

**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED®

UNITED in PURPOSE

Everyone, Everywhere Has the Opportunity to Thrive

Employee Campaign Coordinator Training

United Way of
Yellowstone County



Employee Campaign Coordinators are such a vital part of United Way of Yellowstone County. You are the hand raisers, the change makers that help us continue providing opportunities in our community.

Your time as a volunteer is valuable to us and our community!



"What I love most about the United Way model is that it is our community identifying its most pressing needs, our community that finds solutions and our community that raises the resources to make the impact that helps our friends and neighbors. When our community comes together to Live United, we can create change that allows everyone to reach their full potential. This is when we are truly UNITED IN PURPOSE!"

~Kim Lewis, President/CEO

Introductions

VIDEO – United in Purpose

https://online.unitedway.org/sites/default/files/files/230330_COMM_Workplace%20Campaign%20Video%20AS%20I_S.mp4

Our mission is simple...to help people.

Help people
move from
poverty to
possibility



Help kids
be all they
can be



Help people
access quality
mental health
supports



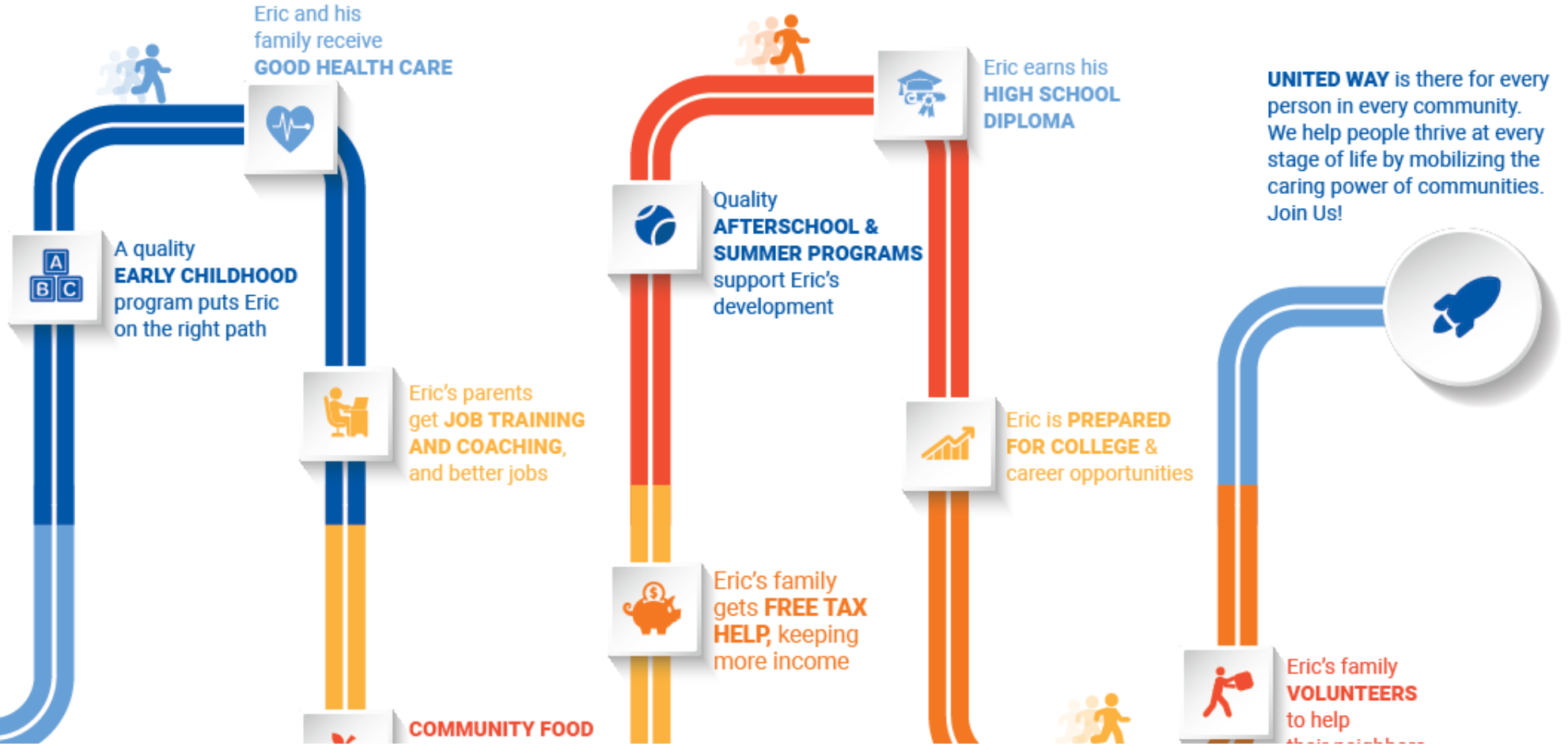
Help break
the cycle of
domestic
violence

LIVE UNITED



UNITED WAY brings people together to build strong communities where everyone can get a quality education, good job, and live a healthy life.

