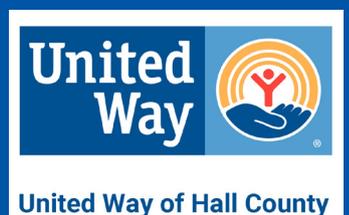




WORKPLACE CAMPAIGN RESOURCES

UNITED WAY OF HALL COUNTY



THANK YOU

FOR PARTICIPATING IN OUR ANNUAL CAMPAIGN

A United Way workplace campaign is an engaging, time-tested way for everyone in your organization to give, advocate or volunteer. Together, you'll impact the important issues facing our region's children, youth and families, all while creating a sense of teamwork and purpose that strengthens your own workplace community.

Even when your campaign is over, we are here to be your year-round partner for volunteer opportunities, advocacy, issues education, and community involvement. Thank you again for your involvement in our Annual Campaign. Your time, commitment, and gifts will truly make a difference in the lives of so many in our community.

UNITED WAY FREQUENTLY ASKED QUESTIONS

WHAT IS UNITED WAY OF HALL COUNTY?

Formed in 1948 as The Community Chest by a group of local businessmen, United Way of Hall County is a local, nonprofit organization whose mission is to unite people organizations and resources to improve lives in Hall County through a focus on education, income and health.

WHY THE FOCUS ON EDUCATION, INCOME AND HEALTH?

Education, income and health are the building blocks of a good life. By supporting programs that address these, United Way is working towards creating the best possible life for everyone in Hall County.

EDUCATION is the foundation that helps everyone be able to reach their full potential. Having basic literacy and comprehensive skills is necessary to succeed in life. But did you know it's estimated that 25% of adults in Hall County lack basic reading skills compared to 17% in the state? And 54% of students in basic literacy classes in Hall County last year were between the ages 16-24.

INCOME is about supporting families while they work on achieving financial stability and independence. In the state, more than 700,000 children under the age of 18 live in households that lack access to adequate food resulting from lack of income and other resources. That's 27.9% of Georgia's children.

HEALTH is supporting individuals and families without health insurance, victims of abuse, or someone struggling with mental illness or an addiction. Socioeconomic factors such as income, wealth, and education are fundamental causes of a wide range of health outcomes. Children in poor families are approximately 4x as likely to be in poor or fair health as children in families at or about 400% of the federal poverty level (\$97,200+ for a family of 4).

WHO DECIDES WHAT UNITED WAY WILL BE INVOLVED IN?

United Way is a volunteer-led organization in all of its functions; board of directors, committee structure, annual fundraising campaign and investment of resources in identified areas of priorities. The responsibility entrusted to these individuals is great, and they decisions they make are of significant importance to our community, requiring teamwork, communication and a shared commitment to fulfilling United Way's mission. A trained, professional staff supports the board and other volunteers in the day-to-day operations.

WHAT IS UNITED WAY DOING TO SUPPORT THE FOCUS ON EDUCATION, INCOME AND HEALTH BEYOND THE ANNUAL FUNDRAISING CAMPAIGN?

Our annual fundraising campaign is very important, but it is only one strategy to help us achieve our goal of improving lives in the Hall County community. United Way's job is to foster relationships to collectively focus on issues that are important and vital in every resident having a good life. We recruit the people and organizations that bring the passion, expertise and resources needed to get things down. We know this is a long-term commitment.

WHAT DOES "LIVE UNITED" MEAN?

"Live United" is an invitation for all people to give, advocate and volunteer as we work to create opportunities for a better life for all of us living in Hall County.

The challenges our community faces are greater than any one single organization can address alone. It will take all of us contributing financial resources, lending our voice and giving our time to create a good life for everyone. We all succeed when a child succeeds in school. We all are better when families are healthy and self-sufficient.

WHY SHOULD I GIVE TO UNITED WAY OF HALL COUNTY?

