



Employee Campaign Coordinator (ECC) Guide

A practical guide to running a successful UWBH Workplace Campaign.



From advancing health, youth opportunity, and financial security to strengthening local resilience, United Way is mobilizing communities to action so all can thrive.

Together we're creating a future where everyone can reach their full potential.

GIVE.
ADVOCATE.
VOLUNTEER.

United is the Way™

One conversation can inspire a gift.

One gift can change a life.

Thank you for making both possible.

Thank you for saying yes.

Whether this is your first campaign or your fifteenth, your willingness to lead helps strengthen our entire community.

You don't have to be an expert. You simply need to share why United Way matters and invite others to join you.

Again, thank you for leading your organization and supporting UWBH. United is the Way™!

Your Important Role as ECC

As the Employee Campaign Coordinator for your organization, you (and the team of co-workers) you assemble, put together an engaging, meaningful, and FUN Workplace Campaign. You know your team best! Our campaign guide serves as a resource, you choose what works best for you and your organization. Consider how best to reach your employees, what messages they will respond to and how to keep them engaged. Here's how you get started.

Before - 1 to 8 weeks

Assemble a Team:

Recruit a strong team to help you. Get leadership involved to support your efforts. Include people from various departments and backgrounds.

Analyze & Set Goals:

Review the previous campaign's performance, opportunities, and challenges. Determine your participation goal, fundraising goal, activities, and incentives.

Create your Plan:

This would include theme, timeline with action items, dates, and details. Incentives such as PTO, extra company swag, and gift cards for participating in the campaign are always successful. Other fundraising ideas are listed on page 6. If interested or helpful, schedule a presentation either live or via Zoom/Teams with a UWBH representative.

Schedule & Promote your Campaign

Schedule your kickoff, guest speakers, and any special events. Promote the campaign and distribute your calendar of events. Invite retirees to your kickoff event. Send a campaign kickoff email/letter from your CEO/senior management endorsing the campaign. Templates are available at <https://unitedwayblackhills.org/campaign/>.

During - Kickoff Week

Hold Kickoff Event

At your kickoff event, share success stories, your “why” story (why you invest & volunteer), goals, incentives, and ensure all employees have access to campaign materials and giving platforms (printed or digital) . Have fun with the event!

Make the Ask

The number one reason people don’t give is because no one asks them. It’s important to make sure everyone in the workplace has a chance to give back to their community.

Monitor Progress

Monitor your progress toward your goals. Keep the campaign alive by sharing success stories, encouragement, reminders, and deadlines via your intranet. Email templates are available at <https://unitedwayblackhills.org/campaign/>.

After

Gather & Document

Ensure all pledge forms have been received and entered onto the blue Employee Summary Sheet. Follow up on any corporate contribution or employee match. Prepare your envelope for United Way using the checklist on campaign envelope and deliver or request pick up as soon as possible after your campaign ends. This allows for UWBH to process checks & credit cards in a timely manner. Reducing risk associated with storing cash and sensitive employee information in your workplace. Do you have retiring employees? Let us know and we can ensure they continue to stay informed & partner with UW.

Announce Results & Celebrate

This is a great time to share results with employees & celebrate successes. Every dollar, new or existing donor is a win! Contact the UWBH Campaign Coordinator or Development Director for a graphic specific to your company with results. (See below).

Donor Appreciation

UWBH sends out donor appreciation and leadership recognition to all organizations and employees once the packet is processed, unless notified otherwise. An email or letter from you or your leadership recognizing your employees for caring & giving back to your communities would also be a great opportunity for employee morale.

Evaluate Campaign

Evaluate the challenges and successes of your campaign. Keep the notes handy for next year. Talk to the UWBH Campaign Coordinator or Development Director about how United Way can continue to improve its support and service to you.



Celebrate your Team

Would you like to share with your team how they made a difference in improving lives?
We can create a flyer specific to your organization.

If interested, please contact Mari
Mari@unitedwayblackhills.org or 605-545-9048

Throughout the Year

Keep employees updated on activities and success stories with UWBH newsletter articles and impact stories. Schedule an agency tour or presentation for your staff, have periodic fundraisers to keep the fun going. Coordinate with UWBH representatives for lunch and learn sessions. What are your creative ideas?

Why United Way

We Bring People Together

When neighbors, businesses, schools, and nonprofits work together, we accomplish more than any one organization could alone.



- Local dollars stay local
- We invest where needs are the greatest
- We carefully steward every dollar
- Together we strengthen the Black Hills

What Does United Way Actually Do?

We Listen - Community needs assessments

We Invest - Community Impact Grants

We Collaborate - Businesses, schools, government, nonprofits, volunteers

We Mobilize - Books, volunteers, financial education, emergency assistance, community solutions

United is the Way communities solve problems together.

UWBH Impact Areas

HEALTHY COMMUNITY

Improving health and well-being for all

FINANCIAL SECURITY

Creating a stronger financial future for every generation

YOUTH OPPORTUNITY

Helping young people realize their full potential

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

Frequently Asked Questions

As you promote your workplace campaign, you may come across some questions, or maybe even some concerns. No matter the question, share the facts, answer honestly and if you don't know how to respond, contact us at UWBH so we can provide more information.

