



UNITED WAY
Clallam County

2025 EMPLOYEE CAMPAIGN COORDINATOR HANDBOOK

CAMPAIGN HANDBOOK



UNITED IS THE WAY™ WE CREATE CHANGE

Today, so many of our neighbors are working hard to overcome barriers and get ahead. Somewhere in our community:

- A working parent is looking for a way to make this week's paycheck cover the growing costs of groceries, prescriptions, and housing.
- A middle-schooler is struggling to find a way to stay focused in class because she didn't get a nutritious breakfast this morning.
- A high school grad is searching for a way to turn his diploma into a good-paying job and a promising career.

But they're not alone.

Together with our community-serving partners and supporters like you, we can connect people to the opportunities they need to reach their full potential and make our community a place where everyone can thrive.

No challenge is too big for us to take on when we work together. Because, **United is the Way.**

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CAMPAIGN HANDBOOK



WELCOME!

Thank you so much for joining us as an Employee Campaign Coordinator! We recognize and appreciate your dedication and leadership. We want you to know how important you are to the success of this year's campaign and to our collective ability to make a positive impact in Clallam County.

The purpose of this handbook is to equip you with the tools and resources you will need to run a successful and FUN employee giving campaign.

We have included best practices, guidelines, tips, FAQ's, and more - but please don't hesitate to reach out if you have questions, want to brainstorm, or are asked a question you don't know how to answer. We're here to make your campaign a success!



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ABOUT UNITED WAY OF CLALLAM COUNTY

United Way of Clallam County is committed to helping all residents of our community live safe, healthy, and productive lives. Our annual campaign raises funds to support United Way programs and local nonprofits that we call Impact Partners. These Impact Partners provide wrap-around services to more than 46,600 individuals and families in our community in the areas of Healthy Community, Youth Opportunity, and Financial Security. Giving to United Way is the most effective and impactful way to donate money in Clallam County. From early childhood education, to safe and affordable housing, to job training and career readiness, **United Way of Clallam County is a one-stop-shop for people who want to do the most good for the most people right here at home.**

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WHAT COORDINATORS DO

Thank you so much for agreeing to lead your company's workplace campaign! By doing so, you join a passionate group of change-makers and trailblazers creating a positive impact in our region. You will serve as a vital lifeline between your company and the thousands of individuals and families who benefit from United Way-supported programs. Campaign Coordinators engage coworkers by helping to plan, organize, and coordinate exciting Employee Giving Campaigns. Your role is to advocate for United Way within your company, helping coworkers understand the value of the work United Way does in Clallam County. Campaign Coordinator tasks include:

- Attending the United Way Campaign Coordinator Kickoff Meeting.
- Recruiting other staff members or a planning committee if needed.
- Meeting with your United Way liaison to discuss strategies, request materials, and develop a calendar of events for your campaign.
- Determining whether you need to run a combination paper/digital campaign, or a rollover campaign.
- Hosting a fun kickoff event at your company.
- Distributing campaign materials and pledge forms at the beginning of the campaign. Collecting pledge forms and submitting them to your United Way liaison when the campaign ends.
- Raising awareness about the campaign by conducting special events, challenges, partner agencies visits, or other events.
- Educating employees on the benefits of leadership giving (\$250+ per year).
- Wrapping up the campaign by announcing results, and thanking donors and volunteers.

What Coordinators Get

- The satisfaction of making a measurable impact in our community
- The development of important career skills
- The ability to network across all levels of your company
- The opportunity to showcase and improve your leadership ability

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THE NEED IN CLALLAM COUNTY

When inflation rises, the burden on financially strapped households is even greater. For those living in poverty, and those who work but don't earn enough to afford the basics of housing, child care, food, health care, and transportation, each day revolves around a series of impossible decisions.

