

United Way of Collier County

Workplace Campaign Coordinator Manual

2019

**Thank You**

Thank you for having a positive impact on your community and for “Living United” by serving as a United Way of Collier County Campaign Coordinator.

**Campaign Coordinator’s Goal:**

Your goal is to ensure that every employee is educated about and asked to contribute to United Way. If every employee is approached in this manner we will not only meet but exceed our financial goal.

**Campaign Coordinator’s Responsibilities:**

* Educate yourself on this United Way (Visit uwcollier.org)
* Make your own personal contribution before asking others to donate
* Coordinate a United Way presentation at your business
* Distribute pledge forms and campaign brochures to all employees
* Ask each employee for a donation through the group or one-on-one solicitation methods described in this manual
* Collect pledge forms and coordinate with a United Way staff member to pick them up
* Share your experiences with other coordinators (good and bad)
* Identify any barriers you come across and seek help from Katie Schweikhardt at the United Way. Katie can be reached by dialing (239) 261-7112 ext. 204 or by email at katie.schweikhardt@uwcollier.org
* **Have FUN!**

**Campaign Toolkit:**

* Please go to the United Way’s web site [www.uwcollier.org](http://www.uwcollier.org) and click on the COMPANIES tab and then click on CAMPAIGN for access to campaign tools
* OR contact Katie Schweikhardt and she will provide you with campaign tools

**Support Services Available to Assist You:**

* United Way Staff and United Way Partner agencies are available to answer questions, help with logistics or speak at employee group solicitation meetings and can be scheduled by contacting:

Katie Schweikhardt- United Way of Collier County

239-261-7112 ext. 204

Katie.Schweikhardt@uwcollier.org

**Turning in Results:**

* Call Katie Schweikhardt at (239) 261-7112 ext. 204 or email at [Katie.Schweikhardt@uwcollier.org](mailto:Katie.Schweikhardt@uwcollier.org) and a staff member will pick up donations.
* **All cash donations and checks should be picked up by a United Way staff member!**

**Education and Group Solicitation**

Group education and solicitation is the most efficient and effective method of reaching your goal of contacting every employee in your business. We suggest group meetings, where employees come together to hear a presentation on United Way and afterwards each is asked to make a pledge. This solicitation method has been proven to improve results, and considerably cut down on one-on-one follow-ups.

**Pre-planning:**

1. Set up a time, place and meeting agenda
2. Make arrangements for a United Way Speaker
3. Publicize the meeting well in advance
4. Ensure that all pledge forms and campaign brochures are available for distribution
5. Have food and have fun!
6. Follow-up with those who did not attend the meeting

**Agenda:**

Below is a sample agenda for a United Way group solicitation meeting that you should review with the group’s manager before the meeting. An effective meeting should require no more than 15 to 20 minutes. The following is a suggested agenda outline.

**Step 1:** Welcome and campaign endorsement by campaign coordinator. **(1 minute)**

Thank employees for attending, distribute personalized pledge forms and campaign brochure. **Remind employees to sign and turn in forms when they leave (1 minute).**

**Step 2:** United Way Presentation (**5-6 minutes)**

* 1. Explain how United Way works and why you give to United Way **(See “Elevator Speech” in the back of this Manual)**
  2. Point out that United Way funds support dozens of local funded non-profits that are carefully vetted and selected.
  3. Be sure to focus on the ALICE population! **(See: “Need in Our Community”)**
  4. Explain how their dollars are making a genuine impact by helping the community through United Way, a community leader in identifying and solving local problems, because it acts as a bridge connecting your resources with the people most in need. **(See: “How You Can Help/Why United Way”)**

**Step 3:** Review incentives and discuss payroll deduction option and pledge form. **(1-2 minutes)**

* Not all incentives will work for every business and company, therefore, tailor incentives accordingly
* Contact Katie Schweikhardt for a list of incentives and to brainstorm what will work best for your employees

**Step 4:** Make the Ask/Conclusion **(2-3 minutes)**

* Sample scripted ask:
  + 1. “If you have participated in the campaign last year, I want to thank you for your support and ask that you consider increasing your contribution for this year’s campaign”
    2. “If you have chosen not to participate in the past, I encourage you to please join me and other Collier County businesses in working together to make our community a better place by making a contribution to United Way today”

**Education and One-on-One Solicitation**

The second form of education and solicitation is a one-on-one approach, where individual employees are contacted and asked to make a pledge. The following 5 step approach is the most effective one-on-one solicitation technique:

**Step 1: Make Your Introduction and Opening Comments**

* Explain how United Way works and why you volunteer for United Way

**(See “Elevator Speech”)**

* Point out that United Way funds support dozens of local funded non-profits that are carefully vetted and selected.
* Be sure to focus on the ALICE population!
* Note that United Way is a community leader in identifying and solving local problems, working in partnership with other community and civic organizations to make best use of limited resources.

