

UNITED IS THE WAY

2026 Employee Campaign Manager Toolkit



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A quick guide to leading a successful United Way employee campaign and engaging your team along the way.

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INTRODUCTION

Serving Bedford, Cannon, Coffee, Lincoln,
Moore, Rutherford, and Warren counties

A LETTER FROM THE CEO

Thank you for serving as an Employee Campaign Manager for your workplace's United Way campaign. Your role is key to helping your team come together in support of our community.

Across South Central Tennessee, many households are working hard but still struggling to afford the basics. Challenges like childcare, housing, healthcare, and financial stability are often connected—and difficult to solve alone.

That's why this campaign matters. When your coworkers participate, you're helping support a coordinated network of local programs working across education, health, and financial stability to create lasting change.

As an ECM, you make it possible for others to get involved—whether through giving, volunteering, or learning more about the work happening in our community. Your leadership helps turn individual participation into collective impact.

Thank you for your time, your effort, and your commitment to this work. We're grateful for your partnership and are here to support you every step of the way.

Sincerely,



Kristen Swann

President and CEO

United Way of South Central Tennessee

MEET OUR TEAM

Meet the Development team here to support your workplace campaign and help you every step of the way as an Employee Campaign Manager.



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WHO WE ARE

The United Way of South Central Tennessee improves lives by advancing opportunities for education, health and financial stability for all. Our local United Way is unparalleled in its power to convene partners, providers, and resources to address the needs of our community for 70 years. We serve seven counties, 51 zip codes, and approximately 550,000 individuals that call this community home.

Our Mission

The United Way of South Central Tennessee improves lives by advancing opportunities for education, health and financial stability for all.

Our Vision

To be the primary community solutions leader for human services.



Building Thriving Communities

Youth Opportunity



Everyone deserves the opportunity for education and access to knowledge. We make that possible by empowering parents to support their children, improve the quality of their environment, and offer solutions to challenges outside the classroom.

Healthy Community



A community is only as healthy as the people who call it home. With your help, parents will have access to quality care, be given the essential tools to raise healthy children, and be provided resources to better their mental and physical health.

Financial Security



Everyone should have the opportunity to improve their economic status. We fight to give people the tools to better manage their money, get on solid financial ground, and find potential for long-term financial stability.

Community Resiliency



A resilient community utilizes its resources effectively to minimize the impact of a disaster and facilitate a smooth return to normal life. With your help, we are maximizing both our resources and our impact to build a community that will continue to thrive.

PROGRAMS + SERVICES

Community support powers our direct services and programs to address the immediate needs of today and build long-term solutions for tomorrow.

KEY  Bedford  Cannon  Coffee  Lincoln  Moore  Rutherford  Warren



211 is a free and confidential service that connects people to the local resources they need. 211 can be accessed by phone or computer. A toll-free call to 211 connects you to a community resource specialist in your area who can put you in touch with local organizations that provide critical services that can improve—and save—lives. 
yourlocaluw.org/211



Tennessee Benefit Kitchen is a free screener that all Tennesseans can use to determine eligibility for several tax credits and many federal, state and local public benefits—and to access the application sites to apply for those for which they qualify. 
app.benefitkitchen.com



Your local **Imagination Library** builds a foundation for reading and learning for ALL children from birth to age five in Rutherford and Cannon counties by providing a new, age-appropriate book each month at no cost to the families enrolled. The United Way of South Central Tennessee serves as the local sustaining partner of Dolly Parton's Imagination Library, in partnership with the Governor's Early Literacy Foundation. 
yourlocaluw.org/imaginationlibrary



The **Launch Point** initiative connects local industry and community partners to help remove barriers to families obtaining and maintaining living wage employment. Success coaches work with families to identify their goals, develop a plan and connect families to the unique resources needed to thrive. 
yourlocaluw.org/launchpoint



Volunteer Connect, presented by Volunteer Bank, is an online platform that connects teams and individuals to volunteer needs from more than 60 agencies in our community. Volunteers can track hours, filter opportunities, and connect with agencies to give their most valuable asset - their time. 
unitedwayvolunteer.org



The **Volunteer Income Tax Assistance (VITA)** program is a financial stability initiative of the United Way of South Central Tennessee. IRS-certified United Way volunteers provide free, basic income tax return preparation with electronic filing to qualified individuals each tax season. 
yourlocaluw.org/vita

FUNDED PARTNERS 2026-2027

We hold ourselves and our partners accountable to show impact in measurable and lasting ways. We strategically invest in programs and services that support ALICE families and create thriving communities in our seven-county region.