Why can't I select a specific agency?

Agencies are funded through the Community Impact Grants. Agencies vary each year. You can choose to have your gift cover all Impact Areas of need or apply your gift to a specific Impact Area.

How much of my contribution goes to United Way Worldwide?

None! The donations raised here, stay here, and make an impact right here where we all live work, and/or play. UWBH covers the 1% membership to United Way Worldwide with other resources.

I can't give a lot, so why should I bother making a donation?

Every donation counts. Even just one dollar per paycheck can make an impact.

Deadlines, Dates, & Pledge Options

Campaign Deadlines

We encourage the return of completed campaign packets and donations by 11/19/26

Tax eligible donations are accepted through 12/31/26

Other UWBH Events

Month of Caring Pick Up & Power Up - 8/25/26 7:30 to 10am United Way of the Black Hills Office Teams can; Pick up your shirt ~ Grab a bite ~ Get ready to make a difference

Northern Hills Drive for Your Community - 9/26/26 10am to 3pm White's Canyon Motors

Southern Hills Bingo Fundraising Event - 10/17/26 Custer Beacon

Do you want to go green & paperless? Maybe an EPacket would work for your company?

More & more companies are benefiting from an electronic version of our campaign packets. In turn, this helps us save on costs & is a more user-friendly version of sharing our mission within workplaces.

How it works:

You will receive an email from our Data & Campaign Coordinator, Samantha Young, shortly after our campaign kicks off. The email will contain links to our packet campaign materials. You then can pick and choose what to share with your employees, as YOU know them best. All individual documents in your Epacket can be found at:

www.unitedwayblackhills.org/campaign or by using this QR code.

For Impact Stories go to: unitedwayblackhills.org/impact-stories/.



We have 2 types of pledging options for our Epackets:

Option A - All done electronically, including exporting a compiled Excel spreadsheet of pledges

- A link to your company specific electronic pledge forms is emailed to you, for you to forward to your employees
- The employees complete their company specific pledge forms online
- Once your workplace campaign is complete, you may export an Excel spreadsheet of all completed pledge forms
- Collect from any donors that chose to give via the cash/check option
- Notify us that your company's workplace giving campaign is complete (see options below) & UWBH will pull the Excel file
- Deliver any cash/checks collected (see address below for mailing in checks or drop off at the UW office)

Option B - Forms can be done electronically but, still need to be printed/returned to UWBH

- Employees fill out their pledge form either electronically & print it or they can print out a blank form & fill it in
- Completed pledge forms are then emailed, or printed copies are turned into your HR department/campaign coordinator
- Once your workplace campaign is complete, return the forms to your payroll department for processing
- The printed versions or electronic copies of the pledge forms must be returned to us, along with a completed Employee Summary Report, which calculates your company's total

Completed packets can be brought back to the United Way office at:

621 6th St Ste 100
Rapid City, SD 57701

OR

email back to Brittney Jayo, Engagement & Operations Coordinator
Brittney@unitedwayblackhills.org

If you have any questions, need additional copies of documents, or would like us to pick up your packet, please reach out to our Development Director, Mari Sheldon at 605-343-5872 or Mari@unitedwayblackhills.org

Campaign, Fundraising & Incentive Ideas

There are many ways to engage your team in supporting UWBH. Whether it is through employee pledges, or hosting a casual fundraiser to organizing a friendly office competition or volunteer project.

Popcorn/Candy/Chip Sale

Sell popcorn, candy bars, cookies, or chips to employees for a donation to UWBH. Who can't resist the smell of fresh popcorn or a sweet or salty treat?

Bake Sale

Holding a bake sale doesn't need to be difficult. This traditional way of fundraising is one that everyone knows and loves.

Silent Auction/Employee Raffle

You can either use donated items, or it could be a great opportunity for employees to bring in gently used items to sell. UW could help with card processing.

Corporate Matching Gifts

When an employee makes a donation, they'll request the matching gift from their employer, who then makes their own donation. 84% of donors say they're more likely to donate, if a match is offered.

50/50 Raffle

A successful 50/50 raffle generates revenue for a worthy non-profit and gives donors the chance to win some serious cash and half of the raised \$'s are donated to UWBH.

We'd love to hear what you did...please share!

Corporate Swag Incentives

Give your employees the opportunity to strut your Company name & logo. For a pre-determined \$ level donation to UWBH.

Trade or Book Fair

Participants simply bring items or services to trade. You can either charge an admission fee or charge per item or service.

Cook off

Have a Chili or Biscuits and Gravy competition with the prize being a trophy & bragging rights. \$ for each vote, or a fee to participate in the tasting.

Casual/Themed Dress Day

Disney or sports themed or a casual dress day is one of the best corporate fundraising ideas. This would also be a great year-round opportunity to have fun and boost morale.

