

Do you know ALICE?

You may not know it, but the answer is yes. In fact, you know many ALICE families.

ALICE stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed—those who work hard and earn above the Federal Poverty Level, but not enough to afford a basic household budget of housing, child care, food, transportation and health care. ALICE represents women and men; young and old; urban, suburban, and rural; and all races and ethnicities who get up each day to go to work, but aren't sure if they'll be able to put dinner on the table each night.

In Snohomish County:



1 in 3 households are struggling to get by.



A family of 4 needs to make more than \$60,000 to meet basic needs.



60,000 households can't afford those basic needs like housing, transportation and child care.



1 in 3 children live at or near the poverty level.



More than 10% of people fall below the Federal Poverty Level.

JOIN US IN BREAKING THE CYCLE OF POVERTY IN SNOHOMISH COUNTY



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GIVE. ADVOCATE. VOLUNTEER.

**United Way
of Snohomish County**
uwsc.org



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PLATINUM SPONSORS



CAMPAIGN AWARDS

We look forward to recognizing success at our annual Community Caring Celebration in spring 2017! We will present the awards listed below. Look for your invitation and plan to attend.



President's Award

The top award of the campaign, selected by United Way of Snohomish County President and CEO.



Executive of the Year Award

Recognizing significant support for United Way that results in campaign growth.



Employee Campaign Manager (ECM) of the Year Award

Recognizing exceptional campaign planning and management that results in overall campaign success.

- One to an ECM from a small organization (up to 99 employees)
- One to an ECM from a medium organization (100-349 employees)
- One to an ECM from a large organization (350+ employees)



LIVE UNITED Award

Recognizes the organization that best demonstrates how they LIVE UNITED.



Labor Partnership Award

Recognizes exemplary involvement by organized labor and the collaboration between labor and management in a successful workforce campaign.



Positive Change Award

One presented, as applicable. Recognizes overall campaign growth or significant improvement in giving.



Best New Campaign

One presented, as applicable.

WILL YOU JOIN US?

We live in a prosperous and caring community, yet many of our neighbors are at risk of never truly escaping poverty. More than 10% of all people in Snohomish County fall below the Federal Poverty Level and, for children, this number is even higher. But the Federal Poverty Level doesn't tell the whole story about hardship in our community. When factoring in those on the edge, 1/3 of all households in Snohomish County are struggling to make ends meet.

I am honored to serve as Campaign Chair, and so pleased that you've agreed to serve as Employee Campaign Manager (ECM) for this year's campaign.

This year, United Way is inviting the community to "Join Us" as we work to break the cycle of poverty here in Snohomish County. As the ECM, you are the most important element in the success of the campaign. Our ability to improve lives in Snohomish County is up to you.

We understand that your time is valuable, and will work with you every step of the way to assure your campaign fits the unique culture of your company. And, we will help you to achieve your goals.

In this guide, you'll find ideas for a successful, fun campaign that will get your team engaged. Our campaign brochure and this guide contain the information you will need to help you be the expert for the campaign.

Together, we can rewrite the story for individuals and families today, and build a solid foundation for their future success!



Wes Pringle
President, Fluke Corporation
2016 Campaign Chair

DURING THE CAMPAIGN: ASK EVERYONE TO GIVE!

Hold your campaign kickoff.

Make sure United Way staff know the date and time in order to assist you.

Date: _____ Time: _____

Location: _____

Arrange to have photos taken!

Hand out pledge forms or provide online giving instructions.

Consider an incentive for participation (e.g. the first person to turn in a pledge form wins a gift card or access to priority parking, the department with the highest participation earns a pizza party, etc.) Make sure to include a deadline for turning in pledge forms.

Check your progress regularly:

- Schedule a mid-campaign meeting with your team to monitor results.
- Reach out to any staff unable to attend meetings.
- Send out reminders about the campaign progress and ending date. Your CE can provide sample emails and letters.

PRESENTING SPONSORS



WHY ME?

You were chosen to be an Employee Campaign Manager because:

- Your leadership has identified you as the person whom they know will follow through and do the job well.
- You are dedicated to your organization as well as the community.
- You are a natural leader.

WHAT IS A WORKFORCE CAMPAIGN?

United Way of Snohomish County holds workforce campaigns at small businesses, government offices, nonprofit agencies and large corporations in a variety of industries. These campaigns are the backbone of our fundraising activities and are a great way to help build staff morale, promote teamwork and enhance your company's reputation in the community.

A campaign gives employees the opportunity to make charitable contributions through payroll deduction—an easy, affordable and convenient way to give. During the campaign, you and your leadership encourage employees to help people in our county by donating to United Way of Snohomish County.

HOW LONG DOES A CAMPAIGN TAKE?

That depends on you and your organization. Some campaigns take a day or two, while others may take two weeks or more. The decision may depend on your corporate headquarters, your local leadership—or it may be left to you. The key is balancing effort and resources. Two weeks is often the perfect amount of time to kickoff your campaign, get your message out effectively and ask everyone to give—all while keeping energy and interest high.

WILL I HAVE HELP?

Yes. Your United Way Campaign Executive (CE) and/or Engagement Manager (EM) will help you prepare, plan, promote, launch and celebrate your campaign. A CE is either loaned by an organization or hired by United Way to assist you during your campaign. An EM is available to assist you year-round with campaign planning, volunteer activities and community involvement.

WHERE DO I BEGIN?

Right here. Review this handbook and meet with your assigned United Way of Snohomish County representative. You'll be off to a great start.