KEY Bedford Cannon Coffee Lincoln Moore Rutherford Warren

Alive Hospice
 Bedford County Schools
 Boys & Girls Clubs of Rutherford County
 Caregiver Relief Program of Bedford County
 CASA of Cannon County
 Catholic Charities of TN
 Centerstone of TN
 Child Advocacy Center of Rutherford County
 Children's Advocacy Center for the 31st Judicial District
 Communities In Schools of TN
 Community Clinic of Shelbyville and Bedford
 Community Development Center
 Community Helpers of Rutherford County
 Domestic Violence & Sexual Assault Center
 Doors of Hope
 Haven of Hope
 HOME (Homeless of McMinnville Effort)
 Hospice of Highland Rim Foundation
 Imagination Library of Coffee County
 Interfaith Dental of Rutherford County
 Kids of the Community
 Kymari House

Legal Aid Society of Middle TN and the Cumberland
 Mindful Care
 Moore County Resource Center
 Murfreesboro Cold Patrol
 Nurses for Newborns
 Partners for Healing
 Persist Nashville
 Raising Resilience TN
 Read To Succeed
 Rutherford County Schools
 Second Harvest Food Bank of Middle TN
 Special Kids
 STARS Nashville
 Stepping Stones Safe Haven
 The American Red Cross, Heart of Tennessee Chapter
 The Journey Home
 The Salvation Army Murfreesboro
 The Storehouse Food Pantry
 Thriving Communities (Second Harvest, Archie's Promise)
 Thriving Together TN
 Upper Cumberland Human Resource Agency
 Warren County Home Delivery Meals (Meals on Wheels)

*Partners funded July 1, 2026 through June 30, 2027 through the United Way of South Central Tennessee Community Investment Fund

HOW DOES UNITED WAY WORK?

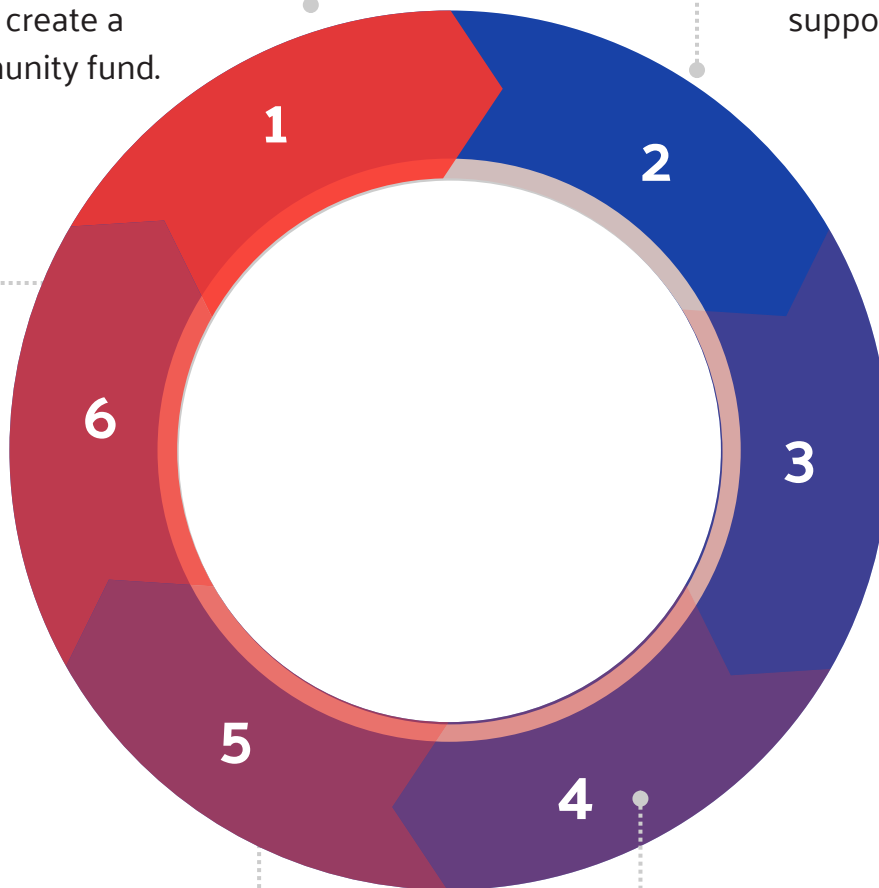
Here's how your gift moves from your hands into the programs and people who need it most.

