



# CAMPAIGN COORDINATOR GUIDE



United  
Way



United Way  
of the Southern Tier

**T**hank you for volunteering to be part of the United Way campaign. By lending your time and talent, and spreading the word, you are helping to advance the common good.

Whether it is your first year as a coordinator, or if you are a campaign veteran, the information in the guide will help you plan and execute a smooth – and successful – United Way campaign.

Thank you, again, for joining our United Way of the Southern Tier Team!

# TABLE OF CONTENTS

About United Way of the Southern Tier	3
Each Donation Makes An Impact	4
Campaign Planning	5-6
FAQ	7
Handling Objections	8

## VISION

*We envision a thriving community where all children have the foundation for life-long success and our collective well-being is secure.*

**United  
Way**



## MISSION

*To unite and prioritize resources to improve the quality of life for every person and every family in our community.*

**United Way  
of the Southern Tier**



# About United Way of the Southern Tier

United Way of the Southern Tier prioritizes the needs of children, senior citizens, and struggling families and individuals in Chemung and Steuben counties.

Gifts to United Way of the Southern Tier support local programs that align with these three priorities:



## **Southern Tier Kids on Track** focuses on:

- Making sure all children are ready for school
- Engaging parents to become a partner in their child's development and well-being
- Supporting children and families through summer learning opportunities
- Achieving the best possible results for third-grade student proficiency



## **Southern Tier Senior Support Network** focuses on:

- Helping seniors age safely in their homes
- Addressing isolation among seniors
- Providing nutritional and transportation programs
- Expanding home health care services and assistance with the activities of daily living



## **Southern Tier Basic Needs Network** focuses on:

- Ensuring the basics of food, clothing and shelter
- Increasing safety for victims of domestic violence
- Reducing financial instability for local families
- Assisting with access to care

# Each Donation Makes An Impact

No matter the size of the donation, it all adds up to make a significant impact on the lives of children, senior citizens, families, and individuals in Chemung and Steuben counties. Here's a look at the impact of gifts made in 2020 to United Way of the Southern Tier:



**406**

Seniors got rides to errands and medical appointments



**36,882**

Books were mailed to local children enrolled in Dolly Parton's Imagination Library



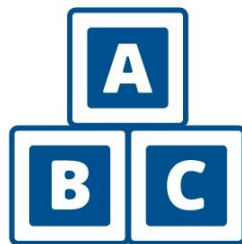
**480**

Victims of domestic violence were provided safety & support



**2,605**

Seniors participated in physical activity or nutrition programs



**822**

Children in kindergarten to third-grade received literacy supports



**908**

Individuals & families were able to access healthcare insurance



**688**

Seniors received help with the activities of daily living



**3,100**

Children, ages birth to 5, achieved developmental milestones



**1,448**

Individuals and families accessed affordable housing & financial services

# 6 WEEKS before kickoff

- Determine giving method and let United Way know your choice:
  - \* Digital – ePledge, text to give, etc.
  - \* Paper pledge forms
  - \* Combination
- Set campaign start and end dates. (The most effective campaigns are kept to 1-2 weeks.)
- Meet with your CEO or Senior Manager to discuss possible incentives for donors (extra PTO, casual days, etc.) and request they share a kickoff message and a thank you message.
- Decide what content to use from United Way of the Southern Tier’s website:  
[www.uwst.org/workplace-giving-campaigns](http://www.uwst.org/workplace-giving-campaigns)
- Request any printed materials from United Way of the Southern Tier such as:
  - \* Dolly Parton’s Imagination Library Bookmarks
  - \* Thank You Posters
  - \* SingleCare Prescription Discount Cards

# 4 WEEKS before kickoff

- Ask colleagues about why they give to United Way and see if they would be willing to share their stories with co-workers in small-group settings, or in an email, or in a video.
- Finalize incentives & strategies with your CEO and/or Senior Manager.
- If desired, schedule in-person or virtual presentations for your kickoff with a United Way of the Southern Tier representative.

# 2 WEEKS before kickoff

- Notify colleagues of upcoming United Way campaign kickoff and tease incentives.
- Prepare and schedule the CEO message (email, video) to send to colleagues.

# 1 WEEK before kickoff

- Send CEO message.
- Hang posters. Post provided messages to intranet. Download from: [www.uwst.org/workplace-giving-campaigns](http://www.uwst.org/workplace-giving-campaigns)
- Share United Way of the Southern Tier videos.

# KICKOFF WEEK

- Share United Way information with all staff via small-group meetings, video testimonials or email testimonials.
- **Digital campaigns:** Emails will come from United Way.  
**Paper campaigns:** Please distribute forms to staff **AND** tell them who to return forms to and by when.
- Be available to answer questions.
- Thank your CEO/Senior Manager for their support.

