A SPECIAL MESSAGE

From all of us at the United Way of the Lower Eastern Shore and the 1 in 3 neighbors you help impact:
Thank you, for all of your continued support!
We appreciate your LIVE UNITED Spirit!
- The United Way Team -

Your United Way Staff Liaison:

Name          Phone Number          Email Address
# 2019-2020 Campaign Guide

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ABOUT OUR UNITED WAY

Changing Lives Since 1944

Our Mission: To create and enhance opportunities for making a positive and lasting impact in Education, Financial Stability and Health for all.

For 75 years, our United Way has worked to support our neighbors by focusing on these key areas for a strong community. In 1944, we were established as the Community Chest of Wicomico by local community members, and over the decades we have evolved to meet the changing needs of our neighbors. While we are proud to be a United Way Worldwide member, we remain an independent 501(c)3 and 100% focused on serving our neighbors in Dorchester, Somerset, Wicomico and Worcester counties by leveraging local gifts and talents to meet local needs.

Our partnerships throughout the nonprofit, business and government sectors allow us to address community needs beyond the traditional funding support – evaluating and collaborating on solutions to improve the lives for all of our neighbor, including:

- Expanding awareness of and access to health and wellness services to support healthy lifestyles
- Helping youth and adults obtain educational success and reduce achievement gaps for lower income families
- Advancing economic security of households to achieve financial independence and meet their personal and professional goals

Each of these areas connects with the other: healthy individuals miss less school and work; educated youth and adults have more job opportunities; and financially independent households help create a thriving community.

But we can’t do it alone. It takes every donor, every dollar, every volunteer, every advocate, every partner to create a better tomorrow for us all. Together, we LIVE UNITED.
WHAT IS A CAMPAIGN COORDINATOR

What does a Campaign Coordinator do?
A Coordinator is a volunteer within an organization, helping their co-workers get involved in making our community a better place by planning and executing a meaningful campaign experience for the company and their employees.

Key Responsibilities and Guidelines:
• Work closely with your CEO and United Way staff members to raise money and awareness for local programs
• Develop an effective campaign plan including presentations, goals, incentives, etc.
• Coordinate the distribution and collection of campaign materials
• Promote the campaign throughout your company
• Make your company campaign fun!
• Set an example by making the first pledge and sharing with your team why you support our local community.

Qualify for Coordinator of the Year:
As the campaign year wraps up, we will select one coordinator as the Coordinator of the Year for the entire Lower Shore Region (instead of one per county). The following criteria must be met by May 1, 2020 to qualify:
• Have a United Way liaison come in for at least one presentation
• Host at least one engaging event to build awareness for company employees
• Include your company’s leadership to set an organizational goal(s)
• Submit a completed campaign envelope

Participants learn new job skills in food preparation and service.
Youth programs provide enrichment in fun new experiences.
Volunteering gives hands on opportunities for teams to make an impact in their community.

NEW!
UNITED WAY PRESENTATIONS 101

Presentations are **THE KEY** to campaign success! Our United Way staff can tailor a presentation to suit your schedule and needs. Presentations can be anywhere from 3-30 minutes (15-20 minutes is ideal) and can take place any time of day or night, and for any size staff group. We are always on call! Please note:

- Presentations are a way for UWLES to thank your employees for their support.
- Giving WILL increase after having a United Way staff member present information.
- We aren’t just there to raise funds… we are also raising awareness of the programs available in our community. One of those programs might help your employees!
- This is a soft ask … we never want anyone to feel pressured.

Components of a Successful Presentation

**Welcome – CEO or Campaign Coordinator**
Brief opening remarks and introduction. Distribute pledge form to all employees.

**United Way Impact – United Way Staff or Board Member**
Our United Way will share information about our work and impact in Health, Education and Financial Stability and answer any questions about how to donate. If possible, we may also show a very brief video.

**Speaker – Partner Agency Representative or Personal Story**
One of the most impactful ways to motivate potential donors is to have someone share a personal story. Your staff liaison will be happy to coordinate this through options of agency partners or donors. Also, many companies find that their own employees may want to share their story if they have been helped through United Way.

**Wrap-up – Campaign Coordinator**
Make sure to thank everyone for attending and ask co-workers to consider participating. Provide information on United Way and any company incentives or fun activities. Make sure to share a deadline date for form submission.