Give

Individuals, companies, and employees give through workplace campaigns or direct gifts. Together, those contributions create a shared community fund.

Assess

United Way uses local data, partner insight, and lived experience to understand the community's most pressing needs. This helps identify where support is needed most.



Impact

Outcomes are measured and results are tracked over time. Learnings are used to improve future investments and increase community impact.

Engage

Local volunteers and community leaders help review needs and guide funding priorities. Their input ensures decisions reflect community voice and lived experience.

Partner

United Way works alongside nonprofit and community organizations that deliver funded programs, including emergency assistance, job training, youth support, and more.

Invest

Funds are strategically invested in trusted local programs based on impact, accountability, and alignment with identified needs.

OUR VALUE

In South Central Tennessee, **nearly half of all households are working but still can't afford the basics**. They're our coworkers, our neighbors, our friends – and they live one car repair or medical bill away from crisis.

ALICE families don't just face one challenge. They face several, all at once. A mom working two jobs still can't afford child care. Without child care, she can't take a better job. Without better pay, she can't move to a healthier home. And over time, her children's school performance begins to suffer.

That's why a gift to United Way is different. Instead of solving one piece of the puzzle, **your donation funds a coordinated network of programs across education, health, and financial stability** – so families get the full support they need to not just get by, but to build a path forward.

United Way Multiplies the Impact of Your Investment Because We Are:



Connected

Your gift works across housing, food, health, and financial stability because real change takes more than one solution.



Local

Every dollar stays in our community, supporting the people who live and work right here in South Central Tennessee.



Trusted

We rigorously evaluate and monitor every program we fund, so you can be confident your gift is making a real impact.



Transformative

We invest in solutions that address root causes – helping families move from short-term stability to long-term success.

WHO DOES UNITED WAY SERVE?



Meet ALICE. **ALICE (Asset Limited, Income Constrained, Employed)** represents working families & individuals who earn above the Federal Poverty Level, but below the true cost of living in their community - as measured by the Household Survival Budget which calculates the county-level cost of household basics, including:

- Housing
- Food
- Transportation
- Childcare
- Healthcare
- Taxes

Workers below the ALICE Threshold often perform the jobs that keep our economy functioning smoothly – they are child care providers, food service workers, cashiers, teachers, and more. Every month, they face impossible decisions such as paying for childcare or falling behind on their utility bill.

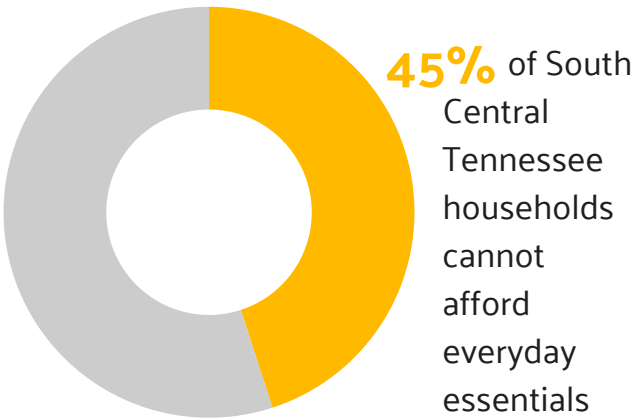
These are your coworkers, your customers, your neighbors. When they're one unexpected bill away from crisis, the whole community feels it.