**Step 2: Answer Questions**

Answering questions about United Way gives you the opportunity to tell your fellow employees more about the work of United Way. **See “Questions and Answers” section of this manual. If you are asked a question that you cannot answer, please call Katie Schweikhardt at the United Way (239) 261-7112 ext. 204 or send Katie an e­mail at** [**Katie.Schweikhardt@uwcollier.org**](mailto:Katie.Schweikhardt@uwcollier.org)**.** We will get the answer to you quickly so you can follow up as soon as possible.

**Step 3: Explain the Pledge Form** **and Incentives**

**Step 4: Ask For the Gift**

You've answered the person's questions and explained the pledge form and incentives. Now you're ready to ask for the pledge.  **Again, encourage each person to give a payroll deduction “fair share” gift and to give as generously as possible. A “fair share” gift is one hour’s pay per month.**

**Step 5: Say Thank You**

Thank the person for his or her time and gift. Assure the individual that the contributions will be used to help people in need in our community.

**Frequently Asked Questions and Responses**

**How do we know that our contributions are being used properly?**

United Way of Collier County ensures a careful screening and monitoring of funded programs that align and meetwith community-driven strategies. Program activity is monitored to measure success and to ensure donations are having the desired impact. 98% of donated dollars go directly to programs!

**How much should I give?**

Giving is a personal matter based on your desire to help others, your interest in the community and your own financial ability. How much is a personal and voluntary decision.

**Why should I give to the United Way when I could give directly to a specific agency?**

You can give to a specific agency through the United Way campaign and use the convenience of payroll deduction to spread out your pledge payment throughout the entire year.

When you give to the United Way the impact of your gift is multiplied. Your gift is added to the gifts of other contributors and is distributed to programs that have a proven record of success. A group of community volunteers work to determine the best way to invest campaign dollars and to create measurable impact in the community. When you give to the United Way’s Community Impact Fund you can be assured that the dollars are going where they will efficiently and effectively help solve community problems.

**Remember! Education not Coercion!**

The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, hinders communication and understanding, and can lead to decreased support.

**Speeches for Presentation**

Included in this packet are two different pitches for guidance as campaign coordinator. First, we have attached a brief elevator speech for a quick explanation of “Why United Way?”. Following the elevator speech is a longer, more detailed pitch, more appropriate for use in a formal presentation setting. Please use these at your United Way presentation for guidance. Feel free to make these speeches your own and we encourage you to alter them to fit your own personality and presentation style.

**Pitch #1: Elevator Speech (30 seconds)**

The United Way is a charity which focuses on big problems in the community: health; education; and financial stability, and works with local businesses and other charities to find a solution.

**Pitch #2: Formal Pitch (9-12 minutes)**

**Welcome and campaign endorsement by campaign coordinator (1 minute)**

Welcome employees to our 2019 United Way Campaign meeting! I want to thank each of you for participating in our 2019 Campaign. With your help, through the United Way we are going to make a huge impact on the residents of Collier County. Each of you should have a personalized pledge form and campaign brochure. Before the end of the meeting, please sign your pledge forms and return them to me before you leave. I want to thank you all for taking time out of your day and giving me the opportunity to speak to you and for your contributions to the work of the United Way. Today, I’ll be giving you an idea of what the needs are in our community that the United Way is serving, how we’re serving them, and how you can help.

**Need in Our Community (2 minutes)**

We all know Collier County is famous for its beautiful beaches, its manicured streets, its mansions, its shopping, food, cultural offerings, all the things that make it a great place to visit and live. We’re very lucky here. It’s an undeniably beautiful place and even if you aren’t wealthy there are a lot of things we all have access to that make living here special.