There is a name for households that earn just above the poverty line but less than the cost of household essentials: **ALICE. Asset Limited Income Constrained Employed households are often one illness, one auto repair, one paycheck away from the brink.**

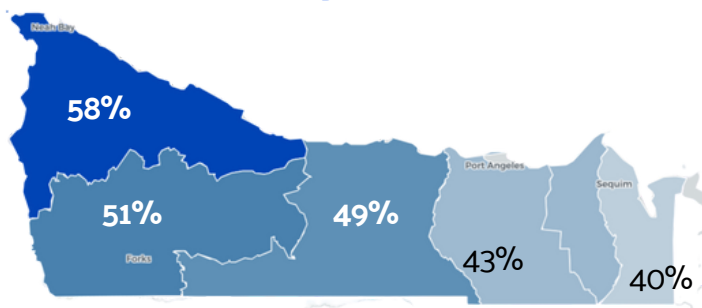
Living Below the ALICE Threshold

When we talk about households living “below the ALICE threshold,” we mean **both those living in poverty and those just above poverty who cannot make ends meet.** The following numbers represent the percentage of households (in each category or region) living below the ALICE threshold.

By Household Type

Single-female-headed with children	76%
Single-male-headed with children	56%
Single or cohabitating no children	37%
Married with children	23%

By Region



Ways Our Impact Partners Support ALICE Households

9am: A dad picks up a pack of diapers from **First Step Family Support Center** and finds out about additional resources to help his family's paycheck stretch through the end of the month.

12pm: An elderly man recently home from the hospital receives a delivery of pre-made meals through **Sequim Food Bank's** Welcome Home Food program.

2pm: A second grader is bussed to the **Boys & Girls Club** after school for a couple hours of safe and affordable childcare until her single parent is done with work.

4pm: A divorced mom meets with a volunteer from **Pro Bono Lawyers** about changing her parenting plan to prevent her children from being driven by their dad who was just arrested for a DUI.

6pm: A client of **Peninsula Behavioral Health** attends a support group as part of his wrap-around recovery process.

9pm: A family that has fled domestic violence, goes to sleep knowing they are safe, in temporary housing provided by **Mariposa House**.

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OUR IMPACT

We empower donors, volunteers, businesses, nonprofits, and community groups to invest in neighbors to improve quality of life for everyone in Clallam County. **Working together, we identify the community's most critical needs and implement collaborative, innovative solutions to improve lives in our region.** We focus our work in the following Impact Areas:

Impact Areas

HEALTHY COMMUNITY Improving health & wellbeing for all	Every person deserves the opportunity to live their healthiest life. At United Way of Clallam County, we help people overcome barriers to good health by improving access to nutritious food and quality health education and services , including preventative care , maternal and child health , mental health support , and more.
YOUTH OPPORTUNITY Helping young people realize their full potential	<p>Childcare & Early Childhood Education: United Way supports parents, caregivers, and communities to create early learning opportunities for young children.</p> <p>College & Career Readiness: United Way works across sectors to create opportunities for more young people to prepare for college and careers, empowering them to achieve their full potential.</p>
FINANCIAL SECURITY Building financial stability & strength	Everyone deserves the opportunity to earn a living that can sustain a family and build security for generations. That's why we're helping hard working families make ends meet while connecting them with the education , financial tools , and job training opportunities to empower them to create a better, more sustainable future for themselves and their loved ones.

Investment in Clallam County

\$868,421 Raised thanks to donors like YOU



1.5 MILLION Invested in Clallam County

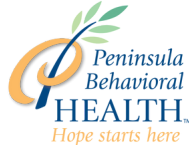


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IMPACT PARTNERS

Impact partners work directly within our three impact areas of **Healthy Community**, **Financial Security**, and **Youth Opportunity**. Each of these organizations has been carefully vetted and chosen because their work aligns with our mission to help everyone live safe, healthy, and productive lives. We support these organizations because we know that through them, our donors' dollars are making the biggest possible impact here in Clallam County.



