ARE YOU AN AMBASSADOR,
AN ORGANIZER,
A MOTIVATOR,
OR A STORYTELLER?

We need you on our team! After all, we can do so much more when we do it together.
Help us bring the work of Trident United Way to life – in board rooms, break rooms, at luncheons and leadership meetings, in conversations with colleagues and with campaign activities of all kinds.

As part of your company’s Trident United Way campaign team, you’ll educate your peers about Trident United Way and inspire them to invest in what matters.

Inside you’ll find five easy steps to help you make a big difference.

WELCOME TO THE TRIDENT UNITED WAY TEAM!

GIVE. ADVOCATE. VOLUNTEER.
WHAT WE DO

TOGETHER, WE ARE WORKING TO:
- Improve children’s educational outcomes by starting well before kindergarten.
  Every child will be supported from birth to be prepared for school, meet grade level standards and graduate from high school prepared for employment or higher education.
- Build access and share community tools that break down barriers to financial stability.
  Our neighbors have an opportunity and the tools for personal advancement; from crisis, to financial stability, to self-sufficiency.
- Create a healthier community by making it easier for partners to work together.
  Our neighbors will have access to healthcare, know how to lead healthy lives and be empowered to live and participate in environments that promote good health.

WE LIVE UNITED TOGETHER
because change does not happen alone.

Our collaborative efforts are more than simply philanthropic – they are also strategic and data-driven. We know that the MORE educated, financially stable and healthy individuals are, the MORE our community benefits.

IT’S ON ALL OF US
- Ensure all children read at grade level by the end of third grade.
- Provide employment training so people can secure better jobs.
- Connect children and families to doctors and ongoing care.

LIVE UNITED. GIVE UNITED.
EDUCATION FINANCIAL STABILITY HEALTH

TRIDENT UNITED WAY

TRIDENT UNITED WAY BRINGS YOU
TOGETHER TO SOLVE THE PRESSING COMMUNITY ISSUES THAT NO SINGLE ORGANIZATION CAN SOLVE ALONE.

A COMMUNITY CONNECTOR
We create community-wide partnerships to deliver collaborative solutions that help achieve significant and lasting social change.

A STRATEGIC PARTNER
We work intentionally with other organizations to make data-driven decisions and respond to our community’s most pressing needs.

A VOLUNTEER ENGAGER
We train and empower a diverse group of volunteers to review grants and make funding decisions that are aligned with TUW’s priorities in education, financial stability and health. We offer tailor-made corporate volunteer opportunities, and host TUW’s Day of Caring annually as thousands of volunteers give back to local nonprofits and schools.

A GRANTOR
Organizations receive grants through an open and competitive process for programs, basic needs and community engagement. TUW also invests in EFSP Networks and efforts for community-wide change that no one organization can address alone.

TRIDENT UNITED WAY IS A CATALYST FOR MEASURABLE COMMUNITY TRANSFORMATION THROUGH COLLECTIVE IMPACT IN EDUCATION, FINANCIAL STABILITY AND HEALTH.
RUNNING YOUR CAMPAIGN

5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN

1. ENERGIZE
2. INSPIRE
3. ENGAGE
4. ASK
5. THANK
ENERGIZE

INVOLVE YOUR CEO
Your CEO can help champion the work and ensure a successful campaign.

With your CEO:

• Establish a campaign timeline and budget.
• Confirm your company’s corporate gift.
• Start thinking about leadership strategy.
• Kick off the campaign with a company-wide email from the CEO (ask your Relationship Manager to send you an example!)

DEVELOP CAMPAIGN STRATEGY
Develop a campaign strategy that fits your company’s size and culture, engaging everyone at all levels and across all departments.

• Consider prior year results, number of employees and current business climate.
• People like to see results! Showcase dollars raised in real time throughout the campaign.
• Set goals for your company campaign.

RECRUIT YOUR TEAM
Before your campaign kickoff, build a diverse team from all departments to help plan and track events.
INSPIRE

HOST A CAMPAIGN KICKOFF

Employee meetings or rallies are the most effective way to reach all employees and encourage them to invest in Trident United Way. Rallies can take as little as 10 minutes.

