



UNITED WAY
of Erie County

Campaign Coordinator Handbook

**Your Complete Guide to Running a Successful
United Way Workplace Campaign**

2026 Campaign Year

STRONGER TOGETHER
Workplace Campaign 2026
Your Investment. Real Impact.

Welcome, Campaign Coordinator!

Thank you for leading your workplace's 2026 United Way of Erie County campaign. You are now part of a community-wide movement helping build a stronger Erie County by investing in essential services and helping United Way go further—connecting people to resources, strengthening financial stability, removing barriers, bringing partners together, and building new opportunities.

Our goal is to help more families move above the ALICE Household Survival Budget and thrive. Together, We Go Further.

This handbook is your complete roadmap from kickoff to closing. Inside you'll find timelines, templates, checklists, event ideas, and everything you need to run a confident, impactful campaign.

135 E. Washington Row, Ste. C | Sandusky, OH 44870 | 419-625-4672

Monday–Thursday 8:00 am – 4:00 pm | Friday by appointment

<https://uweriecounty.org>

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Section 1 — Welcome from United Way of Erie County

Dear Campaign Coordinator,

On behalf of everyone at **United Way of Erie County, Inc.**, welcome — and thank you. By agreeing to serve as your organization's Campaign Coordinator, you have taken on one of the most meaningful volunteer roles in our community. You are the bridge between your coworkers and the thousands of Erie County neighbors whose lives are changed every single day by the work this campaign makes possible.

We want you to know something important about Erie County: **nearly 1 in 3 households in our community struggle to afford the basics of life — even while working full-time jobs.**

These are our neighbors, our coworkers, our family members. They are child care workers, nursing aides, retail employees, and hospitality workers. They earn too much to qualify for most public assistance, yet not enough to cover housing, childcare, food, transportation, health care, and technology. United Way calls this population **ALICE — Asset Limited, Income Constrained, Employed** — and they are the heart of why we do this work.

Your campaign is the engine that funds real, proven solutions to these challenges. Every dollar pledged through your workplace stays right here:

YOUR INVESTMENT. REAL IMPACT.

"What's raised in Erie County, stays in Erie County."

Our Agency Partners provide essential services that strengthen our community. United Way builds on that work by connecting people to resources, removing barriers, strengthening financial stability, bringing partners together, and creating new opportunities — helping families move above the ALICE Household Survival Budget and thrive.

One investment helps support essential services and the community infrastructure needed to move families from crisis toward stability and opportunity.

Together, We Go Further.

Thank you, Campaign Coordinators, for helping make this impact possible.

We know that asking people for money can feel uncomfortable — but here is the truth: you are not asking for charity. You are inviting your coworkers to invest in the community they live in. You are offering them the chance to be part of something bigger than themselves. And this handbook gives you everything you need to do that with confidence, warmth, and impact.

We are here to support you every step of the way. Please reach out to your United Way of Erie County representative anytime — that is what we are here for. We celebrate every dollar raised, every new donor inspired, and every act of generosity you help make happen.

Thank you for saying yes. Thank you for showing up. Thank you for choosing to **Live United**.

With deep gratitude,

United Way of Erie County, Inc.

135 E. Washington Row, Ste. C | Sandusky, OH 44870

419-625-4672 | uweriecounty.org

1 in 3

Erie County households live below the ALICE Threshold — working hard, but still struggling to afford the basics.

Section 2 — Your Investment. Real Impact: Who We Are & How We Create Impact

Mission, Vision & Values

Our Mission

We mobilize the caring power of our community to remove barriers, create opportunities, and help people thrive

Our Vision

The Erie region is a collaborative community of opportunity where **all students succeed** and **all families thrive**.

Our Values

- **Collaboration** — We work with partners across sectors to maximize collective impact.

- **Equity** — We are committed to building a community where everyone has a fair chance to succeed.
 - **Integrity** — We are transparent, accountable, and responsible stewards of every donated dollar.
 - **Community** — We believe in the power of local investment and local solutions.
 - **Innovation** — We continuously seek new and better ways to address the root causes of poverty.
-

HOW UNITED WAY CREATES IMPACT

CONNECT

Connect people to help and resources through 211 and community partnerships.

STRENGTHEN

Help families build financial knowledge, stability, and opportunity.

INVEST

Invest in trusted Agency Partners providing essential services throughout our community.

REMOVE BARRIERS

Help working families overcome barriers such as transportation, housing instability, childcare, and other challenges that interrupt employment and progress.

CONVENE

Bring nonprofits, businesses, education, government, and community leaders together to address challenges no organization can solve alone.

LEAD & LEARN

Develop leaders, learn from successful models, and bring new ideas and partnerships back to Erie County.

BUILD

Create new solutions and opportunities that strengthen families and the community.

Understanding ALICE: Who We Serve

ALICE stands for **Asset Limited, Income Constrained, Employed**. ALICE households are working — often at multiple jobs — but are still unable to afford a basic household survival budget that covers housing, childcare, food, transportation, health care, and technology.

ALICE workers are everywhere in our community. They include:

- Child care workers and early childhood educators
- Nursing aides and home health workers
- Retail and grocery store employees
- Hospitality and service industry workers
- Administrative assistants and customer service representatives

These workers earn too much to qualify for most public assistance programs — but not enough to be financially stable. A single unexpected expense — a car repair, a medical bill, a missed week of work — can send an ALICE household into crisis.

2024 Erie County ALICE Data

Indicator	Data
Total Population	73,841
Total Households	32,482
Median Household Income	\$73,306
ALICE Households (working, but struggling)	20%
Households in Poverty	13%
Combined ALICE + Poverty (Below Threshold)	~33% (1 in 3)

Source: ALICE Research, 2024 | Also approximately 1 in 3 households in Huron County live below the ALICE Threshold.

OUR GOAL

Help families move above the ALICE Household Survival Budget.

SURVIVE — Meeting basic needs

STABILIZE — Gaining stability

RISE — Building financial strength

THRIVE — Creating a better future

2026 — YOUR INVESTMENT AT WORK

YOUR INVESTMENT AT WORK

When you give to United Way of Erie County, your investment works across our community—**connecting people to help today while building stronger pathways and opportunities for tomorrow.**

211 — Connecting People to Help

We brought 211 back to Erie County, providing a 24/7 front door to resources and generating valuable data to help identify community needs and service gaps.

Barrier Reduction Pathway — Removing Obstacles to Stability

We are helping working individuals and families address barriers including housing, transportation, childcare, utilities and financial instability—connecting assistance with pathways toward greater stability.

Financial Empowerment & VITA — Building Financial Opportunity

We are expanding financial education, free tax preparation, credit-building opportunities and tools that help residents strengthen their financial futures.

Community Development & CDC Convening — Moving From Conversation to Action

United Way convened residents, nonprofits, businesses, government, schools and community leaders to examine housing, workforce development, neighborhood revitalization and economic opportunity. That work has advanced conversations around a **Community Development Corporation (CDC)** and how Erie County can build a more coordinated approach to community

development—with ALICE households and historically underserved residents included in that work.

