

Employee Coordinator Handbook

Last Updated: 2026

Who is the United Way of Monongalia and Preston Counties?

United Way fights for the health, education, and financial stability of every person in Monongalia and Preston counties.

Mission Statement: The United Way of Monongalia and Preston Counties enhances the quality of life in our community by helping those in need.

Vision Statement: The United Way of Monongalia and Preston Counties will be the leader in building a stronger and healthier community by developing resources and creating partnerships to empower individuals to improve their lives.

Why Give to the United Way of Monongalia and Preston Counties?

Giving to United Way is a way to invest in the **community as a whole**.

Rather than choosing just one organization or one issue, your gift helps support a network of local programs working to address the needs of people throughout Monongalia and Preston Counties.

United Way brings community partners together, identifies areas of need, and helps direct resources toward local residents in need.

Why Not Give Directly to Local Nonprofit Organizations?

You can, and we encourage people to support the organizations they care about. Direct giving is an important part of a strong nonprofit community.

Giving to United Way offers a different opportunity. Your donation becomes part of a larger community investment that supports multiple local programs and addresses a broader range of needs.

United Way also works to keep administrative costs low. **Only 7% of campaign dollars are used for overhead**, helping stretch your donation farther and allowing the vast majority of your gift to be invested back into the community.

United Way of Monongalia and Preston Counties
278C Spruce Street, Morgantown, WV 26505

(304) 296-7525 | Questions? Contact Rachel@unitedwaympc.org | www.unitedwaympc.org

Where Does the Money Go?

Your donation stays local.

Campaign dollars raised through United Way of Monongalia and Preston Counties are invested in our local community to help address the needs of our neighbors.

United Way staff facilitate and support the process, but **do not participate in deciding which organizations are funded or the amount they receive.**

How Is the Money Distributed to Other Nonprofit Organizations?

Local nonprofit organizations and programs seeking United Way funding submit requests for consideration. Those requests are reviewed by a team of **12 community volunteers** who evaluate the requests based on community needs and the impact of the programs.

The volunteer team determines which programs receive funding and how much is allocated.

United Way staff help administer and facilitate the process, but **the funding decisions are made by community volunteers.**

This approach helps ensure that United Way dollars reflect the priorities and needs of the communities we serve.

THE FLOW OF FUNDS

How United Way's
Citizens' Review Committee
makes allocation decisions

United Way raises funds
in its annual campaign.



Nonprofits in Mon
and Preston counties
with health and human
service programs apply for
United Way funding by filling
out an applications by the
deadline. Organizations must
include financial reports, including
a financial review or an
up-to-date audit, during
this process.



UNITED WAY
Monongalia and
Preston Counties

United Way assembles
the Citizens' Review
Committee, a team of
12-18 community
volunteers. These
volunteers are the ones
who will review the applications
for program funding.

The volunteers do
site visits at the
organizations to learn
more about them and how
they work. They fill out a
score sheet for each org.



After the application deadline
has passed, the United Way
staff assigns the Citizens'
Review volunteers to do visits
at the organizations.



The Citizens'
Review Committee
meets for many
evenings to examine
board governance,
organizational
management, finances,
and program
outcomes about each
nonprofit asking for
funding. A team of
credit analysts review
proposed funded
partner finances and
request additional
information if necessary.



unitedwaympc.org

#UNITEDISTHEWAY



After thorough
discussion, the
Citizens' Review
Committee makes
suggestions on
programs to receive
funding – including totals
awarded for each
organization.



The recommendations
are presented to the
local United Way board,
made up of 40+
community volunteers,
to be approved.



Each organization must
sign and return a funded
partner contract.
Once this is
done, United
Way begins
distributing the
funds monthly,
starting in July.



JOB DESCRIPTION

Title: Employee Coordinator (EC)

Objective

Encourage your co-workers to participate in creating a stronger community by planning, coordinating and implementing an effective workplace campaign for the United Way of Monongalia and Preston Counties.