We have one mission that drives everything we do and that is to improve lives in Hall County – to help create the best life possible for all. When people are educated, have sufficient income to support themselves and their families and are healthy, it strengthens the entire community. By funding programs in these areas, we are making an investment that helps the community as a whole, not just the recipients of the services. United Way looks at more than simply the number of people receiving services. Investments are made in programs that demonstrate measurable success in achieving our goals in Education, Income and Health.

I CAN'T AFFORD TO GIVE MUCH. WILL A SMALL AMOUNT DO ANY GOOD?

Giving is a personal decision that only you can make based on your income and other obligations. A gift of any amount is very much appreciated. Your gift added to those of thousands of other contributors, has the ability to make a great impact and change lives.

WHAT ARE THE ADVANTAGES OF PAYROLL DEDUCTION?

Having a set amount deducted from each paycheck enables most donors to contribute far more generously than they would be able to do if they gave their entire contribution all at once. Payroll deduction offers a convenient, effective way to stretch your charitable dollar and make a difference in our community.

DOES MY GIFT STAY LOCAL?

.99 cents of every United Way of Hall County donor dollar stays in Hall County. The other one cent pays membership fees to United Way Worldwide providing access to many membership services, Global Leadership Companies (i.e. UPS, Publix and Cargill) and use of the United Way logo.

WHAT IS UNITED WAY OF HALL COUNTY'S RELATIONSHIP WITH UNITED WAY WORLDWIDE?

United Way of Hall County an independent, locally governed organization chartered in the state of Georgia. United Way Worldwide (UWW) is a trade association that was formed to assist member United Ways. It serves as a training and service center for United Ways across the country but is not a national headquarters and has no governance or financing authority over local United Ways.

WHAT IS UNITED WAY'S OVERHEAD?

.99 of every United Way of Hall County donor dollar stays in Hall County. One percent or .01 of every dollar is used to pay the United Way Worldwide membership fee allowing access to many membership services, Global Leadership Companies and the use of the United Way logo.

In a recent survey (Ellison Research, Non-Profit Overhead Study, 2008) Americans polled believe nonprofits spend 36% on overhead and they think non-profits SHOULD spend 22% on overhead. The overall United Way system's administration/overhead rate in the U.S. of 12.24% remains extremely competitive with the top 100 nonprofits in the U.S., and is well below industry standards and recommendations (such as the Better Business Bureau Wise Giving Alliance at 35% and the Office of Personnel Management/OPM at 25%). Moreover, United Way helps other nonprofits maintain low overhead rates.

COMMUNITY INVESTMENT PRIORITIES



THE MISSION OF UNITED WAY OF HALL COUNTY IS TO UNITE PEOPLE, ORGANIZATIONS AND RESOURCES TO IMPROVE LIVES IN HALL COUNTY. WE LIVE OUR MISSION BY FOCUSING ON EDUCATION, INCOME AND HEALTH AS THE BUILDING BLOCKS OF A GOOD LIFE.

EDUCATION – helping people, from birth through adult, achieve their potential through learning. We believe that learning begins at birth and continues throughout life. Our aspiration is that all residents of Hall County will have opportunities to learn which help them achieve their potential. Therefore, we will invest in:

1. early learning
2. the well-being of school age children and adolescents
3. basic literary and comprehension development skills

INCOME – supporting families while they actively achieve financial stability and independence. We believe families and individuals face obstacles to achieving financial stability and independence. Our aspiration is that all residents of Hall County have opportunities to meet their basic needs and self-sufficiency. Therefore, we will invest in:

1. resources providing food, shelter and clothing
2. addressing barriers to self-sufficiency
3. promotion of financial security

HEALTH – improving people’s physical, mental and social well-being. We believe in improving everyone’s health and safety. Our aspiration is that all residents of Hall County are healthy and safe. Therefore, we will invest in:

1. efforts to break the cycle of domestic violence, abuse and neglect
2. improving access to primary medical, behavioral and dental care
3. prevention of and intervention in unsafe or unhealthy behaviors

2020-2021

FUNDED PROGRAMS

We are proud to invest in programs aligned with our goal of fighting for the health, education and financial stability of every person in our community and believe programs focused on these building blocks empower people to change what's possible.