Bringing Philanthropy to the Community — Creating New Investment Opportunities

We are building relationships with **local, regional and national foundations and philanthropic partners**, bringing funders directly into Erie County to listen to residents and community leaders, understand our challenges and assets, and explore opportunities for investment. Our work with the **Sharing the Power Foundation**, including its Erie County community listening visit, is an example of turning relationships into resources and greater attention for our community.

Community Listening & Asset Mapping — Understanding What We Have and What's Missing

We are bringing organizations and residents together to identify community assets, understand gaps and create stronger connections between schools, nonprofits, churches, government, businesses and existing resources.

Two Podcasts — Amplifying Community Voices

Spilling the Trust: ALICE Conversations elevates the realities of working households, while *Healing Connections* creates conversations around mental health, addiction, recovery and healing.

Intergenerational Learning Journey — Connecting Generations

We are creating opportunities for older adults and younger professionals to exchange knowledge, experiences, relationships and leadership—connecting today's community wisdom with tomorrow's leaders.

Youth & Leadership — Investing in the Next Generation

Through My Brother's Keeper, leadership initiatives, educational opportunities and community partnerships, we are helping create stronger pathways for young people.

Partner Agency Investments — Multiplying Your Impact

Your investment extends even further through our funded partners—helping provide food and Meals on Wheels, prevent evictions and utility shutoffs, support families, respond to disasters, address transportation barriers, strengthen housing stability and create educational and community opportunities.

Our investments also support **BGSU Firelands scholarships and the George Mylander Leadership Program, NAACP voter education, Sandusky City Schools/UNDRSTR youth art and mural engagement, and New Jerusalem community development opportunities.**

ONE INVESTMENT. COMMUNITY-WIDE IMPACT.

We connect. We convene. We invest. We build pathways. We amplify voices. We attract resources. And we partner with organizations throughout Erie County to turn community investment into results.

Some impact happens directly through United Way. Some happens through the partners we invest in. **Together, it creates a stronger network of opportunity for Erie County.**

UNITED IS THE WAY.

Our Key Community Partners

United Way of Erie County works in close collaboration with a broad network of community organizations to deliver coordinated, high-impact services:

- BGSU Firelands College
 - Community Action Commission of Erie County
 - Erie Metropolitan Housing Authority
 - Safe Harbour
 - Senior Center Meals on Wheels
 - Father's Heart
 - VOA
 - Catholic Charities
 - Kinship
 - American Red Cross
 - NAACP
 - UNDRSTR
 - New Jerusalem Baptist Church
 - Ebenezer Baptist Church
-

Our DEI Commitment

Diversity, Equity & Inclusion

United Way of Erie County is a proud signee of the **Nonprofit Partnership's Diversity, Equity & Inclusion Pledge**. We are committed to fostering an inclusive, equitable community where every person — regardless of background, identity, or circumstance —

has access to the resources and opportunities they need to thrive. Our work is grounded in the belief that equity is not a destination but an ongoing practice.

Section 3 — The Role of a Campaign Coordinator

What Is a Campaign Coordinator?

A **Campaign Coordinator** (CC) is the designated volunteer leader within a workplace who plans, promotes, and manages the organization's annual United Way giving campaign. The Campaign Coordinator serves as the vital link between their employer and United Way of Erie County — making giving easy, meaningful, and visible for every employee.

Being a Campaign Coordinator does not require fundraising expertise. It requires enthusiasm for your community, a willingness to communicate, and the desire to make a difference. United Way of Erie County will support you every step of the way with materials, training, and a dedicated representative.

Core Responsibilities

Your role is to make the campaign clear, easy, and meaningful. Giving is always voluntary. The goal is to make sure every employee has accurate information and an opportunity to participate.

As Campaign Coordinator, your primary responsibilities include:

- **Serve as a primary liaison** between your employer and United Way of Erie County — your United Way rep is your partner throughout the campaign.
- **Set the campaign goal** in coordination with company leadership and United Way, using past data and participation targets.
- **Plan, promote, and execute** the workplace giving campaign from pre-launch through closing and reporting.
- **Distribute and collect pledge forms** ensuring every eligible employee receives an opportunity to give.
- **Communicate campaign goals and progress** to employees through emails, flyers, posters, and personal outreach.

- **Coordinate campaign events and activities** such as kickoff meetings, lunch-and-learns, and fun fundraising events.
 - **Engage department managers** to champion giving within their teams through personal asks.
 - **Track participation and pledges** using the tally sheet provided, noting payroll deduction and one-time gifts.
 - **Submit final reports and pledges** to United Way by the agreed-upon deadline, including summary reports.
 - **Maintain strict donor confidentiality** — pledge information is private and must be handled securely at all times.
 - **Recognize and thank participants** in ways that are appropriate, voluntary, and privacy-respecting.
-

Skills & Qualities for Success

The most effective Campaign Coordinators tend to share these characteristics:

- Genuine passion for helping the Erie County community
- Strong communication skills — written and verbal
- Organizational ability to manage timelines and paperwork
- Enthusiasm and a positive, welcoming presence
- Ability to engage peers without applying pressure
- Comfort with asking — and hearing "not right now" graciously
- Creativity for planning engaging events and communications

Remember: you do not need to be a professional fundraiser. Your authenticity and care for your community are your greatest assets.

Who to Contact at United Way for Support

You are never alone in this campaign. Your United Way of Erie County representative is available to:

- Provide campaign materials (pledge forms, posters, brochures, videos)
- Attend or present at your kickoff event
- Share ALICE stories and local impact data for presentations

- Answer questions about donor designation or pledge processing
- Troubleshoot any issues that arise during the campaign

United Way of Erie County — Main Contact

United Way of Erie County, Inc.

135 E. Washington Row, Ste. C, Sandusky, OH 44870

Phone: 419-625-4672

Hours: Monday–Thursday 8:00 am – 4:00 pm | Friday by appointment

Website: uweriecounty.org

Campaign Coordinator Quick-Reference Card

★ Campaign Coordinator — At-a-Glance

Task	When	Who Helps You
Contact UW rep, set goal, request materials	4–6 weeks before launch	UW Erie County Rep
Send pre-campaign email, hang posters	1–2 weeks before launch	HR / Communications
Host kickoff event, distribute pledge forms	Campaign Week 1	UW Rep, Managers
Send mid-campaign reminder, track progress	Campaign Week 2–3	HR / Managers

Host engagement event (jeans day, bake sale)	Campaign Week 3–4	Employee volunteers
Final push emails, follow-up with non-respondents	Campaign Week 4–5	Managers / Supervisors
Collect forms, announce results, thank participants	Final week of campaign	Leadership, UW Rep
Submit pledges & summary report to United Way	Within 1 week of close	UW Erie County Rep

United Way Helpline: 419-625-4672 | Giving confidential. Participation voluntary. Every gift matters.

Section 4 — Campaign Timeline & Checklist

Use the eight-week timeline below to plan and execute a successful campaign. Check off each item as it is completed. NOTE: Organizations may shorten or customize the campaign timeline based on workplace needs.