WHY PARTNER WITH UNITED WAY OF SNOHOMISH COUNTY?

- Our mission: We transform lives by bringing people, resources and strategy together to solve our community’s toughest challenges.
- Our vision: We envision a community where opportunity is not limited by poverty.
- Gifts made to our United Way are put to work right here in Snohomish County through our Local Community Fund. Here’s what we do:
 - United Way co-creates long-term poverty reduction strategies with business, government, nonprofit, faith, philanthropy and volunteer sectors.
 - Invest in and advocate for strategies that work to increase educational attainment for children, increase income to reduce the number of struggling households, provide basic needs to stabilize individuals to prevent further crises and deliver critical health and human services.
 - We are currently funding 56 local programs! You can find the full list on our website at www.uwsc.org.
 - Monitor investments and measure outcomes to ensure results are achieved.
- United Way meets the highest level of nonprofit excellence set by charitable watchdog organizations.
- A United Way campaign offers employees many choices in giving. Donors may direct their gift to focused work at our United Way, to another United Way or to any 501(c)(3) nonprofit. These contributions are passed along as a service but do not receive the same monitoring that United Way of Snohomish County provides for undesignated contributions invested through our Local Community Fund.
- This year’s campaign theme is “**Join us** in breaking the cycle of poverty.”

We cannot improve lives without your help! You can find additional information about United Way of Snohomish County by visiting our website at www.uwsc.org.

- **Identify the tools you will need for your campaign.**
Standard campaign materials are provided by your United Way of Snohomish County CE.

Some available options include:

- United Way video.
- Walk in My Shoes (poverty simulation multimedia experience).
- Pledge forms (can be customized with employee names).
- United Way brochure, posters, banners and table tents.
- 2-1-1 cards.
- Labor brochures.
- Campaign kickoff and close-out emails and letters.
- FAQs.
- Success stories from people whose lives have been transformed.
- Guest speakers.
- Agency tours.
- Run an electronic campaign.
- Promote continuous giving.

Find other materials on our website at <http://www.uwsc.org/tools.php>.

Materials Needed

- **Promote your campaign!**
Publicize your campaign kickoff and special events. Begin promoting the campaign at least one week before kickoff. Take advantage of multiple communication platforms: include United Way information on the agenda of every meeting held during your campaign and use your internal newsletters, intranet website, communication boards and social media (using #I_Joined).

Communication Plan

Set dollar and/or participation goals.

Your CE can provide you with historical data to help set your goal(s).

Last year's results

Corporate giving: \$ _____

Employee giving: \$ _____

Last year's participation level: _____%

This year's goal

Corporate giving: \$ _____

Employee giving: \$ _____

This year's participation goal: _____%

Identify other goals.

(e.g. LIVE UNITED Leaders participants, an award nomination, etc.)

Schedule United Way presentations for all employees.

This is one of the most important components for campaign success!

Presentation information:

Date / Time

Location(s)

GETTING STARTED

The following is a workbook based on campaign best practices and is designed to walk you through the necessary steps to manage a successful campaign. Some suggestions may be a perfect fit for your work environment, while others may not. Working through the next few pages will guide you through all the options and help you create the most successful plan for your company.

BEFORE THE CAMPAIGN

Participate in an ECM training.

Date: _____ Time: _____

Visit www.uwsc.org/campaign-toolkit for virtual training dates, times and login information.

Meet with your CEO/leadership to ensure you have the proper support.

This is critical to the success of your campaign.

Leadership support obtained: Yes ___ No ___

Leadership presentation requested: Yes ___ No ___

If yes, date: _____

Leadership supports staff presentations: Yes ___ No ___

Will leadership have an active role in the campaign?: Yes ___ No ___

If yes, role: _____

Ask about a corporate gift.

Matching employee giving can be a great incentive!

Will there be a corporate gift and/or match?: Yes ___ No ___

If yes, at what amount/percent? What level? _____

Determine if you have a budget.

This is not required or necessary to have a successful campaign!

Budget: Yes ___ No ___

If yes, budget: \$ _____

Recruit a campaign team.

A team makes the campaign more fun and effective! Consider those who are creative, multi-task well, are enthusiastic and follow through. Your United Way staff can provide a list of your most loyal donors, advocates and volunteers for recruitment. Remember to include labor representatives, if this applies.

Your Campaign Team

Select a representative from each department to act as an ambassador. He or she will answer questions, encourage participation and assist with the campaign, if possible.

Names	Locations / Assignments
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Meet with your United Way representative and campaign team to plan your campaign strategy and timeline (e.g. one day, one week, two weeks), and create a plan that ensures everyone receives a pledge form and is asked to give.

Campaign kickoff date: _____

Campaign end date: _____

Campaign theme (optional): _____

Plan to distribute pledge forms: _____

Determine if you will hold any special events or activities.

These are optional and can really help energize your campaign.

Some ideas are:

- LIVE UNITED video contest showing how your staff is involved in the community. Post videos to social media using #I_Joined.
- Have staff write their own LIVE UNITED story about why they give, advocate or volunteer.
- Awareness games (e.g. Bingo, Making Choices Exercise).
- Agency tours and guest speakers.
- Jeans (or Jerseys) day.
- Chili cook-off.
- Pancake breakfast.
- Indoor putt-putt golf contest.
- Silent and/or live auction.

These and other ideas are available at our website under campaign tools at <http://www.uwsc.org/tools.php>.

Activities/Events