• Be sure to invite your Trident United Way Relationship Manager to attend.
• Distribute brochures and pledge cards discuss ePledge options as employees arrive.
• Ask a colleague who has benefited or knows someone who has benefited from a Trident United Way program to share their experiences.
• Ask your CEO to attend and publicly endorse the campaign.
• Show a Trident United Way video that demonstrates how the organization changes lives.
• Keep the meeting lively, informative and fun.
• Make the ask!
• Follow up with employees who were not able to attend.

USE YOUR TOOLS

We have created several assets to communicate the value of Trident United Way’s work, including:

• Videos
• Posters
• PowerPoint presentations
• Sample Email templates
• Brochures
• Find campaign items here: tuw.org/campaign-materials
ENGAGE

Ideas and Examples:

**EDUCATE COLLEAGUES**

As the ambassador for Trident United Way, you can help your colleagues understand the value of their gift. Check out the impact reports available on the Trident United Way Website and use the following tips to share our work:

- Consider updating employees on Trident United Way work throughout the year.
- Use your company’s internal communication tools to spread the Trident United Way message.
- Encourage colleagues to follow us on Facebook, Twitter and LinkedIn to stay updated. Sign up for quarterly newsletter at tuw.org/enewsletter
- Send quarterly volunteer calendar to employees. tuw.org/engagementcalendar
- Invite employees to participate in a Poverty Simulation.

**LEADERSHIP GIVING**

Identify executives and/or employees giving $500 or more. There are several strategies to enhance their giving experience through Step-Up programs or affinity group engagements:

- Hold a raffle to incentivize for those who increase their gifts by a set percentage or dollar-per-week amount.
- Ask retirees to make a Planned Gift.
- Set an average gift goal for your company and incorporate an incentive.
- Hold a special leadership solicitation/recognition event at the beginning of campaign.

**INCENTIVIZE GIVING**

There are several ways to energize your campaign and increase participation:

- Set participation rate as a company goal.
- Hold a raffle for everyone who donates via payroll deduction (prime parking spots, days off, gift cards, etc.).
- Hold competitions between stores, branches, locations, and/or departments based on participation rate.
- Offer a casual dress day to everyone who donates.
- Offer an opportunity to win Trident United Way swag.
- Host a wrap-up party and thank everyone who participated.
ASK

GIVE EVERYONE THE OPPORTUNITY TO GIVE

The number (1) reason people do not give is because they are not asked! Trident United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to give by supplying meaningful information about how Trident United Way changes lives and how each contribution drives our mission forward.

Start at the top – ask company leadership to set the example by making their contributions early. Remember to include off-site and remote employees and highlight corporate support, especially if your company has a program in place that matches employee donations.

Making the ask:

- Personally
- At campaign events
- At staff meetings
- At leadership events
- Via email and social media

WAYS TO GIVE

Trident United Way wants to make it easy to give.

- Interested in automating your campaign? Ask your Trident United Way Relationship Manager about ePledge, our complimentary electronic campaign software.
- Payroll deduction (the easiest way to give)
- Cash/check
- Credit card/Bank draft
  - One Time/Monthly/Quarterly/Semi-Annual
- Direct billing via statement/invoice
- Stock donation
- Planned Giving
THANK

MONITOR YOUR CAMPAIGN AND REPORT RESULTS

It is critical to follow up with employees and report results:

• Ensure that your campaign team had the opportunity to speak with all employees.
• Keep regular totals and give progress reports to your CEO, team, organization and your Trident United Way Relationship Manager.
• Publicize campaign results throughout the organization, during and after the campaign.
• Track contributions by asking all employees to return pledge cards to you (even if they do not make a gift) or access ePledge information.
• Make sure that pledge cards are filled out and signed and that the total amounts are accurate.
• Give completed report envelopes, including signed pledge forms and raffle tickets, to your Trident United Way Relationship Manager.

SAY THANK YOU!

It is just as important to officially close the campaign and thank people as it is to begin the campaign.