Voluntary Giving Policy

An individual’s choice of whether or not to contribute, as well as how much to contribute, is at the very basis of the United Way philosophy. The following principles outline United Way of the Lower Eastern Shore’s commitment to voluntary giving:

- Any use of pressure or coercion is unethical, and does far more harm to our organization and those we serve than any short-term gains it may produce.
- While 100% participation can be a fun statistic to celebrate, ask that donors participate to help make a difference, not as part of a quota.
- Contributing to United Way of the Lower Eastern Shore should be presented as an opportunity to help the community.
- The most effective workplace campaigns are the result of employee education about United Way and its agencies.
- All donations of any amount are valued, but did you know that an annual donation of $5 or less has a larger impact if paid via cash or check?
- Payroll deduction allows donors to give as they feel they are able to per pay period. UWLES encourages CEOs and management teams to inform all of their employees of this option.
10 STEPS TO A SUCCESSFUL CAMPAIGN

1. Meet and Engage with your CEO
   Have your CEO be an active part of your kick-off and outreach. Work together to set a date to host your campaign and build your timeline. Ask them to send a letter or email of support to all employees encouraging participation.

2. Recruit a Committee and Plan your Campaign
   Ask for help! Keep in mind that people who volunteer are involved because they want to be and will lend energy and creativity to your campaign.

3. Review and Evaluate Past Performance
   Review last year’s campaign and any feedback you received as to what worked and didn’t work and incorporate new ideas for this year’s campaign.

4. Set Campaign Goals
   Create a dollar and or achieve percent participation goal and offer incentives (see page 7-8 for examples). Consider fun ways to encourage participation through individual, departmental and company level incentives.

5. Publicize your Campaign
   Share how to pledge, when to pledge, and what your pledges support. Do this through visual displays, your company intranet, official United Way materials, and social media campaigns. Encourage your staff to have fun and be creative!

6. Conduct an Educational Campaign
   Invite your United Way staff contact to speak at your office, and offer presentations for groups of any size.

7. Promote Leadership Giving
   Discuss with your CEO the opportunity to recognize Leadership level donors within the company. Help employees to understand how leadership levels can be affordable, and the rewards offered with them.

8. Ask Everyone to Give...Without Pressure
   Allow everyone the opportunity to give. Ensure you engage every person by asking your committee and other advocates to reach out to their co-workers. Provide gentle reminders during your campaign period to encourage more participation. People say the number one reason they didn’t give is because they weren’t asked!

9. Have Fun Along the Way!
   Offer your employees fun, creative activities that educate about United Way. Plan a volunteer opportunity together! Visit www.ShoreGetConnected.org or contact your UWLES staff liaison for opportunities.

10. Report Results and say ‘Thank You’
    Thank everyone at the time of giving, and recognize individuals, groups, and departments that went “above and beyond” during the campaign. Announce your final results with a celebration activity.
HOW TO INCORPORATE “75” INTO YOUR CAMPAIGN

Throughout our 75th Diamond Anniversary year, we encourage you to find ways to incorporate “75” into your campaign. Here are some ideas to get your creativity flowing:

Creative Contributions:
• Pledge $7.50 (or an additional) each week = $390 a year
• Increase your pledge by $0.75, $7.50, $75 or $750
• Set company goal of an increase of $7500, 75% or 7.5%
• Set company goal of 75% participation

Creative Incentives:
• Offer 3 - $25 ($75 total value) gift cards for the top donors
• Offer 7.5 hours of vacation time to anyone who increases their pledge by $75 or more
• Every 75 days, host a United Way Incentive Day. Plan things to help collect donations like a casual day, “pass the hat”, or a bake sale.
• Schools/Universities could host a United Way Day on the 75th day of the year or semester
• Host a 75/25 Raffle

Creative Social Media
For our 75th Anniversary we will be hosting a social media competition: Best Use of 75!
In order to participate:
• Coordinators must incorporate “75” into their campaign
• At least one photo of the campaign must be shared on social media and tag The United Way of the Lower Eastern Shore on our Facebook @UWLES and Instagram @unitedwayles accounts for us to see.
• In the comments/caption of the photo, you must explain your campaign and how you used 75 by including the hashtag #uwles75
• Winner(s) will be chosen by the 75th Anniversary Committee based on creativity of campaign
• Winner(s) will receive a United Way Prize Pack
• Winner(s) will be announced at our 75th Anniversary Community Celebration hosted at Arthur W. Perdue Stadium in the summer of 2020.

