at the grocery store, provides care for your loved ones, or prepares your favorite takeout order.



# 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 wage for a family of 3 (i.e., one working parent and two children)

## WHO WE SERVE

- Working families in York County
- Earn too much for typical assistance but not enough to make ends meet
- Lack emergency savings and/or financial skills to deal with unexpected expenses



# UNITED WAY WORKPLACE GIVING CAMPAIGN

# HOW TO GUIDE



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United Way of  
York County, SC

# 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

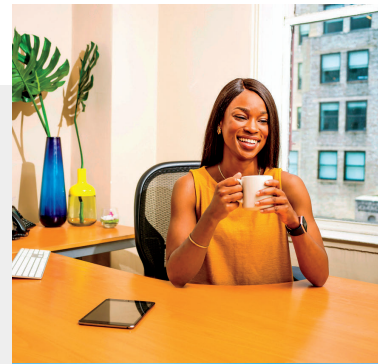
Workplace campaigns are a fun and convenient way for employees to impact their community significantly.

### 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



# 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.

## 3-4 MONTHS BEFORE CAMPAIGN

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

## 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 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.

## AFTER 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.

# UNITED WAY OF YORK COUNTY, SC CAMPAIGN CHECKLIST



United Way of  
York County, SC

Thank you for partnering with United Way and joining us in our *Bold Goal to help 3,000 York County families achieve financial stability by 2030*. Below is key information needed to make your campaign a success.

**COMPANY NAME:**

**CAMPAIGN DATES:**

United Way Campaign Goal:

\$

## KEY CONTACTS

United Way Ambassador:

United Way Team:

Rebecca Melton, [rmelton@unitedwayofyc.org](mailto:rmelton@unitedwayofyc.org) and Mollie Rose, [mrose@unitedwayofyc.org](mailto:mrose@unitedwayofyc.org)

## CAMPAIGN BEST PRACTICES

- Distribute pledge forms or online pledge link at the start of the campaign
- Send weekly emails provided by United Way
- Hang up campaign posters and layout handouts in break/common areas
- Be sure to share your campaign goal throughout the month

## PLEDGE FORM PROCESS

- Distribute pledge forms and/or online pledge link to colleagues
- Have everyone return pledge forms to campaign committee member
- Any cash can be put into the pledge envelope (following company protocols)
- At the end of the campaign, put all pledge forms in the pledge envelope
- Use the pledge envelope to calculate pledge totals
- UWYC staff will pick up pledge envelope

# 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.



United Way of  
York County, SC

# 10 FUN IDEAS TO KICK YOUR CAMPAIGN INTO HIGH GEAR



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.



# 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.





# 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.

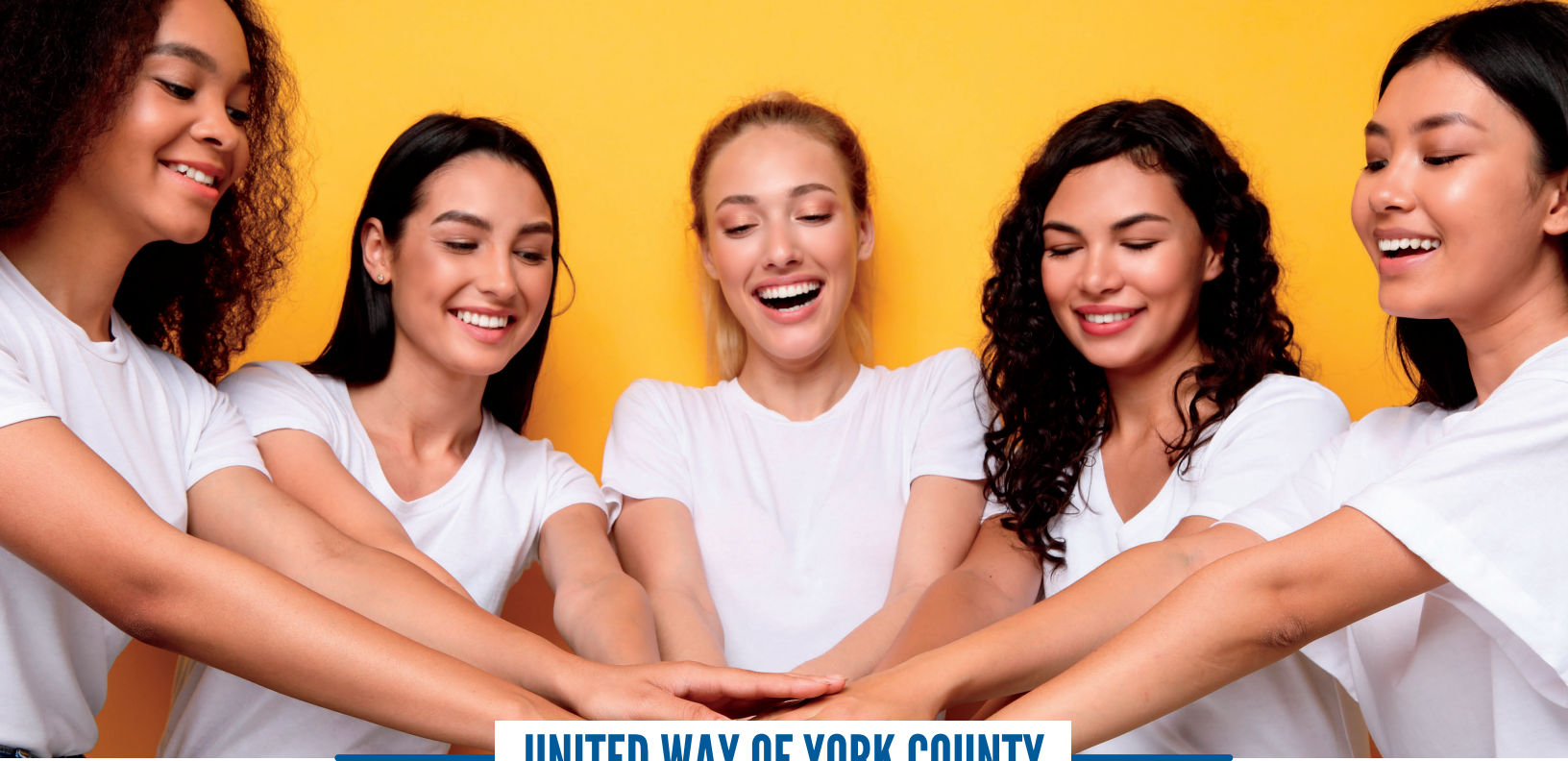


*Community improvement starts with leaders who have the passion and drive to make a difference in their neighborhoods. Our Palmetto Leadership Society investors embody these traits. Join me and other York County leaders in inspiring hope and creating opportunities for a better tomorrow.*



Patrick White  
2022-2023 PLS Chair





UNITED WAY OF YORK COUNTY

# WOMEN UNITED

Communities need champions who understand issues facing women and girls, see their potential, and offer solutions to make a difference.

We believe that when a network of caring, powerful women get together to drive change, anything is possible.

***Help strengthen our work  
in York County by joining  
United Way of York  
County's Women United!***

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**uNite  
for  
WOMEN**

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# 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](http://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.







**THANK YOU FOR SUPPORTING YOUR UNITED WAY**



**United Way of  
York County, SC**

803.324.2735  
[www.unitedwayofyc.org](http://www.unitedwayofyc.org)