• Thank employees for their participation, time and support individually through a CEO recognition letter.
• Recognize your team and others who volunteered their time.
• Publicize your results via email, voicemail, intranet, newsletters, social media, etc.
• Celebrate your success.
• Host a company-wide Thank You event.
• Turnover/flip the Trident United Way posters that have thank you message and statistics about impact on the back.
VOLUNTEER

DID YOU KNOW that 89% of employees think organizations that sponsored volunteer activities offer a better overall working environment?

JOIN THE MOVEMENT!

Participate in the 19th annual Day of Caring: Nov. 15, 2019

Join a community-wide volunteer day and reap the benefits of increased employee engagement. Last year more than 5,200 volunteers completed 278 projects in the Tri-County area.

Partner with TUW for customized volunteer opportunities.

Trident United Way offers tailor-made volunteer opportunities to corporate partners year-round. Projects range from supply drives to home builds and can take place at your office or out in the community.

Encourage your employees to serve on Trident United Way committees and councils.

This is an excellent opportunity for your employees to gain leadership experience through volunteering.

CASE STUDY: Publix Teams Up with Trident United Way

After running Trident United Way campaigns for years, Publix decided it wanted to offer its employees an opportunity to get better acquainted with the work TUW does through volunteerism. Publix committed to at least one volunteer project a month. Here’s the difference the company made on the community in 2018:

- Committed 965 hours and completed 21 projects.
- 125 volunteers participated in projects and reported a 96% satisfaction rate.
- $10,721 of value was contributed to a total of 16 agencies in the community.
- Publix employees donated $443,460 through the FY 2018-2019 TUW giving campaign.
- 154 employees are Leadership Donors, qualifying to participate in affinity groups.
AFFINITY GROUPS:

WOMEN UNITED:
Trident United Way Women United (WU) is an engaged network of philanthropic leaders committed to improving education, financial stability and health in our region through giving, advocacy and volunteerism.

AFRICAN-AMERICAN LEADERSHIP COUNCIL:
Trident United Way African-American Leadership Council (AALC) is a network of black and minority leaders in the community working to create bold community change in education, financial stability and health throughout the Tri-County region.

YOUNG PHILANTHROPISTS SOCIETY:
Trident United Way Young Philanthropists Society (YPS) is a network of leaders ages 40 and under who are committed to improving education, financial stability and health in our community through giving, volunteerism and advocacy.

GIVING SOCIETIES:

TRIDENT UNITED WAY PALMETTO SOCIETY:
The Trident United Way Palmetto Society recognizes donors who give $1,000-$9,999 annually to Trident United Way. Nearly 1,500 members strong, the Trident United Way Palmetto Society accounts for 25% of all Trident United Way giving in Berkeley, Charleston and Dorchester counties. Trident United Way Palmetto Society members set a standard of charitable giving in our community and motivate others to contribute at a leadership level to Trident United Way.

ALEXIS DE TOCQUEVILLE SOCIETY:
The Trident United Way Tocqueville Society is a worldwide network of extraordinary community leaders and philanthropists who invest $10,000 or more annually through their local United Ways. At Trident United Way, our members demonstrate a deep commitment to making a tangible difference in the lives of children, young people and families in the Tri-County area.
Helpful information for when talking to your employees about Trident United Way.

What We Do

Improve Systems – Trident United Way knows that the community is better when everyone works together. TUW offers infrastructure and systems supports to grantees, community partners and faith-based organizations to increase impact and reduce duplication of services. CharityTracker, a web-based case management tracking tool, one example of these supports, is provided for free to partners in the community – 298 partner organizations to be exact! In 2016-2017, organizations using CharityTracker were able to assist 15,263 households (30,905 individuals) with more than $1 Million in monetary assistance. (2018 Impact Report p.3)

Build Capacity – Trident United Way provides value adds and builds capacity among grantees and community partners through collective impact, volunteer engagement, evaluation and data analysis, technology and tools and the AmeriCorps Program.