Responsibilities

- Attend Employee Coordinator training
- Partner with your CEO/President and United Way staff to create an effective campaign plan
- Use the Engagement Manager as a resource to help develop plans
- Recruit a campaign committee from key areas of your organization
- Coordinate the distribution of campaign materials and collection of pledge cards
- Use the online Campaign Toolbox at www.unitedwaympc.org as a resource for additional materials and ideas
- Coordinate kickoff and recognition events
- Promote the campaign to all employees and publicize campaign results
- Promote leadership giving and the Emerging Leaders program
- Encourage volunteerism among your co-workers and promote the www.volunteermpc.org website
- Provide all employees the opportunity to give
- If possible, encourage retirees to participate in your campaign
- Attend community events and report on your campaign progress/success
- Thank donors and volunteers for their generosity
- Complete your campaign by filling out your Report Envelope and deliver to United Way office or schedule a time for it to be picked up
- Evaluate and make recommendations for next year's committee or EC

**United
Way**



United Way of Monongalia
and Preston Counties

HELP OUR UNITED WAY EARN 10% CASH BACK

BY PURCHASING FROM THE UNITED WAY STORE

Simply supply your Local United Way Org #
when placing an order with United Way Store

3 EASY STEPS

1. Go shopping! Fill your cart with in-stock items or contact the Special Order Team.
2. Input the below ORG # at checkout or provide it to your Special Order team.
3. Help us earn 10% CASH BACK for our Local United Way.

52140

Local United Way Org # _____

If you have any questions or need help, don't hesitate to contact
Macall Speaker at macall@unitedwaympc.org or at 304-322-2064.

BENEFITS OF ORDERING FROM UNITED WAY STORE

- United Way brand aligned products
- Low Price Guarantee
- Help earn Cash Back Rewards for OUR Local United Way to help communities
- 100's of items in-stock and ready to ship
- Ability to special order your own co-branded items with your Corporate Logo along with the United Way Logo



800-813-9564

UnitedWayStore.com

How to Run a Successful Workplace Campaign:

A successful United Way campaign is built on strong leadership, thoughtful planning, and meaningful employee engagement. Follow these ten steps to maximize participation and make a lasting impact.

1. CEO Contact

Begin by involving your CEO or organizational leadership in the earliest stages of campaign planning.

- Discuss campaign goals and expectations.
- Determine the company's corporate gift or sponsorship.
- Encourage visible leadership participation throughout the campaign.

2. Recruit Your Campaign Committee

Build a team to help plan and execute your campaign.

- Recruit enthusiastic representatives from different departments.
- Establish a campaign timeline and budget.
- Encourage creativity when planning campaign activities.

3. Reflect on Past Successes

Review previous campaigns to identify opportunities for growth.

- Evaluate past campaign performance.
- Set measurable goals for the current campaign.
- Work with United Way to incorporate fresh ideas and best practices.

4. Set Goals

Develop clear campaign objectives that motivate participation.

- Establish fundraising and participation goals.
- Identify opportunities to increase giving.
- Include volunteer opportunities alongside financial contributions.

5. Publicize Your Campaign

Create excitement before and during the campaign.

- Share how, when, and where employees can pledge.
- Utilize United Way campaign materials.
- Order Live United shirts to create visibility and team spirit.
- Promote volunteer opportunities through VolunteerMPC.org or other opportunities that align with your organization's mission.

6. Conduct Your Campaign

Keep employees informed and engaged throughout the campaign.

- Distribute campaign materials.
- Invite a United Way representative or community speaker.
- Host educational activities that highlight United Way's impact.

7. Leadership Giving

Highlight opportunities for leadership-level contributions.

- Recognize leadership gifts.
- Discuss CEO matching gifts or corporate matching programs.
- Encourage leadership to lead by example.

Tip: Successful campaigns have strong leadership involvement that demonstrates commitment from the top down.

8. Ask Everyone

Ensure every eligible employee has the opportunity to participate.

- Include new hires throughout the year.
- Invite current employees, leadership, and retirees to participate.
- Provide pledge forms and giving information to all audiences.

9. Report Results and Say Thank You

Celebrate your campaign's success.

- Announce final campaign results promptly.
- Share the impact of employee giving.

- Thank donors, volunteers, committee members, and leadership for their participation.

10. Have Fun

Create an engaging campaign experience.

- Plan fun and meaningful activities.
- Offer prizes and incentives.
- Incorporate volunteer opportunities that allow employees to experience the impact of their support firsthand.

A successful United Way campaign is more than a fundraising effort, it's an opportunity to engage employees, strengthen workplace culture, and make a meaningful difference in the community. By following these ten steps, organizations can build a campaign that inspires generosity, increases participation, and demonstrates **The Power of Us.**

How to Set an Achievable Campaign Goal

Setting a campaign goal doesn't have to be complicated. Start by looking at your past campaign results and then think about where you have an opportunity to grow.