Still can’t decide? Contact United Way for more ideas on how to energize your campaign.

LIVE UNITED ALL YEAR LONG
• Share United Way updates and news with employees on a regular basis throughout the year so they can see the impact of their contributions.
• Utilize the Get Connected Volunteer Center to organize group volunteer projects for employees and provide information about opportunities they can take advantage of on their own.
• Use New Hire and Retiree packets to engage new employees outside of campaign season and allow retirees to continue their involvement.
• Advocate for the United Way by connecting with us on social media. Post photos and stories of your employee volunteers in action or your special event.
Theme Dress Day
- Casual Day
- Super Hero Day
- Sports Team Day
- Halloween Costume
- Decades Day / 1944 Day

Embarrass the Boss
- Gets a Pie (or 2) in the Face
- Kisses a Pig (or other animal)
- Wears an Outfit of Staff Choice

Challenge Another Department
- Penny Wars - Collect Spare Change
- Bake Sales or BBQs
- Matching Contests
- Department Decorating Competition
- Car Wash

Fun Extras to Raffle Off
- Premier Parking Space for Donors
- Extra Vacation Time
- Incentives From Local Vendors
- New Office Space/Equipment
- Gift Baskets

Staff Bonding Time
- Ice Cream Social
- Staff Picnic
- Lunch and a Movie
- Escape Room
- Service Projects - UWLES can help find a project for your team!

Fun Messaging
Find new and exciting places around the office to promote your ideas

Incentive Ideas to Inspire
- Gas Cards
- Extra Vacation Day/PTO
- Movie Passes
- Prime Parking Space
- Sporting Event Tickets
- Restaurant Gift Certificates
- Theater or Concert Tickets
- Smith Island Cake
- Plants, Mums, etc.
- United Way Mugs, Pens, Etc.
- Airline Tickets
- Lunch with the CEO
- Leave Work Early Pass
- Job Swapping for the Day
- Logo Shirts

For a small donation anyone can participate in:

Fruitland Primary sold cups of slime that students were able to dump over their principals’ heads in their “Slime the Principal” fundraiser.

Dove Pointe was really rolling with their workplace campaign by adding a delicious Chicken & Dumplings fundraiser.

Somerset County Public Schools let kids pay for the chance to use a squirt gun on their principals. These kids didn’t miss once!

Perdue hosted a competition between departments, where the losing team had to wash the other team’s car. No one said they couldn’t fill it with swamp mud!

For United Way or Co-Branded items to use for incentives visit www.unitedwaystore.com
Three Easy Steps for Donors

1. **Step 1: My Information**
   - This step provides donor personal information, used for billing and recognition.
   - *All fields must be complete in order to receive incentives.

2. **Step 2: My Investment**
   - This step indicates how donors would like to participate. Donors may use a combination of a payroll deduction, cash, personal check or credit card charges.
   - *All forms must have a total gift indicated. Signature is required on all forms.

3. **Step 3: My Involvement**
   - This section provides options for getting involved with the United Way beyond a donation. Please encourage your team to consider these as a way to be engaged year round.

**Incentives**

- **75th Anniversary Commemorative Insulated Cups** will be given to donors who contribute $250 or more. Select Opt Out if no gift is desired.

- **THE LEADERSHIP CIRCLE**
  - Recognizes individuals who pledge between $250 - $499.
  - Each Leadership Circle donor will be entered for a chance to win a **$1,000 Shopping Card** thanks to First Shore Federal.

- **ANCHOR SOCIETY**
  - Recognizes individuals who contribute $500 or more.
  - Each Anchor Society donor will have a chance to win a **$2,500 Dream Vacation Voucher** thanks to PNC Bank.

- **DIAMOND ANNIVERSARY GIVEAWAY**
  - Donors with pledges of $75 or more, that are received by May 1, 2020 will be entered into a drawing for a his or hers diamond watch thanks to Perdue Farms. *Contact information must be complete to be eligible.

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United Way will never share or sell personal donor information.
CAMPAIGN ENVELOPE

Please complete all fields on the envelope before turning it in!