WEEK 1 — Pre-Launch: Laying the Foundation

Focus: Preparation & Planning

- ☐ Contact your United Way of Erie County representative to introduce yourself and schedule a planning call.
- ☐ Review last year's campaign results (total raised, participation rate, average gift).
- ☐ Confirm your organization's 2026 campaign goal with leadership. If possible, submit your workplace goal to United Way by October 8 for Pacesetter recognition.

- ☐ Share the October 27 Workplace Campaign Kickoff / George Mylander Awards information with leadership and employees.
- ☐ Schedule your campaign kickoff event date and reserve a meeting space.
- ☐ Request campaign materials from United Way (pledge forms, posters, brochures, videos).
- ☐ Identify department champions / manager allies to help promote the campaign.
- ☐ Confirm whether your organization offers a matching gift program; notify HR.

WEEK 2 — Kickoff Prep: Building Awareness

Focus: Communications & Visibility

- ☐ Send pre-campaign announcement email to all employees (use Template 1, Section 6).
- ☐ Hang United Way posters in high-traffic areas (break rooms, entrances, bulletin boards).
- ☐ Post ALICE statistics and campaign info on company intranet or digital displays.
- ☐ Send meeting invitation for kickoff event to all staff.
- ☐ Brief department managers and team leaders on campaign goals and their role.
- ☐ Confirm UW rep attendance or video for kickoff event.
- ☐ Prepare pledge forms and campaign packets for distribution at kickoff.

WEEK 3 — Campaign Launch: Kickoff Event

Focus: Launch & Momentum

- ☐ Send campaign launch email day-of kickoff (use Template 2, Section 6).
- ☐ Host kickoff meeting — share ALICE story, show impact video, present campaign goal.
- ☐ Distribute pledge forms and campaign packets to all employees.
- ☐ Explain giving methods: payroll deduction, one-time gift, online giving, matching gifts.

- ☐ Ask managers to follow up personally with their direct reports this week.
- ☐ Begin tracking returned pledge forms on your tally sheet.
- ☐ Post a campaign goal thermometer or progress tracker in a visible location.

WEEK 4 — Momentum Building: Mid-Campaign Energy

Focus: Participation Outreach Follow-Up

- ☐ Send mid-campaign reminder email with progress update (use Template 3, Section 6).
- ☐ Share a local ALICE fact or impact story in the company email, intranet, or Teams/Slack.
- ☐ Ask managers to conduct peer-to-peer personal asks with employees who haven't given.
- ☐ Update your campaign goal thermometer or progress tracker.
- ☐ Collect any pledge forms already completed and update your tally sheet.
- ☐ Recognize early donors publicly (with permission) — post a thank-you on the bulletin board.

WEEK 5 — Engagement Activities: Fun & Connection

Focus: Fundraising Events & Team Spirit

- ☐ Host a fun fundraising event (Jeans Day, bake sale, chili cook-off, raffle, or trivia night).
- ☐ Promote department challenge leaderboard if applicable — friendly competition drives participation.
- ☐ Share a video or testimonial from a United Way partner agency or program recipient.
- ☐ Offer a small non-monetary incentive for 100% participation in a team or department.
- ☐ Continue collecting pledge forms; send informal reminder to employees who haven't responded.
- ☐ Update progress tracker and share results with leadership.

WEEK 6 — Final Push: Urgency & Outreach

Focus: Closing the Gap

- ☐ Send "Final Push" email announcing campaign close date (use Template 4, Section 6).
 - ☐ Ask managers to personally follow up with employees who have not yet responded.
 - ☐ Set up a drop box or dedicated collection point for final pledge form returns.
 - ☐ Remind employees of online giving option at uweriecounty.org for quick participation.
 - ☐ Share final ALICE statistic or local impact story to reinforce the "why."
 - ☐ Contact your UW rep with any questions or issues before submission.
-

WEEK 7 — Closing: Celebrate & Collect

Focus: Wrap-Up & Gratitude

- ☐ Collect all remaining pledge forms by the campaign close date.
 - ☐ Send Thank You / Campaign Results email to all employees (use Template 5, Section 6).
 - ☐ Announce campaign results publicly — total raised, participation rate, goal achieved (or progress toward).
 - ☐ Verbally recognize the generosity of your workplace community.
 - ☐ Remove campaign materials (posters, thermometers) from public spaces.
 - ☐ Organize pledge forms by department (alphabetically within each department).
 - ☐ Complete your Campaign Tally Sheet with all pledge totals.
-

WEEK 8 — Reporting & Wrap-Up: Final Submission

Focus: Submission & Celebration

- ☐ Submit all pledge forms to United Way of Erie County by the agreed deadline.
- ☐ Submit your completed Campaign Summary Report and Tally Sheet to United Way.
- ☐ Retain a copy of your summary report and any internal records per your organization's policy.
- ☐ Note any matching gift forms to submit separately through your employer's HR process.
- ☐ Celebrate your success — share a final thank-you with coworkers and leadership.
- ☐ Complete any coordinator feedback survey provided by United Way.
- ☐ Note ideas and improvements for next year's campaign while they're fresh.

Campaign Timeline Summary Table

Week	Focus	Key Tasks	Suggested Deadline
Week 1	Pre-Launch / Planning	Contact UW rep, set goal, schedule kickoff, request materials	6 weeks before launch
Week 2	Kickoff Prep	Send pre-campaign email, hang posters, reserve meeting space, brief managers	2 weeks before launch
Week 3	Campaign Launch	Host kickoff event, share ALICE story, distribute pledge forms	Campaign Day 1
Week 4	Momentum Building	Mid-campaign email, peer-to-peer outreach, update progress tracker	Campaign Day 7–10
Week 5	Engagement Activities	Fun fundraising event, department challenge leaderboard, impact story	Campaign Day 14–18
Week 6	Final Push	Final push email, personal follow-ups, online giving reminder	Campaign Day 21–25
Week 7	Closing	Collect forms, thank participants, announce results, organize pledges	Campaign Close Date
Week 8	Reporting & Wrap-Up	Submit pledges & summary report to United Way, complete coordinator report	Within 1 week of close

Section 5 — Setting Your Campaign Goal

How to Set a Realistic Campaign Goal

A well-set goal motivates your team, focuses your campaign energy, and gives you a clear measure of success. The best campaign goals are **ambitious but achievable** — challenging enough to inspire effort, realistic enough that your team can actually reach them.

Work with your United Way of Erie County representative to establish your goal using the data and formulas below. Prior-year results are your most valuable starting point.

Factors to Consider

- **Previous year's total raised:** What did your organization raise last year? Aim to grow by 5–10% if possible.
- **Total employee count:** Include all eligible employees, including part-time and remote staff.
- **Current participation rate:** What percentage of employees gave last year? Even small increases in participation significantly raise totals.
- **Average gift:** What was the average annual pledge per donor? Increasing the average gift — even by \$1/week — has major cumulative impact.
- **New employees:** First-time givers are a key growth opportunity; plan to reach them specifically.
- **Employer matching:** If your employer matches donations, factor in the matching amount toward your total goal.

