

UNITED TOGETHER FOR TOMORROW

2023

**UNITED WAY OF MASON COUNTY
WORKPLACE CAMPAIGN GUIDE**

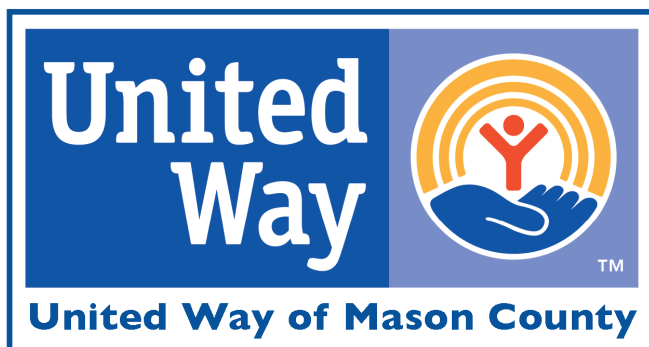


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UNITED TOGETHER FOR TOMORROW

In Mason County,
we believe that there is

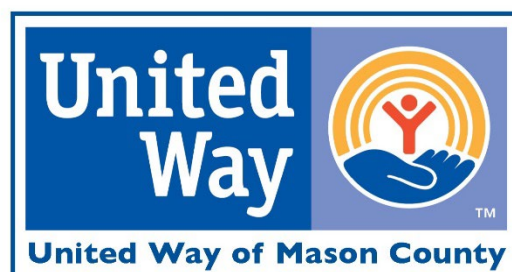
only one way forward – TOGETHER.

Join us in building a community where
everyone has opportunities to succeed,
nutritious food for the table,
and a safe, affordable place to call HOME.

JOIN US

As we stand,

UNITED TOGETHER FOR TOMORROW



OUR PROGRAMS



Programs and Services

LAKESHORE EMPLOYER RESOURCE NETWORK (L.E.R.N.)

This is a partnership among 10 member companies, Michigan Works! West Central, Community Foundation of Mason County, United Way of Mason County and West Shore Bank. An on-site Resource Coach is shared among the member companies to assist employees in removing barriers to improve workplace success. During the 2022/2023 fiscal year, the most requested services included:

- Financial/Financial Literacy
- Housing
- Transportation
- Coordination of Service



MASON COUNTY FAMILY LINK

This program supports student achievement by bringing together a range of agencies to provide needed services. It specifically includes staff that are embedded in three school districts in Mason County to help connect students and families to local resources. In addition to this, we have added a Community Resource Coordinator and Behavioral Health Clinician to work on-site at West Shore Community College, with the goal of removing barriers that prevent college students from completing their degree and/or certificate.



2-1-1

People living or visiting Mason County can receive information on needed programs and services in a centralized location. This service is available 24 hours a day, 7 days a week at no cost. Over the last year, 2-1-1 has added more options for accessing information, including:

- telephone – dial the number 2-1-1 or (800) 887-1107,
- text – your zip code to 898211,
- live chat - <http://www.hwmuw.org/211> or
- email.
-



FUNDING LOCAL PROGRAMS



AWARDING FUNDING TO LOCAL PROGRAMS

United Way of Mason County also awards funding to local programs that share the same goals that we do – helping children to succeed, working with individuals and families to become financially stable and improving people’s health. This process occurs annually through a Request for Proposal process. The 2023/2024 awarded agencies are below.

Individuals and Families Becoming Financially Stable

Habitat for Humanity of Mason County
TrueNorth Community Services

Individuals and Families Living a Healthy Lifestyle

Lakeshore Food Club
Catholic Charities West Michigan

Children and Youth Achieving their Potential

Ludington Area School District
Staircase Youth Services

WORKPLACE CAMPAIGNS



HOW TO HAVE A SUCCESSFUL WORKPLACE CAMPAIGN

What exactly is a Workplace Campaign?

The company CEOs and Workplace Campaign Chairs, like you, encourage employees to give to United Way of Mason County. This is achieved by sharing news and information about the impact that United Way of Mason County has on our community and by inviting them to participate in company activities. The Workplace Campaign takes place over a period of time. Some companies may hold a single day Workplace Campaign, while others may hold it over the course of a week or month. We encourage companies to hold a Workplace Campaign that works best for them.

