SECTION 1: ECC BASICS

Thank You

Thank you for serving as an Employee Campaign Coordinator (ECC) for the 2019-20 United Way Campaign! As an ECC, you have the unique opportunity to harness the generosity, talent and energy of your workplace to give back to our community and help United Way’s efforts in building a stronger, healthier Ottawa County. Your role as coordinator is crucial to the success of our community.

Whether this is your first year as an ECC, or if you are a campaign veteran, the information in this guide will help you plan and execute a smooth – and successful – United Way campaign. We encourage you to take advantage of the materials we’ve provided and know your United Way Relationship Manager is always ready to support you in every possible way.

Thank you again for joining our United Way team.

Together, we can fight for every person in our community.

Mission & Vision

OUR MISSION

To improve lives by mobilizing the caring power of community to advance the common good.

OUR VISION

All individuals in Ottawa County achieve their full human potential.

IMPACT STRATEGY

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED. Greater Ottawa County United Way supports, develops and implements a range of impact solutions that improve lives and create stronger communities.

United Way works with organizations, community partners and supporters to create the building blocks of a better life for all by focusing on four impact areas: education, health, financial stability/basic needs and housing.
What's In It For You?

**ECC Benefits**
- Career-building and leadership skills
- Networking opportunities
- Recognition within your organization
- Expert knowledge of the value of supporting United Way
- Increased connection to your community
- Increased knowledge of critical issues and essential services

**ECC Role**
- Work closely with your organization’s leadership
- Work closely with your United Way Relationship Manager (RM)
- Use your ECC Planning Guide to develop an effective campaign plan
- Recruit a team of volunteers to assist you (if needed)
- Hold campaign kickoff and recognition events
- Coordinate the distribution and collection of campaign materials and pledge forms
- Promote the campaign throughout your organization
- Encourage leadership giving in your campaign
- Make your campaign fun
- Thank your donors and volunteers

**Relationship Manager Role**
Relationship Managers (RM), a mix of both United Way staff and volunteers, work closely to support you as you plan and implement a successful employee campaign. They are here to assist you with materials, campaign theme and strategies, organizing agency speakers, and any additional support needed. We carefully select our volunteer Relationship Managers, considering leadership skills, work experience, professionalism, communication skills, and overall personality. Be sure to keep your RM’s contact information at hand and use this resource to ensure the success of your campaign. As always, should you need additional support, you are welcome to contact the Greater Ottawa County United Way development department directly at 616.396.7811.
SECTION 1: ECC BASICS

Contact Info
HAVE QUESTIONS? NEED HELP?

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Mailing Address
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Holland, MI 49422-1349
SECTION 2: RUNNING A CAMPAIGN

By using the tools and resources in this section, you will develop and implement a successful campaign:

ECC Planning Guide
Keep contact info, goals, and your campaign checklist all in one spot! This stand alone planning tool will be your go-to resource for staying on track and implementing best practices for your campaign.

Gold Standards
These five, evidence-based best practices will help you build the most successful and effective campaign possible! (See section 3 for more information)

Campaign Materials & Online Toolkit
Your relationship manager will supply you with several standard campaign materials, including pledge forms and a collection envelope. However, we have many other materials to help make your campaign exciting and effective. Review the comprehensive list of available materials below and request them from your account manager. Or check out the online toolkit at www.OttawaUnitedWay.org! Click on “Campaign Toolkit” and, in addition to the print materials you’ve already been given, you’ll find extra campaign and promotional materials, ideas for campaign fun, and other useful resources.