Goal-Setting Formula

Campaign Goal Formula

$$\begin{aligned} &\text{Number of Eligible Employees} \\ &\quad \times \text{Target Participation Rate} \\ &\quad \times \text{Target Average Annual Gift} \\ &= \text{Campaign Goal} \end{aligned}$$

Example Calculation

Sample Goal Calculation

Variable	Value	Notes
Total eligible employees	120	All full- and part-time staff
Target participation rate	55%	Up from 48% last year
Projected donors	66	120×0.55
Target average annual gift	\$200	Up from \$185 last year
Projected Campaign Total	\$13,200	$66 \times \$200$
$66 \times \$200$	\$6,600	If applicable
Total Community Impact	\$19,800	With matching gift

Tips for Increasing Participation & Average Gift

Increasing Participation

- Make a personal ask — the single most effective driver of first-time giving.
- Have managers ask their direct reports individually, not just via email.
- Reach new employees within their first 90 days — they are the most receptive.
- Make giving easy: offer payroll deduction, online giving, and pledge forms in one place.
- Celebrate participation publicly — recognition encourages others to join.

Increasing Average Gift

- Frame giving by the week: **"\$2 per week is just \$104 per year — less than two cups of coffee."**
- Show the impact of incremental increases: "If every current donor increased by just \$1/week, we'd raise an additional \$3,400."
- Remind prior donors of their last gift level and suggest a modest increase.
- Share leadership giving tiers as aspirational goals for higher earners.

Matching Gifts: Double Your Impact

Many employers offer **matching gift programs** that match employee charitable contributions — sometimes dollar-for-dollar, sometimes at 50% or 200%. If your organization offers a matching gift program, every employee donation has the potential to go twice as far.

- Remind employees to check with HR about matching gift eligibility.
 - Include matching gift information in all campaign communications.
 - Help employees complete matching gift forms and submit them through HR.
 - Track matching gift amounts separately on your tally sheet and report them to United Way.
-

Types of Giving

Giving Method	How It Works	Best For
Payroll Deduction ★ Recommended	Small amounts deducted from each paycheck — donor specifies weekly, biweekly, or monthly amount.	Making larger gifts affordable; maximizing total annual giving.
One-Time Gift	A single check or cash contribution made at the time of the campaign.	Donors who prefer simplicity or a clean one-time transaction.
Online Giving	Credit/debit card gift made securely at uweriecounty.org .	Remote employees; quick and convenient giving at any time.
Credit / Debit Card	Card payment on pledge form or processed securely through the giving portal.	Employees who prefer card payment over check or payroll deduction.
Matching Gift	Employee submits matching gift form to HR; employer matches the contribution to United Way.	Employees whose employers offer a matching gift program — doubles or multiplies impact.

Section 6 — Communication Templates

The following templates are ready to use. Customize all fields shown in **[brackets]** with your specific information before sending. Replace placeholder content with accurate data as your campaign progresses.

Template 1 — Pre-Launch Announcement Email

Subject: [Company Name]'s 2026 United Way Campaign Begins [Date]

Dear [Company Name] Team,

Our 2026 United Way of Erie County Workplace Campaign begins

[Campaign Start Date]. This year's message is simple: Your Investment.

Real Impact.

United Way invests in essential services through trusted Agency Partners — and goes further by connecting people to resources, strengthening financial stability, removing barriers, bringing community partners together, and building new opportunities.

Our goal is to help more families move above the ALICE Household Survival Budget and thrive.

Our workplace goal: \$[Goal Amount]

Campaign kickoff: [Date, Time, Location]

Campaign closes: [Close Date]

Every gift is voluntary, and every employee should have the opportunity to learn how their investment can help build a stronger Erie County.

Questions? Contact [Coordinator Name] at [Email/Phone].

Together, We Go Further.

[Name]

Campaign Coordinator

Template 2 — Campaign Launch Email

Subject: It Starts Today — Our United Way Campaign Is Underway

Dear [Company Name] Team,

Today we launch our 2026 United Way of Erie County Workplace Campaign.

In 2026, United Way invested \$198,500 through 14 Agency Partners while also relaunching 211 in Erie County, expanding financial wellness, supporting VITA/TCE, removing barriers for working families, and bringing partners together to create new opportunities.

That is what we mean by: Your Investment. Real Impact.

How to give:

- Payroll deduction
- Cash or check
- Online giving using the United Way giving link / QR code
- Bank transfer, where applicable

Please use the current pledge card for all giving instructions.

Our goal is \$[Goal Amount], but participation is always voluntary. We want every employee to understand the impact and have an opportunity to participate.

Together, We Go Further.

[Name]

Campaign Coordinator

Template 3 — Mid-Campaign Reminder Email

Subject: We're Making Progress — Thank You

Dear [Company Name] Team,

We are midway through our United Way campaign.

Goal: \$[Goal Amount]

Raised so far: \$[Amount]

Participation: [X] of [Total] employees

Campaign closes: [Date]

Thank you to everyone who has already participated.

Your investment helps United Way support essential services while also connecting people to resources, strengthening families, removing barriers, convening partners, and building new opportunities.

If you would still like to participate, pledge cards are available at [Location], or you may use the current online giving option.

Every gift is voluntary. Every investment helps us go further together.

[Name]

Campaign Coordinator

Template 4 — Final Push Email

Subject: Final Opportunity — Campaign Closes [Date]

Dear [Company Name] Team,

Our United Way campaign closes on [Close Date].

We are currently at \$[Amount] toward our \$[Goal Amount] goal. Thank you to everyone who has participated. If you are still considering a gift, here is what a year of giving can look like:

\$5/week = \$260/year

\$10/week = \$520/year

\$20/week = \$1,040/year

\$25/week = \$1,300/year
\$50/week = \$2,600/year

Every gift helps build a stronger, more connected Erie County.

Return your pledge card to [Location/Coordinator] by [Close Date], or use the current online giving option. Together, We Go Further.

[Name]
Campaign Coordinator

Template 5 — Thank You / Campaign Results Email

Subject: Thank You — [Company Name] Invested \$[Amount] in Our Community

Dear [Company Name] Team,

Thank you for being part of our 2026 United Way of Erie County Workplace Campaign.

Total raised: \$[Amount]
Employees participating: [X] of [Total] ([%])
Goal achieved: [%]

Your investment helps United Way support essential services through Agency Partners and go further — connecting people, strengthening financial stability, removing barriers, convening partners, and building new opportunities.

Thank you for helping build a community where more families can move from surviving to stabilizing, rising, and thriving.

Together, We Go Further.
[Name]
Campaign Coordinator

Template 6 — Employee Flyer Text

STRONGER TOGETHER
2026 WORKPLACE CAMPAIGN

YOUR INVESTMENT. REAL IMPACT.

Our goal is to help families move above the ALICE Household Survival Budget.

