



UNITED WAY
West Central
Mississippi

**EMPLOYEE
CAMPAIGN
MANAGER
TOOLKIT**

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THANK YOU FOR YOUR SUPPORT

We're so excited to have you with us as we work together to create lasting change in our community. This year's campaign theme is "United is the Way to Bridging the Gap," and it's all about coming together to make a real difference. At United Way of West Central Mississippi, we believe that strong families are the foundation of a thriving community. When families have access to good education, stable jobs, support services, and safe neighborhoods, everyone benefits. Our mission is to help address the root causes of family struggles and empower individuals to succeed, no matter where they come from or what challenges they face.

We're also excited to share that we're all united behind a Community Agenda—focusing our efforts to make a measurable, positive impact. By working together in a smart, thoughtful, and collaborative way, we can make sure our actions have a lasting effect. Your role in this is key. Together, we will bridge the gap—getting more people involved, raising the funds we need, and working to create real, lasting change for the people of West Central Mississippi. Thank you for your dedication and commitment to this important cause. We can't wait to work alongside you to build a stronger, more resilient community for everyone.

Michele Connelly
Executive Director
United Way of West Central Mississippi

WHAT IS AN EMPLOYEE CAMPAIGN MANAGER?



The Employee Campaign Manager (ECM) is the liaison between your workplace giving initiatives and the United Way of West Central MS (UWWCM). They are the critical piece that ties us together—changemakers who understand the difference you can make when positively impacting your community.

As the ECM in your workplace, you have the important role of engaging with peers and encouraging them to make a difference. Without people like you, we could not provide the critical funds needed to support almost 100 local agencies, who, alongside UWWCM, work tirelessly to impact our community's health, create economic mobility and support early care and education.

One of your most important roles is to work closely with your company leadership and UWWCM representatives to develop an effective campaign.

This includes:

- Recruiting a team of leaders
- Hosting a fun and engaging campaign kickoff
- Promoting the campaign throughout your organization
- Encouraging leadership giving
- Thanking donors and volunteers for their involvement

Besides your impact on your community, serving as an ECM is a great way to enhance your leadership and networking skills. It is an opportunity to gain recognition for your talents within your organization and will surely provide transferable skills to other projects and roles you take on in the future.

STEPS FOR A SUCCESSFUL CAMPAIGN

PLAN ➤ INVITE ➤ UNITE

PLAN

During the **PLAN PHASE**, you will develop your campaign strategy and timeline, gather support from Company Leadership and volunteers and equip your team with the resources you need to run a successful campaign.

Get Connected

Attend ECM Training

- Date: August 25, 2025
- Time: 6:00pm - 8:00pm
- Location: 920 South Street

Meet Your UWWCM Staff Contact

- Name: Alyssa Lick
- Email: alyssa@unitedwayvicksburg.org
- Phone: 601- 636 - 1733

Set Your Goals

A workplace goal provides an incentive to give and measure success. Set a workplace goal to encourage an increase in giving year-over-year. The worksheet included here can help you calculate your company's investment potential.

FIVE STEPS TO SET YOUR GOAL

1	Calculate your company's total dollar potential using one of these two formulas	A. $.01 \times \text{total payroll}$	=
2	Amount raised last year	_____	
3	Percentage of total potential achieved	_____	
4	This year's goal	_____	
5	Percentage of potential goal	_____	

BRAINSTORM INCENTIVES AND EVENTS

- PTO days, half or full days
- Hour-off passes for first day donations, year-over-year increases, first time donors, etc.
- Lunch with leadership
- Coffee delivery by CEO or leadership of choice
- VIP parking spot auction
- Hotel stays
- Competitions: scavenger hunts, virtual bingo, office Olympics
- Cookout, cookoff or bake sale
- Silent auction

DEVELOP A TIMELINE

6 MONTHS BEFORE KICKOFF



3 MONTHS BEFORE KICKOFF

6 WEEKS BEFORE KICKOFF



2 WEEKS BEFORE KICKOFF

NOTEWORTHY DATES:

- **Official Campaign Start Date: March 1, 2025**
- **ECM Training: August 25, 2025**
- **Your Workplace Campaign Start Date:**
- **Supper on the 'Sip: November 6, 2025**
- **ECM Check-In Lunch Meeting: January 12, 2026**
- **Official Campaign End Date: February 28, 2026**