Steps to Take to be a Successful Workplace Campaign Chair

- Review all of the included materials in this packet so that you feel comfortable answering questions and asking your co-workers to make a contribution. Please also review the new online Pledge Form, the new Text to Give feature (text LIVEUNITED to 269-89) and the new way to make a contribution via credit card at www.masoncountyuw.org/give.
- Get support from top-level management.
 - Ask them to speak and actively participate in all workplace campaign events – *we find that this encourages employees across the board to give.*
 - Discuss implementing a program that matches a percentage of employee gifts. *Our most successful Workplace Campaigns incorporate a version of this.*
- If you are part of a large company, recruit individuals from a cross-section of the company to help run the campaign. Your committee can help to assist you with the following:
 - Setting a campaign goal (this may be a dollar amount and/or a percentage of employee giving).
 - Planning some company-wide fun events.
 - Consider offering incentives that may increase employee participation.
 - Distributing campaign materials and personalized Pledge Forms either in person or remotely.
- Make a personal gift to the United Way of Mason County and encourage others to donate.

WORKPLACE CAMPAIGNS



Steps to Take to be a Successful Workplace Campaign Chair (cont.)

- Promote the campaign throughout your company, while asking others to give.
 - **Group Solicitation:** Schedule a company-wide meeting for employees to hear a United Way of Mason County presentation – we are happy to have someone from United Way of Mason County present. This may be done in conjunction with a staff meeting or a safety meeting.

It is most effective to distribute the Pledge Forms and informational brochures during this time and to ask employees to complete and return the Pledge Forms immediately following the meeting.
 - **One-to-One Solicitation:** The Workplace Campaign Chair and his/her committee, if applicable, personally solicit co-workers. Give them their personalized Pledge Form and informational brochure.
- Inform employees when the campaign ends and where they can return the Pledge Forms to. Remember that giving is a personal decision, but still ask employees to return their Pledge Forms, regardless of whether or not they choose to give. This way, you will know that they have made a decision.
- Provide periodic updates to the employees through e-mail, company newsletter, goal thermometer or other means.
- Thank everyone who participated in the Workplace Campaign.

HOW DO I HANDLE OBJECTION?

- **Listen to the Objection** – Strive to see the objection from the other person’s point of view.
- **Ask Questions to Clarify their Concerns**
- **Answer All Objections** – Refer to the materials in this packet for possible answers. If you do not know the answer, tell them that you will look into it further and will get back to them. The United Way of Mason County office will be more than happy to provide any assistance.
- **Encourage Discussion** – This is an opportunity to promote the message that giving to United Way improves the community for all of us by helping children succeed, by working with individuals and families to become financially stable, and by improving people’s health.
- **One Sample Approach** - _____ (use their name), I can understand how you can feel that _____ (restate their objection). As a matter of fact, others have felt this same way. After they found out _____ (state the fact), they reconsidered.

WORKPLACE CAMPAIGNS



SOME IDEAS TO ADD FUN INTO YOUR WORKPLACE CAMPAIGN

“Look at you!” Photo Guessing Contest – Ever wonder what colleagues or company executives looked like when they were babies – or even better, when they were in high school? Host an “executives’ prom night” guessing game! Charge a small fee to play and offer a great prize for the most correct answers – how about a family photo shoot or an extra vacation day. This game will raise funds, as well as some good laughs along the halls at work.

Employee or Company Trivia Contest – “Mystery” employees offer little-known and unusual facts about themselves for others to guess. All featured participants place a clue in their office to help others guess their identity or try a company trivia contest to see who knows the company history best! Charge a small fee and award a prize to the employee who guesses the most correct answers.

Car Wash – Employees donate \$5 to have their car washed by the organization’s VIPs.

Do Some Good for United Way...and Yourself – Each department in your organization would host a special event to raise money and better the health of your employees. Ideas include yoga classes, stress reduction seminars, personal trainer consultation and healthy heart cooking classes. Charge a small fee to attend the classes.

United Way “Well Wishers” – A wishing well could be constructed in your company’s lobby where people could drop their spare change. The change from the wishing well would be tallied and go towards the United Way campaign, proving that a little change can make a lot of sense.

Coin Wars – Get rid of your change for United Way of Mason County! Set-up large water jugs in each department and do a coin war. The highest fundraising department wins a pizza party.