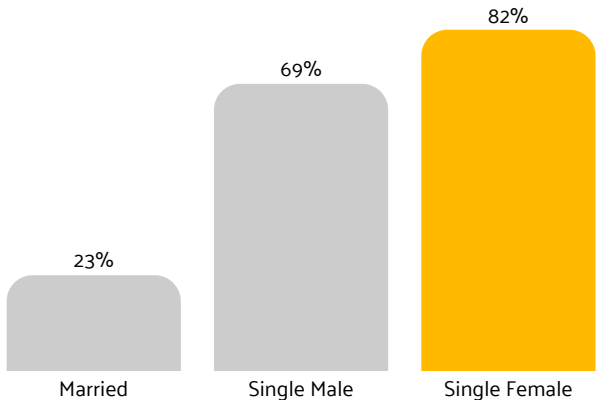
Scan to learn more about ALICE in Tennessee

ALICE by the Numbers

ALICE Survival Budget (2 adults, 2 kids)	
Annual Total	\$75,060
Monthly Total	\$6,255



82% of families led by a single mother live below the ALICE threshold





CAMPAIGN OVERVIEW

Serving Bedford, Cannon, Coffee, Lincoln,
Moore, Rutherford, and Warren counties

WHAT IS A WORKPLACE CAMPAIGN?

A United Way giving campaign is a workplace-led initiative where staff come together to support their local community through:

- Payroll deduction giving or one-time donations
- Peer-to-peer fundraising and team challenges
- Volunteer days and community engagement events

These campaigns are easy to launch and designed to fit your workplace culture – whether you keep it simple or build it into a signature event. They're a powerful way to boost employee engagement while making a real impact in your community.

Importantly, every dollar raised and every hour volunteered stays local, helping neighbors access the resources they need to thrive. When your team gives together, it sends a clear message that your organization is invested in the health and well-being of the community you call home.



WHY RUN A WORKPLACE CAMPAIGN?

Employee giving campaigns bring your workplace together to create real change in your community.

Your community needs it.

Nearly half of our neighbors are struggling to make ends meet, and that affects families, schools, and local workplaces. Every dollar raised and every hour volunteered stays local, supporting food, housing, and financial stability.

Your coworkers want it.

People want their work to have purpose. Nearly 9 in 10 Gen Z and Millennial employees say purpose matters to their job satisfaction and well-being (Deloitte, 2024). A giving campaign gives your team a simple way to act on that together.

Make every dollar go further.

When you give together with your coworkers—and alongside thousands of other donors across the community—your impact grows. Individual gifts combine into a shared community fund that can meet urgent local needs.

We make it easy.

United Way provides ready-to-use campaign materials, volunteer ideas, and employee engagement tools. Our team is with you every step of the way to help you build something that works for your workplace.



HOW TO GIVE

Give how it works for you with simple, flexible options through your workplace, making it easy to support your community all year long.



Payroll Deduction

Give a small amount from each paycheck—automatic, easy, and steady. It adds up over time and joins with others to fund real solutions across our community.



One-Time Gift

Make a single contribution whenever it works for you. It's a simple way to respond to immediate needs and support the work happening right now.



Recurring Gift

Set up a monthly gift that runs in the background—like a subscription, but for your community. It's a consistent, flexible way to stay connected to impact all year long.



GIVE TODAY!

ROLES & RESPONSIBILITIES

Understanding your role is the first step to a successful campaign.

Employee Campaign Manager (ECM)

You lead your workplace campaign with support from United Way, bringing your team together around a shared purpose.

Your role:

- Plan your campaign timeline and format
- Partner with United Way to set goals and strategy
- Build leadership & team support
- Promote participation across your workplace
- Track progress and encourage engagement
- Celebrate and thank your team

United Way

We support you every step of the way and make it easy to run a successful campaign.