United Way:
CONNECTS.
STRENGTHENS.
INVESTS.
REMOVES BARRIERS.
CONVENES.
LEADS & LEARNS.
BUILDS.

Campaign Dates: [Start Date] – [Close Date]

Workplace Goal: \$[Goal]

Questions: [Coordinator Name / Contact]

Give online: [uweriecounty.org](https://www.uweriecounty.org)

Together, We Go Further.

Template 7 — Manager / Team Leader Ask Script

Campaign Coordinator Handbook Revision Guide | Staff Draft | 9
UNITED WAY OF ERIE COUNTY | 2026 WORKPLACE CAMPAIGN

“I wanted to make sure you had information about our United Way campaign.

United Way is working to help families move above the ALICE Household Survival Budget. It invests in essential local services, but it also goes further — connecting people to 211, strengthening financial stability, removing barriers, and bringing partners together to build new opportunities.

Participation is completely voluntary. If you would like to be part of the campaign, I can

give you a pledge card or show you the online giving option. Even a small recurring gift can add up over the year.

Do you have any questions about the campaign or how to participate?"

Section 7 — Engagement Strategies & Ideas

Why Personal Asks Matter

Research consistently shows that a **personal, face-to-face or one-on-one ask** is the single most effective driver of charitable giving. Studies in workplace giving campaigns indicate that peer-to-peer personal asking can increase participation by **up to 50%** compared to email-only campaigns.

People give to people — not to organizations. When a trusted colleague or manager makes a sincere, personal ask, employees feel seen and valued, and they are far more likely to give — and to give more generously.

The Power of the Personal Ask

"The most important thing a Campaign Coordinator can do is look someone in the eye and say: 'These matters to me, and I'm asking you to join me.' No email can replicate that."

Kickoff Event Ideas

- **Lunch-and-Learn:** Host a catered or potluck lunch where you share United Way's local impact, show an impact video, and distribute pledge forms in a relaxed, welcoming environment.

- **Guest Speaker from United Way:** Invite your United Way of Erie County representative to speak briefly about the ALICE crisis and how campaign funds are used locally. Real stories create real connection.
 - **Video Screening:** Show a United Way impact video focused on local programs. Seeing Erie County families and children on screen makes the cause tangible and personal.
 - **Panel Discussion:** Invite representatives from partner agencies (Community Action Commission, Safe Harbour, Meals on Wheels) to speak for 2–3 minutes each about the populations they serve.
 - **Virtual Kickoff:** For remote-friendly organizations, host a Teams/Zoom kickoff with a live Q&A and digital pledge form distribution.
-

Fun Fundraising Event Ideas

Special events supplement the campaign and create memorable moments that build team spirit alongside charitable giving:

- **Casual / Jeans Day:** Employees donate \$5 (or more) to wear jeans or casual attire on a designated day. Simple, popular, and easy to organize.
 - **Bake Sale:** Employees bring baked goods to sell during lunch — all proceeds support the campaign. Consider themed bake sales (holiday cookies, Erie County favorites).
 - **Chili Cook-Off or Soup Contest:** Employees enter a cooking competition; tasting tickets are purchased as donations. Judging by leadership adds prestige and fun.
 - **Raffle or 50/50 Drawing:** Collect donated prizes from local businesses and sell raffle tickets. 50/50 drawings (half goes to winner, half to campaign) are easy crowd-pleasers.
 - **Trivia or Themed Competition:** Host a United Way trivia game (facts about Erie County, ALICE, local programs) with small prizes. Remote-friendly via Teams or Kahoot.
 - **Department Challenge Leaderboard:** Publicly post a participation leaderboard by department. Friendly competition between teams creates momentum and peer accountability. Offer a fun non-monetary reward for the winning department (pizza party, preferred parking for a month, casual dress Friday).
 - **Penny Wars:** Departments compete to fill jars with coins — pennies add points, but silver coins subtract points from the opposing team. Classic and engaging.
 - **Silent Auction:** Collect donated items or experiences from employees and local businesses. Bids are submitted on paper or digitally over several days.
-

Digital Engagement Tips

- **Email Campaign:** Use all seven templates in Section 6. Vary messaging — don't send the same appeal twice. Feature a local ALICE story or statistic in each communication.
- **Intranet Posts:** Post weekly campaign updates on your company intranet with participation numbers, countdown timers, and impact facts.

- **Digital Displays / Screensavers:** Work with IT to display campaign messaging on office screens during campaign weeks.
 - **Teams / Slack Messages:** Use your internal messaging platform for informal reminders, event announcements, and peer recognition ("Shoutout to the Accounting team — 80% participation!").
 - **QR Code:** Create a QR code linking to the online giving page and include it on all print materials and digital posts for instant, frictionless giving.
-

How to Engage Remote Workers

- Send all campaign emails and communications to remote employees simultaneously with in-office staff — they should never feel like an afterthought.
 - Host a virtual kickoff event via Teams or Zoom that remote workers can attend comfortably from home.
 - Provide a digital pledge form link and online giving option prominently in all communications.
 - Include remote workers in department challenge leaderboards.
 - Send physical pledge form packets to remote employees' home addresses if preferred.
 - Personally call or video-chat with remote team members — the personal ask is just as powerful over video.
-

Making the ALICE Connection Personal

The most compelling case for giving is a **local, real, specific story**. Abstract statistics rarely move people to action; a single human story does. Here are ways to make the ALICE connection personal for your coworkers:

- Share a local story or testimonial provided by United Way of Erie County (ask your UW rep for appropriate stories).
 - Ask employees to think about someone they know — a family member, neighbor, or friend — who has ever struggled to make ends meet despite working hard. That is the ALICE experience.
 - Use local data: 73,841 people in Erie County. 32,482 households. 1 in 3 below the ALICE Threshold. This is not a distant problem — it is happening on our streets.
 - Share an impact quote: "Because of programs funded by your workplace, a student in a Sandusky Community School had access to a counselor when she needed one most."
-

Tips for Reaching Non-Donors & First-Time Givers

- Never pressure. Always frame giving as an invitation, not an obligation.
- Lower the barrier: "Even \$1 a week makes a difference" gives skeptics an entry point.
- Address the "Where does the money go?" question head-on and honestly. (See Section 11 FAQ.)
- Focus on impact, not the amount: "You funded a year of books for a child born this year."
- Follow up personally — often a second gentle ask after reflection is all it takes.
- Make it as easy as possible: hand-deliver a pledge form, offer to answer questions, sit with them while they fill it out.

