

Eastern Michigan University

2019 United Way Workplace Campaign

Guidelines for Area Captains

Area Captain Tasks & Directives!

1. **Communicate** about the campaign, **'The U in United Way'** – craft an e-mail or create a flyer that will encourage participation and giving in your Area. (You can use the template).
 2. **Share the Pledge URL:**
<https://uwwc.unitedwayepledge.org/eplledge/crm/Start.jsp?accountNumber=17095>
and the website:
www.emich.edu/unitedway
 3. **Share the incentives for participating in this year's campaign:**
 - The first 30 donors anywhere in the University who **pledge/donate between \$120.00 or more** will be invited to a “dialogue and donuts” with President Jim Smith.
 - For purposes of the Campaign, all divisions/departments throughout the University have been divided into various Areas. The small Area and large Area with the **highest employee participation rates** will each be invited to a “Coffee Talk” with President Jim Smith.
 4. **Host a speaker** from the United Way at your departmental staff meeting. Contact Madeline Mortimer mmortimer@uwwashtenaw.org or 734.677.7227 if you need more materials or information.
 5. **Become an expert** on the pledge forms (e.g., Community Investment Fund, payroll deduction calculations, the impact of your gift).
 6. **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 February 14, 2019 t 8:15 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.
 - c. If an online pledge is incorrectly submitted, it can be backed out of the system by contacting Susan Smith / **734.677.7227**
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7. 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, LE, 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. If payroll deduction is authorized by paper instead of online, the employee should sign a pledge form and submit it to you. You may contact Kristen Klochko (kklochko@emich.edu) to collect pledge forms.

- 8. 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.

- 9. Look for your periodic report from United Way.**

- 10. The United Way of Washtenaw County is in a recycle-reuse mode. Please return any unused materials** to Kristen Klochko (kklochko@emich.edu) at the end of the campaign.

- 11. Submit the paper forms** to Kristen Klochko (**ADDRESS**) every week.

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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