Potluck Lunch – Individuals or departments can sign up to bring an item. Charge a small fee – for a delicious homemade lunch and great company.

All-You-Can-Eat Potato Bar – You will want to have baked potatoes with all the “fixins.” Chili, sour cream, shredded cheese, butter, steamed broccoli, melted cheese, chives, bacon bits, sautéed onions, sautéed mushrooms, hot peppers, ham, and spices. The possibilities are endless.

Barbecue Contest – Fire up the grill and break out your best BBQ recipe. Ask members of the team to act as judges and have different categories for various meats or vegetables. Require guests to pay to attend.

WORKPLACE CAMPAIGNS



SOME IDEAS TO ADD FUN INTO YOUR WORKPLACE CAMPAIGN (cont.)

Silent Auction – Gather items and create bid sheets and place by each item. You may want to have a minimum bid for each item and have a specific amount by which an employee must increase their bid.

For example, bids must be increased in increments of 50¢. If an employee wants to bid on a certain item, he/she writes their name or employee ID number on the corresponding bid sheet. The auction runs during the week of the company’s workplace campaign and is open for employees to bid during lunch breaks.

Baskets for Auction – Gather your department and create themed baskets for a raffle. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Activities for the Kids, Movie Night, etc.

Executive Chair Race – Set up a relay course for executives to go through, either sitting in a chair or on tricycles. Let observers “bet” on their favorite contestants!

Executive Auction – Get the executive staff to donate half a day to the campaign. Then, auction each executive off to employees. The executive must take over the employee’s job for that half day.

Office Olympics – Set up an obstacle course in the lunchroom, several offices and/or several floors of offices or outside. One station can be for typing a couple of paragraphs, another station for filing, another for photocopying, etc. The contestants pay an entry fee with the funds going to United Way.

Balloon Pop – Place gift cards or small prizes inside of balloons and self-raffle tickets to get a chance to pop the \$5, \$10, \$20, \$50, etc. balloon at your Workplace Campaign Wrap Up Celebration!

Note: *Special events should enhance your Workplace Campaign, not replace it. Not all special events need to be fundraisers, it is equally important to educate and take the time to thank everyone.*

Offer Incentives!

Companies can offer employees incentives for participating in the Workplace Campaign activities, when contributing or when turning their Pledge Form back in whether they give or not.

Incentives to Consider

- Extra half hour for lunch for a week
- CEO or supervisor does employee’s job for a day
- CEO or supervisor details employee’s vehicle
- CEO wears a costume voted on by the employees if the company reaches its goal
- Department pizza party/luncheon
- Gift Certificates
- “Leave Work Early” or “Sleep-In” Passes
- LIVE UNITED or company t-shirt
- Reserved Parking Space
- Time off from work
- Trophy for department with highest participation

PLEDGE FORMS



COMPLETING THE PLEDGE FORM

Options for Making a Contribution

- Payroll Deduction
- Cash or Check
- Online – Please visit www.masoncountyuw.org

Note: Employees must sign their names to authorize payroll deduction. Also, please have them print their name and place of employment if it is not on a pre-printed label. Make sure that if the employee selects the one hour of pay option, that their amount of pay per hour is filled in.

CHOOSE A DESIGNATION OPTION

- Community Investment Agenda – Dollars will be distributed to programs that are focusing on the identified priority areas and outcomes to be achieved.
- Identified Priority Areas – Gifts can be designated to one or more of the identified priority areas.
 - Achieving Financial Stability
 - Positive Youth Development
 - Living a Healthy Lifestyle
- Non-Profit Health and Human Service Organizations or Another United Way Organization – Gifts can be designated to one or more non-profit health and human service organization if it is located in Mason County. Individuals may also designate their gift to another United Way organization.
- If a gift is designated to an organization that is receiving program funding through United Way of Mason County or to another United Way organization, 5% of that pledge will be withheld to cover uncollectibles. In addition, designated gifts are part of the program's total dollars awarded.
- If a gift is designated to an organization that is NOT receiving program funding through United Way of Mason County, 14% of that pledge will be withheld to cover the processing of the pledge and uncollectibles.

