

Online Guide

United Way Campaign 2020



Supporting our Community

- What Kind of Help does United Way provide?
- United Way of Randolph County focuses on three of the building blocks for a better life: **Education**, **Income** and **Health**. Below are the specific ways in which United Way targets our areas of interest.



Rollover of our Community Campaign

- As the world presses pause and we stay at a distance, our community is finding new ways to keep going and come together. Even when we're apart, we remain united in kindness, united in service and united in hope. With every new challenge, we see our community rise to the occasion. And now — more than ever — we need your help to meet this moment and respond to this crisis and our community's needs.
- We understand that everyone's situation is unique, and this year's annual campaign might need to look a little different in order to best meet your needs while still offering support to those most vulnerable in our community. Because of this, we are offering the option of a Rollover Campaign this year in place of a traditional one. As always, we appreciate your continued support of United Way of Randolph County



Rollover Campaign

WHAT IS A ROLLOVER CAMPAIGN?

- A Rollover Campaign takes your employee giving (payroll deductions and billing) from 2019's annual campaign and automatically rolls it over to the 2020 campaign including gift amount, type of pledge and any designations, unless any changes are specified by the employee. Any gifts that were made via cash, check or credit card are not eligible for rollover and would need to be made by the employee as a new gift. Any employee always has the option to make changes to their gift including an increase, decrease or other adjustment based on their personal situation.

Steps Involved to run a Rollover campaign

- **Complete and submit the confirmation form.** Confirmation form in the body of this PowerPoint to provide us with all the details needed to get started.
- **Define your timeline for when you want to run your campaign.** This looks a lot different than a traditional campaign. Right before your campaign, you will need to communicate to your employees the details and how they can make adjustments. We recommend about 2 weeks for notification of adjustments to their gift including designations or to increase giving.
- **Determine a point person for employees to contact regarding changes to their gifts or renewals for cash, check or credit card gifts.**
- **Reach out to new employees that have joined since the end of your 2019 campaign.**
- **Provide new staff with a United Way packet including a pledge form and brochure.**
- **Submit pledge forms to your United Way contact for any new employees or changes for existing donors at the end of your campaign.**



Rollover Campaign Confirmation

ROLLOVER CAMPAIGN CONFIRMATION

Our company/organization will implement a Rollover Campaign for the 2020 Annual Campaign. We understand that this means all employee pledges submitted for the 2019 will be continued flat for 2020, including designations, unless otherwise notified by the donor of any changes.

COMPANY/ORGANIZATION NAME: _____

CAMPAIGN COORDINATOR CONTACT: _____

EMAIL: _____ PHONE: _____

SIGNATURE: _____ DATE: _____

Return confirmation form to your United Way contact Elizabeth Mitchell at

elizabeth@uwrandolph.org



Campaign Envelope

Below is a copy of 2019 campaign envelope your company provided to United Way of Randolph County , this information includes number of employees, number of donors, and number of Caring Share givers , and corporate gift , this information is used to track giving trends for companies and industries, as well as our personal reporting purposes.

Copy Envelope?

PLEASE BE AWARE

Any gifts that were made via cash, check or credit card are not eligible for rollover and would need to be made by the employee as a new gift. Any employee always has the option to make changes to their gift including an increase, decrease or other adjustment based on their personal situation.

What tools can United Way provide

- **2019 Donor Information:** We will provide a spreadsheet with the details of your 2019 giving including donor name, amount and designations for ease of answering employee questions.
- **Communication Plan:** We will provide sample communication to help you inform your employees about the campaign as well as answer questions that might come up.
- Example email to send out to staff
- Brochures
- Success stories
- Posters
- Video
- Cards
- Pledge Forms

United Way Agency Partners

EDUCATION

4H- Focuses on Character Development for youth through clubs that provide learning opportunities and service to our community.

Boy Scouts- Scouting prepares young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. Youth participate in age specific activities within their Cub Packs, Scout Troops, or Venture Crews across Randolph County.

Communities in Schools- Connects community resources and volunteer mentors with schools to help young people successfully learn, stay in school, and prepare for life.

Central Boys and Girls Club- (Old Central School Gym) After School and summer programs for youth in Asheboro - particularly in the Eastside and Coleridge area.

Girls Scouts Peaks to Piedmont - Tarheel Triad Council. Hundreds of girls attend resident and day camps during the summer months and, during the rest of the year, attend troop meetings that emphasize values, education, leadership development, and career exploration.