PRE-CAMPAIGN CHECKLIST

Meet with your UWWCM representative to discuss ideas and strategies
Attend the ECM Training
Evaluate past results to identify opportunities for increases (dollars raised, participation, leadership givers, etc)
Confirm CEO/Senior Leadership support (campaign events, leadership giving recognition, company gifts or matching, incentives for increased participation, messages of support throughout campaign)
Recruit a campaign committee: seek a diverse team of volunteers across different departments
Determine your campaign timeline, incentives and calendar of events
Keep handy campaign materials and resources provided by UWWCM
Schedule your campaign kickoff, confirm UWWCM speaker(s) and any other special events
Promote your kickoff company-wide
Consider incorporating a volunteer opportunity into your campaign
Have your CEO send a campaign kickoff letter endorsing the campaign
Invite retirees to your kickoff event
Prepare yourself to share knowledge about UWWCM and the impact of UWWCM's work. Help employees understand the value of their gift



INVITE

In the **INVITE PHASE** of your campaign, you will focus your efforts on communication and engagement. Share about the campaign anywhere you can, encourage participation and make it feel fun and impactful to get involved.



DURING CAMPAIGN CHECKLIST

	Ensure your campaign kickoff is fun and engaging
	Communicate the campaign goal, timeline, activities and incentives
	Invite speakers: United Way of West Central Ms (UWWCM) representative, campaign chairs and a member of your leadership team
	Send out your donation site link or distribute pledge forms to every employee. Use your kickoff event, staff meetings and one-on-one conversations to encourage participation
	Promote! Promote! Promote! Share newsletters, emails, posters and fliers in staff meetings and high traffic areas such as entryways and break rooms
	Share success stories and event photos along the way
	Hold a mid-campaign committee meeting to monitor participation and progress toward your goal
	Send company-wide progress reports
	Hold a leadership giving, retiree and/or loyal contributor luncheon

SAMPLE CEO LETTER

Subject Line: [Company Name] Uniting for Change

Preheader Text: In our community, everyone deserves the opportunity to thrive.

Email Body:

[Name],

United Way of West Central MS supports the needs of our community every day to help strengthen our community to ensure everyone will thrive. Join me for uniting for change in our community by participating in this year's United Way campaign. We've set an ambitious goal of raising [monetary goal/description] to help do just that.

I believe that when we unite as a team, there's no challenge that can't be solved. United, we can build thriving communities. This is more than a campaign; it is a call to action for us at [Company Name] to advance solutions to real problems facing people in the communities where we live and work.

Together, we can advance health, youth opportunity, life-long literacy, financial security and strengthen overall community resilience to build a future where everyone can reach their full potential. Last year, with the support of [Company Name], United Way of West Central MS was able to help support thousands of individuals and families in our community. And this year, with your help, we know that we can do even more.

[Insert information on how they can donate]

I want to thank you in advance for your support in building a community where everyone thrives.

[Closing],

Your Name

SAMPLE STAFF LETTER

Dear Team,

Exciting news! Our company's annual Workplace Campaign for United Way West Central MS is here, and I can't wait to see the incredible impact we'll create together!

United Way is a powerhouse of positive change, supporting families, children and individuals in need. With just a small contribution from each of us, we can make a big difference in our community.

Let's make this campaign the most successful one yet! Attend the kickoff event (details coming soon) to learn more about how we can help. Every act of generosity matters, and together, we'll leave a legacy of kindness.

Join me in this journey of compassion!

Thank you,
[Your Name]

Dear Team,

Are you ready for some excitement and positive change? I certainly am, and I want you to be a part of it too!

I'm thrilled to invite each one of you to join me at the United Way of West Central MS Campaign Kickoff Event. It's going to be a fantastic gathering filled with fun, food, excitement and, most importantly, a chance to make a real difference in our community.

When: [Date and Time of the Kickoff Event]

Where: [Location/Venue]

This event promises to be both enjoyable and fulfilling. We'll get to learn more about United Way's impactful initiatives and how our contributions can bring about meaningful change. There will be inspiring stories, interactive activities and a chance to connect with fellow colleagues who share the same passion for making a positive impact.

Let's come together as a united team, showing our collective support for a good cause. Whether you can contribute a little or a lot, every effort matters and adds up to create a significant impact.

Mark your calendars, rally your enthusiasm and let's make this campaign kickoff event one to remember! Together, we can create a brighter future for our community.

Looking forward to seeing each one of you there!

Thank you,
[Your Name]

UNITE

The **UNITE PHASE** is where you bring it all together. Host an exciting campaign kickoff, express deep appreciation for people who show up and give, track your campaign results and thank people for their involvement.