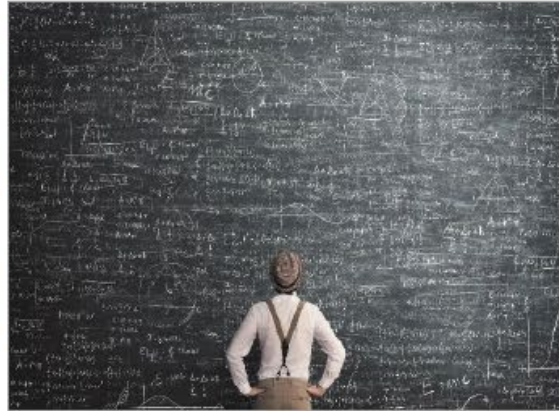
To illustrate, let's see how Eric and his family receive support from United Way.



OUR SUPERPOWER – WE KNOW THE LOCAL COMMUNITY



We know our local communities



We use this knowledge to take on the most complex challenges



We mobilize and bring people together to solve these challenges



We can drive this impact at scale around the world

LIVE UNITED

Programs & Services

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SCHOOL READINESS

A B C

SCHOOL SUCCESS

Schoolhouse icon

CRISIS STABILIZATION

Three figures icon

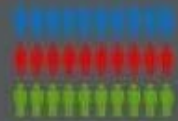
SENIOR INDEPENDENCE

Senior couple icon

We do much more than provide funding

INVESTOR

Strategically funding local non-profits that are effective, innovative, flexible & collaborative.

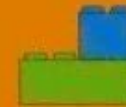


ADVISOR

Advising, leveraging and aligning other funders/investors to achieve the greatest possible outcomes for our community.

BUILDER

Help non-profits be stronger and more resilient. Help with outcome measurement and skills & leadership development.



FUNDRAISER

Creating meaningful partnerships with local business, unions, foundations and individuals to solve social problems.

CONNECTOR

Connecting companies and individuals to create social change on the issues that matter most to them.



LIVE UNITED



United Way
of Yellowstone County

Allocations

Ever wonder how we decide where to give the money we raise?

We care about where your money goes. When a donation is made to our Community Impact Fund, we take considerable care in being proper stewards of those dollars. Funding decisions are not made directly by us, but by the members of our community who dedicate their time to evaluate (or "vet") the many nonprofits that apply to receive financial support.

Know the needs

Using strategic community partnerships, we learn the needs facing our community and seek organizations working to alleviate them in our county.

Investment

Our investment decisions are not simple!

- Eligible organizations must apply
- 60-80 volunteers to help us review funding requests and vet the agencies

Funding

For an organization to be supported by us, they must demonstrate *how* they impact our communities needs. Funding amounts vary and are recommended by the allocation team.

PARTNER SUPPORT

UWYC is honored to support our Partner Grantees towards our Shared Goals.

Funding Support: UWYC has invested in Partner Grantees for several years.

Invested Since 2010:

Partner Grants: \$3,813,600

Designations: \$189,400

EFSP Funds: \$135,000

\$4,138,000

Invested Since 2010

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LIVE UNITED

Give. Advocate. Volunteer

LIVING UNITED means being a part of the change.

- Join hands
- Speak up
- Open your heart
- Lend your muscles
- Find your voice
- Get involved
- Give

**United Way of
Yellowstone County**



Campaign Overview

of companies

of donors

of \$

INVEST CONFIDENTLY WITH UWYC

FOR EVERY DOLLAR DONATED:

- \$0.90 IS DIRECTED TO PROGRAMS
- \$0.05 ADVANCES FUNDRAISING EFFORTS
- \$0.05 COVERS OPERATING COSTS



THE MULTIPLIER EFFECT

Multiply your generosity with UWYC!