Start With Last Year's Results

Take a look at what your organization accomplished last year.

- How much did you raise?
- How many employees participated?
- What was your average gift?
- Were there areas where you could have increased participation or giving?

This gives you a realistic starting point for this year's goal.

Look for Opportunities to Grow

Think about what you would like to improve this year. Maybe you want to increase employee participation, encourage more leadership giving, reach employees who didn't participate last year, or increase the overall amount raised.

Even a small increase can make a meaningful difference.

Set a Goal That Stretches You

Your goal should be challenging, but achievable. If your organization raised \$10,000 last year, setting a goal of \$11,000 or \$12,000 may provide a realistic challenge while still giving your team something to work toward.

Consider the changes you plan to make this year and let those help guide your goal.

Make It More Than a Dollar Amount

Consider setting both a fundraising goal and a participation goal. For example:

Raise \$12,000 and have 50% of employees participate.

This gives everyone an opportunity to contribute to the campaign's success, whether through a financial gift, volunteering, or participating in campaign activities.

Share Your Goal

Once you've set your goal, share it with your employees. Let them know what you're working toward and keep them updated throughout the campaign. Celebrate milestones along the way and recognize employees who are helping you get there.

United Way can help you review your past campaign results, identify opportunities for growth, and set a goal that is right for your organization.

Preparing for Your Workplace Campaign

Before your campaign begins, take time to make sure employees understand **who United Way is, what United Way does, and how their support makes a difference locally**. When employees understand the impact of their gift, they are more likely to feel connected to the campaign.

Get Your Materials Ready

Make sure you have your United Way campaign materials before your campaign begins. Think about where and how employees will see them throughout the campaign.

Consider:

- Distributing contributor guides or pledge forms
- Sharing campaign information through email or your organization's internal communication channels
- Displaying posters or other campaign materials in common areas
- Sharing United Way videos, stories, and other educational resources
- Making information easily accessible for employees who may not be reached through traditional meetings

Don't distribute everything at once. **Keep United Way visible throughout the campaign** by sharing different information and reminders along the way.

Educate Before You Ask

Employees should have an opportunity to learn about United Way before being asked to make a pledge.

Help employees understand:

- What United Way does in Monongalia and Preston Counties
- The local issues United Way is working to address
- How United Way works with local nonprofit organizations and community partners
- Where campaign dollars go
- How funding decisions are made
- The impact a United Way contribution can have on local individuals and families

Consider inviting a United Way representative to speak to your employees or incorporating a short United Way presentation into an existing staff meeting.

During The Campaign

Keep United Way in Front of Employees

Don't let campaign materials disappear after the first day. Continue sharing information throughout the campaign so employees have multiple opportunities to see and learn about United Way.

Consider:

- Sending campaign reminders through email or internal communications
- Sharing United Way stories, videos, and impact information
- Displaying campaign materials in common areas
- Providing contributor guides and pledge forms to employees who may not have received them
- Sharing updates on campaign progress

Continue Educating Employees

The campaign is an opportunity to help employees better understand the work happening in their community.

Continue sharing information about:

- The needs facing Monongalia and Preston Counties
- The work United Way supports in the community
- Local nonprofit partners and programs
- How campaign dollars are invested
- The difference employee giving makes

Consider bringing in a United Way speaker or inviting employees to participate in a presentation or educational activity.

Make the Ask

Don't be afraid to remind employees to make their pledge. Giving should be presented as an opportunity, not an expectation.

Make sure employees know how to give, where to give, and when the campaign ends. Provide pledge forms or digital giving information and make the process as simple as possible.

Keep Employees Engaged

Give employees ways to participate beyond making a financial contribution. Campaign activities, volunteer opportunities, challenges, and team events can help make the campaign more meaningful and fun.

Look for opportunities that fit your workplace and give employees a chance to experience the mission of United Way firsthand.

Share Your Progress

Let employees know how the campaign is going. Celebrate milestones, share participation numbers, recognize departments or teams, and remind everyone of the goal you're working toward.

Seeing progress can help create excitement and encourage employees who haven't participated yet to get involved.

Thank Employees Along the Way

Don't wait until the campaign is over to say thank you. Recognize employees throughout the campaign for giving their time, making a contribution, participating in activities, or helping spread the word.

Keep educating. Keep communicating. Keep engaging. The more connected employees feel to the mission, the stronger your campaign will be.