Employee Raffle

Employees make a contribution using pledge forms. Those making a \$365 pledge receive 3 tickets, a Fairshare pledge (1 hours pay/month) receive 2 tickets. Employees turning in forms early get 1 ticket. Prizes could be a donation of a gift, time off, lunch date...the possibilities are endless.

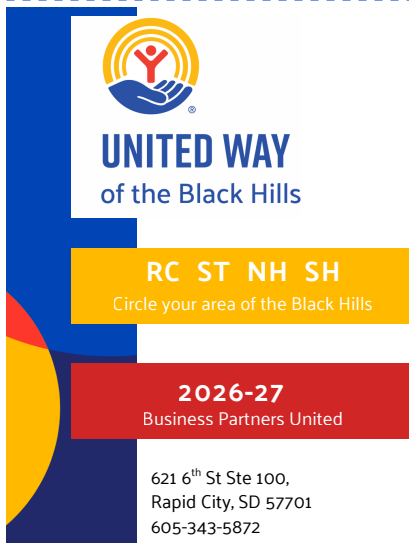


Sheets of individual passes are available at <https://unitedwayblackhills.org/campaign>

UW could help with credit/debit card processing options.

Email details, photos & questions to: Mari@unitedwayblackhills.org

.....Please detach and send with donation.....



Fundraiser Donation

COMPANY NAME _____
OWNER/CEO _____ PH# _____
ADDRESS _____
CITY/ST/ZIP _____

Fundraiser Type: _____

Please accept our donation of:

☐ Currency Total\$ _____ Cash\$ _____ Coin\$ _____

☐ Check# _____ Date _____ Amount\$ _____

Office Use Only: Issue Date _____ Dep. Date _____

Org ID# _____ Fundraiser ID# _____ Env# _____

Resources & Materials Available

Running a United Way campaign in your workplace is a commitment and we are here to help you. Below is a list of items that are included in your packet and available digitally to share with your team through our website, <https://unitedwayblackhills.org/campaign/>. If additional printed items are needed, please contact the UWBH Office. If we are missing something please contact Mari@unitedwayblackhills.org.

Brochures & Handouts

- UWBH Annual Report
- UWBH Brochure
- Planned Giving Brochure
- Black Hills Reads Brochure
- Everyday Strong Handout

Pledge Processing

- Pledge Forms
- Blue Employee Summary Sheet
- Tips to complete Employee Summary Sheet
- Corporate Pledge Card ~ If appropriate

Additional Digital Resources

- Email Templates
- Individual Fundraising Passes
- Fundraiser Donation Forms
- Bingo Game
- Trivia Game
- Workplace Goal Setting Sheet Template
- Building Your Campaign Plan Template
- Campaign Calendar Template
- Campaign Checklist
- Sample Kickoff Agendas



UNITED WAY
of the Black Hills

Contact Information

Development Director

Mari Sheldon



605-343-5872



605-545-9048 direct extension



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Data & Campaign Coordinator

Samantha Young



605-343-5872



605-545-9045 direct extension



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United is the Way™

Every campaign starts with one person willing to say yes.

This year, that's you.

Thank you for investing your time, your energy and your leadership to strengthen our communities.

Because of you, neighbors will find hope, children will have opportunities to succeed, families will build financial stability and lives will be changed.

You are making a difference!

Just for fun!

United Way of the Black Hills Bingo



UNITED WAY
of the Black Hills

RULES

United Way BINGO brings teams together by exploring the ways someone can exemplify **United is the Way** in our community.

1. Find someone on your team who has completed what is listed in the square, write their name in the space in the square.
2. Complete as many squares as possible.
3. First one to fill in five squares vertically, horizontally, or diagonally should submit their form to the assigned workplace employee campaign coordinator for a chance to win a prize.

Served as a United Way Board Or Cabinet Member	Donated clothes or other household items	Has visited UW's webpage: unitedwayblackhills.org	Has participated in UWBH Month of Caring Project	Knows all six counties UWBH serves in the BH
Has visited UW's FreeWill link: partner.freewill.com/unitedway	Has watched UW's EveryDay Stong's Video on YouTube	Volunteered at a local non-profit organization	Donated food items, supplies, or time to a food pantry	Is a loyal UW contributor (someone who has supported UW for 5+ years)
Donated to United Way or another local nonprofit	Delivered a meal to someone in need through Meals on Wheels	FREE SPACE THANK YOU FOR BELIEVING UNITED IS THE WAY!	Donated holiday gifts to a family or child	Has participated in a UW Campaign Fundraiser
Has used transportation services from Prairie Hills Transit	Is interested in volunteering for United Way in the future	Told someone about calling 2-1-1 or has called 2-1-1 Helpline	Assisted with the planning of a United Way Workplace Campaign	Has received or knows someone who has received free books through Dolly Parton's Imagination Library
Has watched UW's EveryDay Stong's Video on YouTube	Donated to United Way or another local nonprofit	Attended a UW campaign presentation at which a representative or agency spoke	Told someone about calling 9-8-8 or has called 9-8-8 Crisis Helpline	Is interested in volunteering for United Way in the future