

United Way Workplace Fund Drive Handbook

Thank you for supporting United Way of South Central Indiana by volunteering to be an Employee Campaign Coordinator (ECC). You play a very important role in connecting people in our community to ways that they can support their neighbors. You are the lead volunteer and contact person for your workplace's United Way fund drive. We couldn't do what we do without you!

In this guide, you'll find everything you need to make your workplace fund drive a success.

Key Contacts at United Way

United Way staff are here to help however we can! Always reach out with any questions or requests.

Randy Rogers

President & CEO

randy@unitedwaysci.org

Erin Finnigan

Development Director

erin@unitedwaysci.org

Sophia Perkovich

Development Operations and Stewardship Coordinator

Sophia@unitedwaysci.org

Chris Hazel

Finance Director

chris@unitedwaysci.org

Key Dates

United Way Blue Jean Ball and Kick Off date

Wednesday September 23rd, 5 – 7:30pm

Whippoorwill Hill (1780 E Rayletown Rd)

Community Campaign Closing Date

December 31, 2026

Campaign At-A-Glance

Plan

- ☐ Set dates for your campaign
- ☐ Set goal for your campaign
- ☐ Determine giving method (paper, online, hybrid)
- ☐ Recruit support team for your campaign

Engage

- ☐ Secure leadership support
- ☐ Schedule presentation and/or kickoff event
- ☐ Share impact stories with employees

Ask

- ☐ Send kickoff email
- ☐ Send reminders and follow up in person
- ☐ Send final deadline email and last follow up

Celebrate

- ☐ Announce results to employees and on social media
- ☐ Thank everyone who participated
- ☐ Submit reports to United Way

Why Your Campaign Matters

Every day across Brown, Greene, Lawrence, Monroe, Orange, and Owen counties, families are working hard but struggling to keep up with rising costs. One unexpected expense can be the difference between stability and crisis.

Through United Way, donors come together to build stable families. Your workplace campaign helps connect people to possibility through programs that support financial security, healthy communities, and youth opportunity.

As an Employee Campaign Coordinator, you're helping create opportunities for local families to thrive.

Every gift stays local, helping build stable families across Brown, Greene, Lawrence, Monroe, Orange, and Owen counties.

Who is ALICE?

ALICE stands for Asset Limited, Income Constrained, Employed.

ALICE is our neighbor, working hard every day, yet one unexpected bill away from crisis.

Right here in our region, nearly 40% of families are ALICE or living in poverty. Behind that number are real people: kids growing up on shaky ground, seniors stretching every dollar, and parents choosing between rent and a doctor's visit.

When our neighbors struggle, our whole community feels it.

How Your Workplace Campaign Creates Possibility

A United Way workplace campaign is an opportunity for employees to come together and support local families across South Central Indiana. As an Employee Campaign Coordinator (ECC), your role is to encourage participation, share information about United Way's impact, and make giving easy for your coworkers.

Every workplace campaign looks a little different, but most follow the same basic steps:

1. Plan Your Campaign

Set campaign dates, determine how employees will give, establish a goal, and identify any activities, incentives, or events that will help generate excitement.

2. Share the Story

Help employees understand why the campaign matters. Explain how United Way is building stable families and connecting people to possibility through local programs that support youth opportunity, financial security, and healthy communities.

3. Invite Employees to Give

Employees can contribute through payroll deduction, credit card, cash, or check, depending on the options available at your workplace. United Way can provide printed pledge forms, online giving tools, and campaign materials to support your efforts.

4. Celebrate Participation

Recognize employees for their generosity, share campaign updates, and celebrate milestones along the way. Visible leadership support and regular communication help build momentum and encourage participation.

5. Share Results and Impact

When the campaign concludes, celebrate what your team accomplished together. Every gift stays local and helps build stable families throughout Brown, Greene, Lawrence, Monroe, Orange, and Owen counties.

Possibility Looks Like...

- A child matched with a caring mentor
- A parent accessing affordable mental health care
- A family receiving free tax help
- Reliable transportation to a medical appointment
- A paycheck that stretches far enough to breathe.

Every United Way gift helps connect people to possibility.

Strategies for a Successful Workplace Campaign

The most successful workplace campaigns make giving easy, communicate local impact, and create opportunities for employees to get involved. Consider incorporating some of the strategies below into your campaign.

1. Engage Leadership

Employees are more likely to participate when they see organizational leaders supporting the campaign. Leadership involvement demonstrates that giving back is a shared value within your workplace and helps build excitement for the campaign.

Ways leaders can help:

- Send a personal endorsement email
- Attend campaign kickoffs or events
- Share why they choose to give
- Participate in campaign activities
- Help recognize and celebrate campaign success

2. Share Local Impact

Help employees understand how their gifts stay local and support families throughout Brown, Greene, Lawrence, Monroe, Orange, and Owen counties. Consider inviting a United Way representative to speak, sharing impact stories, or highlighting examples of how United Way is helping build stable families and connect people to possibility.

3. Communicate Regularly

Communication is key to a successful campaign. Plan to share information throughout the campaign using emails, newsletters, staff meetings, breakroom displays, or other workplace communication channels. Regular reminders help keep the campaign top of mind and encourage participation.

4. Create Opportunities to Participate

Campaign activities can make giving fun and increase engagement. Consider organizing a kickoff event, volunteer project, department competition, raffle, jeans day, food day, trivia contest, or other activities that fit your workplace culture.

5. Offer Incentives or Matching Gifts

Incentives can help generate excitement and encourage participation. Common incentives include PTO drawings, gift cards, company swag, or team celebrations. If your organization is able to match employee donations, sharing that opportunity can significantly increase participation and impact.