But what we don’t put in our tourist brochures is the reality that, yes, this is a great county with a lot to offer, but it’s also a county with a high cost of living, especially when it comes to housing and childcare. For many people, those costs are very very difficult to manage. They’re living paycheck to paycheck, or Social Security check to Social Security check. They’re at risk of losing their home if an unexpected expense comes along, struggling to keep food on the table without having to visit a pantry, worried that if they get sick or lose their job their lives will come tumbling down around them.

The Federal Poverty lines don’t really account for all the people facing these kinds of challenges. They’re far too low compared to real costs of living. So, United Way created a study to try and get a better fix on what the number of people facing these challenges really looks like, the number of people that could really use a hand up in every county in Florida but aren’t necessarily included in the government numbers. What they came up with to do this was the ALICE study.

What that study does is look at the specific costs of survival and employment in each and every county, every two years, and come up with a very bare-bones, real-world budget for what it takes to get by as either an individual or a family of four that’s specific to each county. The people that have incomes under those budgets are included in the Asset Limited Income Constrained Employed (or ALICE) population and the study goes on to look at the budgets and income figures from every county to try and understand how many people are struggling to make ends meet.

When you look at the ALICE study for our county, you learn what a lot of us already know, that a lot of people here are struggling. Families with children are having the hardest time. 46 percent are living with incomes too low to afford the ALICE Survival Budget. This is one of the reasons more than 70 percent of kids in Collier County Public Schools need the Free or Reduced Lunch program. Seniors are hit hard too. We often think of people who retire here as being fairly wealthy, but that’s definitely not always the case. Nearly 20,000 senior households in Collier County are living under the ALICE threshold. All told, more than a third of households in our county are struggling to get by. That’s more than 100,000 people.

[In our county, if you’re a single adult and you aren’t earning at least $11.25 an hour, you’re either in trouble or having to work more than 40 hours a week, likely at more than one job, to survive. If you have a family of four and you aren’t earning more than $29 an hour, you’re probably struggling. But of the thirty most common jobs in Florida, only being a registered nurse gets you the $30 average hourly wage that can support a family. If you’re working retail, the most common job in our state, you’re probably making in the neighborhood of $10 an hour and, even if you’re single and don’t have a family, you’re finding yourself more than $2,000 short every year. So, if you’re wondering where you can find our ALICE population, the answer is literally everywhere.]

These are families that are at risk of becoming homeless, who don’t always have access to healthcare, who don’t have savings to cope with unexpected expenses. They’re living on the edge of a crisis even though most of them are working one or more jobs or have worked their whole lives. Wages in the professions where they’re able to find work, or the retirement benefits they worked to earned, just haven’t kept up with costs of living.

Throw in the occasional hurricane and things really get rough.

**How You Can Help/Why United Way (3-4 minutes)**

United Way works to support the health, education, and financial stability of Collier County’s ALICE population. We fund programs at more than twenty agencies and we have programs that we run ourselves that connect people with those agencies or help supplement the work that they’re doing. When our county gets hit with a natural disaster like a hurricane we rally support from around our county and around the world to help.

In health, we’re part of the county-wide effort to improve mental health services, we’re underwriting funds to help seniors with low incomes get medical help and cancer patients with low incomes get through their treatment. And we’re helping to support the Children’s Advocacy Center, which helps survivors of child abuse.

In education, we’re supporting programs that help people learn to speak and read English, programs that help preschoolers prepare for kindergarten, a program that is helping kids prepare for good careers and well-paying jobs starting in middle school, and programs that help kids stay out of trouble and on track with their studies after school and over the summer.

To help people attain financial stability we’re underwriting a program that provides the wrap-around support and services people need to transition to better-paying jobs, programs that provide legal services and help finding jobs, programs that help people with disabilities train to enter the workforce, and programs that help families who are either homeless or in immediate danger of becoming homeless.

To connect people with the services and opportunities they need, we run a 24-hour helpline, 2-1-1. 2-1-1 can help connect someone with more than 100 different programs, not just at our partner agencies, to find the resources they need. Last year more than 3,400 people called 2-1-1 looking for help.

We also have a few additional programs that we run ourselves. Supplementing the preschool programs we support, we have Dolly Parton’s Imagination Library. We’re piloting this program this year with 1,000 kids in Golden Gate City and we hope to spread it throughout our county in time. The Imagination Library does a really simple but wonderful thing. It sends kids a free, new, age appropriate book, every month from their birth until they enter kindergarten. So, you’re getting kids excited about reading, you’re helping their parents find the time and energy they need to read with their child, and you’re helping a family build a library in their home at no cost to them. All of these are things we know help kids prepare to succeed in kindergarten. And getting kids ready for kindergarten is the first big hurdle we need to help them clear to be successful throughout their academic careers.