TIME	SAMPLE KICKOFF AGENDA
5 min	CEO welcomes employees, endorses campaign and introduces United Way of West Central MS speakers
10-15 min	UWWCM presentation
5 min	CEO closing remarks
5 min	ECM presents campaign timeline, events and ways to donate
25-30 min	TOTAL



POST-CAMPAIGN CHECKLIST

	Collect pledge forms and campaign materials
	Schedule a time to meet with your UWWCM representative to share final results
	Record any corporate contributions or matches on employee giving
	Thank all donors with a celebration event, letter or email from your CEO
	Share the results! Publish a campaign summary including photos and results
	Hold a post-campaign meeting with your committee to evaluate successes, challenges and strategies for next year



YEAR-ROUND ENGAGEMENT CHECKLIST

	Use UWWCM as a resource to organize service projects and connect your team to volunteer needs around the community
	Sign up for the UWWCM newsletter to stay up to date on our impact, new initiatives, events and more
	Share UWWCM updates with employees on a regular basis
	Encourage participation in our giving societies
	Utilize UWWCM's speaker request form for ongoing lunch and learn sessions, located on the website

FAQs

Is there a minimum pledge amount?

There is no minimum pledge amount.

Do we have to offer payroll deductions?

No. Donations can be made via cash, check, credit card or payroll. You can choose what works best for your company.

When do payroll deductions begin?

Most companies choose to start deductions on January 1 of the following year; however, this varies by company and is up to your team.

How long does a workplace campaign last?

Typically, campaigns last two weeks to one month to give everyone time to participate, but the length of your campaign is up to you based on what works best with employee schedules. Must conclude prior to February 28, 2026.

I have limited time. How can I work the campaign into my busy schedule?

Reach out to us. The United Way Team and volunteers are here to help you every step of the way. Let us know your challenges and we can assist you with a plan to make it easier on you. Recruit a campaign team to help ease your schedule constraints.

How do I get a speaker at my event?

United Way can work with you to secure a speaker for your campaign kickoff. We can recommend speakers for your rally based on the interests of your workforce. The speaker can be in-person or via a zoom call. Contact United Way of West Central Mississippi at 601-636-1733 or submit the speaker request form on the website.

How do I share the United Way Story?

The more you know about United Way and running a fundraising campaign, the more successful you will be promoting your campaign, communicating the mission of our organization and leading your team.

Visit our website : www.unitedwayvicksburg.org

Do my donations stay local?

Yes! 100% of what is raised here stays here.

How do I handle objections to giving?

People want to feel connected to the work of an organization before they become a donor. Asking questions about what causes or needs are important to a potential donor is a great way to open the door to the work UWWCM is doing. Knowing what a person cares about will help guide the conversation to how their dollars can help change lives.

If objections arise that you are not comfortable handling, please reach out to your UWWCM contact. We are always happy to walk through questions or concerns.

CHEATSHEET

For over 70 years, United Way of West Central MS has been a driving force for positive change. We connect businesses, individuals and organizations with a shared vision for a strong, vibrant community to support our neighbors in need. We are striving for a future where everyone's basic needs are met, no one lives in poverty, all kids learn and succeed, and every person, family and child flourishes. Lasting change is not the work of one nonprofit, one company or one volunteer. Each of us has an important role to play in building a thriving community.

OUR MISSION

To build a thriving community by mobilizing resources to deliver measurable impact across our region.

OUR VISION

Creating an equitable community through partnerships, impact, and commitment to transformation.

LEADERSHIP GIVING SOCIETIES

Joining together generous individuals in our community.



The Alexis de Tocqueville (ADT) Society is a group of influential individuals who partner with UWGK to make a meaningful impact on our local community. These members are donors, philanthropists and changemakers who believe in United Way's mission and trust UWGK to meet our community's most pressing needs.

Visionary Leader

\$5,000 and above annually

Transform the future. Visionary Leaders are bold investors driving innovation, resilience, and sustainable change to ensure families thrive for generations to come.

Opportunity Advocate

\$2,500-\$4,999 Annually

Create pathways to prosperity. Opportunity Advocates champion access to community resiliency and equitable opportunities across our five county region.

Neighborhood Builder

\$1,000-\$2,499 annually

Strengthen the fabric of our neighborhoods. Neighborhood Builders fuels long-term solutions that uplift families, support youth, and encourage educational success.

Community Advocate

\$500-\$999 Annually

Be a catalyst for change. Community Advocates lay the foundation for a thriving region by supporting families to foster stability. ALICE (Asset Limited Income Constrained Employed) cannot always pay the bills, has little or nothing in savings, and is forced to make tough choices such as deciding between quality childcare or paying rent. As a Community Advocate, you're helping families go from barely surviving to thriving.



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