Note: Gifts that are designated to an identified priority area, non-profit health and human service organization and/or another United Way organization must be made in \$30.0 increments or more. Please do not encourage employees to designate their gift to a program that is not addressing one of the identified priority areas and outcomes to be achieved

COMPLETING THE PHYSICAL THREE-PART PLEDGE FORM

- The *WHITE COPY* is for United Way of Mason County
- The *YELLOW COPY* is for the Payroll Department
- The *PINK COPY* is for the employee

COMPLETING THE NEW ONLINE PLEDGE FORM

- The United Way of Mason County office will receive the online Pledge Forms and will send a copy to the relevant workplace to add into their totals.

PLEDGE ENVELOPES



BASIC INFORMATION ON COMPLETING THE PLEDGE ENVELOPE

It is important to complete the Report Envelope in its entirety in order for United Way of Mason County to have accurate Campaign records.

- Please complete the identifying information on the top portion of the Report Envelope.
- It is important to indicate if this is a partial or final report. If you have a large company or your Campaign lasts for more than two weeks, you may prefer to complete more than one Report Envelope.

WHAT INFORMATION TO INCLUDE ON THE PLEDGE ENVELOPE

It is important to complete the Report Envelope in its entirety in order for United Way of Mason County to have accurate Campaign records. If your company is participating with the new online Pledge Forms, please know that you may not have the complete information needed to fill this out. The United Way of Mason County office will receive the online Pledge Forms and will forward those on to each company.

- Enter the appropriate amounts into the spaces provided.
- Enter the number of contributors and total amount contributed for:
 - Payroll Deductions
 - Contributions (Fully Paid)
 - Total Amount Added Together
- Enter the Corporate Contribution, if applicable
- Double-check the Pledge Forms to make sure that:
 - Pledge Forms are all signed
 - Leadership Circle Section is completed for those contributors who meet the criteria
 - Amount of Pay by hour is detailed if that option is selected
- Enclose all cash and/or checks
- Enclose the White Copy of the Pledge Form

Note: If you have money enclosed from a special event and/or credit card pledges, write it in below total contributions. Do not count credit card pledges as fully paid or to be billed.

COMPANIES THAT HAVE THEIR OWN PLEDGE FORM

If your company has its own Pledge Form, please provide copies or a spreadsheet if possible.

- It is important for the United Way of Mason County office to know the names of employees who have designated their gift, along with the name of the organization and amount.
- If you are unable to provide copies of your company's Pledge Form, please still complete the cover of the Report Envelope.

ACCOUNTABILITY



Frequently Asked Questions

Many people perceive United Way more as a national organization and less as a locally operated organization. This, in all likelihood, is because we share the same United Way brand name and logo. While both have a powerful message, it can lead people to formulate opinions about local United Ways that may not be entirely accurate. Below are some Frequently Asked Questions about the relationship between United Way Worldwide and local United Way organizations, as well as how local United Way organizations differ from each other.

Does UWMC have an active Board of Directors that meet regularly?

YES. The board is comprised of local community leaders from diverse backgrounds that meet regularly.

Is UWMC controlled by United Way Worldwide?

NO. United Way Worldwide operates as a trade association that provides training and assistance. Local United Ways pay membership dues to UWW for this service and the use of the United Way logo. United Way Worldwide does not dictate to local United Ways how much money needs to be raised, what programs to fund, or how to distribute funds. These decisions are determined by our UWMC Board of Directors.

Do the dollars raised from the annual fundraising campaign stay local?

YES. 98% of the funds raised stay right here in Mason County. One percent is paid to United Way Worldwide and 1% is paid to the Michigan Association of United Ways to assist in covering costs to operate.

Do all United Way organizations operate the same?

NO. There are over 1,000 UW organizations across the United States and each one is operated by its own local board of directors. In Mason County, UWMC works in partnership with multiple organizations to provide services beyond the annual fundraising campaign.

Does the UWMC Board of Directors review and approve the annual budget and monthly financial statements?

YES. Yes, the UWMC Board of Directors reviews and approves the annual budget and monthly financial statements.

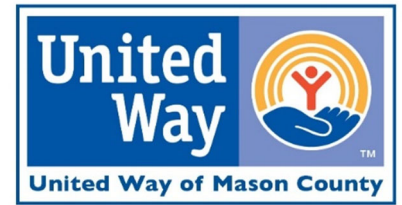
Do all United Way organizations fund the same agencies?