Sample Agenda: Campaign Kickoff Event (30 Minutes)

Time	Activity	Who
0:00 – 0:03	Welcome and introduction; thank attendees for coming	Campaign Coordinator
0:03 – 0:08	Brief overview of United Way of Erie County — Mission, ALICE context, 2024 impact data	UW Rep or Coordinator
0:08 – 0:13	Play United Way impact video (3–5 minutes)	Coordinator / AV
0:13 – 0:18	Campaign goal presentation — share goal, timeline, and how to give; explain pledge form fields	Campaign Coordinator
0:18 – 0:23	Leadership statement of support; personal ask from a senior leader or manager	Senior Leader / Manager
0:23 – 0:28	Q&A — answer questions about giving methods, designation, confidentiality	Coordinator + UW Rep
0:28 – 0:30	Distribute pledge forms; thank everyone; remind of campaign close date	Campaign Coordinator

Section 8 — How to Give

Step-by-Step Giving Instructions

Step 1 — Payroll Deduction (Most Popular and Recommended)

Payroll deduction is the most popular giving method because it breaks a larger annual gift into small, manageable amounts that are automatically deducted from each paycheck. Donors never have to write another check or remember to give.

1. Obtain a pledge form from your Campaign Coordinator or the United Way materials table.
2. Determine your desired **annual gift amount**. Use the table below to calculate by pay period.
3. Enter your name, employee ID (if required), department, and contact information on the pledge form.
4. Check the "Payroll Deduction" box and indicate the amount per pay period.
5. Sign and date the form. Return it to your Campaign Coordinator by the campaign close date.

Payroll Deduction Calculator — What Does Your Gift Cost Per Paycheck?

Annual Gift	Weekly	Biweekly (26 Pays)	Semi-monthly (24 Pays)	Monthly (12 Pays)
\$26	\$0.50	\$1.00	\$1.08	\$2.17
\$52	\$1.00	\$2.00	\$2.17	\$4.33
\$104	\$2.00	\$4.00	\$4.33	\$8.67
\$260	\$5.00	\$10.00	\$10.83	\$21.67
\$500	\$9.62	\$19.23	\$28.33	\$41.67
\$1,000	\$19.23	\$38.46	\$41.67	\$83.33

Step 2 — Cash or Check

1. Complete the pledge form with your information.
2. Check the "One-Time Gift" box.
3. Make your check payable to **United Way of Erie County, Inc.**
4. Attach the check to your completed pledge form and return it to your Campaign Coordinator.
5. Cash donations should be placed in a sealed envelope with your pledge form and given directly to the Campaign Coordinator, who will handle securely.

Step 3 — Online Giving

1. Use the QR code on the pledge card or visit uweriecounty.org to give securely online.
2. Select your giving amount and frequency.
3. Complete the secure payment form with your credit or debit card information.
4. Print or save your confirmation receipt.

⚠ SECURITY NOTE ON CREDIT/DEBIT CARDS: Credit and debit card gifts should be completed through the secure online giving option. Do not write card numbers, expiration dates, or security codes on the paper pledge card.

Step 4 — Bank Transfer

If you would like your gift deducted from a bank account, contact United Way of Erie County for instructions. Giving is voluntary. Contact United Way or your Campaign Coordinator with questions.

Pledge Form Instructions

The United Way pledge form is straightforward. Here is a field-by-field guide:

Field	What to Enter	Notes
Full Name	Donor's legal first and last name	Must match payroll records if using payroll deduction
Department	The department where the employee works	Used for departmental reporting and recognition
Amount Per Pay Period / Frequency	The dollar amount to deduct each paycheck and how often you are paid	Select your workplace payroll frequency (e.g., weekly, biweekly) and specify the exact amount to be deducted.
Giving Method	Check Payroll Deduction, Cash or Check, Online Giving, or Bank Transfer	Check only one method. Credit cards must be processed online.
Designate Your Gift (Optional)	Name of specific program or agency, if desired	Optional — leave blank for United Way's Community Impact Fund (unrestricted)
Signature & Date	Donor's signature and today's date	Required for authorization of payroll deduction
Employee Interest	Check any boxes that apply to your interests	Optional choices to learn more about United Way, volunteer opportunities, or to be contacted about other ways to give.

If a donor makes an error on the pledge form: Have them draw a single line through the incorrect information, write the correct information above or beside it, and initial the correction. Do not use correction fluid (white-out) on pledge forms.

DESIGNATE YOUR GIFT (OPTIONAL)

A donor may choose one of the following:

- **UNITED WAY OF ERIE COUNTY:** Undesignated — United Way directs the gift where it can support community impact.
- **ANY NONPROFIT ORGANIZATION:** Write the nonprofit organization's name on the pledge card.
- **A SPECIFIC INITIATIVE:** Write the initiative name on the pledge card.
- Designation is optional. United Way of Erie County will ensure the gift is used as designated.
- If a donor has questions about an eligible designation or processing, contact United Way of Erie County before the pledge is submitted.

Donor Confidentiality Policy

All pledge information is **strictly confidential**. As Campaign Coordinator, you have a responsibility to protect the privacy of every donor.

- Pledge forms must be stored securely — not left on desks, in open areas, or in shared drives.
- Never share individual giving amounts or participation status with unauthorized persons.
- Aggregate data (total raised, participation rate) may be shared publicly; individual amounts may not.
- Completed pledge forms should be delivered promptly to United Way — minimize the time you hold them.
- If a donor asks for confidentiality regarding their participation in recognition events, honor that request without question.

Impact Reminder

"\$1 per week = \$52 per year."

That's one less ALICE family going without a connection to help. One less child who misses out on a book this month. One more family that gets through the crisis. It all adds up.

Section 9 — Reporting Procedures

What to Collect

By the end of your campaign, you should have assembled the following materials for submission to United Way of Erie County:

- **All completed pledge forms** — one per participating donor, fully signed and dated
- **Campaign Tally Sheet** — a complete, itemized list of all pledges (template below)
- **Campaign Summary Report** — overall totals and key campaign metrics (template below)
- **Any matching gift forms** — submitted separately through HR; notify UW rep of totals
- **Checks or cash** — any one-time gifts by check or cash, secured and clearly labeled

How to Organize Pledge Forms

- Sort pledge forms **alphabetically by last name within each department**.
- Paper-clip or rubber-band each department's forms together with a labeled cover sheet (Department name, number of forms, total pledged).
- Attach any checks to the corresponding pledge form with a paper clip — do not staple checks.
- Cash donations should be placed in a sealed, labeled envelope attached to the pledge summary.
- Keep copies of your Tally Sheet and Summary Report for your internal records before submitting originals.

Tally Sheet Template

Use the tally sheet below to record all pledges as they are collected. Complete one row per participating employee. Total all columns at the bottom.

Metric	2025 (Prior Year)	2026 (This Campaign)	Change
Number of First-Time Donors			
Number of Designated Gifts			

Submission Instructions

- **Who to contact:** Your designated United Way of Erie County campaign representative. If unsure, call 419-625-4672.
- **Delivery method:** Deliver all pledge forms, checks, and reports in person to the United Way office at 135 E. Washington Row, Ste. C, Sandusky, OH 44870. Alternatively, your UW rep may arrange a pick-up.
- **Deadline:** All materials must be submitted within **one week of your campaign close date**, unless otherwise arranged with your UW rep.
- **Do not mail cash.** Bring cash donations in a sealed, labeled envelope in person.
- Call ahead if you will be dropping off a large campaign package — 419-625-4672.