We provide:

- 1:1 planning and goal support
- Campaign tools, templates, and messaging
- Impact stories, speakers, and videos
- Digital giving tools and QR codes
- Event and engagement ideas
- Progress tracking and reporting support
- Ongoing guidance throughout your campaign





CAMPAIGN TOOLS

Serving Bedford, Cannon, Coffee, Lincoln,
Moore, Rutherford, and Warren counties



UNITED WAY
South Central
Tennessee

CAMPAIGN CHECKLIST

Follow these steps and you'll move through your campaign with confidence from the first email to the final report.

Before the Campaign

- Attend United Way ECM training
- Set campaign dates, format, and participation goals
- Secure leadership support and buy-in
- Meet with United Way to plan and align strategy
- Recruit a campaign team or committee
- Promote the campaign and share key dates and events

During the Campaign

- Launch with a kickoff event (with United Way or partner speakers)
- Host engagement events (lunch & learns, team activities, etc.)
- Ensure employees have access to giving materials and tools
- Send regular updates, reminders, and goal progress
- Share stories and local impact to keep momentum going

After the Campaign

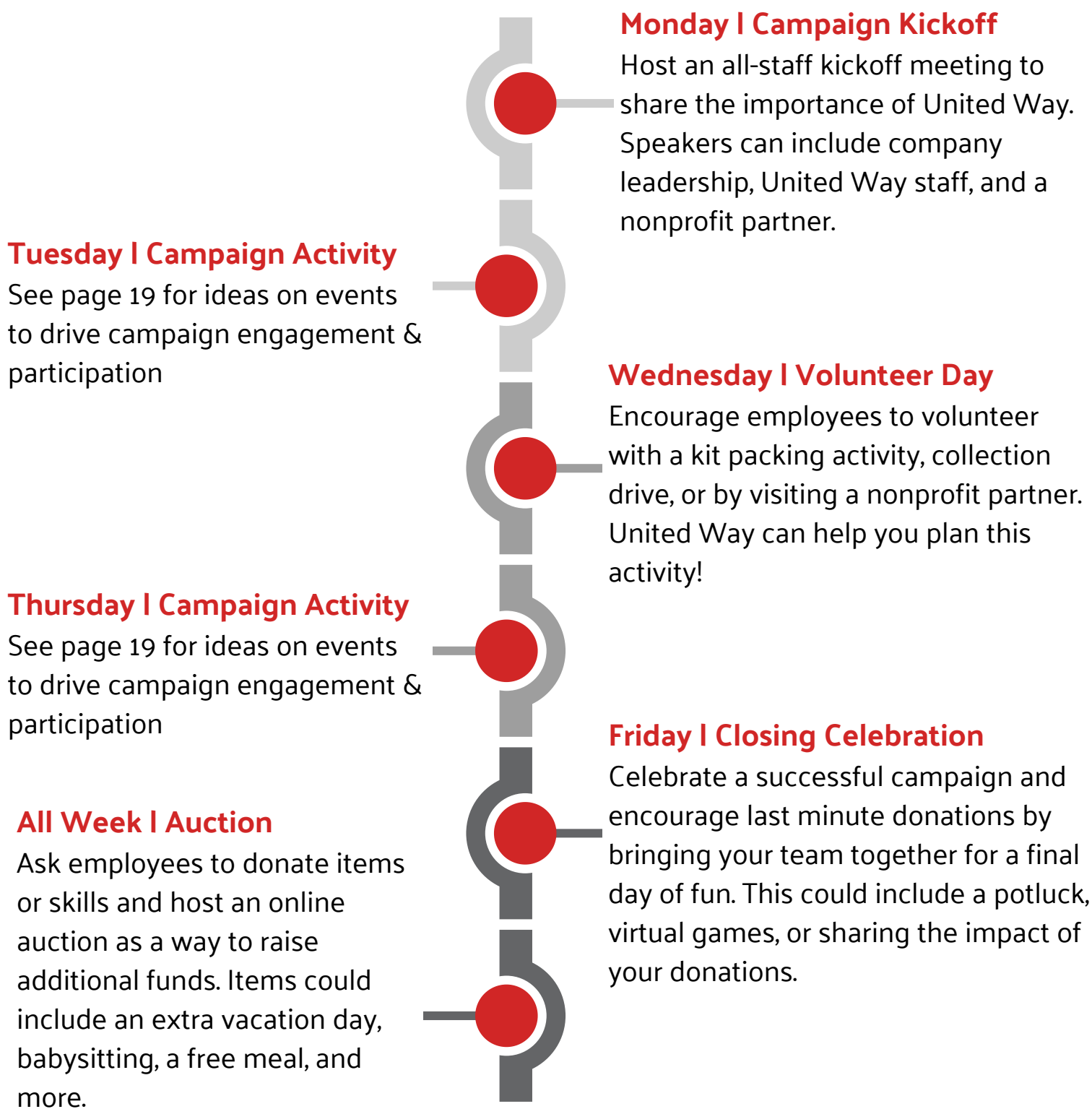
- Confirm all pledges and donations are collected
- Review results and submit final report to United Way
- Share campaign highlights on internal or external channels
- Thank employees and celebrate participation
- Announce results across your organization
- Debrief with United Way to reflect and improve