United Way
of Yellowstone County

When you give to United Way of Yellowstone County:

\$1=\$3.95

2022 Campaign Dollars Raised:

\$769,614

UWYC Gave Back to the Community:

\$3,037,234

COMMUNITY IMPACT HIGHLIGHTS

Value of Volunteer Hours:

\$187,815

Value of In-kind and Donated Supplies:

\$37,092

Amount Allocated to Partner Agencies:

\$247,500

Designations to Nonprofits:

\$128,583

CARE Academy:

\$705,493

Additional Local Community Support:

\$1,730,751

Every year, we rally the entire community – individuals, businesses, governments, organized labor, volunteers, faith groups and our Community Impact Partners – to gather funds, knowledge and passion to address the our most pressing needs in the areas of education, financial stability and health.

Campaign Overview

- \$1 Million Goal
- Day of Action
- CommUnity Rally

The Role of an ECC

- Serve as main contact between United Way and your workplace.
- Lead the planning and coordination for a successful internal campaign.
- Recruit others to help with your efforts.
- Collect and submit pledge forms and donations to United Way in a timely manner.

Benefits of being an ECC:

- Showcase your leadership skills
- Network with colleagues at various levels of your organization
- Learn more about our community and United Way
- Receive United Way training and network with ECCs from other companies
- Get involved with creating last change and a better community for all

Additional Engagement Opportunities

- Retirees
- New Hires

LIVE UNITED

Review Campaign Guidebook

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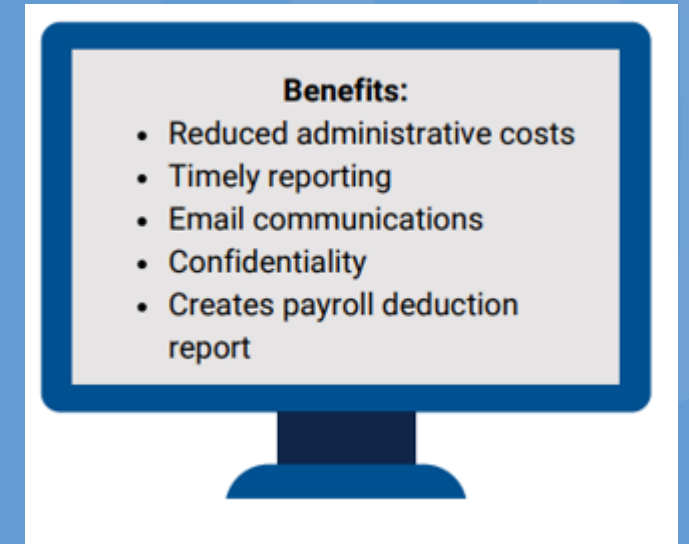
Toolkit & Resources



TAKE YOUR CAMPIAGN ONLINE WITH A CUTOMIZED LANDING PAGE

We have a new, powerful donation software that allows us to host and create a custom donation page for YOUR workplace!

Companies can include their company logo, CEO endorsement, photo, incentives, and donation instructions.



[Workplace Campaign-Template | United Way of Yellowstone County](https://unitedwayyellowstone.org)
unitedwayyellowstone.org

LIVE UNITED

What Does a Campaign Presentation Look Like?

TIME	TOPIC	PRESENTER
5 min	Opening Remarks <ul style="list-style-type: none"> Explain the purpose of the meeting Discuss why YOU support United Way and/or LIVE UNITED* 	CEO/ECC
10 min	Understanding United Way's Role in the Community <ul style="list-style-type: none"> Overview of UWYC programs and Partner Agencies Impact areas: Education, Income and Health or donate to your favorite nonprofit* 	UW Representative
10 min	Impact of Contributions <ul style="list-style-type: none"> Tell the United Way story/program Highlight real life stories or United Way video Multiplier Effect 	Agency Speaker
5 min	The Ask <ul style="list-style-type: none"> Announce goals for this year Discuss company gift and/or match (if applicable) Discuss company incentive program (if applicable) Ask for a gift to be made to United Way 	ECC/United Way
5 min	Ways to Give <ul style="list-style-type: none"> Encourage payroll deduction QR Code to website PayPal Text to Give 	ECC
2 min	Call to Action <ul style="list-style-type: none"> Collect pledge forms Encourage employees to join the LIVE UNITED movement as a volunteer, donor or both Specific UWYC volunteer opportunities Sign up for UWYC newsletter Like/share UWYC on Facebook Thank and recognize participants 	ECC
3 min	Closing Comments <ul style="list-style-type: none"> Thank everyone for their attention and attendance* 	ECC/CEO

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Tooting your own Horn Social Media & PR

<https://www.unitedwayyellowstone.org/sign-our-newsletter>

Check in on social media!

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Helpful Hints/Questions/Comments

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Thank you!

