



**UNITED WE FIGHT.
UNITED WE WIN.**
LIVE UNITED

Training for New Internal Coordinators


July 28, 2020

United Way of the Benzo Valley 

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Purpose of Today:

- Connect you with the mission of United Way and build excitement for our work
- Clarify your role as Internal Coordinator and give you tools for success


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Introductions

The Resource Development Team

<p>Alison Prince, <i>President & CEO</i></p> <p>979-696-4483 x101 979-220-3046 (cell) aprince@uwbv.org</p> <p>Maggie Gray, <i>Coordinator – Donor Relations</i></p> <p>979-696-4483 x118 mgray@uwbv.org</p>	<p>Norma Noonan, <i>Coordinator – Donations Management</i></p> <p>979-696-4483 x118 nnoonan@uwbv.org</p>
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United Way of the Brazos Valley fights for the health, education, and financial stability of every person in the Brazos Valley.

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Campaign Video



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United Way provides \$325,000 to 22 Nonprofit Organizations for 2020-2021

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United Way Programs

- Community Impact Grants
- Investment Initiatives:
 - 2-1-1 Texas
 - Youth Leadership Cabinet / Community Builders Grant Fund
 - Early Literacy Program: Baby Bundles, Book Bash, Reading Day
 - VolunteerBrazosValley.org
 - Transportation Project: Ride2Health (in development)
 - Disaster Preparedness and Response



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Partner Agency Video Tours

- [Health For All – free clinic for the uninsured](#)
- [Project Unity – child abuse prevention through family support](#)
- [SOS Ministries – vocational training program](#)



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Baby Bundles



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2-1-1 Texas



- Trained, Certified Specialist
- Serve every county, every resident in Texas
- Available 24-hours a day
- Available in over 70 languages

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United Way's Impact in the Brazos Valley

Program	*Amount Invested	**Individuals Impacted
Community Impact Grants	\$325,000	13,356
2-1-1 Texas	\$334,000	41,951
Early Literacy Program (Baby Bundles and Book Bash events)	\$20,000	6,120
Youth Leadership Cabinet – Community Builders Grant	\$11,000	
COVID-19 Community Relief Fund Mask Distributions	\$1,200,000	40,000+ 3,000+
TOTAL:	\$1,890,000	104,427

* Investment amounts include funds from Campaign donations and outside funding sources
** Includes data from past fiscal year or last complete reporting period.

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Supporting United Way...

- Allows any person to be philanthropic and shows the power of **COLLECTIVE GIVING!**
 - \$1 to United Way compounds into millions
- Gives donor the opportunity to maximize their giving through 1 gift.
- Supports community and social services that are **MORE CRITICAL THAN EVER** due to impacts of COVID-19.

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2020-2021 Community Campaign

- **General Timeline:**
 - Fall: Campaigns (Sign up/Pledge Period)
 - Spring (April): United Way finalizes reports and campaign numbers
 - Jan – Dec: Collection of Pledges
- **Work with ~120 companies to run Employee Workplace Campaigns**
 - Employee invests a portion of every paycheck (through payroll deduction) in our community.
 - Most managed locally, some are not.

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Workplace Campaigns

- **Kick-off Effort:** event, email, video
- **Campaign Rallies** with employees to share United Way message and allow employees opportunity to complete Pledge Forms
- **Fundraiser Activities:** recommended after Pledge Forms are completed.

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Role of the Internal Coordinator

1. Serves as the liaison between your company's employees and United Way – EVEN MORE CRITICAL TODAY
 - Connect co-workers to United Way's mission and work
2. Coordinate Campaign Efforts, communicates adaptations
 - Be the point person to get materials where they need to go!
 - Distribute to employees → Collect from employees → Get to HR for processing → Send results to United Way
 - Provide engagement activities throughout the year
 - Keep the United Way Campaign FUN and IMPACTFUL!

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Campaign Toolkit

- <https://uwbv.org/campaign-toolkit/>
 - Links to training materials
 - Internal Coordinator Guidebook
 - Digital Workplace Campaign Guide
 - Promotional posters and sample email communications
 - Links to videos for running campaign rallies
 - Helpful planning tips on various aspects of campaign

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Three Phases of Campaign

Internal Coordinator Guide, Pgs. 10 & 11

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CAMPAIGN CHECKLIST

- 0-1 Weeks - Before Kickoff**
 - Assign a steering committee and United Way of the Benzoos Valley representatives
 - Establish a campaign committee
 - Research and identify campaign goals
 - Recruit and assign campaign support
- 1-2 Weeks - Before Kickoff**
 - Develop a campaign strategy (consideration on goals, establish campaign objectives, plan events and develop a calendar)
 - Develop a campaign plan
 - Develop a public and education plan
- 2-4 Weeks - Before Kickoff**
 - Set up campaign website
 - Develop a campaign budget
 - Develop a campaign calendar
 - Develop a campaign strategy
 - Develop a campaign plan
 - Develop a campaign calendar
 - Develop a campaign strategy
 - Develop a campaign plan
- 4-6 Weeks - Before Kickoff**
 - Develop a campaign strategy
 - Develop a campaign plan
 - Develop a campaign calendar
 - Develop a campaign strategy
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 - Develop a campaign strategy
 - Develop a campaign plan
- 6-8 Weeks - Before Kickoff**
 - Develop a campaign strategy
 - Develop a campaign plan
 - Develop a campaign calendar
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- 8-10 Weeks - Before Kickoff**
 - Develop a campaign strategy
 - Develop a campaign plan
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- 11-12 Weeks - Before Kickoff**
 - Develop a campaign strategy
 - Develop a campaign plan
 - Develop a campaign calendar
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- 13-14 Weeks - Before Kickoff**
 - Develop a campaign strategy
 - Develop a campaign plan
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- 15-16 Weeks - Before Kickoff**
 - Develop a campaign strategy
 - Develop a campaign plan
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- 17-18 Weeks - Before Kickoff**
 - Develop a campaign strategy
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- 19-20 Weeks - Before Kickoff**
 - Develop a campaign strategy
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- 21-22 Weeks - Before Kickoff**
 - Develop a campaign strategy
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- 23-24 Weeks - Before Kickoff**
 - Develop a campaign strategy
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- 25-26 Weeks - Before Kickoff**
 - Develop a campaign strategy
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- 27-28 Weeks - Before Kickoff**
 - Develop a campaign strategy
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- 29-30 Weeks - Before Kickoff**
 - Develop a campaign strategy
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- 31 Weeks - Before Kickoff**
 - Develop a campaign strategy
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Campaign Best Practice Checklist

- Secure Leadership Support
- Build Your Team
- Connect with United Way's Mission
- Set the Fundraising Goal
- Plan the Campaign Activities
- Execute the Plan
- Report Results to UWBV
- Thank and Acknowledge
- Engage Throughout the Year

The steps for success remain the same, even in today's world.

Just the way you accomplish them may need to adapt.

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Next Trainings

Reminder: Internal Coordinator Virtual Trainings:

- **July 28 @ 2 pm:** Starting a New Campaign at your Company - Training for HR/Payroll staff and Internal Coordinators
- **July 30 10:30 am:** Overview of the Internal Coordinator Role and Workplace Campaign Planning
- **July 30 @ 2 pm:** Getting Creative with Fundraiser Activities in a Socially Distant Workplace

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Next Steps

- Contact Maggie to schedule a planning session for your campaign
 - mgray@uwbv.org
 - We will review the planning process and help you in your efforts
- Build your team and engage your Leadership

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