- ECC Handbook (this booklet)
- Campaign Brochure
- Campaign Planning Tool
- Gold Standards for Campaign Success
- Campaign Talking Points
- 2019-2020 Campaign Sponsors
- 2019-2020 Pledge Form
- 2019 Impact Report
- Impact Facts
- ALICE Fact Sheet
- Community Investment Fund Info - List of Community Impact Partners & Programs
- Community Partner Impact Stories
- E-mail Templates
- Corporate Gift Pledge Form
- Corporate Engagement Plan
- GIVE Poster
- Lighthouse Leadership Rack Card
- Sample CEO Memo
- The Art of Asking
- Two Tickets to Paradise Flyer
- Video Library *
- United Way Downloadable Logos*
- Relationship Manager Contact Info *
- United Way Swag**
- Campaign Goal Posters**
- Campaign Yard Signs**

(*) = Available online only
(**) = Not available online. Please ask your RM for these items.
SECTION 2: RUNNING A CAMPAIGN

Talking Points

Helpful Hints When Talking to Your Employees about United Way

Why Give, Advocate, or Volunteer for United Way?
• United Way’s vision is that all individuals in Ottawa County achieve their full human potential.

What does United Way do?
• We Live United for the education, financial stability/basic needs, health, and affordable housing for our community. When we fight United, we win United for these building blocks of a better life for all.

How do we Live United?
• We Live United through a number of programs, initiatives, and collaborations, all supported by the giving power of donors just like you! Through these programs, we are able to advance the common good in Ottawa County.

Examples:
• Through the FamilyWize program, we work together to help make prescriptions more affordable.
• Through the Call 2-1-1 program, we work together to guide people looking for help to resources that they can really use.
• Through the programs we fund at Resilience, we work together to prevent domestic and sexual violence.
• Through the Lakeshore Housing Alliance, we work together to ensure that everyone has a place to call home.
• Through the MyFreeTaxes and MySmartMoney programs, we work to give family’s stronger financial footing.

Call to Action
• Ask your employees to join us today by Giving, Advocating, or Volunteering!
 SECTION 2: RUNNING A CAMPAIGN

The Art of Asking

STEP 1. MAKE YOUR OWN GIFT FIRST
It is easier for others to make their commitment when they know you are a supporter. Your contribution says: I believe in United Way and our community.

STEP 2. INTRODUCTION
Start where you are comfortable. For example, contact those colleagues who have given before or who you believe would support United Way. Build self-confidence. Familiarize yourself with the campaign information. Explain your role as coordinator when you personally contact coworkers about the campaign.

STEP 3. TALK ABOUT UNITED WAY AND THE CRITICAL NEEDS FACING OUR COMMUNITY
United Way focuses resources on significant community needs. Your donation to Greater Ottawa County United Way:

- Helps children to be ready to succeed in school and youth to fulfill their full potential.
- Promotes financial stability and independence for individuals and families.
- Improves access to critical health services for all.
- Improves access to affordable housing.
- Supports a vital network of programs that help people when they need it most.

STEP 4. GIVE EXAMPLES OF HOW THEIR GIFTS WILL HELP MAKE A DIFFERENCE
Try to personalize the ask with stories and examples of people you know who have been helped.


STEP 5. EXPLAIN THE PLEDGE FORM
United Way provides a powerful way to invest in your community. We offer a very easy payroll deduction option and a variety of other one-time direct gift options for your donation. By giving a gift of $500 or more ($250 for donors under 40), you qualify for the Greater Ottawa County United Way Lighthouse Leadership Circle Giving Program.

STEP 6. ANSWER QUESTIONS
Respond positively. Every comment is a chance to educate others about United Way and our community.

Unanswerable questions? See the Frequently Asked Questions on page 8.

Still can’t find the answer? Contact your United Way Relationship Manager. Remember, we are here for you!

STEP 7. ASK FOR THE GIFT
Encourage everyone to give through payroll deduction. Small monthly gifts grow to a large annual contribution. Set a clear deadline for turning in the pledge form.

STEP 8. SAY THANK YOU
Say thank you to donors and your campaign team.
Frequently Asked Questions

What does United Way do?

Greater Ottawa County United Way fights for every person in our community. We work to ensure children enter school ready to learn, individuals have access to quality health care and all available income supports, and that individuals and families have their daily food needs met, access to emergency assistance care and support, and access to affordable, quality housing.