- Record all donations and provide totals.
- Remember to include the contact person at your organization that handles payroll deduction pledges.
- Checks should be made payable to United Way of the Lower Eastern Shore.
  Please **DO NOT STAPLE** checks to forms.

3 Easy Ways to Return Your Envelope:
1. Drop off the Campaign Envelope at United Way’s Salisbury office: 803 N. Salisbury Blvd, Suite 2100, Salisbury, MD 21801
2. Drop off the sealed Campaign Envelope at any local PNC Bank
3. Contact your United Way campaign staff to schedule a pick-up.
  Please do not send via mail.

**Campaign Posters**
Campaign posters can be hung in prominent places in your place of work to increase awareness of the campaign.

**Thermometers**
Use thermometers to set goals and communicate campaign progress.

**Yard Signs**
Display eye-catching signs outside of your building and on company grounds to show your support and increase awareness of the campaign.

**Window Clings**
Display clings on your building’s entry door/window glass, in staff breakrooms, and even on company vehicles to showcase to the public that you’re a community minded United Way partner.

**Digital Materials**
Additional materials and graphics, along with our 2018 Impact Report are available online at www.uwles.org/campaign-toolkit

Successful Tips for Your Finance Team

- Remember, deductions will be taken out for for a 12 month period. If you have an employee who starts after your campaign begins, please adjust their total gift by the correct number of pay periods left in the year.
- Pick one day each month to process your deductions from the previous month and send the check to UWLES.
- Please indicate on your checks when you send the first payment of a new campaign cycle.
- Do not include employee’s full social security numbers when sending in checks. If you must, please only use the last 4 digits.
- For all questions about submitting your campaign deductions, please contact Finance Manager, Steve Fulkrod at steve@uwles.org
AGENCY PARTNERS

- ARC - Delmarva
- Bay Area Center for Independent Living
- Big Brothers Big Sisters of the Eastern Shore
- Catholic Charities Diocese of Wilmington Seton Center
- CHESAPEAKE HOUSING MISSION
- Coastal Hospice & Palliative Care
- Delaware & Maryland's Eastern Shore
- DOVE POINTE "Leading the Way"
- EASTERSEALS Delaware & Maryland's Eastern Shore
- Epoch Dream Center
- HABITAT FOR HUMANITY of Wicomico County
- Horizon
- Life Crisis Center Maryland 2-1-1
- Lower Shore Enterprises
- Marylands 2-1-1
- Marylander MC
- MD Delmarva Community Services, Inc.
- MD Behavioral Health & Rape Crisis Center
- MD Boy Scouts of America Del-Mar-Va Council
- MD Delmarva Discovery Museum
- MD Diakonia, Inc.
- MD Girl Scouts of the Chesapeake Bay
- MD It Takes A Village To Help Our Children, Inc.
FREQUENTLY ASKED QUESTIONS

What is United Way of the Lower Eastern Shore, and how is it different from United Way Worldwide?
United Way of the Lower Eastern Shore (UWLES) is a member of the United Way Worldwide network, which provides critical cost saving services, support, advertising and brand recognition. UWLES is an independent, local, non-profit organization. Our independence allows us to focus our efforts on the critical needs of the counties we serve (Dorchester, Somerset, Wicomico and Worcester) with access to Health, Education and Financial Stability resources.

Who is the United Way’s team comprised of?
UWLES is governed by a local volunteer Board of Directors who represent all communities served on the Eastern Shore. Meet the 2019-2020 Board of Directors at www.uwles.org/leadership

Day to day activities such as fundraising, optimizing stewardship of all donations, supporting volunteer activities, producing information and materials, processing campaign pledges, recruiting and training volunteers, and planning special events are handled by a small professional staff located in the Salisbury office. Meet the UWLES Staff at www.uwles.org/staff

Where does my contribution go?
All contributions are designated in one of three ways:
1. The Community Impact fund, where gifts are distributed to programs through approved partner agencies based on need.
2. For a contribution of $100 or more, a donor can specify which of the approved partners they would like to designate their gift to.
3. A benefit of being a member of United Way Worldwide is that we have a reciprocal program, allowing our donors to contribute to any other United Way, and allowing those not living locally to donate to us.