Throughout the Year

- Share United Way updates and impact stories
- Promote volunteer opportunities and events
- Host donation or collection drives as needed
- Invite United Way to engage with employees
- Schedule nonprofit partner tours or site visits

SAMPLE CAMPAIGN TIMELINE

Most campaigns run one to two weeks. Use this as a model and adapt the pace to fit your workplace.



BEST PRACTICES & IDEAS

United Way employee campaigns are most successful when they are visible, engaging, and give everyone a way to take part—through giving, learning, and connection.

Launch & Momentum Builders

- Kickoff event (breakfast, lunch, or all-hands meeting)
- Leadership “why I give” message
- Live campaign tracker (digital or physical)
- Swag or snack kickoff surprise

Communication & Visibility

- Weekly campaign updates and progress emails
- QR codes for quick, easy giving access
- Slack/Teams messages with impact stories and reminders
- Mid-campaign leadership thank-you messages
- Countdown or progress tracker in shared spaces
- Pop-up tables with information and giving support

Special Events

- Jeans day or casual dress days
- Chili cook-off, bake sale, or potluck lunch
- Trivia, bingo, or team games
- Raffles or silent auctions tied to participation
- Volunteer day with a nonprofit partner
- Pack-a-thon (school kits, hygiene kits, etc.)
- Leadership “challenge” event (e.g., dunk tank)

Friendly Competition

- Department participation challenge (highest % wins)
- Payroll giving leaderboard
- “Most improved” participation recognition
- Matching gift challenge days (leadership or sponsor matches)
- Weekly mini-challenges tied to participation

Incentives & Recognition

- Raffles (gift cards, tickets, or experiences)
- Time-based rewards (extra PTO, half-day off, jeans passes)
- Leadership perks (lunch with CEO, reserved parking spots)
- Team rewards (celebration lunch for top participation groups)
- Public recognition (email, digital board, or wall of thanks)
- Surprise drops (coffee, snacks, or team treats)
- Company swag (shirts, hats, etc.)

Impact Connection

- Short videos from local nonprofit partners
- “Your Dollar at Work” visuals or one-pagers
- Employee donor spotlights (“Why I Give”)
- Guest speaker from a funded agency
- Breakroom info slides or impact displays
- QR codes linking to real community stories
- Host an ALICE simulation with United Way

FREQUENTLY ASKED QUESTIONS

Your coworkers will have questions. This guide equips you to educate and advocate.

What is United Way?

United Way brings people and resources together to strengthen our community. We invest in local programs that help individuals and families build stability through education, financial support, and access to health services – creating lasting change so people can thrive.

Is United Way a local organization?

Yes. Each United Way operates independently, focused on its own community. Decisions are made locally, partnerships are local, and your donation stays here.

What problems does United Way solve?

