

Eastern Michigan University

2018 United Way Workplace Campaign

Guidelines for Area Captains and Steering Committee

Area Captain Tasks & Directives!

1. **Increase awareness** about the campaign, **'The U in United Way'** – craft an e-mail or create a flyer that will encourage participation and giving in your unit. (You can use the template).
 2. **Share the Pledge URL:**
<https://uwvc.unitedwayepledge.org/eplledge/crm/Start.jsp?accountNumber=17095>
 3. **Share the incentives for participating in this year's campaign:**
 - a. The first 15 donors anywhere in the University who **pledge/donate between \$130 - \$240** (at least \$5 per pay period for employees with 26 pays per year) will be invited to a "dialogue and donuts" with President Jim Smith.
 - b. The first 15 donors anywhere in the University who **pledge/donate more than \$240** (at least \$10 per pay period for employees with 24 pays per year) will be invited to a "dialogue and donuts" with President Jim Smith.
 - c. The small Area (25 or fewer employees) and large Area (more than 25 employees) with the **highest employee participation rates** will each be invited to a "Coffee Talk" with President Jim Smith. For purposes of the Campaign, all units/divisions throughout the University have been divided into various Areas.
 4. Our goal for this campaign is 50% participation. We've done it before – we can do it again! **Try to get 50% of your unit to give** – even if it is just a small donation.
 5. **Provide information** to potential donors – use brochures, invite a speaker to increase awareness and participation. Contact Susan Smith ssmith@uwwashtenaw.org or 734.677.7227 if you need more materials or information.
 6. **Become an expert** on the pledge forms (e.g., Community Investment Fund, payroll deduction calculations, the impact of your gift).
 7. **Communicate!** Let people know that the campaign is happening. Share Results.
 8. **Encourage EPLEDGE/online contributions.** This method of making a pledge will be quicker, involve less paper, and allow for more confidentiality for those who want to contribute. An email will be sent to all employees with instructions and a link to the online pledge site. More information about this method of pledging – **also known as "E-Pledge"** – will be given at the Kick-off Breakfast on January 17, 2018, at 8:00 a.m. in the Student Center Ballroom.
 - a. E-Pledge can be used for payroll, credit card, and debit card transactions. *Certain employees groups are not eligible for payroll deductions.*
 - b. If a pledge is made by cash or check, the donor must complete the paper form and submit it to their Area Captain.
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- c. If an online pledge is incorrectly submitted, it can be backed out of the system by contacting Susan Smith / **734.677.7227**
- 9. Payroll Deduction**
- a. For pledges via payroll deduction, it is important for employees to correctly note the number of pays they receive annually, if they want their pledge spread throughout the year. **There is a calculation guide in your United Way bag.**
 - Faculty are paid either 16 or 24 pays/year
 - APs and Athletic Coaches: 24 pays/year
 - AH, CC, CP, CS, FM, PT: 26 pays/year**Employees can also elect a one-time deduction.**
 - b. Part-time faculty, temporary employees and student employees (including GAs) are **not** eligible for payroll deduction.
 - c. All payroll deduction pledge forms must be signed by the donor and turned in by March 4, 2018.
- 10. Collect gifts and pledge forms** from your unit members weekly. Ensure that individuals have completed the appropriate sections of the pledge form (i.e., signature at bottom of form; if payroll deduction, include per-pay amount; total gift amount; and write Employee ID number below gift amount). Make sure office phone is listed in case of questions.
- 11. Look for your weekly report from United Way.**
- 12.** The United Way of Washtenaw County is in a recycle-reuse mode. **Please return any unused materials** to Stacie McMullen at the end of the campaign.
- 13. Submit the paper forms**, pledges/gifts and weekly reports to Casey Wooster, 202 Welch Hall *each Monday by end of business.*
January 22, January 29, February 5, February 12, February 19, February 26 and March 4th

Please feel free to contact the Campaign Co-chairs or the United Way Help Line, below, with questions or if you need additional materials.

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