NO. United Way of Mason County has a formal Request for Proposal process, which means that local agencies meeting the requirements can submit a proposal for a specific program or service. Our United Way is more interested in funding programs that are achieving identified outcomes in the areas of achieving financial stability, positive youth development and living a healthy lifestyle. We are focusing on these areas, because we believe that when we put all three of these pieces together, we can create the foundation of opportunity for everyone in the community.

Does the UWMC Executive Director make all funding decisions?

NO. Where the UWMC has discretion to make funding decisions, it involves a volunteer Community Investment Committee that is comprised of community members. The Committee reviews all Request for Proposals received from community organizations, then makes a recommendation on funding to the UWMC Board of Directors for final approval. Some funds raised by UWMC are designated by the donor for a specific use. In this case, UWMC ED and staff ensure that the donor's wishes are fulfilled.

UNITED TOGETHER FOR TOMORROW



ENDORSEMENT LETTER SAMPLE

Dear Employee:

As CEO of **(Company)**, I am very proud of our company and its employees for helping to make our community better place through participating in United Way of Mason County's annual fundraising campaign.

Our company believes in the effectiveness, efficiency, and accountability of our United Way. That is why we provide the time and opportunity for our employees to learn about the powerful impact that our United Way is making in Mason County. We also offer the convenience of payroll deduction, which makes it easier to give. In addition, our company provides a corporate gift.

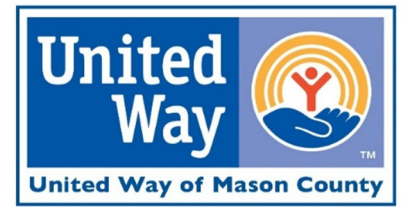
Please give serious consideration to this opportunity and be a part of making a difference in Mason County. Your gift, combined with the gifts of others in the community, will help United Way of Mason County continue to bring together people from all walks of life to find solutions to our community's most complex social issues. The dates of our company's campaign are **(Dates)**. Our Employee Campaign Coordinator is **(Name)**, who will be able to answer questions that you may have.

Thank you for helping **(Company Name)**. I believe in their mission and what they do in the community – it's why I give to them through payroll deduction. Thank you for joining me in making a difference here in Mason County, I'm excited to be UNITED TOGETHER FOR TOMORROW.

Sincerely,

CEO / Manager Name

UNITED TOGETHER FOR TOMORROW



ENDORSEMENT EMAIL SAMPLE

Dear **(NAME)**:

At United Way of Mason County, they know the struggles that so many in this community experience. They hear them firsthand through our Mason County Family Link program and the Lakeshore Employer Resource Network, from phone calls from those needing help, and from organizations sharing the struggles they face.

They hear stories from employees like Jim, who works full-time but can't make ends meet. Who told the LERN Success Coach that he's a single dad with two children and he can't afford to fix his car that broke down. It can be a struggle when you don't have your car, but when you depend on it for work and getting kids to school, it makes it an absolute necessity. UWMC was able to help Jim through the LERN interest free auto loan program – he was able to get his car fixed and pay the loan back through payroll deductions.

Or stories like Claire, who is a student that needed mental health support. She went through a tough time starting college and was having trouble adjusting. The Family Link Behavioral Health Clinician was able to help guide her through this process and provide support, for no cost. UWMC has programs in area school districts and West Shore Community College to help students and families that are free and easy to access.

But the hard truth is that they can't do this alone. This is why I'm writing to you today and why I choose to support United Way of Mason County through an easy payroll deduction.

Because I believe that the only way forward for Mason County is together. Together, we can help UWMC to build a community where everyone has the opportunity to succeed, has nutritious food for the table, and a safe, affordable place to call home.

And that's why we also need you. That's why your contribution, small or large, makes a difference for community members in Mason County, just like it did for our neighbors Jim and Claire. United Way of Mason County ensures that your gift directly impacts lives, with an impressive 98% of every dollar staying within our local community. If you'd like to join me in giving, please fill out the pledge form here:

<https://www.cognitofirms.com/UnitedWayOfMasonCounty/UWMCPLedgeForm2023>.

If you have any questions about United Way of Mason County, I invite you to explore their website at www.masoncountyuw.org, or speak to our Employee Campaign Chair **(NAME)**. Thank you for joining me in making a difference here in Mason County.

Sincerely,

CEO/MANAGER NAME