What Happens After Submission

- United Way of Erie County will process all pledge forms within approximately **2–3 weeks** of receipt.
- Payroll deduction pledges will be coordinated with your organization's payroll department — typically beginning with the first full pay period after processing.
- Donors will receive an acknowledgment letter from United Way of Erie County for their records.
- Your organization will receive a final campaign report from United Way confirming receipt and totals.
- If there are any questions or discrepancies, your UW rep will contact you directly.

Record Retention

Document	Coordinator Keeps	Submitted to United Way
Original pledge forms	No — submit originals	Yes — all originals
Copy of Tally Sheet	Yes — retain one copy	Yes — submit original

Document	Coordinator Keeps	Submitted to United Way
Copy of Campaign Summary Report	Yes — retain for your files	Yes — submit original
Matching gift forms	No — process through HR	No — submitted via HR
Campaign email records	Yes — recommended for reference	No
Event receipts / expenses	Yes — per company policy	No

Questions About Reporting?

United Way of Erie County, Inc.

135 E. Washington Row, Ste. C, Sandusky, OH 44870

Phone: **419-625-4672**

Hours: Monday–Thursday 8:00 am – 4:00 pm | Friday by appointment

Section 10 — Recognition & Appreciation Guidelines

Why Recognition Matters

Recognition is one of the most powerful tools in a Campaign Coordinator's toolkit. When donors feel appreciated, they are more likely to give again next year — and to give more. When departments are recognized for high participation, others are motivated to catch up. When the Campaign Coordinator is acknowledged, the role feels valued and sustainable.

Effective recognition does three things: it **honors the giver**, it **builds campaign momentum**, and it **reinforces a culture of generosity** within your organization. The goal is always to make every person who gives feel that their contribution matters — because it does.

Individual Donor Recognition

Participation-Based Recognition (Everyone Who Gives)

- Public "thank you" in campaign emails or intranet posts — using names only with permission.
- United Way "Live United" button, sticker, or wristband provided to all donors.
- Personal thank-you email or note from the Campaign Coordinator.
- Posted thank-you list on department bulletin board (with donor permission).

First-Time Donor Recognition

- Special acknowledgment in campaign results email: "We are thrilled to welcome [X] first-time donors this year!"
- Personal note from the Campaign Coordinator thanking them for making their first gift.
- United Way may send a personalized welcome letter to first-time donors.

Increased Giving Recognition

- Acknowledge donors who increased their gift from the prior year: "Several of our generous team members increased their gift this year — thank you for growing your impact!"
- Share the cumulative impact of increased giving in terms of local programs served.

Leadership Giving Levels

United Way recognizes donors at leadership giving tiers. Encourage employees—particularly managers and senior leaders—to aspire to leadership giving as an opportunity to maximize their local impact.

Pacesetter Recognition

Workplaces that establish and share their 2026 campaign goal with United Way by September 30 may be recognized as Pacesetters at the Workplace Campaign Kickoff / George Mylander Awards.

Team & Department Recognition

100% Participation Department Award

The most celebrated achievement in a workplace campaign is a department where **every eligible employee chose to give**. Even a single \$1/week pledge counts toward participation. Celebrate 100% participation departments with:

- Public announcement in campaign results email with department name and manager name.
- Certificate of achievement provided by or coordinated with United Way.
- Non-monetary reward arranged by your organization (casual dress day, catered lunch, etc.).

Top-Grossing Department Recognition

- Announce the department that raised the most in total dollars in the campaign results email.
- Consider a rotating trophy, plaque, or fun award displayed in the winning department.

Most Improved Participation Award

- Recognize the department that showed the greatest increase in participation rate over the prior year.
- This award encourages every department — not just the traditionally high-participation ones — to grow.

Campaign Coordinator Recognition

United Way of Erie County is deeply grateful for the time, energy, and commitment of every Campaign Coordinator. You will receive:

- **United Way Acknowledgment Letter** — a formal letter of appreciation for your service as Campaign Coordinator.
- **Coordinator Appreciation Event Invitation** — United Way may host an annual recognition event for Campaign Coordinators. Watch for an invitation from your UW rep.
- **Listing in Donor Report** — with your permission, your name may be listed in United Way of Erie County's annual donor or campaign acknowledgment publications.
- **Certificate of Appreciation** — see sample below for reference text.

Recognition Do's and Don'ts

DO 	DON'T 
Thank everyone who gives, regardless of amount	Never rank donors by gift size publicly
Make giving clearly and genuinely voluntary	Never pressure, guilt, or shame anyone into giving
Recognize participation rates, not specific amounts	Never disclose individual gift amounts without permission

DO 	DON'T 
Ask donors permission before using their name publicly	Never post donor names without explicit consent
Acknowledge "not this year" graciously and respectfully	Never make non-donors feel excluded or judged
Celebrate ALL departments, even those below goal	Never single out departments with low participation punitively
Express sincere, personal gratitude	Never make recognition feel performative or obligatory

Sample Recognition Certificate Text — Campaign Coordinator

Certificate of Appreciation

United Way of Erie County, Inc. gratefully recognizes

[Campaign Coordinator Name]

for outstanding dedication and service as **Campaign Coordinator**

for **[Organization Name]** during the **2026 United Way of Erie County Workplace Campaign**.

Your commitment to our community — and to every Erie County family who benefits from this campaign — reflects the very best of what it means to **Live United**.

Thank you for making a difference.

Executive Director, United Way of Erie County, Inc.

135 E. Washington Row, Ste. C | Sandusky, OH 44870 | 419-625-4672

Section 11 — Resources, Contacts, FAQ & Glossary

United Way of Erie County — Full Contact Information

Contact United Way of Erie County, Inc.

Mailing Address:	135 E. Washington Row, Ste. C, Sandusky, OH 44870
Phone:	419-625-4672
Website:	uweriecounty.org
Office Hours:	Monday–Thursday 8:00 am – 4:00 pm Friday by appointment
211 Helpline:	Dial or text 211— available 24/7 to connect Erie County residents to critical services

Campaign Coordinator Resources

- **Campaign Materials:** Pledge forms, posters, brochures, impact reports, and social media graphics are available from your United Way representative. Request materials at the start of Week 1.
- **Impact Videos:** United Way of Erie County impact videos suitable for kickoff events are available upon request from your UW rep.
- **Online Giving Portal:** uweriecounty.org — share this link with all employees as an easy online giving option.
- **ALICE Data & Reports:** Available at unitedwayalice.org and from your United Way representative.
- **Coordinator Portal:** Ask your United Way representative for access to any coordinator-specific digital resources or reporting tools.

October 27 Workplace Campaign Kickoff / George Mylander Awards information is available from your United Way representative.

United Way 211 Helpline

211 — Erie County's Connection to Help

Dial or text 211 — free, confidential, available 24/7. The 211 service was proudly relaunched in Erie County in 2026 to connect residents to critical local resources including food, housing, utility help, health services, and child care.

