



# LEADING THE WAY

Employee Campaign Coordinator  
Training

# ≡ Welcome ≡

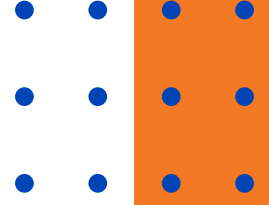
**Employee Campaign Coordinators (ECC's)!**

**Let's meet each other!**



**Your time as a volunteer is valuable to us and our**

**community!**

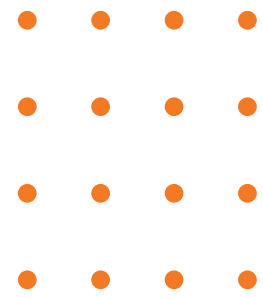


A banner at the bottom right of the image. On the left is the United Way logo, which includes the text "United Way" and "United Way of Yellowstone County" next to a circular icon with a hand holding a person. To the right of the logo is a large yellow arrow pointing right. Further right, the text "LEADING THE WAY" is written in white capital letters on a blue background. The banner is decorated with orange, blue, and yellow geometric shapes.

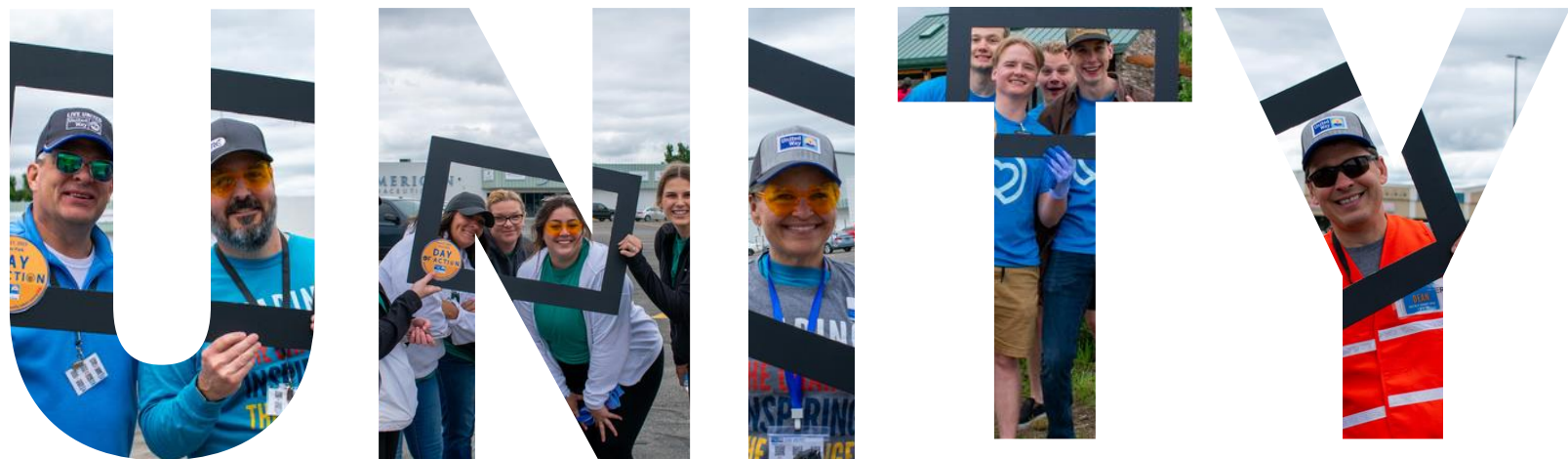


# Our Superpower

We know the local community



C  M M M

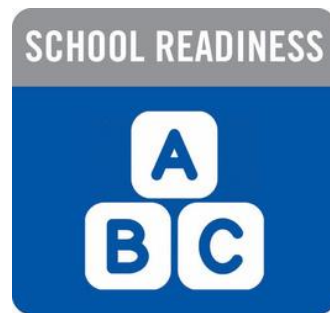


# Our Impact

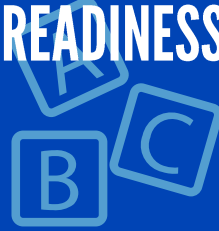


## STEPPING UP

United Way of Yellowstone County also operates our own programs and leads several joint ventures. We don't just deal with dollars — we provide services when it make sense for our community.