We do this by developing and implementing a range of impact solutions, spearheading community collaborations and initiatives - including a county-wide community assessment every three years - and mobilizing the caring power of community.

How can I be sure my gift is well managed and well spent?

Our community partners participate in a rigorous vetting process each time they apply for funding. Knowledgeable, well-trained volunteers from across our community carefully screen each program funded by your contribution. Greater Ottawa County United Way strictly adheres to the stringent standards of accounting and financial reporting set for health and human service organizations.

Where does my money go?

The dollars raised in Ottawa County, stay in Ottawa County. Funds raised in the community campaign support 51 programs at 38 local health and human service agencies. They are also invested in other community initiatives and United Way-run programs, such as Students LIVE UNITED, the Lakeshore Housing Alliance, FamilyWize Prescription Assistance and MyFreetaxes.com.

What is United Way’s overhead?

In 2018, every dollar donated to the campaign was invested and leveraged to create $3.50 in community benefit. Greater Ottawa County United Way spent 12% of the total raised on fundraising, and 8% on administration (salaries, office, rent, supplies, etc...), which is well below the 35% total overhead ceiling administered by the IRS.

Is my gift tax-deductible?

If you itemize your deductions, your contribution is tax deductible

Why should I give to United Way rather than directly to an agency?

No other single organization has the scope, expertise or influence to bring human service agencies, government, businesses, education partners and dedicated volunteers around a common vision of achieving long lasting results for a stronger, healthier Ottawa County. More than one in four people in Ottawa County receive services one or more United Way programs. When you give to one agency, you support a cause. When you give to Greater Ottawa County United Way, your gift becomes part of a collective effort to strengthen our entire community. Your gift to United Way allows you to accomplish more than you can alone or through a single agency.

Can I designate my gift to one of Greater Ottawa County United Way’s community partners?

Designations (minimum of $104) may be made to ANY United Way in ANY location. Designations may only be made to nonprofit organizations holding a tax-exempt status from the Internal Revenue Service providing health and human service programs to the residents of Ottawa, Allegan, Kent, Muskegon, and Newaygo counties. This includes all United Ways and national organizations that serve the same residents listed above.

We make every effort to honor our donors’ wishes; however, the Impact Cabinet will have the final discretion on the qualification of an agency or program as a “Health & Human Services” organization. United Way will deduct an administrative fee for all designations, except those made to Greater Ottawa County United Way community investment partners and most Michigan United Ways. Designations with incomplete or inaccurate information will be disbursed through the Community Investment process.

Does Greater Ottawa County United Way support Planned Parenthood?

United Way Worldwide, the leadership and support organization for the network of local United Ways, does not provide financial support to Planned Parenthood. All funding decisions by local United Ways are made by individual United Ways based on an assessment of local needs. United Way Worldwide does not dictate funding decisions to local United Ways.

Greater Ottawa County United Way does not fund any Planned Parenthood programs. No United Way funds are currently used, or have ever been used to support abortion services. Several local United Way partners provide professional family and individual counseling services, which include professional counseling on pregnancy-related problems.
SECTION 2: RUNNING A CAMPAIGN

Goal Setting and Awards
Knowing your goals before your campaign kicks off can be instrumental in strengthening overall results. Talk to your leadership and your relationship manager to help set your goals for this year’s campaign!

Use this list of campaign awards and eligibility criteria to guide your path to success:

**Community Builder Award:**
1. An increase in employee giving from previous year
2. At least $175.00 average employee gift
3. 50% + participation by employees in campaign
4. Employee volunteer involvement (one or more of the following):
   - With United Way (i.e. community investment, campaign, board)
   - Day of Caring
   - Company group volunteer projects in community (does not include individual volunteering at an agency on own time)
5. 3+ employees give at LLC level ($500 or more)