- [Boys and Girls Club of Lanier](#)
- [Brenau University](#)
- [Center Point GA](#)
- [Edmondson Telford Child Advocacy Center](#)
- [Family Promise of Hall County](#)
- [Gainesville/Hall County Alliance for Literacy](#)
- [Gateway Domestic Violence Center](#)
- [Georgia Mountain Food Bank](#)
- [Good News Clinics](#)
- [Hall-Dawson CASA Program](#)
- [Hispanic Alliance GA](#)
- [North Georgia Works!](#)
- [Rainbow Children's Home](#)
- [Rape Response](#)
- [Sisu of Georgia](#)
- [Society of St Vincent de Paul Georgia](#)
- [The Children's Center for Hope and Healing](#)
- [The Educational Foundation and Museum of Beulah Rucker](#)
- [The Salvation Army](#)

UNITED WAY OF HALL COUNTY INTERNAL PROGRAMS



Our purpose is to break the cycle of poverty in Hall County by seeking to understand poverty from the perspective of our most vulnerable citizens. We know this will take a long-term commitment to tackle the root causes of poverty in a holistic and sustainable manner. **ONE HALL** convenes conversations each month around Education, Health, Mental & Behavioral Health and Financial Stability.



United Way knows that reading to children starting at birth sets a child on a path to success. Thanks to a partnership with the Medical Center Auxiliary and United Way's **Read Learn Succeed** Initiative every baby born at Northeast Georgia Health System Gainesville and Braselton receives a book and their parents learn the importance of reading 15 minutes everyday from day one.



The Compass Center is a community resource center helping individuals and families navigate existing services and providers throughout Gainesville and Hall County. We help clients create pathways out of poverty by improving access to: Nonprofit Resources, Physical & Mental Health Services, Financial Literacy & Budgeting, Children & Family Services, Senior Services and Veteran Services.

ASKING YOUR TEAM TO GIVE

THE NUMBER ONE REASON PEOPLE SAY THEY DON'T GIVE TO UNITED WAY IS BECAUSE NO ONE EVER ASKED THEM TO DO SO.

- Educating employees about the value and work of United Way is the best way to gain support. Your United Way representative is an excellent source for any material and assistance you may need
- Personally distribute campaign pledge forms (rather than including them in paychecks, mailboxes, emails etc.)
- Many companies personalize pledge forms for all employees. United Way would be happy to pre-print your pledge forms using an electronic file of employees information.
- Ask every employee to turn in a pledge form by a certain date even if they choose not to contribute. This way, you'll know every person made a choice whether or not to participate without having to directly ask him/her. Many companies distribute pledge forms in envelopes that employees can fill out and seal, assuring decisions are private.
- Make it comfortable for everyone

PLEASE TAKE STEPS DURING YOUR CAMPAIGN TO ENSURE THAT EVERY EMPLOYEE FEELS COMFORTABLE IN MAKING A DECISION ABOUT CONTRIBUTING. THE FOLLOWING ARE A FEW REMINDERS TO ENSURE PARTICIPATION IN VOLUNTARY:

- Contributing financial resources is a personal matter and should be kept confidential
- Use incentives, fun and information to get more positive results
- A campaign objective of 100% participation in an employee campaign can create a perception of pressure, real or implied
- Although senior leadership support is invaluable to your campaign, have peers rather than superiors do individual solicitations
- Make sure employees know that acts of coercion in any form are unacceptable

MAKING A ONE-ON-ONE ASK

- Schedule a convenient time to meet
- Think about the employee. What are his/her interests?
- Explain why you give. Share a personal story
- Explain how United Way of Hall County is meeting the needs and challenges in our community
- Ask open-ended questions and listen. Be ready to change your appeal based on what your co-worker tells you about their interests
- Explain pledge forms and choices
- After all discussions, thank the employee for taking the time to listen and discuss how we can better serve our community and ask if they would like to contribute