### SCHOOL READINESS



- Best Beginnings Yellowstone County
- Bright by Text
- Parent Connect
- Reach Out and Read

### SCHOOL SUCCESS

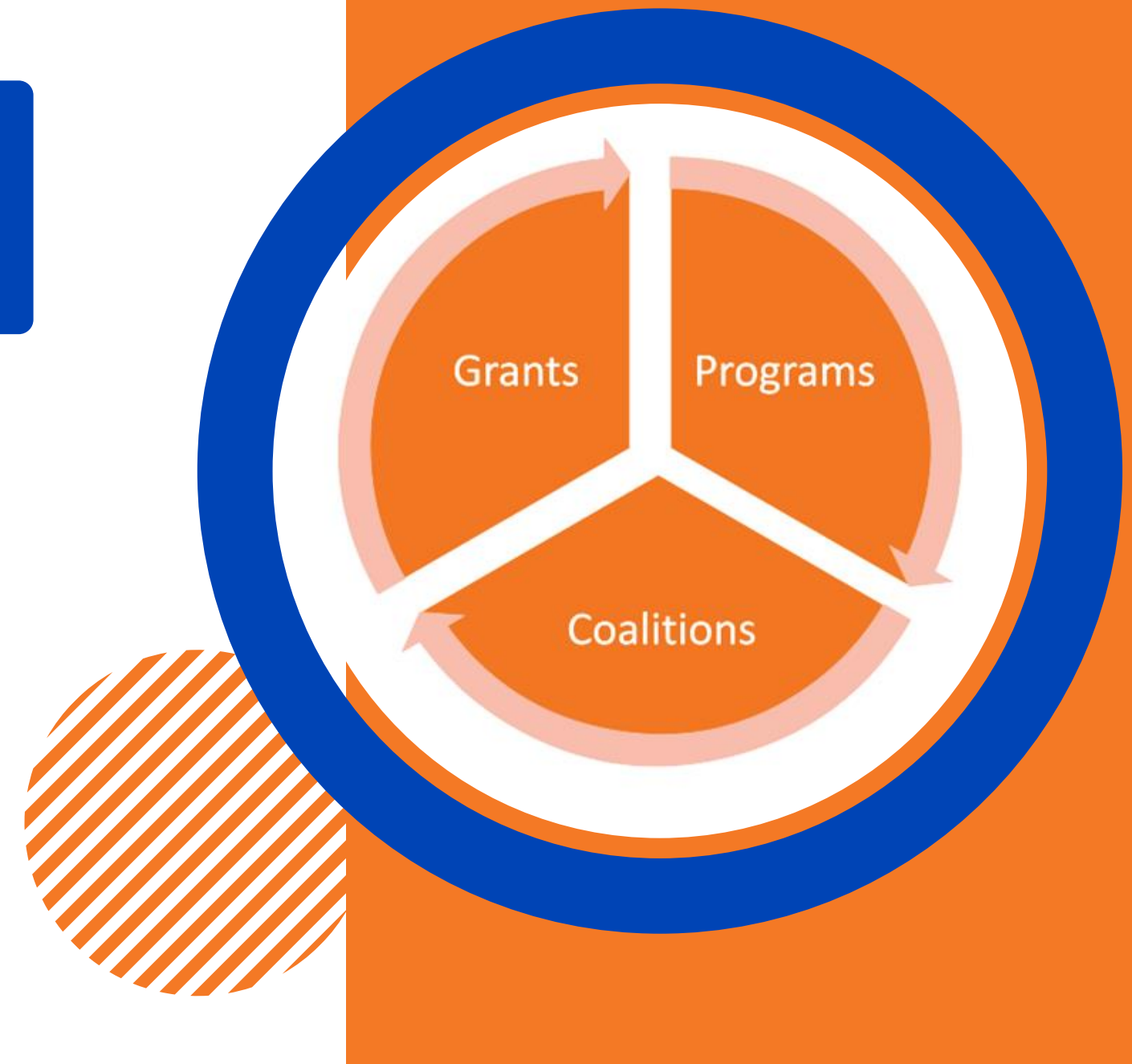


- Attendance initiative
- CARE Academy
- Discover Zone
- Success Mentors

### CRISIS STABILIZATION



- Continuum of Care
- Emergency Food and Shelter Program
- Montana 211
- Disaster Preparedness

