

# THE VALUE OF A DOLLAR. AND CHANGE.

## 2019 EMPLOYEE CAMPAIGN MANAGER GUIDEBOOK

### COMPANY OUTLINE

Dates:

Special Events:

Goals:

### YOUR EMPLOYEE CAMPAIGN MANAGER IS:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_



United Way  
of Roanoke Valley

# LIVE UNITED<sup>®</sup>

## WHY UNITED WAY

United Way of Roanoke Valley is working to elevate 10,000 families to self-sufficiency by 2030 and every dollar contributed helps make a difference. In 2017-18, we were able to bring in an additional \$10 of resources for our partners for every dollar invested. In total we generated almost \$13 million of resources to impact the community.

## ELEVATE 10,000 FAMILIES TO SELF-SUFFICIENCY BY 2030.



### EARLY LEARNERS

Ages 0-12

### SUCCESSFUL YOUTH

Ages 13-18

### HEALTHY ADULTS

Ages 18+

Facilitating collaborations among service providers to work in concert to address the root causes of generational poverty may change conditions today and into the future. By assessing and focusing on the short and long term assets and needs of a family we build the capacity to streamline the provision of services and plan a path forward on the journey to self-sufficiency, one family at a time.

## OUR INITIATIVE PARTNERS





## YOUR CAMPAIGN

As an Employee Campaign Manager, you are a United Way ambassador providing education, direction and leadership. Your goals are to:

- EDUCATE:** Ensure that all employees understand the role of United Way of Roanoke Valley in our community.
- CONVENE:** Unite your co-workers during the campaign and make sure each person has an opportunity to give.
- LEAD:** Provide direction, energy and motivation for your organization's campaign.

### HOW DO YOU DO THIS?

- PLAN:** Work with your United Way staff contact and develop your campaign plan by developing a communication strategy and setting a clear timeline and goal.
- LEADERSHIP:** Obtain management support and promote leadership giving and retention.
- EDUCATE AND ASK:** Educate employees about the power of their gifts before making the ask for them to give.
- WRAP UP:** Thank your fellow employees, recognize your campaign team members, and don't forget to report the final campaign results to your company!

# FREQUENTLY ASKED QUESTIONS

## What is United Way?

United Way believes in a better life for all the residents of the Roanoke Valley. We bring together local businesses, nonprofit organizations, local governments, experts and volunteers to uncover the root problems behind community needs and identify innovative ways to address, and ultimately to prevent them.

## Why should I give to United Way?

There is no better way to improve the lives in our community than by making a gift to United Way. This is because for every \$1 you give to United Way, United Way returns \$9.98 worth of investment back to the community. This is done by leveraging United Way dollars to bring in federal, state, local and private grants to our community. The system of care provided by United Way and our partners delivers wide-reaching support across the many needs that exist in the Valley, giving people the chance to build a brighter future. Your gift allows others in our community the opportunity to make their dreams a reality: dreams of providing a healthy, financially stable life for their families, and ensuring that their children receive a good education. These are things that may be taken for granted by some, but seem entirely out of reach for others.

## I can only afford to give a small amount. Is it worth giving at all?

Absolutely! Every gift to the United Way Impact Fund is important. Payroll deduction makes it easy to give a little each pay period which results in a substantial annual gift. Your gift, no matter the size, is combined with thousands of others to drive real, lasting change in our community. When we all give a little, we can make a big impact!

## What area does United Way of Roanoke Valley serve?

We are honored to serve the Cities of Roanoke and Salem, the Counties of Roanoke, Botetourt, Franklin and Craig and the Town of Vinton.

## What are the costs associated with my gift to United Way of Roanoke Valley?

United Way of Roanoke Valley leverages your entire gift to advance the common good here in the Roanoke Valley. Over 85% of your gift is invested directly in programs that are helping people in Education, Financial Stability, and Health. Around 15% is leveraged to maintain high standards of fundraising and administrative support, which contributes to our ability to raise just under \$4,000,000.

The best standard for the effectiveness of a nonprofit organization is not how little it takes to process your gift, but rather how much of an impact in your community it achieves with each dollar you invest. United Way amplifies every contribution by investing in exceptional programs, measuring community level progress, addressing key service gaps in the community, strengthening nonprofits, collaborating with other community organizations, and aligning volunteer expertise toward Education, Financial Stability, and Health efforts. In 2017-28 United Way raised over \$4,000,000 but had a \$13,000,000 impact on the community.

## FOR ADDITIONAL RESOURCES OR QUESTIONS, CONTACT US:

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