**Gold Award**
1. Meets 4 of 5 Community Builder Award criteria

**Silver Award**
1. Meets 3 of 5 Community Builder Award criteria

**Out-of-the-Box Award**
1. Awarded to one corporate partner
2. Creative theme
3. Original activities

**Joe Martella Above and Beyond Award**
1. Awarded to one Employee Campaign Coordinator
2. ECC goes “above and beyond” to add excitement to the campaign, help others realize the importance of United Way, and encourages volunteering

**Leadership Giving**
A Leadership donor is an individual or household who gives $500 or more to the annual community campaign. **Lighthouse Leadership Circle** members receive recognition on our website and in our annual report. They also receive exclusive invitations to events, such as our annual Celebration and Leadership appreciation event. *Leadership donors are a powerful force for positive change in our community, and recruiting them is one of the most effective ways to increase your campaign!* When you become a leadership donor, you join an important group of champions who are having a BIG impact on our community. Ask your relationship manager for more information about our Ottawa County Leadership Challenge.
SECTION 3: GOLD STANDARDS

Follow these five evidence-based best practices to increase the success of your campaign and the impact delivered to our community:

1. PRESENTATIONS
   A United Way representative or agency speaker shares impact stories and helpful info about community resources with employees

2. INCENTIVES
   Even simple campaign perks can add interest and help motivate employee engagement

3. EVENTS
   Special events help create enthusiasm and excitement for the campaign

4. VOLUNTEER ENGAGEMENT
   Through volunteer events and opportunities, employees are able to invest in their community in a hands-on and meaningful way

5. CORPORATE MATCHING
   The company can show their dedication and encourage employee giving by matching a percentage or dollar amount of their employees’ donations
SECTION 3: GOLD STANDARDS

1. Presentations – Why & How

In addition to a United Way representative (in most cases, this will be your RM), having an agency speaker present to your group will not only help increase campaign participation, but it will deepen understanding of United Way, inspire engagement in the community, and provide awareness of valuable community resources.

To schedule an agency speaker for your meeting(s) or kick-off, simply submit a request to your RM in advance (the sooner the better!). They will arrange for a representative from one of our funded partner agencies to join them or another United Way representative in speaking to your employees about their funded program, the impact their work is having in the community, and why it’s important to be a part of the United Way network.

2. Increase participation with Incentives

Reward those who participate in the campaign. Consider incentives for employees who:
• Make their pledge (or simply turn in their form) on the first day, or during the kickoff event
• Give generously at the leadership level ($500 or more)
• Donate for the first time
• Increase their previous year’s donation

INCENTIVE IDEAS: casual dress/jeans day, VIP parking spaces, PTO days (half or full), shirts/hats/other company apparel or logo items, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community vendors, event admission passes, trophies or plaques, or department parties.

*To help off-set any costs, try collecting donations from local businesses/individuals.

3. Make it Fun with Special Events

Optional: Turn these ideas into fundraisers by charging a small fee for participation.

Food Brings People Together
Whether you cookout or cook-off, your campaign needs to grab your employees attention!

IDEAS: BBQs, pancake breakfast, ice cream social, chili or crock-pot cook-off, picnic, potluck, bake sales or create an office cookbook

Happy Holidays
If you plan to run your campaign during a holiday, consider adding some holiday fun to the mix!

IDEAS: Halloween costume contest, haunted house, pumpkin carving, candy grams, Hanukkah scavenger hunt, gingerbread house decorating contest, Santa meet n’ greet, cubicle decorating, reindeer games, or Christmas cookie sale – or go global and find ways to pay homage to all the holidays celebrated around the world during that time of year!

Carnival
Whether it’s a week-long event or just one day, a carnival theme puts the fun in fundraising!

IDEAS: Games and prizes, silent auction, cake walk, music, popcorn and cotton candy sales, dunk tank, pie-in-the-face, or a photo booth

Healthy Competition
A little competition can bring out the best in your co-workers and United Way campaign.