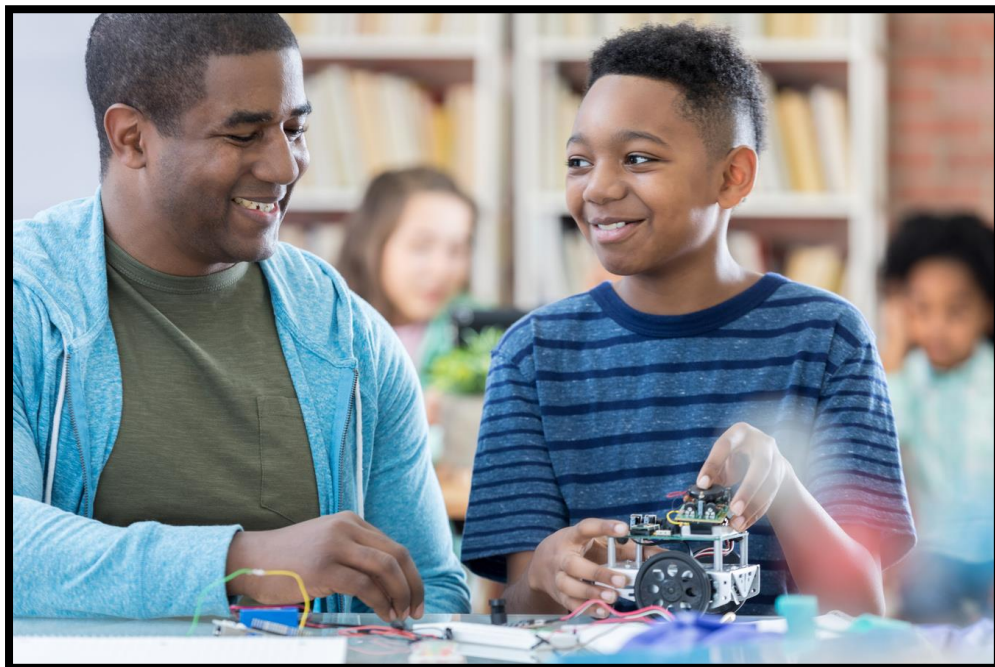


# Supporting our youngest community members.

Bright by  Text



Over **6,500** books distributed!



**14 Success Mentors** provided sessions to **14 Mentees** at **6 Schools**



## OUT-OF-SCHOOL TIME PROGRAM

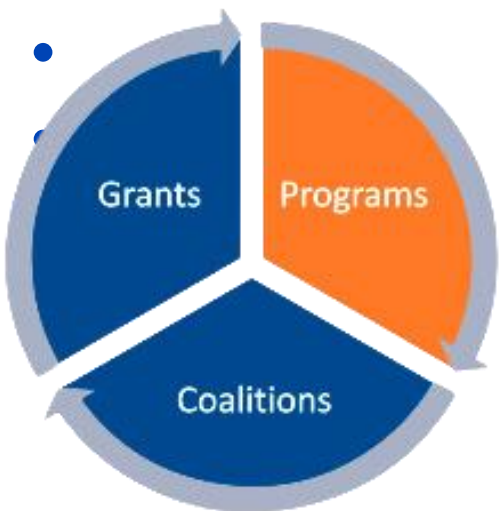
**348 STUDENTS**  
Attended our programs CARE Academy (324) and Discover Zone (24)

**11 LOCATIONS**  
Throughout Billings and Laurel to ensure access across Yellowstone County.

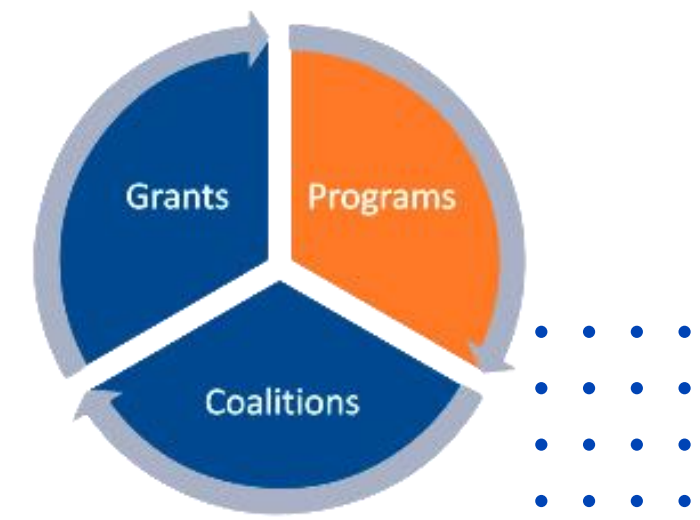
**141 SUMMER KIDS**  
Attend our summer programs.