How does United Way decide how much to distribute to each agency?
UWLES has a Community Impact Committee comprised of local volunteers who invest over 1,100 hours annually to visit and analyze each agency’s application including budgets, programs, and efficiency in meeting local needs. Funds are approved by the Board of Directors based on the campaign dollars raised and then distributed to the approved partner agency programs.

What is United Way of the Lower Eastern Shore’s administrative rate?
United Way of the Lower Eastern Shore’s administrative rate is 19.88% which is far below the 25% standard to which we hold our non-profit partners, as well as the national average of 35%. For a copy of our annual 990 Form, visit our page on Guidestar where UWLES maintains a Platinum Seal of Transparency for non-profits.

What about the pressure to give?
UWLES has specific policies against pressuring anyone to give. The decision to give is a personal one and no one should be pressured or coerced into giving. For more information see page 5 or visit www.uwles.org/voluntary-giving-policy.

How can I be involved beyond my Workplace Campaign?
There are many ways to stay engaged with UWLES all year long. We offer Affinity Groups such as Emerging Leaders, Women United, and volunteer opportunities which can be found through the Get Connected Volunteer Center at www.shoregetconnected.org. Additionally, retirement and planned giving options are available. Also, there are a number of special events throughout the year which are great opportunities to learn more about United Way’s work while having fun. And don’t forget to engage with us on social media!

What if I have additional questions?
UWLES staff are happy to help with any questions you may have. For additional information call the office at 410-742-5143 or visit our website at www.uwles.org.
United Way Website
www.uwles.org

Campaign Toolkit
www.uwles.org/campaign-toolkit

United Way Store
www.unitedwaystore.com

e-News & Impact Report
While on the website, visitors can sign up to receive our electronic updates or browse our 2018 Impact report.

Stay Connected
Facebook:
@uwles
@ShoreGetConnected
@DineStayUnited
@SUunitedway
@uwlesEL
@LowerShoreCoalition

Instagram:
@unitedwayles

Youtube:
@UnitedWayLES

United Way of the Lower Eastern Shore
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Salisbury, MD 21801
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info@uwles.org

75th Diamond Anniversary Raffle

Raffle tickets are now available for our Diamond Anniversary Necklace. Raffle runs from September 23 - December 7. Winner will be chosen and announced at the 2019 Diamond Celebration Holiday Ball. (Do not need to be present to win)

18 K White Gold Snowflake Diamond Pendant Necklace. Just under 1 carat total weight, G/VS1 rating, $5,000 value. Generously donated through a partnership between Kuhn’s Jewelers and an anonymous donor.

Tickets Available from UWLES staff members or online at https://one.bidpal.net/75thdiamondraffle
2018 COMMUNITY IMPACT

$1,610,500
INVESTED INTO
THE COMMUNITY

1,100+
COMMUNITY IMPACT COMMITTEE
STEWARDSHIP HOURS

35
FUNDED PARTNERS

36
HEALTH PROGRAMS

24
FINANCIAL STABILITY
PROGRAMS

14
EDUCATIONAL
PROGRAMS

121,000+
NEIGHBORS
IMPACTED

View and Share our 2018 Impact Report at
www.uwles.org/impact-report

SAVE THE DATE!

STUDENT UNITED WAY’S 6TH ANNUAL
HALLOWEEN ZOMBIE 5K
SATURDAY, OCTOBER 26, 2019
10:00 AM - 1:00 PM
Salisbury University

75TH ANNIVERSARY RIBBON CUTTING
BUSINESS AFTER HOURS
THURSDAY, NOVEMBER 14, 2019
5:00 PM - 7:00 PM
United Way of the Lower Eastern Shore

2019 HOLIDAY BALL -
DIAMOND CELEBRATION
SATURDAY, DECEMBER 7, 2019
6:00 PM - 12:00 AM
Hyatt Regency Cambridge

EMERGING LEADERS
DODGEBALL TOURNAMENT
TBD MARCH 2020

WOMEN UNITED
POWER OF THE PURSE
TBD SPRING 2020

2020 CORNAMENT TOURNAMENT
TBD SPRING 2020

2020 ANNUAL MEETING
TBD JUNE 2020
11:30 AM - 1:30 PM

75th ANNIVERSARY
COMMUNITY CELEBRATION
TBD SUMMER 2020
Arthur W. Perdue Stadium

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