# WRAP-UP Celebrate!

- Collect any outstanding paper pledge forms.
- Complete report envelopes for paper forms or special event fundraising and notify United Way when done by calling 607-936-3753.
- Thank every employee for their contribution!
- Announce prize winners if incentives were offered.
- Take a bow! You earned it. Thank you!

# FREQUENTLY ASKED QUESTIONS

## What does United Way of the Southern Tier do?

*United Way of the Southern Tier fights for every person in our community to ensure students are learning and thriving, families have access to basic needs, and seniors are able to live safely in their own homes. United Way does this by assessing community conditions, investing in focused community Impact goals, and measuring results to create long-term change for generations to come.*

## How can I be sure my contribution is well managed and well spent?

*United Way is committed to accountability and validation of its partner agencies through a rigorous vetting and application process. Knowledgeable, well-trained volunteers and experts from across our community carefully screen and select the programs funded by your contribution. The recommendations for funding are then reviewed and approved by our volunteer Board of Directors. A list of all programs that receive funds is at [www.uwst.org](http://www.uwst.org).*

## Why should I give to United Way of the Southern Tier and not directly to an agency?

*When you give to a specific charity, you support a cause. When you give to United Way, your gift becomes part of a collective effort to strengthen our entire community. Your gift allows you to accomplish more than you can alone or through a single charity. No other single organization has the scope, expertise, or influence to bring hundreds of human service agencies, government, education partners, and dedicated volunteers around a common vision of achieving long lasting results for a stronger, healthier Southern Tier.*

## Will the money I give to United Way go outside the community?

*No. The money raised stays in Chemung and Steuben counties unless you, as the donor, request that it be sent to another United Way. Your local United Way does pay annual dues to United Way Worldwide, the trade association for United Ways. Those dues (which amount to less than one cent of every dollar given) represent the only money that leaves the Southern Tier. And those dollars eventually are returned to the community in services received.*

## Is my gift tax-deductible?

*Yes, UWST is a federally registered 501c(3) not-for-profit corporation. Donations to United Way are tax-deductible to the extent allowed by an individual's or corporation's circumstances.*

## Are there other ways I can contribute to United Way of the Southern Tier?

*Yes! You can give. You can advocate. You can volunteer. Or you can do a combination of all three! Whether it's volunteering at a United Way event, writing encouraging notes to local students, or delivering meals to homebound seniors, there are hundreds of volunteer options available every day.*

*Learn more about how to volunteer at [www.uwstvolunteers.org](http://www.uwstvolunteers.org).*



# HANDLING POTENTIAL OBJECTIONS

## **I already give directly to a charity.**

First, thank you for giving. Together we can accomplish more than anyone can alone or through a single charity. United Way is looking at the big picture – assessing community conditions, investing in focused goals and measuring results to create long-term changes. By giving through United Way, you are choosing to support the greatest need in the Southern Tier through program investments.

## **Times are tight. I don't have money to spare.**

Every gift to United Way, no matter its size, provides vital services to people in our community who need our help. When you give, you join thousands of generous donors in Chemung and Steuben counties to create life-changing conditions for some. You may find that giving a small amount each pay period through payroll deduction allows you to make a pledge that fits your budget.

## **I feel pressured into giving.**

Giving is a personal matter and decision. Neither United Way nor its volunteers believe people should be forced to give. Pressure defeats the very idea of voluntary giving. United Way counts on people to give because they understand the critical needs of our community and because they want to improve people's lives. Everyone should have an opportunity to give and to enjoy the emotional reward that comes from knowing you are part of building a stronger, healthier community. Only you can determine whether you want to give at this time.

## **I don't live in Chemung or Steuben county.**

In today's world, people often have ties to more than one community. Each United Way serves a particular geographic region and is committed to fostering the healthy and vibrancy of that area. Through United Way's donor choice program, you have the option of designating your gift back to the community in which you live or you can split your gift to make a difference in both communities.

## **I heard about a financial scandal at United Way.**

Every United Way is local and independent, including your United Way of the Southern Tier. A volunteer board of directors comprised of industry professionals and leaders in the Southern Tier makes decisions about investments for our region, and UWST has never experienced any financial abuse. Nearly 30 years ago, a former United Way of America president, William Aramony, and two associates were charged with misusing funds. Neither United Way as an organization, nor any local United Ways were charged with any wrongdoing. United Way instituted major governance and structural changes and has become a model of accountability in the non-profit sector.

## **Doesn't United Way have a high overhead?**

United Way of the Southern Tier invests nearly 87 cents of each dollar donated back into our community; only 13 cents goes to overhead, based on a three-year average. United Way of the Southern Tier is rated four stars for accountability and transparency by Charity Navigator.