**\$33,025 TUITION**

**ASSISTANCE**  
Provided to families to ensure affordable quality childcare.



# Being there in their biggest time of need.



## Emergency Food and Shelter: Agency Support -

\$248,989 to 5 Local Agencies

- St. Vincent de Paul Family Service
- Montana Rescue Mission
- Native American Development Corporation
- SD2 Education Foundation

## Connecting people to help.

2-1-1

Montana

3,000 SEARCHES 654 CALLS

TOP 3 | Housing and Shelter  
Food  
Children & Families

TOP 3 | Financial Assistance  
Housing  
Utility Assistance

## Supporting Individuals -

44 People

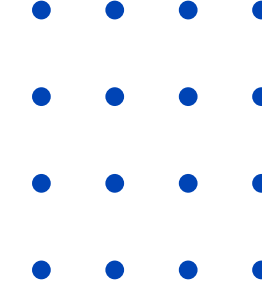
The United Way helped provide home assistance to the victims of the June flood in Hardin.



LIFE

2-1-1

Get Connected. Get Help.™



Supporting our most vulnerable neighbors.

- Best Beginnings Partners:**
- United Way of Yellowstone County
  - AWARE Early Head Start
  - Family Support Network
  - RiverStone Health
  - Backpack Meals & Teen Pantries
  - Early Childhood Intervention
  - Young Families, Early Head Start
  - Head Start
  - HRDC7
  - Family Tree Nurturing Center
  - Family Promise of Yellowstone Valley
  - Parent and Child Reading Assistance



1,473 Newly Assessed Clients in Coordinated Entry System

88 Persons Diverted from Homelessness

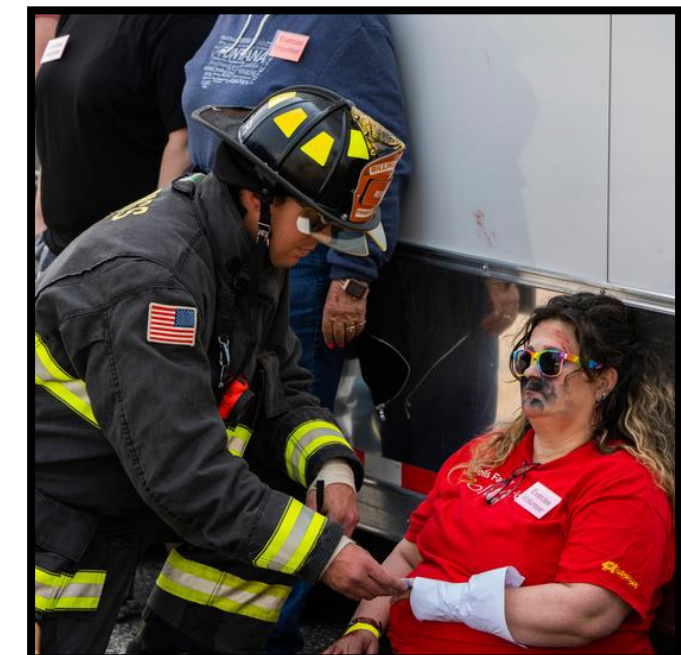
256 Persons Housed

Disaster Services

**Airport Exercise**

53 Volunteers  
14 organizations  
271 hours

Preparing our children for bright futures.