Grantees – For the 2019-2022 funding cycle, 19 agencies delivering 25 programs received program investment and basic needs grants through an open and competitive application process. Grantees are working to make measurable impact aligned to collective impact priorities in education, financial stability, health and basic needs. Grant recommendations and decisions are made by volunteer review panels comprised of community leaders & donors.

Education

Kindergarten Readiness – TUW is taking the lead role as the catalyst for change in education as the Network Convener for the Tri-County Cradle to Career Collaborative Kindergarten Readiness Network. As the leader in this area, TUW is galvanizing partners focused on resources and programs for children and families, ages birth to 8 years, along with other community partners, to build the infrastructure necessary to support hundreds of early learning organizations, providers, businesses, governments, and community volunteers in helping children entering school ready to learn.

Early Literacy Initiative – In the Tri-County area, approximately 50 percent of students are not proficient in reading when assessed in third grade, and remarkably 50 percent of students attending high poverty schools are reading at least two grade levels behind. To support critical literacy milestones, TUW is working collaboratively with local school districts to implement the Tri-County Reading by Third Project. This project is an evidence-based teacher professional development model. TUW is working collaboratively with the school districts to monitor progress and share data and best practices.

Financial Stability

The Financial Stability impact area focus’ on Integrated Community Systems, which is capacity building tools, services and systems building to ensure Tri-County residents are supported along the financial stability framework. TUW initiatives that operate along the framework and are part of the Integrated Community Systems include AmeriCorps, TUW Resource Connection offices, SC Thrive Hub online application tool, CharityTracker and the Emergency Food and Shelter (EFSP) program.

SC 2-1-1 Helpline – The 211 helpline is free and confidential and provides information and referral to health and human service resources available in Berkeley, Charleston and Dorchester Counties. 17,573 calls from the Tri-County area were answered in the 2017-18 fiscal year. Callers interact with professionally-trained intervention specialists who can be supportive listeners. They offered 32,823 referrals to local community resources to callers. The most frequent call is people looking for help with utilities. If you or someone you know is looking for help, encourage them to dial 2-1-1, visit sc211.org or download the app on their smartphone (2019 CEO Casebook p.4)

AmeriCorps Program – Trident United Way manages 17 AmeriCorps members who provide financial stability services as Family Navigators in partner agencies and schools to help families gain access to resources that mitigate financial crisis and support stability. Members recorded more than 18,000 service hours (18,013) in the 2016-17 fiscal year.

TUW Resource Connection Offices (formerly Prosperity Centers) – The TUW Resource Connection offices model combines the referral resources and expertise of established organizations partnering to accomplish common goals using the financial stability framework. TUW leverages resources by supporting a system of comprehensive services under one roof in two locations in Berkeley and Dorchester Counties. The Resource Connection Offices serve all individuals 200% at or below the poverty line, including veteran and senior citizen populations. 1,736 people received a total of 12,249 financial stability services in the 2017-2018 fiscal year. These services include free tax preparation, case management, healthcare resources and referrals, job search assistance and money management classes. 28% of services were based around basic needs and stabilization in 2017-2018 while nearly half (51%) were centered on increasing income and savings and gaining assets. The Resource Connection Offices are designed to meet people where they are on their journey to financial stability. (2019 CEO Casebook p.5)
Health
In January 2017, TUW, Roper St Francis Healthcare and MUSC launched Healthy Tri-County (HTC), a multi-sector regional initiative to improve health outcomes in Berkeley, Charleston, and Dorchester counties. The aspirational goal of HTC is to improve the health and well-being of every person and community within the Tri-County area. 68 organizations are formal members (committing their organizational time, talent and treasure to HTC), and over 600 individuals are a part of the HTC network. HTC engages individuals and organizations from various sectors interested in improving health outcomes and is working on the development and implementation of Healthy Tri-County: Our Health, Our Future, a five-year regional health improvement plan which will provide concrete recommendations and action steps for improving health outcomes. Priorities include Access to Care, Behavioral Health, Clinical Preventative Services, Maternal, Infant and Child Health and Obesity, Nutrition and Physical Activity.