A Focus on Impact

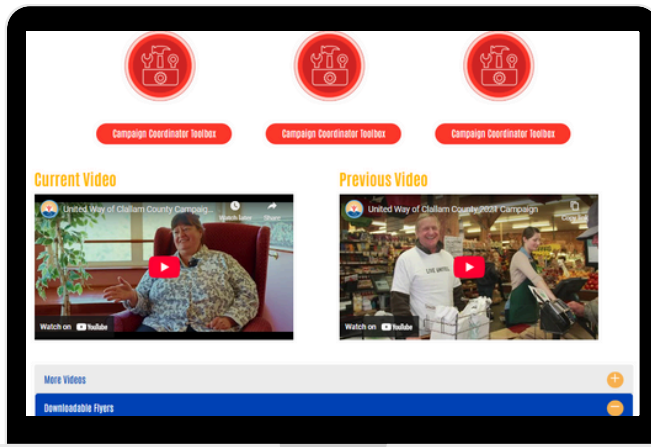
In fall of 2024, we conducted a survey to learn what the community sees as the most pressing issues facing Clallam County. United Way's Board of Directors compared the information we gathered to the work of our funded partners as well as several other factors. The result is a transition to a more strategic funding model, prioritizing fewer but more impactful investments. Beginning with the 2025-2026 grant year, we plan to award 10 to 15 high-impact grants. We believe this change will build a more sustainable, responsive, and impact-driven funding model.

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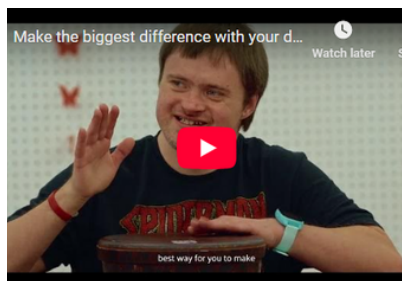
EMPLOYEE CAMPAIGN RESOURCES

Webpages



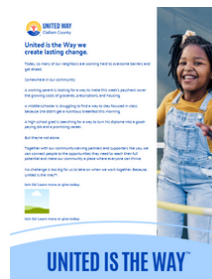
unitedwayclallam.org/employee-campaign
unitedwayclallam.org/employee-campaign-toolkit

Our Employee Campaign webpages house a wide variety of resources including:



- Campaign & special interest videos

- New United Way Logos



- Customizable templates & downloadable flyers

Employee Campaign Liaisons



Our Employee Campaign Liaisons are also excellent resources! Reach out to them for support as well as in-person presentations & activities.

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BEST PRACTICES

Work with Your Liaison

Whether this is your first or fifteenth employee campaign, your United Way liaison has ideas to help you succeed! They are constantly receiving updated information about the need in Clallam County as well as the impact of donor dollars. We encourage you to attend meetings with your liaison and read communications from them.

Showcase Support from Company Leadership

Your company leaders have partnered with United Way because they care about improving and transforming lives in Clallam County. Look for opportunities to showcase their support and keep them updated on the progress of the campaign. Do you need email templates? We have them!

Set a Goal

If you've run a campaign in the past, review that campaign's performance and set a challenging yet attainable goal for this year. Is this your first campaign and you're not sure where to start? Ask your liaison for help setting a goal that will motivate your team and build momentum!

Themes, Incentives & Special Events

Employee campaigns are most successful when they're fun and bring people together! Look to your company culture for inspiration but consider popular options like a campaign kickoff pizza party, dress down days, dunk tanks, and prize giveaways. Want more ideas? Contact your campaign liaison!

Invite a Speaker or Tour an Agency

Take the pressure off yourself and schedule a speaker from United Way to share information with your company about both the need and the impact of donor dollars here in Clallam County. Plus, there is nothing more impactful than hearing about the work our partners do from our partners themselves. Contact us if you would like to visit one of our partner agencies or have a representative visit your company to talk about the work they do in the community. It is an experience you'll never forget.