# Community Engagement

88 | You Can Volunteer  
Website Partners

45 | Volunteer  
Administrators  
Network Members



839 VOLUNTEERS | 4,083 HOURS DONATED  
\$129,847  
VALUE OF DONATED TIME



**DIAPER DRIVE**  
37,953 Diapers & Wipes



**OPERATION SUPPLY**  
10,980 School Supply Items & \$2,930 cash to purchase needed items



**SOCKTOBER**  
3,184 Socks



**STUFF THE SLEIGH**  
674 Survival Items for those experiencing homelessness

# Community Investment



## SCHOOL SUCCESS

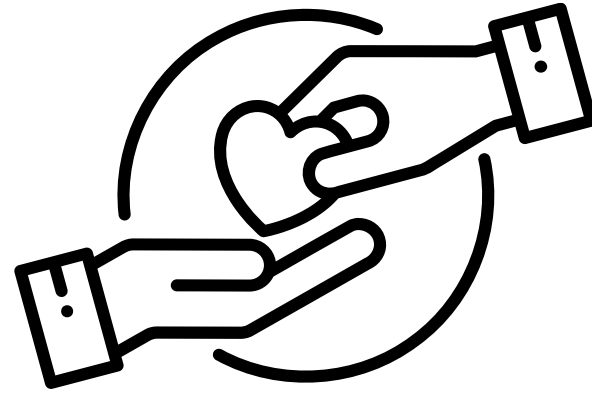
## SENIOR INDEPENDENCE

## SCHOOL READINESS



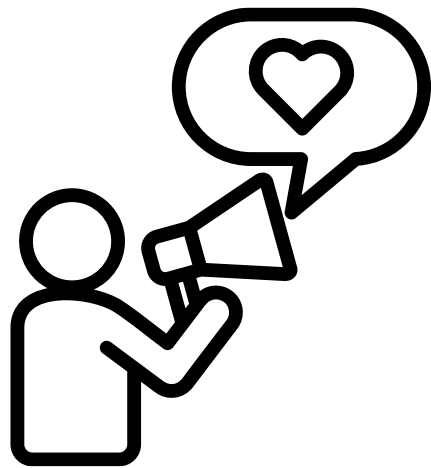
## CRISIS STABILIZATION





## Give:

- Workplace Giving Campaign



## Advocate:

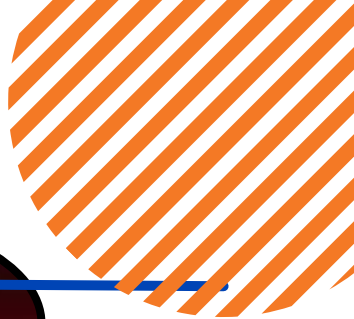
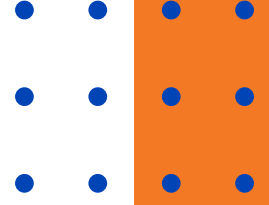
- Advocate for our community by championing United Way's mission. Share our vision and be passionate about our initiatives.
- Raise awareness about the importance of our work and encourage others to get involved



## Volunteer:

- Volunteer your time and skills to support various programs and events. Participate in our Day of Action, the largest volunteer mobilization effort of the year, and other volunteer opportunities.
- Get involved in collection drives, CommUnity Rally, and Workshop Wednesdays to make a tangible difference in the lives of those in need





United Way of  
Yellowstone County





## Campaign Overview

- # of companies
- # of donors
- # of \$

Employee Campaign Coordinator  
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LEADING THE WAY

# A Trusted Investment

One Dollar is donated to United Way



- 90 cents goes straight to programs
- 5 cents aids fundraising



But what does that really mean?



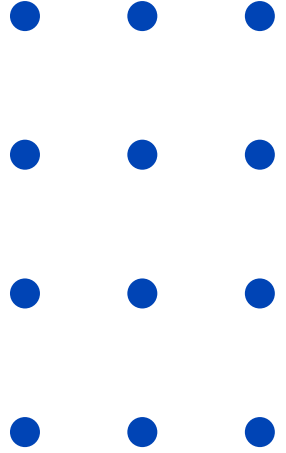
That dollar turns into \$4.57 that we invest in Yellowstone County. Here's how:

Our pipeline doesn't leak. Instead, we add value as money moves through by organizing volunteer hours, doing additional fundraising, supporting local programs, and operating our own programs.



When we raised \$712,950, we turned it into an investment of \$3,258,560 in our community.

Value of volunteer hours:	\$129,847
In-kind and donated supplies:	\$20,000
\$\$ to partner agencies:	\$250,000
donor-guided gifts:	\$114,913
Additional community support:	\$1,932,760
CARE Academy:	\$811,040



# Campaign Overview

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



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 our most pressing needs in the areas of school readiness, school success, crisis stabilization and senior independence.