Many families in our community struggle with the cost of living – childcare, stable housing, healthcare, and financial stability. United Way addresses these root causes to create lasting solutions.

Why should I trust United Way with my donation?

We've partnered with community leaders, volunteers, and nonprofits for over 70 years. We vet programs, track results, and stay accountable to our community.

Is my donation tax-deductible?

Yes. United Way is a qualified nonprofit, and your contribution is tax-deductible as allowed by law.

Can I choose where my donation goes?

Yes. You can direct your gift to a specific focus area, program, or nonprofit partner – or trust United Way to invest it where it's needed most.

Why is participation important, even if I give a small amount?

Every gift adds up. When many people give what they can, United Way can fund more programs and reach more families.

Why not just donate directly to a nonprofit?

You absolutely can. What makes United Way different is that one gift supports a coordinated network of local programs addressing education, health, and financial stability – tackling multiple needs at once.

How does United Way decide how funds are invested?

Local volunteers, community leaders, and data guide our decisions. We invest in trusted partners and programs with measurable impact.

How else can I get involved besides donating?

You can volunteer, attend events, or advocate for issues that matter in our community. Every form of involvement makes a difference.

SAMPLE EMAILS

1. Before the Campaign (Announcement)

Subject: Get Ready. Our United Way Campaign is Coming Soon

Hi team,

Our United Way campaign will kick off on {insert date} and run through {insert date}. United Way works right here in {insert county} to support working families - half of whom struggle to make ends meet.

You'll have the chance to give, volunteer, and hear directly from the people your support impacts. We'll share everything you need to participate as the campaign gets underway.

I'm excited to share more details soon!

[Insert Signature]

2. Campaign Kickoff

Subject: Our United Way Campaign Starts Today

Hi team,

Today's the day – our United Way campaign is officially underway!

United Way works right here in {insert county} to support working families – helping them access early learning, financial stability, and essential resources. Every dollar you give stays local and funds programs carefully selected for impact.

Ready to get involved? Here's everything you need: {insert campaign link}

Thank you for being part of this. Together, we can make a real difference in our community.

[Insert Signature]

3. Mid-Campaign Reminder

Subject: We're Halfway There

Hi team,

We're halfway through our United Way campaign – thank you to everyone who has already participated. Your support helps families in {insert county} access early learning, financial stability, and essential resources they need to thrive.

If you haven't gotten involved yet, there's still time. We have {X} days left – here's everything you need: {insert campaign link}

Let's finish strong together.

[Insert Signature]

SAMPLE EMAILS

4. Last Call

Subject: Last Chance to make an impact

Hi team,

Our United Way campaign closes on {insert date} – and there's still time to get involved before we wrap up. Your support helps families in {insert county} access early learning, financial stability, and essential resources. Every bit of participation makes a difference.

Don't wait – here's everything you need: {insert campaign link}

Thank you for helping make a difference right here at home.

{Insert Signature}

5. After the Campaign (Thank You)

Subject: Thank you for your impact

Hi team,

Thank you for supporting our United Way campaign. Because of you, more families in {insert county} will have access to early learning, financial stability, and essential resources – right here in our community.

We're proud of what we accomplished together this year. Stay tuned for an update on our campaign results!

{Insert Signature}



GOAL SETTING WORKSHEET

Complete and return this page to United Way so we can help you achieve your campaign goals.

About Your Campaign

Company

ECM Name

ECM Email

Campaign Start Date

Campaign End Date

2025 Results

Total Pledged

of Donors

Ask our team if you don't have these numbers!

2026 Goals

Total Pledged

of Donors

How Can United Way Help?

Select all that you need to help you achieve your campaign goals.

☐ Paper pledge forms

☐ Online giving portal setup

☐ Branded campaign posters

☐ PowerPoint slides / local impact & programs info

☐ Speaker at campaign kickoff (in-person or virtual)

☐ Tabling event with nonprofit partners

☐ Nonprofit partner site visit

☐ ALICE simulation for employees

☐ Goal-setting coaching

☐ Volunteer opportunities

YOUR DOLLARS AT WORK

Giving a little goes a long way with United Way.