To supplement our afterschool programs, we have Build-a-Bike. Every year we collect sponsorships and assemble volunteers to purchase and build bicycles for at-risk kids enrolled in the programs we underwrite. Along with their bike they get safety training from the Sheriff’s Office, a helmet, and a lock. I’m sure most of you can remember what a big deal a new bike is when you’re a kid. You get freedom, a great reason to be outside getting some exercise, and something you cherish and learn to be responsible for. We gave out 500 bikes last year through Build-a-Bike.

Supplementing our financial stability programs, we have our Volunteer Income Tax Assistance program, VITA. This is a great program because it helps people get some actual cash. We train a small army of volunteers to be certified tax preparers, we offer their services at locations throughout our county, and if someone has a household income below $66,000 they can come and have their taxes prepared for free. A lot of our volunteers are either work in banking or accounting or finance, or used to, so between their career expertise and the training they receive you’ve really got someone who knows what they’re doing helping you prepare your taxes. This year, the VITA program brought more than $800,000 in tax returns back to Collier County.

We also work to secure relief after disasters. After Hurricane Irma we were able to help people meet their home and auto insurance deductibles, pay utility bills while they weren’t able to work, and we received a large grant to provide case management for nearly 500 people to help them secure whatever they needed to rebuild. [For around half of those people, that case management is still ongoing. It’s taking a long time, and a lot of follow up and resources, for the people hardest hit by Irma to get the relief they need to get back on their feet.] We even got a grant from the United Arab Emirates to help repair thirty homes that were damaged by the hurricane and to secure an additional disaster relief site in Golden Gate City, for when the next hurricane comes around. That grant is also providing wireless internet services to Collier County Public School students in Immokalee and Everglades City. With more and more schoolwork, and more and more resources in general, moving online that’s going to be a big help to kids and their families.

So, we’re working with a lot of different people, in a lot of different ways, all throughout our county. We’ve got partners at the county, state, and international level. It’s a lot to take in. And it can be hard to see how you might be relevant to it all. The problems are big. The programs are many. We’re trying to help more than 100,000 people. How can you make a difference in all of this?

That question. That problem of “I know there are a lot of people in my community that need help. I want to help. But I don’t see how I could possibly make a difference.” That’s the whole reason the United Way exists.

This is our mission, our true mission. To improve lives by mobilizing the caring power of our community. There are a lot of people here who could use a hand up. There are a lot people here who care enough to want to help. All we do is connect one to the other.

We have our 2-1-1 helpline and our ALICE report to help us know who in our county needs help and what help they need. We vet all our partner agencies to make sure they’re providing those services and opportunities and doing a good job managing the resources we give them.

Then we go out and try and find the people who want to help. All the people. Yes, we talk to business leaders, and big-time philanthropists, and even foreign governments, but the overwhelming majority of our donors are working people. People who’ve decided they want to help. People who know that in giving to the United Way, they ARE helping, right here in our county, in ways that really make a difference.

**Review incentives and discusses payroll deduction option and pledge form.**

**(1-2 minutes)**

\*\*\*Tailor incentives that will work for your employees and your business. Contact Katie Schweikhardt for ideas and a list of possible incentives! \*\*\*

\*\*\*Explain Pledge Form. Be sure to look over form before presentation\*\*\*

**Make the Ask/Conclusion (2-3 minutes)**

If you participated in the campaign last year, I want to thank you for your support and ask that you consider increasing your contribution for this year’s campaign.

If you have chosen not to participate in the past, I encourage you to please join us and other Collier County businesses in working together to improve the lives of the members of our community by contributing to United Way today!

Even if you decide to give 25 cents a paycheck, 3 bucks a year, that’s enough to send a book to a child in the Imagination Library program. That’s not a small thing. Not to that child. Not to those parents. Can you imagine how excited those kids get every month when that book comes? How they beg their parents to read it to them? Snuggling up on the couch or the floor to read together? I know I’ve got some very happy memories of reading with my mom. I hope you do too. That’s a lot of good from a quarter you probably wouldn’t miss if it fell in between your couch cushions.