CAMPAIGN HANDBOOK



✓	PLAN	CAMPAIGN CHECKLIST	TARGET DATE
	Attend United Way Campaign Coordinator Kickoff Meeting.		
	Review the previous campaign performance to determine opportunities and challenges, and set goals.		
	Recruit other staff members or planning committee (if needed).		
	Meet with your United Way staff liaison to discuss strategies, request materials, and develop a calendar of events.		
	Send a "Campaign Kickoff" email to all staff announcing the upcoming campaign & promote internally.		
	Visit unitedwayclallam.org/employee-campaign-toolkit for materials and ideas.		
✓	EXECUTE		
	Host a kickoff event with a United Way staff presentation and video. Share your story. Why do you give? Distribute materials to all staff.		
	Conduct special events, challenges, volunteer opportunities, or schedule a tour of an agency. Share photos on your business social media and tag @unitedwayclallamcounty		
	Make sure every employee has the opportunity to give with either a paper pledge form or using the online workplace campaign pledge form.		
✓	WRAP UP		
	Collect pledge forms, calculate results, and submit results and all yellow copies of pledge forms to your United Way liaison. Submit white copies to your payroll department. Donors keep pink copies.		
	Review campaign results with your leadership, volunteers, and United Way liaison		
	Announce results and thank all donors for making an impact!		

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SOCIAL MEDIA GUIDE

Tags

Tag us in your Facebook and Instagram posts so that we can engage with and share them. This increased visibility for your company is a big benefit of hosting an employee giving campaign!

@unitedwayclallamcounty

Hashtags

Join the conversation and inspire others by using campaign hashtags in your posts. This can expand your reach and help you connect with new audiences.

#unitedistheway

#unitedwayclallamcounty

Post at Optimal Times

Timing matters. To maximize engagement, post when your audience is online. A free tool like Meta Business Suite will tell you when you Facebook and Instagram followers are most active.

Keep it Visual

Photos, especially those of happy and engaged people, will catch your audience's attention.

Simplify Content & Make it Personal

Keep your content clear and concise. Use simple language and avoid jargon to make your message accessible to everyone. Talk about how United Way's work aligns with your company's values. Whenever possible, speak concretely about the work United Way is doing. We've included sample language below that you're welcome to use.

Sample Language

What a great photo of our employees ramping up to give back! We're teaming up with @unitedwayclallamcounty to support our hardworking neighbors who are struggling to make ends meet.

(Company name) is proud to partner with @unitedwayclallamcounty to build a stronger community. We're off to a great start in our workplace campaign! Our goal is to raise \$_____!

We all win when kids succeed in school, families have a stable income, and communities are healthy. That's why (company) partners with @unitedwayclallamcounty to build a stronger Clallam County!

Today is the official kick off of (company)'s United Way Campaign! Supporting our community is one of our core values and that's why we support @unitedwayclallamcounty

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FAQ'S

How long should our workplace campaign run?

One to two weeks is usually sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

When should our campaign run and when do payroll deductions start?

Employee campaigns take place from September to December. Payroll deductions run from January 1 to December 31 of the following year.

How can employees give to United Way during an employee campaign?

Employees can: make a one time or recurring monthly pledge; give using a paper or digital pledge form; mail a donation to our PO Box; make a gift using cash, check, or credit card.

Can employees designate their gift to a specific nonprofit?

Yes. Employees can designate to any IRS-approved 501(c)(3). For designations to agencies not associated with United Way of Clallam County, a 10% processing fee may be deducted.

What is the most impactful way to give to United Way of Clallam County?

Giving to the Community Care Fund means that your gift will be invested in meeting the most crucial current needs in Clallam County, and that your donation will be distributed in a way that will make the greatest impact in our community.

What percentage of donations to United Way of Clallam County stay in Clallam County?

More than 98% of donations to United Way stay in Clallam County. We send approximately 1.5% of the money we fundraise to United Way Worldwide as a membership fee. In exchange, we receive training; campaign and marketing support; information about national trends; discounts on supplies; and more.

Are donations tax deductible?

Yes! United Way of Clallam County is an IRS-approved 501(c)(3) organization. All donors to United Way of Clallam County receive a receipt for their donation for their tax records.

How does an employee who gave last year, give again this year?

Employees must opt in to pledging each year; this is called "rolling over" their pledge. At the time of opting in, they may increase, decrease, or keep the amount of their donation the same as the previous year.

UNITED IS THE WAY



THANK YOU
For Leading an Employee Giving Campaign!

**UNITED IS THE WAY
TO A THRIVING CLALLAM COUNTY**



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