Frequently Asked Questions — Campaign Coordinators

1. How do I set my campaign goal if I don't have last year's data?

Start with your total employee count and apply a conservative 40% participation rate with an average gift of \$150/year. Use the formula in Section 5. Your United Way representative can also help you establish a baseline goal based on similar-sized organizations.

2. What if an employee fills out a pledge form incorrectly?

Have the employee draw a single line through the error, write the correction, and initial the change. Do not use correction fluid. If a form is significantly damaged or illegible, provide a fresh form and have the employee complete a new one. Never correct a form on behalf of a donor.

3. An employee has questions about where their money goes. What do I tell them?

Your investment helps United Way of Erie County strengthen the community in multiple ways. In 2026, United Way invested \$198,500 through 14 Agency Partners providing essential services. United Way also connects people to resources through 211, strengthens financial stability, removes barriers for working families, convenes community partners, develops leaders, and builds new solutions. One investment helps United Way do more than fund services — it helps connect the pieces needed to move families from surviving to stabilizing, rising, and thriving. Donors may also designate their gift using the options provided on the current pledge card.

4. How do I handle employees who don't want to give?

Always respect the decision. Giving to United Way is completely voluntary. Thank the employee for their time, let them know the campaign information is available if they change their mind, and never pressure, follow up repeatedly, or make them feel excluded from team recognition. The "not this year" answer is always acceptable.

5. Can employees give to a specific program or agency?

Yes. Designation is optional. Donors may select United Way of Erie County, name any nonprofit organization, or designate a specific initiative using the current pledge card. Questions about an eligible designation should be directed to United Way of Erie County before submission.

6. What is a matching gift, and how does it work?

A matching gift is a contribution made by an employer that matches an employee's charitable donation — often dollar-for-dollar. Employees should check with their HR department for eligibility. The employee completes their personal pledge form AND a separate employer matching gift form. The match is processed separately and submitted by HR to United Way. Matching gift amounts can be counted toward your campaign total — confirm with your UW rep.

7. What if we don't reach our campaign goal?

Every dollar raised matters regardless of goal achievement. If you fall short, celebrate what was accomplished, note lessons learned for next year, and submit your pledges as-is. United Way of Erie County will work with you to evaluate what strategies could improve results in the next campaign cycle. No coordinator should feel personally responsible for a missed goal — life happens, and communities are built year over year.

8. When does payroll, deduction begin for donors?

Payroll deduction typically begins with the first full payroll cycle after United Way has processed the pledge forms and coordinated with your organization's payroll department. This is generally 3–6 weeks after your campaign close date. United Way will communicate directly with payroll contacts as needed.

9. Is donor information kept confidential?

Absolutely. All pledge information — including names, amounts, and giving methods — is strictly confidential. Aggregate campaign data (totals, participation rates) may be shared publicly. Individual information is never disclosed without the donor's explicit permission. As Coordinator, handle all pledge forms with the same care as any other sensitive personal information.

10. How do I engage employees who work remotely or on non-traditional shifts?

Send all campaign communications to remote and shift workers simultaneously with in-office staff. Provide digital pledge form links and the online giving portal prominently. Consider a virtual kickoff event via Teams or Zoom. For shift workers, leave pledge forms and information packets in break rooms or with shift supervisors. Make a personal phone or video call for your most impactful outreach.

Glossary of Key Terms

Term	Definition
ALICE	Asset Limited, Income Constrained, Employed. Refers to households that earn above the federal poverty line but below the basic cost of living in their area. Approximately 1 in 3 Erie County households live at or below the ALICE Threshold.
ALICE Threshold	The minimum income needed to afford a basic household survival budget in a specific geographic area, including housing, child care, food, transportation, health care, and technology.
Campaign Coordinator	A volunteer employee who plans, promotes, and manages the United Way workplace giving campaign within their organization. Serves as the liaison between employer and United Way.
ALICE HOUSEHOLD SURVIVAL BUDGET	The minimum cost of household basics in a specific community, including housing, childcare, food, transportation, health care, and technology.
Community Impact Fund	United Way's unrestricted fund. Donations left blank go to the Community Impact Fund, which is distributed across all focus areas based on local community needs.
Designation	A donor's optional instruction on the pledge card to direct their gift to United Way of Erie County, any specific nonprofit organization, or a specific initiative.
Live United	United Way's global tagline and call to action. It represents the belief that we are all connected — that when we give, advocate, and volunteer, we build a stronger community for everyone.
Matching Gift	A charitable contribution made by an employer that matches an employee's donation, often dollar-for-dollar. Matching gifts multiply the impact of individual employee giving.
Participation Rate	The percentage of eligible employees who make a donation to United Way during the campaign period. Calculated as: $(\text{Number of Donors} \div \text{Total Eligible Employees}) \times 100$.

Term	Definition
Payroll Deduction	A method of giving in which an employee authorizes a specified amount to be deducted from each paycheck and forwarded to United Way. The most common and recommended giving method.
Pledge	A documented commitment by an employee to contribute a specified amount to United Way, either through payroll deduction, one-time gift, or another method. Formalized on a pledge form.
Pledge Form	The official document used to record a donor's giving commitment, preferred method of payment, and any designation instructions. Must be signed by the donor.
Tally Sheet	A Campaign Coordinator's summary document listing all pledges collected, used to organize and report campaign results to United Way.
United Way 211	A free, confidential helpline (dial or text 211) that connects community members to local resources. Relaunched in Erie County in 2026, it is available 24/7.
BARRIER REDUCTION PROGRAM	United Way's strategy to help eligible households address barriers that can interrupt stability, employment, education, or economic mobility.
AGENCY PARTNERS	Trusted community organizations receiving United Way investment to provide essential services and create measurable local impact.

Together, We go Further

Every workplace campaign helps make a larger community strategy possible. Your employees help United Way invest in essential services. They also help connect people to resources, strengthen financial stability, remove barriers, convene partners, develop leaders, and build new opportunities. That is how a community moves families from surviving to stabilizing, rising, and thriving. Thank you for serving as a Campaign Coordinator. Thank you for helping your coworkers understand the impact of their investment. Thank you for helping build a stronger Erie County. **YOUR INVESTMENT. REAL IMPACT. TOGETHER, WE GO FURTHER.**

United Way of Erie County, Inc.

135 E. Washington Row, Ste. C | Sandusky, OH 44870

419-625-4672 | uweriecounty.org

Monday–Thursday 8:00 am – 4:00 pm | Friday by appointment

For help in the community, dial or text 211 — free and confidential, 24/7.

United Way of Erie County, Inc. is a proud signee of the Nonprofit Partnership's Diversity, Equity & Inclusion Pledge.

United Way of Erie County, Inc. © 2026 | Campaign Coordinator Handbook | 2026 Campaign Year
Prepared for workplace campaign use. For questions, contact United Way of Erie County at 419-625-4672.

This handbook was prepared in support of United Way's mission to mobilize resources to break the cycle of poverty and improve our community.

United Way of Erie County, Inc. | 135 E. Washington Row, Ste. C, Sandusky, OH 44870 | 419-625-4672 |

uweriecounty.org | Live United