Every. Gift. Matters. We make sure of it. THAT’S what United Way does. Because everyone’s compassion and generosity has value. Everyone deserves the opportunity to make an impact. That’s why we work to find the people in need and connect them with the people who are going to help them.

Giving to the United Way is a way to feel like you’re going to work every day for something more than your own survival, your own family, or your own future. Giving to United Way is a way to know that in a world with big problems, in our county with so many who could use a hand up, you’re doing something to be part of the solution. That’s why I give to United Way, at least. I hope you’ll join me and LIVE UNITED!

**Other Resources**

**Agency Allocations (2019–2020)**

The United Way of Collier County (UWCC) underwrites programs at twenty-one agencies throughout our county serving its ALICE population. The following briefly describes each program: categorized by **Health**, **Education**, and **Financial Stability**; that we support and how they help our community.

**HEALTH**

* Cancer Alliance of Naples provides financial assistance to patients undergoing treatment for cancer and to their families.
* UWCC underwriting supports mental health care for elementary- and middle-school students in Collier County Public Schools, families, and adults provided by Catholic Charities.
* The Children’s Advocacy Center of Collier County provides therapy, medical examinations, courtroom preparation, advocacy, and case management to survivors of child abuse with its UWCC underwriting.
* UWCC underwriting supports the Access 2 Care program, giving children and their families access to behavioral and health screening and assessment through the National Alliance on Mental Illness Collier County.
* The UWCC underwrites the Senior Friendship Health Center Friend in Need Uninsured Patient Fund, to provide medical and dental care to ALICE patients.

**EDUCATION**

* UWCC underwrites the Bright Beginnings family literacy program at Grace Place for Children and Families, building the kindergarten-readiness skills of children and the parenting and English language skills of their parents.
* UWCC underwriting supports the Afterschool Tutoring & Summer Enrichment Program at the Guadalupe Center, providing year-round academic support and out-of-school-time care to elementary school students in Immokalee.
* UWCC underwriting provides services and scholarships to students working to earn credentials necessary to obtain well-paying jobs after high school graduation through the Immokalee Foundation “In Demand” career program.
* Literacy Council of the Gulf Coast offers adult and family English language and literacy training at three locations in Collier County with its UWCC underwriting.
* New Horizons of Southwest Florida offers out-of-school-time educational and enrichment programs to kindergarten through twelfth-grade students at four locations in Collier County with its UWCC underwriting.
* Pathways Early Education Center of Immokalee provides high quality early-childhood education to preschool students building towards kindergarten readiness in Immokalee with its UWCC underwriting.
* This year, UWCC is purchasing computer workstations for the Pelican Community Center, in Golden Gate, for use by students building their English language and literacy skills.
* Redlands Christian Migrant Association provides early-childhood education and afterschool programs to students in East Naples and Immokalee with its UWCC underwriting.
* UWCC underwriting supports afterschool programming provided by The Salvation Army for children in grades one through eight in East Naples, including tutoring and instruction in the culinary and performing arts.
* UWCC underwriting supports the onsite Child Care program at The Shelter for Abused Women and Children, serving child survivors of domestic violence from birth through five years old.
* The UWCC underwrites the Marco Y Early Learning program at the YMCA of South Collier (formerly the Greater Marco Family YMCA), providing a high quality early-learning environment for preschoolers building kindergarten readiness.

**FINANCIAL STABILITY**

* UWCC underwriting supports the Empowerment Program provided by Catholic Charities, which helps people achieve stable employment and financial independence with intensive case management and support resources.
* UWCC underwriting supports the Goodwill Industries Job-Link and Family Strengthening Centers, providing free access to employment counseling services, skills training, and computers and internet for job searches and applications.
* Legal Aid Services of Collier County will provide services, focused on the high impact areas of housing and income preservation, to ALICE clients with its UWCC underwriting.
* UWCC underwriting will enable Lighthouse of Collier to offer a Job Readiness Program for the blind and visually impaired.
* UWCC underwriting provides transportation services for Collier County residents with moderate to severe developmental, intellectual, and physical challenges who attend the United Cerebral Palsy of Southwest Florida Adult Day Training Center in Naples.
* The UWCC underwrites the Rapid Re-Housing Program, managed by Youth Haven, providing intensive case management and financial resources to families in jeopardy of becoming homeless or who are currently homeless.