Email Templates

Email One:

Dear [Company] Employees,

The Power of Us starts here.

Every day, people across Monongalia and Preston Counties are facing challenges that no one should have to face alone. When we come together, we have the power to do something about it. That is the heart of United Way of Monongalia and Preston Counties' 2027 campaign: The Power of Us.

Our workplace campaign is an opportunity to be part of something bigger than any one person. When employees give together, individual gifts become a collective investment in our community—helping create opportunities, strengthen families, and build a community where everyone has a chance to thrive.

Our workplace campaign begins [DATE] and runs through [DATE].

Throughout the campaign, you'll have opportunities to learn more, get involved, and see how your generosity can make a difference right here at home. Whether you give through payroll deduction, make a one-time contribution, volunteer your time, or simply encourage a coworker to get involved, The Power of Us starts with you. And when we all do our part, we can make a positive impact in our community.

To learn more about the campaign or how you can participate, contact [NAME/EMAIL].

Thank you for being part of a workplace that believes in the power of coming together and investing in the community we all call home.

Best,

[NAME]

[Title/Company]

Email Two:

Dear [Company] Employees,

The Power of Us is already in motion and there's a place for you!

Our workplace campaign is underway, bringing employees together to invest in the people and communities we call home. Every contribution, no matter the size, adds to something much bigger.

When we give together, we can help address challenges facing our neighbors, create opportunities for families, support children and youth, and strengthen our community for the future.

It starts with one person. Then another. And another. Your gift is more than a donation. It is a vote for a stronger community. It is a way to say that when our neighbors need support, we show up.

There are many ways to be part of the campaign:

- Give through payroll deduction or a one-time contribution.
- Get involved by volunteering your time.
- Spread the word and encourage your coworkers to participate.

Whatever you choose, you are part of the Power of Us. As our campaign continues, we hope you'll join your coworkers in making an investment in the place we all call home. Because when we come together, our impact goes further.

The Power of Us is the power to make a difference, together.

To participate or learn more, contact [NAME/EMAIL].

Thank you for being part of our campaign and for helping make our community stronger.

Best,

[NAME]

[Title/Company]

EmailThree:

Dear [Company] Employees,

We're halfway through our campaign, and we want to take a moment to remind you what the Power of Us can accomplish.

United Way of Monongalia and Preston Counties brings people, organizations, and resources together to address the challenges facing our community. We believe lasting change happens when we work together and when we focus our collective efforts where they can make the greatest difference.

Our work is centered around the building blocks of a strong community:

Education

Helping children and young people have the support and opportunities they need to learn, grow, and succeed.

Financial Stability

Helping individuals and families overcome barriers, build stability, and move toward a stronger future.

Health

Working to create a community where people can access the resources and support they need to be healthy and thrive.

Basic Needs

Helping ensure our neighbors have access to essentials like food, shelter, and other resources when they need them most.

These challenges are connected, and so are we. When a child has the support to succeed in school, a family has access to the resources they need, or a neighbor has a safe place to turn during a difficult time, our entire community becomes stronger.

That is what your support makes possible. Your gift to United Way helps bring our community together to address these challenges, support solutions, and create opportunities for people across Monongalia and Preston Counties. As we reach the halfway point of our campaign, there is still time to be part of The Power of Us.

To make your gift or learn more about the campaign, visit [LINK] or contact [NAME/EMAIL].



Thank you for investing in our community and being part of something bigger than yourself.

Best,

[NAME]

[Title/Company]

Email Four:

Dear [Company] Employees,

There's still time to make your impact count.

Our workplace campaign is coming to a close, but the work to strengthen our community continues every day.

United Way of Monongalia and Preston Counties brings our community together to tackle the challenges that impact our neighbors most. Through Education, Financial Stability, Health, and Basic Needs, United Way works to create opportunities, strengthen families, and build a community where everyone has the chance to thrive.

Education

Every child deserves the opportunity to learn, grow, and reach their full potential.

Financial Stability

Every individual and family deserves the opportunity to build a stable and secure future.

Health

Every person deserves access to the resources and support needed to live a healthy life.

Basic Needs

Every neighbor deserves access to the essentials needed to feel safe, secure, and supported.

These are not separate challenges. They are connected, and addressing them requires all of us.

This is where your gift comes in.

Your contribution helps United Way bring people, organizations, and resources together to address these challenges and create lasting solutions right here in Monongalia and Preston Counties.