Every dollar given to your local United Way is invested back into your local community in the most strategic and impactful areas of need. The examples below show how far the impact of your contribution can go when invested in United Way.

\$1*

provides one year of books for a child through the Imagination Library

\$2*

purchases appropriate winter apparel for an individual in need

\$3*

supplies access to a full week of nutritious groceries for an individual

\$4*

pays a week of affordable Quality Childcare for a child, allowing their parent to work

When you give to United Way of South Central Tennessee, you're making a difference in your local community. United Way of South Central Tennessee fights for the health, education and financial stability for every person in Bedford, Cannon, Coffee, Lincoln, Moore, Rutherford, and Warren counties.

Your gift, no matter the size, is an investment in the lives of your neighbors and the well-being of our community.

*per pay period, reflective of a bi-monthly pay period schedule.



THANK YOU!

Your leadership makes our work possible, and your effort makes it possible for thousands of families across South Central Tennessee to access the support they need to thrive.

Serving Bedford, Cannon,
Coffee, Lincoln, Moore,
Rutherford, and Warren counties



UNITED WAY
South Central
Tennessee

UNITED WAY OF SOUTH CENTRAL TENNESSEE PLEDGE FORM



CONTACT INFORMATION

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. Full Name: _____ Employer: _____

☐ Spouse's Name: _____ Published Name(s): _____

☐ I wish to keep my gift anonymous

Home Address: _____ City: _____ State: _____ Zip: _____

Cell Phone: _____ - _____ - _____ Date of Birth: ____/____/____ Gender: _____

(United Way only uses personal information to acknowledge your gift, provide necessary tax receipts, record donor demographics, etc.)

Home Email: _____ Work Email: _____ Preferred Email: ☐ Home ☐ Work

☐ I have included United Way in my will or estate plan.

☐ I am interested in including United Way in my will or estate plan.

ONE TIME GIFT

Select donation amount.

- ☐ \$5,000
- ☐ \$2,500
- ☐ \$1,000
- ☐ \$500
- ☐ \$250
- ☐ Other \$ _____

Select method of payment.

- ☐ Payroll Deduction
I want to contribute \$ _____.
- ☐ Check Enclosed
Check #: _____
Date: _____
- ☐ Cash Enclosed

RECURRING GIFT

☐ Payroll Deduction

I want to contribute \$ _____ each pay period.

I am paid:

- ☐ Weekly (52 times annually)
- ☐ Bi-Weekly (26 times annually)
- ☐ Semi-Monthly (24 times annually)
- ☐ Other: _____

For credit card donations (one time or recurring), please use your campaign's giving link or visit yourlocaluw.org/give to complete your payment.

MY DESIGNATION

☐ I want United Way to invest my gift in the Community Fund for the greatest impact.

OR

☐ I want my gift to go to the following impact areas:

- ☐ Community Resiliency
- ☐ Financial Security
- ☐ Healthy Community
- ☐ Imagination Library (Cannon)
- ☐ Imagination Library (Rutherford)
- ☐ Youth Opportunity

OR

☐ I want to designate to a specific 501(C)(3), or another United Way. (A \$50 minimum is required for each designation. **Both EIN Number & Agency name are required.**)

Designations may only be made to 501(c)(3)s by providing their government designated EIN number and agency name below. United Way only honors designations to 501(c)(3)s. If EIN is not legible or complete, or if the organization is not a 501(c)(3), United Way reserves the right to redirect your investment to its Community Impact Fund. Designations below \$50 will be applied to the United Way's Community Impact Fund. UWSCTN is not able to monitor how agencies use designated gifts. Contributing to the Community Impact Fund or toward the Bold Goals 2030 allows UWSCTN to ensure that gifts are used to drive measurable change in human services.

EIN # ____-____-____ Agency Name _____
(Required) (Required)

TOTAL PLEDGE GIFT:

SIGNATURE: (Required)

DATE: _____

Account # (for staff use only) _____

Please make a copy for your records.