6. Celebrate Success

Be sure to share campaign updates, recognize participants, and celebrate milestones throughout the campaign. When your campaign concludes, announce the results and thank employees for helping build stable families and create opportunities across South Central Indiana.

Wrapping Up Your Campaign

Congratulations on completing your United Way workplace campaign! Before you officially wrap up your campaign, be sure to complete the following steps to ensure donations are processed accurately and your team's impact is celebrated.

1. Collect and Submit Donations

If you used paper pledge forms, collect all completed forms and return the originals to United Way. Be sure to keep copies for your organization's records and maintain donor confidentiality.

If you used United Way's online giving platform, notify United Way staff when your campaign concludes so final reports can be provided.

Contact: David Cook, david@unitedwaysci.org

If your organization used another giving platform or internal process, please provide United Way with a summary report, including one-time gifts, payroll deduction pledges, and any available donor information.

2. Confirm Payroll Deductions

Work with your HR and payroll teams to ensure payroll deduction pledges are processed correctly. Some payroll systems may require signed pledge forms before deductions can begin.

3. Celebrate and Share Results

Recognize your employees for their generosity and share the results of your campaign. Share the total amount raised, participation rate, and any campaign highlights to help employees see the impact of their collective generosity. Whether through an email, staff meeting, or workplace event, take time to celebrate the impact your team has made together.

Remember: every gift stays local and helps build stable families across Brown, Greene, Lawrence, Monroe, Orange, and Owen counties.

4. Share Your Story

We'd love to celebrate your campaign with you! Share photos from your campaign activities, events, or presentations with United Way so we can highlight your organization's impact.

You can email photos or arrange a team photo by contacting:

Sophia Perkovich at sophia@unitedwaysci.org

Please remember to tag United Way on social media:

- Facebook: United Way of South Central Indiana (@UnitedWaySCI)
- Instagram: @unitedway_sci
- LinkedIn: United Way of South Central Indiana (@unitedwaysci)

5. Say Thank You

A sincere thank-you goes a long way. Be sure to thank employees, campaign volunteers, leadership, and anyone who helped make your campaign successful. Celebrating generosity helps build momentum for future campaigns and reinforces your organization's commitment to the community.

United Way Information and Resources

- [United Way Mission and Values](#)
- [United Way who we serve](#)
 - [Youth Opportunity](#)
 - [Healthy Community](#)
 - [Financial Security](#)
- [United Way impact report](#)
- [United Way Fund Drive Toolkit](#)
- [United Way FAQ](#)

Sample Emails

INSTRUCTIONS: These emails must be personalized by you for your workplace. The missing information that must be input is highlighted in yellow.

Also, if these emails are coming from a workplace leader, it is always helpful for them to add a personal note about why support United Way is important to them.

Sample 1: Kick-off Email

Subject: Help Build Stable Families Across South Central Indiana

Today, nearly 40% of families in our region are ALICE or living in poverty. These are our neighbors, coworkers, friends, and family members who work hard every day but are still one unexpected expense away from crisis. When our neighbors struggle, our whole community feels it. That's why United Way brings people together to build stable families and stronger communities.

That's why we're proud to support United Way of South Central Indiana through our annual workplace campaign.

When you give, you're helping connect people to possibility. Every gift stays local, supporting programs and services in Brown, Greene, Lawrence, Monroe, Orange, and Owen counties. Your gift helps support youth mentoring, mental health services, free tax preparation, transportation to medical appointments, and other programs that help local families build stability and thrive.

Because of supporters like you, possibility looks like a child matched with a mentor, a parent accessing affordable counseling, or a family keeping more of their hard-earned money through free tax assistance.

(Insert giving instructions here.)

Together, we're building stable families throughout Brown, Greene, Lawrence, Monroe, Orange, and Owen counties. Thank you for considering a gift.

Sample 2: Mid-Campaign Reminder

Subject: Every Gift Creates Possibility

What does possibility look like?

It might look like a student receiving support during a difficult time. It might look like a parent being able to get to an important medical appointment. It might look like a family receiving help filing taxes and keeping more of the money they've earned.

Every gift to United Way helps create those opportunities right here in South Central Indiana, helping local families move from crisis toward stability and possibility.

Today, nearly 40% of families in our region are ALICE or living in poverty. Your support helps ensure local families have access to the resources and support they need to move from surviving to thriving.

If you haven't yet made your gift, there's still time.

(Insert giving instructions here.)

Thank you for helping connect people to possibility.

Sample 3: Deadline Reminder

Subject: Last Chance to Make an Impact

Our United Way workplace campaign ends on **(date)**.

Before the campaign closes, please consider making a gift to help build stable families across South Central Indiana.

For many households, one emergency can be the difference between stability and crisis. Through United Way, we're helping connect people to possibility through mentoring, mental health services, financial stability programs, and other local initiatives that strengthen our community.

Every gift matters, and every gift stays local.

(Insert giving instructions here.)

Please join your coworkers in making a difference for families across Brown, Greene, Lawrence, Monroe, Orange, and Owen counties.

Thank you for your support.

Sample 4: Thank You Email

Subject: Thank You for Creating Possibility

Thank you for supporting this year's United Way campaign.

Together, we raised **\$(amount)**, reaching **(percentage)%** of our goal.

Because of your generosity, possibility will look like a child gaining confidence through a mentor, a parent accessing mental health support, or a family keeping more of their hard-earned income through free tax preparation services.

The impact of this campaign will be felt throughout Brown, Greene, Lawrence, Monroe, Orange, and Owen counties for months and years to come.

Thank you for being part of something bigger. Together, we're building stable families and creating possibility across South Central Indiana.