Partnership for Children- Our purpose is to ensure all children enter school healthy and ready to succeed. Provides 20 different programs in the areas of early education, quality childcare, school readiness, health, and family literacy which directly impact more than 5,000 children each year and every geographic area of the county.

INCOME

American Red Cross- Providing emergency assistance to victims of natural and man-made disasters, lifesaving training and educational programs, services to military families and blood collections. We help people prevent, prepare for and respond to emergencies.

Christians United Outreach Center- Provides short-term crisis assistance with food, clothing, utility payments, rent, and other basic needs as well as shelter for homeless individuals and educational support for individuals trying to become less aid dependent by taking budget classes and job skill training .

Path of Hope - Path of Hope can best be described as a safe, secure environment in which people who suffer from alcohol and drug addictions can begin and maintain their recovery process. Addiction is a three-fold illness (physical, mental, and spiritual) and unless all three areas are treated, a person's life can not become manageable. Path of Hope operates facilities in Lexington and Asheboro.

Salvation Army - Offers programs of food and clothing for the needy, fuel assistance in the winter, and disaster relief.



United Way Agency Partners (Cont.)

HEALTH

Ash-Rand Rescue- A highly trained and state certified organization providing emergency rescue and medical services to all areas of Randolph County.

CARE- (Child Abuse Reduction Effort) Educates second graders in recognizing child abuse and thereby seeks to prevent it. Specially trained members of the Randolph County Sheriff's Office conduct the program.

Legal Aid - Provides civil legal assistance to low-income individuals who lack the means to employ private legal counsel.

Merce Family Health Care - Randolph Family Health Care, located at the MERCE Health and Dental Centers, offers primary family medical and dental care to all Randolph County residents. We accept all major insurance policies, such as BCBS, United Health Care, as well as Medicaid and Medicare. Our practice also offers sliding fee plan for uninsured patients..

Randolph Senior Adults Association- Operates 4 Senior Centers, Adult Day Care, Information & Assistance, and RCATS transportation that provide support services to elderly and disabled residents including meals-on-wheels, congregate lunch, medical and general trips, prescription assistance, caregiver respite, outreach and advocacy.

Regional Consolidated Services- Regional Consolidated Services Provides In-Home Assistance with personal care and house-keeping services. In our attempt to complete the circle of care we will also provide respite for the caregiver. In addition to this services we use volunteers to provide minor home repairs making it possible for disabled elderly to remain in the comfort of their homes.

YMCA Asheboro/Randolph- Offers traditional recreation programs of basketball, swimming, soccer, and aerobics, and classes for the physically and developmentally handicapped and for senior adults.



Finding the Help you need

Dial 2-1-1 to connect with a network of over 18,000 resources to help you when you need it most. It's a free, confidential, 24-hour/day resource when you need help.

What Does 2-1-1 Offer Help With?

1. affordable high-quality childcare/after-school care;
2. counseling and support groups;
3. health services;
4. food, clothing and housing and
5. services for seniors and the disabled.

Is my community covered in the service area?

2-1-1 covers more than 87% of North Carolina, including Randolph, Davidson, Guilford, and Forsyth. If you have an employee who is concerned about coverage, you can visit www.nc211.org to view a comprehensive map.

How is United Way involved?

United Way of North Carolina partners the United Way of Randolph County to provide 2-1-1 services to our community. The 24-hour/day centers employ compassionate staff to deliver one-on-one services to thousands of individuals every month.



Finding Help

Dial 211 to connect with a network of over 18,000 resources right here in North Carolina. Our agency partners can assist you with:

Food • Housing • Counseling
Health Care • Child Care
Senior Services
Volunteer Opportunities

DIAL



Help Starts Here.

www.NC211.org
Dial 211 or Toll Free
888-892-1162



FREE / CONFIDENTIAL
24 HOURS / 7 DAYS A WEEK / ANY LANGUAGE

Using technology in your Campaign

www.uwrandolph.org



Check us out on the United Way of Randolph County website for additional information and the latest campaign news and resources.

We can personalize e-mails for your company to distribute to employees. Please call your United Way contact for further details. Also, make sure that you are receiving our regular updates via e-mail.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

Thank YOU

Thank you for leading the way at your company for United Way. Your CEO has entrusted you with an opportunity to make a big difference in thousands of lives across our community and to raise your company's spirits and community recognition, and we are here to support you in any way we can.

Your United Way staff contact will be in touch soon to arrange a time to talk about the upcoming campaign plans at your company. Please let us know how we can help to make this the most successful and fun campaign yet.