IDEAS: Office Olympics, sports tournaments (golf, putt-putt, softball, bowling, table tennis, tricycle or RC car races), Bingo, or baby picture guessing game

4. Find Volunteer Opportunities

Looking for ways for your team to give back? Search for local volunteer opportunities today:
1. Go to OttawaUnitedWay.org
2. Click on the “Volunteer” button
3. Click on the “Sign Up” button
4. Search for volunteer opportunities based on your interests and schedule

You can also review the Corporate Engagement Plan for other ways to engage in the community year-round! If you have specific volunteering needs, contact our VP of Volunteerism, Shannon LaHaie (contact info on page 4) for curated opportunities.

5. Corporate Gift or Match

Giving is often influenced from the top down. Encourage your leadership to make a corporate gift or to match a dollar amount or percentage of employee giving to show their support of the community and United Way’s mission. Ask your Relationship Manager for tips and strategies on how to start this discussion. You can download the Corporate Gift Pledge Form from our online campaign toolkit at www.OttawaUnitedWay.org
SECTION 4: COMMUNITY IMPACT

Community Investment Fund: United Way Helps Here!

United Way’s Community Investment Fund creates the building blocks for a better life for all by supporting 51 health and human service programs of 38 local nonprofit agencies.

EDUCATION
ARC – Advocacy & Resource Center
› Supported Parenting
Boys & Girls Club of Greater Holland
› Power Hour
Community Action House
› EPIC (Empowering People In our Community)
Good Samaritan Ministries
› Faith in Youth Americorps & Program
Grand Haven Area Community Foundation
› TCAN College Advisor
Grand Haven Area Public Schools
› Community CHILL
Hope College
› CASA/Step Up
› TRiO Upward Bound
Latin Americans United for Progress
› Youth Leadership
› Adult Education Services
Zeeland Public Schools
› Zee Bus

FINANCIAL STABILITY/BASIC NEEDS
American Red Cross of West Michigan
› Disaster Relief
Child Development Services of Ottawa County, Inc.
› Affordable Day Care
Children’s Advocacy Center
› Assessment/Intervention
Community Access Line of the Lakeshore
› 211
Community Action House
› Stabilization Service - Ottawa County
Feeding America West Michigan
› Mobile Food Pantries
Four Points Center for Successful Aging
› Unmet Health Cost
Harvest Stand Ministries
› Basic Needs
Legal Aid of Western Michigan
› Free Civil Legal Services
Little Red House, The
› Scholarships for Adult Day Care & Transportation
Love INC of Allendale
› Transportation Assistance Program
People Center, The
› Food Pantry
Ready for School
› Preschool Access, Navigation, Tuition and Transportation Assistance
Resilience (Formerly CWIT)
› Domestic Violence
› Sexual Assault
Salvation Army, The (Grand Haven)
› Emergency Social Services
NEO Forum (Northeast Ottawa Forum)
› Education, Prevention and Treatment Services
NORA (Northwest Ottawa Recreation Authority)
› Recreation Summer School
OAR (Ottagan Addictions Recovery)
› Addiction Treatment & Recovery Support - Ottawa
Resilience (Formerly CWIT)
› Prevention
Tri-Cities Family YMCA
› Day Camp/ Child Care

HEALTH
Arbor Circle
› Counseling & Supportive Services - Ottawa
› Ottawa County Prevention
Association for the Blind & Visually Impaired
› Blindness & Low Vision Rehabilitation - Ottawa
Big Brothers Big Sisters of the Lakeshore
› Community Based Mentoring
Boy Scouts of America, President Ford Council
› Comprehensive Youth Development
Children’s Advocacy Center
› Prevention
City on a Hill Ministries
› Health Clinic
Girl Scouts of Michigan Shore to Shore
› Leadership Experience
Grand Haven Department of Public Safety
› TEAM (Teaching, Educating and Mentoring)
LEDA (Lakeshore Ethnic Diversity Alliance)
› Calling All Colors
› Migrant Mentoring
Mediation Services
› Ottawa Child and Family Mediation
Mosaic Counseling (Formerly TCM Counseling)
› Mental Health Counseling

