



YOUR ROLE AS AN EMPLOYEE CAMPAIGN CHAMPION (ECC)

WHAT IS AN ECC?

An Employee Campaign Champion (ECC) is a person who works closely with United Way of the Mid-South and leads your company's United Way campaign through planning, implementation and evaluation. As an ECC, you are the face of United Way at your company.

WHAT DOES AN ECC DO?

- Educates employees about United Way and provides opportunities for them to get engaged.
- Assembles a committee of ambassadors - your colleagues at work - who help you build support for United Way.
- Sets goals to increase giving and volunteering (number of participants, monetary goals).
- Holds a United Way kickoff and coordinates other special events.
- Determines if your company will donate through pledge forms or e-pledge. If using e-pledge, completes the e-pledge document.
- Distributes United Way materials and pledge forms to colleagues. Prepares and submits completed pledge forms to your United Way Development Manager.

BENEFITS OF BEING AN ECC:

- Showcase leadership and project management skills at work.
- Network with colleagues at your organization and other companies across the Mid-South.
- Create a positive impact in your community.

CAMPAIGN GLOSSARY:

YOUR TEAM

- **Campaign Committee:** a group of people at your company who help you educate colleagues about United Way and build support and excitement around the campaign.
- **Leadership Chair:** a Leadership Giver (contributes \$500 or more) at a company who encourages new and existing leadership givers during the campaign through special presentations, discussions and meetings.
- **Workplace Campaign Development Manager:** a United Way employee who assists you with campaign efforts, including year round activities.

PROCESS FOR COLLECTING PLEDGES

THE FOLLOWING INFORMATION IS REQUIRED IN ORDER FOR A PLEDGE FORM TO BE PROCESSED:

- Name and address
- Signature and date
- Total annual gift, form of payment (i.e. payroll deduction, credit card, etc.)
- Email address, so we can send updates on how your donation is being invested in our community

WHO KEEPS WHICH COPY OF THE PLEDGE FORM? (PAPER VERSION)

- **White copy:** Your organization's Human Resources or Payroll Department
- **Yellow copy:** Your United Way representative
- **Pink copy:** The donor

WHAT SHOULD I DO AT THE END OF THE CAMPAIGN?

- Collect all completed pledge forms, payroll deduction forms, and payments.
- Place all materials in the United Way Mid-South (UWMS) blue pledge envelope.
- Double-check that each pledge form is complete and signed.
- Contact your United Way representative to schedule a pickup of pledge forms, donations, and campaign paperwork.
- Your United Way representative can assist with completing any remaining paperwork, if needed.
- Thank your employees and volunteers for their generosity and participation.

WAYS TO SAY THANK YOU

Saying thanks and acknowledging participation are crucial to a campaign's success. Here are a few simple ways companies can thank their organization's Campaign Committee and the people who helped the campaign effort:

- Allow people who return their pledge forms to participate in a casual or jeans day
- Provide employees with paid time off to volunteer with United Way or one of its agency partners
- Hold a company-wide breakfast or lunch; have senior staff serve and thank employees
- Send a thank-you letter from the CEO to campaign committee members and contributors
- Thank campaign committee members by holding a special coffee break
- Host a special reception or recognition ceremony



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