MAKING A GROUP ASK

- Invite a United Way representative to present to all employees
- Bring food and they will come! Having snacks always helps.
- Share any brief, positive, personal experiences they have had with United Way of Hall County
- Pass out pledge forms and pens for signing
- Ask those attending to give, and mention guidelines such as one hour's pay per month.
- Ask for pledge forms to be returned at the end of the meeting (or an appropriate date within the campaign timeline)
- Be prepared to answer questions
- Thank everyone in the audience, even non-contributors, for their attendance, taking the time to listen and discuss our community and for their donations.
- The group ask does not require an extra meeting. You can easily build it into a regularly scheduled meeting by asking for 10-20 minutes of the agenda.

MEETING AGENDA

The employee meeting should be limited to 15 minutes. We can tailor our presentation to meet the needs of your company. In longer meetings more time may be given for employee testimonials, agency speakers, videos and questions/answers.

Group employee meetings are an ideal way to educate your employees about United Way and encourage participation. Promote attendance with posters, email messages, company newsletters, broadcast voicemail, etc.

SAMPLE AGENDA - TOTAL 15 MINUTES

TIME	TOPIC	PRESENTER
1 minute	Welcome and endorsement	CEO/Senior Manager
4 minutes	Presentation on how contributions make a	United Way Staff
3-4 minutes	Watch video (if time allows)	United Way Staff
1 minute	Distribute pledge cards	Campaign Coordinator
2 minutes	Question and answer session	All
2 minutes	Request contribution and discuss incentives for giving	Campaign Coordinator
1 minute	Collect pledge cards	Campaign Coordinator
1 minute	Thank you	Campaign Coordinator

OFFERING INCENTIVES

Prizes and incentives can provide a boost to the campaign while showing employees that their participation is appreciated

After a successful campaign, it's critical to thank all employees who made your campaign successful. People need to feel appreciated. Just as the best way to ask is the personal ask, the best way to thank your colleagues is to personally thank them. United Way can provide templates for thank you letters and cards that can be customized for your campaign. A Thank You event publicly acknowledges your colleagues' generosity.

There are memorable ways of recognizing United Way contributions. Many companies offer casual Fridays or paid personal leave. Other companies create packages of gifts and incentives. Have fun with it and get creative! Have your departments compete against each other for a prize, host a raffle, embarrass your executives, the list goes on!

WHAT CAN INCENTIVES DO FOR MY CAMPAIGN?

- Increase enthusiasm
- Increase average gift
- Encourage employees to pledge promptly
- Encourage attendance at campaign meetings
- Assist in educating employees about United Way of Hall County

POSSIBLE INCENTIVE CRITERIA

- Anyone who participates in UW campaign (gives any amount)
- First time givers
- Fair share givers (1% of salary)

- Leadership Society givers (\$1,000)
- Any giver increasing gift by 10%
- Any giver who turns in pledge card by certain date
- Anyone who attends a meeting or tours an agency
- Company achieves monetary goal
- Company achieves participation goal
- Company reaches a 25% increase in campaign

POTENTIAL PRIZES

- A leave early pass
- A sleep in pass
- Additional day off
- Casual dress day pass
- Special parking spaces
- Catered lunch
- Golf with the boss
- Department happy hour
- Company promo items, United Way promo items
- Raffle off prizes such as giftcards, sports/event tickets, electronics, weekend getaways, etc.
- Special t-shirts
- Executive car wash

SAMPLE COMMUNICATIONS

Use the following sample letters when you are composing letters to promote your United Way campaign. These samples are appropriate for emails, company publications, and personalized letters. Feel free to use them in part or in their entirety.

SAMPLE LETTER 1: CAMPAIGN ANNOUNCEMENT

Dear Colleagues:

Many of our neighbors may be struggling to make ends meet, now more than ever, but we can make a difference. Right now (COMPANY NAME) can help create opportunities for a better life for all by participating in United Way of Hall County's annual campaign.