If you have not yet made your gift, **now is the time.**

The deadline is [DATE].



To make your gift, fill out the provided pledge form, or visit [LINK] or contact [NAME/EMAIL].

Thank you for choosing to invest in the people and place we call home.

Best,

[NAME]

[Title/Company]

5

Easy Emails to Send

Help your employees understand United Way of Monongalia and Preston Counties better by emailing them a little tidbit each day during your campaign. Links are provided so they can learn more.

EMAIL 1:

Research suggests you or someone you know will need help from United Way – one in four people will use a United Way-funded service. Click here for a list of all the programs United Way of Monongalia and Preston Counties funds:

<http://www.unitedwaympc.org/funded-partners>

EMAIL 2:

United Way of Monongalia and Preston Counties partner programs provide proven outcomes and are accountable for program results. United Way community volunteers review and monitor agency programs for results and cost effectiveness. Learn more about this at

<http://www.unitedwaympc.org/how-do-we-decide>

EMAIL 3:

When you give to United Way at Monongalia and Preston Counties, your money goes far, but not far away. Dollars raised in our community stay in this community to help build a better place for all of us to live, work and raise a family. Learn how your donations help build a better community at <http://www.unitedwaympc.org/our-work>

EMAIL 4:

United Way is a volunteer-based organization and many volunteer opportunities are available. The United Way coordinates an online system for you to match yourself with opportunities. If you would like information on how to help, please call 304-296-7525 or visit our website at <http://www.unitedwaympc.org/volunteer-opportunities>

EMAIL 5:

The United Way coordinates the UW Family Resource Network that is dedicated to improving the quality of life for Monongalia County's children and families. They sponsor workshops, events, and educational opportunities throughout the year to engage parents, children, and care providers. Learn more at <http://www.unitedwaympc.org/frn>

unitedwaympc.org

#UNITEDISTHEWAY



UNITED WAY
Monongalia and
Preston Counties

1 MY INFO

PREFIXFIRST NAMEMILAST NAME

OTHER NAMES (i.e. MAIDEN NAME, ETC.)

HOME ADDRESSCITYSTATEZIP

EMAIL ADDRESS

HOME PHONEWORK PHONEBIRTH DATE

COMPANY NAMEEMPLOYEE I.D.

LOYAL CONTRIBUTOR

☐ I have been contributing to United Way since _____ (year) (includes any United Way)

I WOULD LIKE INFO ON

☐ Including United Way in my will, trust, or estate plan.

☐ Volunteering in my community.

2 MY GIFT

TOTAL GIFT AMOUNT \$

☐ **EASY PAYROLL DEDUCTION**

☐ **CHECK** Check # _____ Check Date _____
Payable to United Way of Monongalia and Preston Counties

☐ **CASH**

\$ _____ X _____ = \$ _____

Amount Per PayNumber of PayPeriodsTotal Gift Amount

☐ **CREDIT CARD**
Credit Card # _____ Exp. Date ____/____

☐ **BILL ME** ☐ Now ☐ One Time - Jan. 1st ☐ Quarterly in 2027

3 MY INVOLVEMENT

LEADERSHIP GIVING ASSOCIATION

☐ **Founders Society**
\$750-\$999

☐ **Zackquill Morgan Society**
\$1,000-\$9,999

☐ **Tocqueville Society**
\$10,000 or above

For publishing recognition, please list my name as follows: (Include additional person's name if preferred)

☐ I/We prefer to not be published

☐ **EMERGING LEADERS**
Connects a diverse group of young individuals with the United Way to make an impact on their community.
• No minimum amount • Age range (20-40 years old)

☐ **WOMEN UNITED**
Harnesses the power and dedication of women leaders to transform local communities. Focuses on education initiatives.
• No minimum amount • Participation in annual fundraising

4 MY INVESTMENT

☐ **United Way Community Impact Fund**
The most powerful way to invest your contribution. Trained volunteers study community conditions and meet with every agency applying for United Way Funding to ensure informed decisions are made before investing your gift locally.

☐ **Preston Community Impact Fund**
Directs your gift specifically to programs and funded partners serving Preston County.

☐ **Designated Gift** If not a United Way Funded Partner, administrative costs will be deducted. A \$100 minimum contribution per agency is required for this option.
THE AGENCY'S COMPLETE NAME AND ADDRESS
AMOUNT
\$
\$

☐ **Release my information** Please release my name, address, and gift information to the charities I have designated my gift.