HOUSING
Good Samaritan Ministries
› Community Housing Partnership
Ladder Homes
› Supportive Independent Living Housing
Legal Aid of Western Michigan
› Free Housing Legal Services
People Center, The
› Transitional Housing
Resilience (Formerly CWIT)
› Supportive Housing
Salvation Army, The (Grand Haven)
› Emergency Housing Assistance

UNITED WAY PROGRAMS
Greater Ottawa County United Way
› Lakeshore Housing Alliance
› Students LIVE UNITED
› Ottawa County Volunteer Center
› FamilyWize
› My Free Taxes
› My Smart Money
SECTION 4: COMMUNITY IMPACT

Community Benefit
For every dollar raised through the annual community campaign, United Way creates $3.50 of community benefit. Community benefit is created by investing, leveraging, and transforming the funds raised. For example, we invest the dollars into 51 programs run by our 38 local nonprofit partners and our United Way programs, such as Students LIVE UNITED, the Lakeshore Housing Alliance, FamilyWize Prescription Assistance and MyFreeTaxes.com. We leverage the dollars to bring state and federal grant money into Ottawa County. And we transform the dollars into in-kind support and volunteer hours. View our community benefit calculation on the last page of our 2019 Impact Report, which can be found online at www.OttawaUnitedWay.org in the Campaign Toolkit.

Impact Model
Greater Ottawa County United Way functions under the Impact Model created by United Way Worldwide. Under this model we support, develop and implement a range of impact solutions that improve lives and create stronger communities. We also provide opportunities for individuals and organizations to Give, Advocate & Volunteer to support our impact strategy. This model helps us to achieve our vision of every individual having the opportunity to achieve their full human potential.

COMMUNITY RESOURCES

These community resources are made available through partnerships with and funding from Greater Ottawa County United Way. Please share these resources with your employees. Ask your RM for promotional materials to hand out or post in your break rooms.

Call 2-1-1
211’s mission is to increase access to community services through effective and compassionate information and referral.
Get help with the following at CALL 211:
- Food, Housing & Clothing
- Utility Assistance
- Support Groups
- Healthcare Services
- Teen Pregnancy
- Senior Issues
- Transportation
- Prescription Assistance
- Seasonal Programs
- Support Groups
Find more info at http://www.call-211.org.

FamilyWize Prescription Assistance
It’s easy to use a FamilyWize Card. There are no forms to fill out, waiting period or registration. The card is really just like a reusable prescription coupon on all FDA approved medicines. Anyone can use it. Immediately. You can even use it if you have health insurance, both during deductible periods and for anything your insurance does not pay for. There is no cost to you or your family for this discount card and there are no enrollment or eligibility requirements. Get the card at familywize.org or download the Familywize app.

MyFreeTaxes.com
Households earning less than $66K per year are eligible to file taxes online for free at www.MyFreeTaxes.com. Receive support from IRS-certified specialists in this mobile-friendly, online tool.

My Smart Money
MySmartMoney offers free financial planning tools online, from partners you can trust - United Way and The SunTrust Foundation. Find out more at www.UnitedWay.org/my-smart-money!

Ottawa Pathways To Better Health
A program designed to assist people with accessing community services, to improve health outcomes and decrease unnecessary hospitalizations and emergency department visits. There is no fee for qualifying individuals. Call (866) 291-8691 or go to http://www.miottawa.org/OPBH/.
SECTION 5: 2019-2020 LIVE UNITED SPONSORS

2019-2020 LIVE UNITED SPONSORS

PINNACLE SPONSORS

Fifth Third Bank

THINKERS. BELIEVERS. DOERS.

PLATINUM SPONSORS

Consumers Energy

Haworth

worksighted

Grand Haven Tribune

GOLD SPONSORS

Huntington

Barber Ford

Denooyer Chevrolet

Manpower

Sentinel

Varnum Attorneys at Law

SILVER

City Flats Hotel    Fox 17    PADNOS

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