I am pleased to announce that (EMPLOYEE CAMPAIGN MANAGER) has agreed to lead and coordinate our United Way campaign this year. I know (NAME) will appreciate your efforts and support. When we reach out a hand to one, we influence the condition of all. Everyone wins when children succeed in school, families are financially stable, and people are healthy. I invite you to join me this year in United Way's effort to advance the common good.

Please consider supporting United Way's campaign as our community strives to LIVE UNITED. Your gift does make a difference by supporting crucial programs and long-term efforts to strengthen our community.

SAMPLE LETTER 2: CAMPAIGN ANNOUNCEMENT

Dear Colleagues:

The strength of our community largely is defined by how we take care of one another. When we reach out a hand to one, we improve conditions for all. The current crisis caused by the pandemic is being felt throughout our communities. More people than ever are struggling to make ends meet, thereby putting a greater demand on non-profit agencies that provide critical services and count on United Way of Hall County for support.

UWHC takes the guesswork out of philanthropy by funding tremendous local agencies like (Boys and Girls Clubs of Lanier, the Salvation Army, Georgia Mountain Food Bank, Gateway Domestic Violence Center, and many more). All of the money we raise directly benefits our local community. Your contributions make a difference by supporting programs that are there to help many of our own friends, neighbors, co-workers, and families:

Please take a few moments to learn more about how our United Way is helping in our neighborhoods as we help advance the common good. Together we strive to LIVE UNITED.

SAMPLE LETTER 3: CAMPAIGN KICK-OFF ANNOUNCEMENT

Please mark your calendars for (DATE) as the kickoff date for the (COMPANY NAME) United Way annual workplace campaign. This year's fundraising effort will run from (DATE TO DATE).

Investing in our community is an important responsibility and United Way of Hall County works hard to create lasting changes in the critical areas of Education, Financial Stability, and Health. That's because everyone wins when children succeed in school, families are financially stable and people are healthy. We all have a role in advancing the common good by giving, advocating and volunteering. Together we can achieve more than any one group on its own. That's what it means to LIVE UNITED.

I am proud to support United Way of Hall County, but the key to our campaign's success is you. Your gift does make a difference by supporting crucial non-profit programs and long-term efforts to strengthen our community.

Please join me in showing our community how we can work together to LIVE UNITED.

SAMPLE LETTER 4: CAMPAIGN ANNOUNCEMENT

Dear Colleagues:

Thanks go to each and every one of you who contributed to this year's United Way campaign. Once again, you have gone the extra mile to make our community a better place for us to live and work.

When you give to United Way of Hall County, you are investing in the strength and future of our community. Every time a family becomes financially stable, a child succeeds in school, and people improve their health, our entire community benefits. Help ensure that a wide variety of needs are met, including services for the hungry and homeless, the sick and homebound, our youth and senior citizens and so much more.

Again, thank you for partnering with United Way of Hall County to advance the common good.

ADDITIONAL RESOURCES FOR YOUR CAMPAIGN

We understand that people are busy and the United Way campaign is an addition to all of your other job responsibilities. With that in mind, we want to give you all the tools, resources, and support you need to make your campaign a success without becoming a burden.

PLEDGE FORMS AND BROCHURES: Your United Way representative can provide you with any number of pledge forms, brochures, and lists of programs supported by United Way.

CAMPAIGN VIDEO: Let our locally-filmed video help you tell the United Way story. The video can be shared on a DVD or on our website through our Vimeo account. Tip: send a link to the video in an email to ensure all employees get the chance to view it.

UNITED WAY LOGOS: Download these from our website for use in your promotional materials.

LEADERSHIP CIRCLE INFORMATION: United Way of Hall County recognizes individuals and/or households who make a contribution of \$1,000 or more as Leadership Circle members. More information about membership benefits on our website under campaign.

INFOGRAPHICS, FLYERS, AND ADDITIONAL RESOURCES: Available on our website under campaign.

NEED TO GET IN TOUCH?

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OUR LOCATION

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