# 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 lasting change and a better community for all



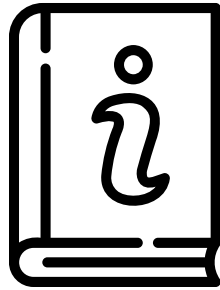


# Additional Engagement Opportunities

- Retirees
- New Hires

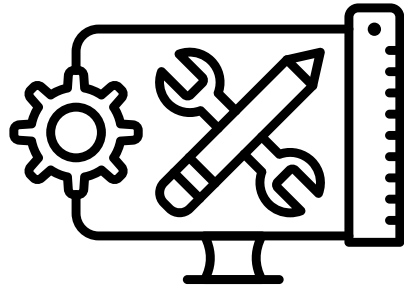


# How to Rock Your Campaign



## Campaign Guidebook

Your go-to resource for all campaign-related information and strategies. Make sure to familiarize yourself with it.



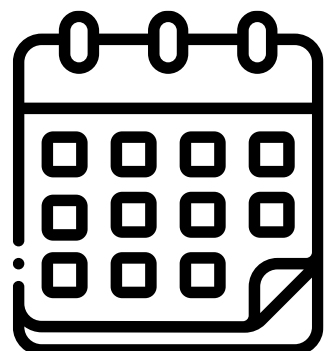
## Toolkit & Resources

Access a variety of tools and resources to help you plan, execute, and measure the success of your campaign.



## Customized Landing Page

Utilize your personalized landing page to share information and track progress. Making it easy for everyone to participate.



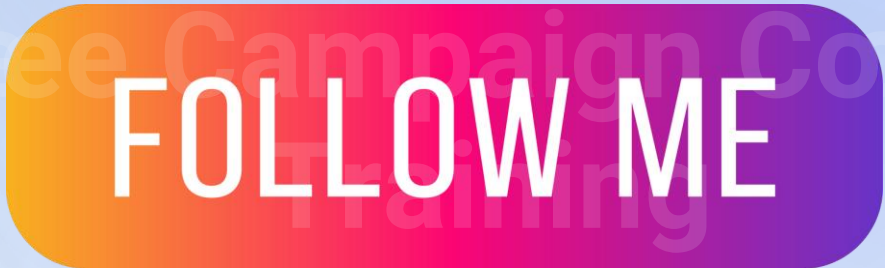
## Schedule a Campaign Presentation

Coordinate with your United Way rep to schedule an engaging campaign presentation for your organization. They will help communicate the impact of United Way and inspire your team to get involved.

**#LiveUnited**

**#LeadingtheWay**

**Share your stories, use hashtags,  
engage with followers**



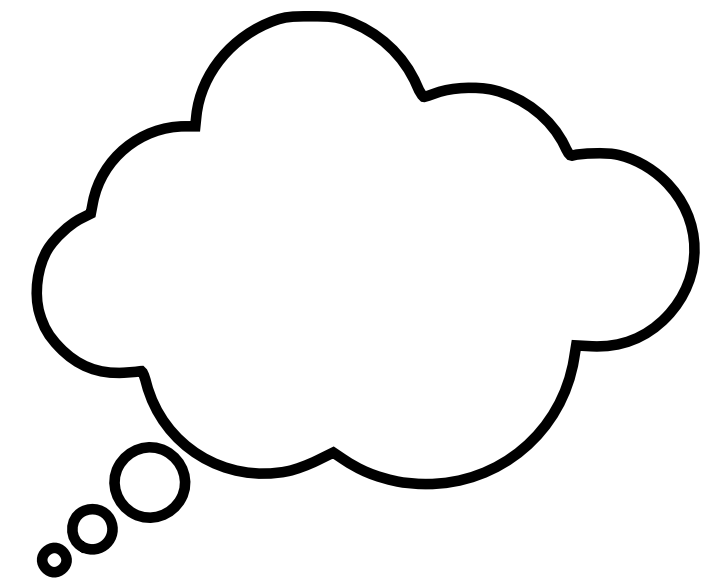
“Excited to be a part of the ECC training with @UnitedWayYellowstone!”  
#LeadingtheWay #Communitysupport #LiveUnited

**#BeTheChange**

# Helpful Hints/Questions/Comments



- Engage early and often
- Leverage Personal Stories
- Utilize Digital tools
- Encourage Team Participation



Thank you!



United Way of Yellowstone County logo and graphic with the text "LEADING THE WAY". The graphic features a large blue arrow pointing right, with a red and yellow diagonal stripe on the left and a red and orange vertical stripe on the right.