



**75 YEARS
TOGETHER**

A Brighter Future Ahead

**75 YEARS OF
UNITED IMPACT**
Anderson, Campbell,
Morgan & Scott Counties 

2026/2027 Campaign Leaders Guide:



Running a United Way Campaign



UNITED WAY

Anderson, Campbell,
Morgan & Scott Counties

We bring people together to make great things happen.



UNITED WAY

Anderson, Campbell,
Morgan & Scott Counties

Running Your United Way Campaign

a guidebook for successful workplace fundraising

United Way of Anderson County

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Campaign Leadership

United Way of Anderson County Campaign Chair

Ray Smith- City of Oak Ridge Historian

United Way of Anderson County Board of Directors

Steve Ventura, President - ORNL/ UT-Battelle
Diana Anz-Meador- Retired
Laura Stewart, Treasurer- Y12 Federal Credit Union
Jennifer Williams, Secretary- City of Oak Ridge
Eric Swanson, Fund Distribution Chair- ORNL/UT-Battelle

Members at Large

Nicole Allen – East Tennessee Economic Council
Eugenio Vargas – Retired
Dustin Brummett – Centrus Energy
Maria Catron – Oak Ridge Housing Authority
Will Conner – Kern United Methodist Church
Amy Schwinge – ORAU
Ann Smith – CNS/Y-12 National Security Complex
Daniel Lawson – CNS/Y-12 National Security Complex
Tom Wright – ORNL Federal Credit Union
Hindira De Lima – United Cleanup Oak Ridge, LLC
Ellen Reeves – Oak Ridge National Laboratory
Jo Bruce – Retired

Focus Areas

United Way of Anderson County brings the community together to address pressing local needs through partnerships, strategic funding, and impactful initiatives. By focusing on Youth Development, Self-Sufficiency, and Senior & Health Services, we work to build a stronger, more resilient community. Our approach combines listening, collaboration, and measurable solutions to create long-term, positive change.

Mission



To unite the community and mobilize resources so every, child, individual, and family can thrive.



Vision

A community where every person has an equal chance at a bright future.

Youth Development

66% of children in our service area qualify for free and reduced lunch.

We focus on education, safety, health, AND enrichment of our youth.



Health & Seniors Services

20% of the population within our service area is over the age of 65.

We focus on appropriate healthcare for all and respectful care for seniors.



Self-Sufficiency

65% of the population in our service area are living in poverty or unable to afford essentials.

We focus on helping individuals achieve success through access to financial independence, housing, clothing, and food.



Employee Campaign Coordinator

Employee Campaign Coordinators (ECCs) oversee their organization's campaign to promote United Way's community impact. Serving as the main contact, ECCs enhance their leadership and project management skills by developing communication strategies and organizing events. They receive guidance and support from a United Way Relationship Manager throughout the campaign.

Mission



To unite the community and mobilize resources so every, child, individual, and family can thrive.

Vision



A community where every person has an equal chance at a bright future.

Focus Areas



Youth Development
Self-Sufficiency
Senior & Health Services



STEP 1 Plan & Prepare

- Review last year's campaign performance to identify opportunities and challenges.
- Meet with leadership to set goals, determine corporate gifts, and secure pledge incentives.
- Connect with your United Way liaison for guidance and updates.



STEP 2 Launch with Excitement

- Plan and host a kickoff event that inspires participation.
- Announce campaign dates and goals to all employees.
- Display campaign materials to create visibility and enthusiasm.



STEP 3 Engage & Motivate

- Develop a volunteer campaign team to help carry out your plan.
- Identify creative ways to showcase leadership's support for United Way.
- Personally follow up with employees who haven't pledged yet, encouraging participation.



STEP 4 Celebrate & Wrap Up

- Announce results and thank employees for their participation.
- Turn in the campaign envelope to United Way within 1-3 days of the campaign's end.
- Complete the Campaign Debrief form to provide feedback and plan how to thank your team.



STEP 5 Lead with Integrity

- Commit to acting ethically and transparently.
- Record conflicts of interest and follow ethical fundraising principles.

5 Steps to Running a Successful Campaign

Our Campaign Leaders Guide meets you and your teams where you are, whether that be 100% in-person, 100% virtual, or a hybrid of the two. We stand prepared with tools and resources to execute a successful campaign, with the underlying structure of **Plan, Inspire, Ask, and Thank!**



STEP 1 Connect with Us

We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy for building stronger, more equitable communities!

Call your United Way representative to get started. If you don't know who your contact is, call us at 865-483-8431 or email info@uwayac.org



STEP 2 Make a Plan

The keys to campaign success are preparation and teamwork. Having the right group of campaign volunteers will increase the success of your campaign and make your role much easier.

- Set fundraising and participation goals, objectives, and a timeline, and identify and recruit your team.
- Configure an online giving platform for a more streamlined donor experience.
- Learn about various strategies to make your campaign fun and engaging. Call us—we have many options.



STEP 3 Inspire Co-workers

Tell people how their dollars are making a difference. Share stories about our neighbors who are struggling to make ends meet or those who have been impacted by racial inequities.

- Promote a culture of giving back. A successful campaign requires frequent communications and reminders.
- Engage co-workers in the campaign through virtual engagement and volunteerism. Don't talk at them; get them talking with each other, learning, and sharing.
- Share your own personal story about why you support United Way.



STEP 4 Make the Ask

The number one reason people don't give is that they were never asked. Kick off your campaign with a fun event featuring an energetic and inspiring ask to give!

- Create fun activities to drum up support and provide incentives for your colleagues to participate, such as earning an extra vacation day if you give in the first 24 hours, purchasing raffle tickets to win a free lunch delivery, or a subscription to Spotify. Get competitive while giving back!
- Have your company CEO write a letter or make a speech. CEO commitment and leadership help drive participation.
- Let's talk format. If peer-to-peer, in-person asks aren't an option, let us walk you through email/virtual best practices.



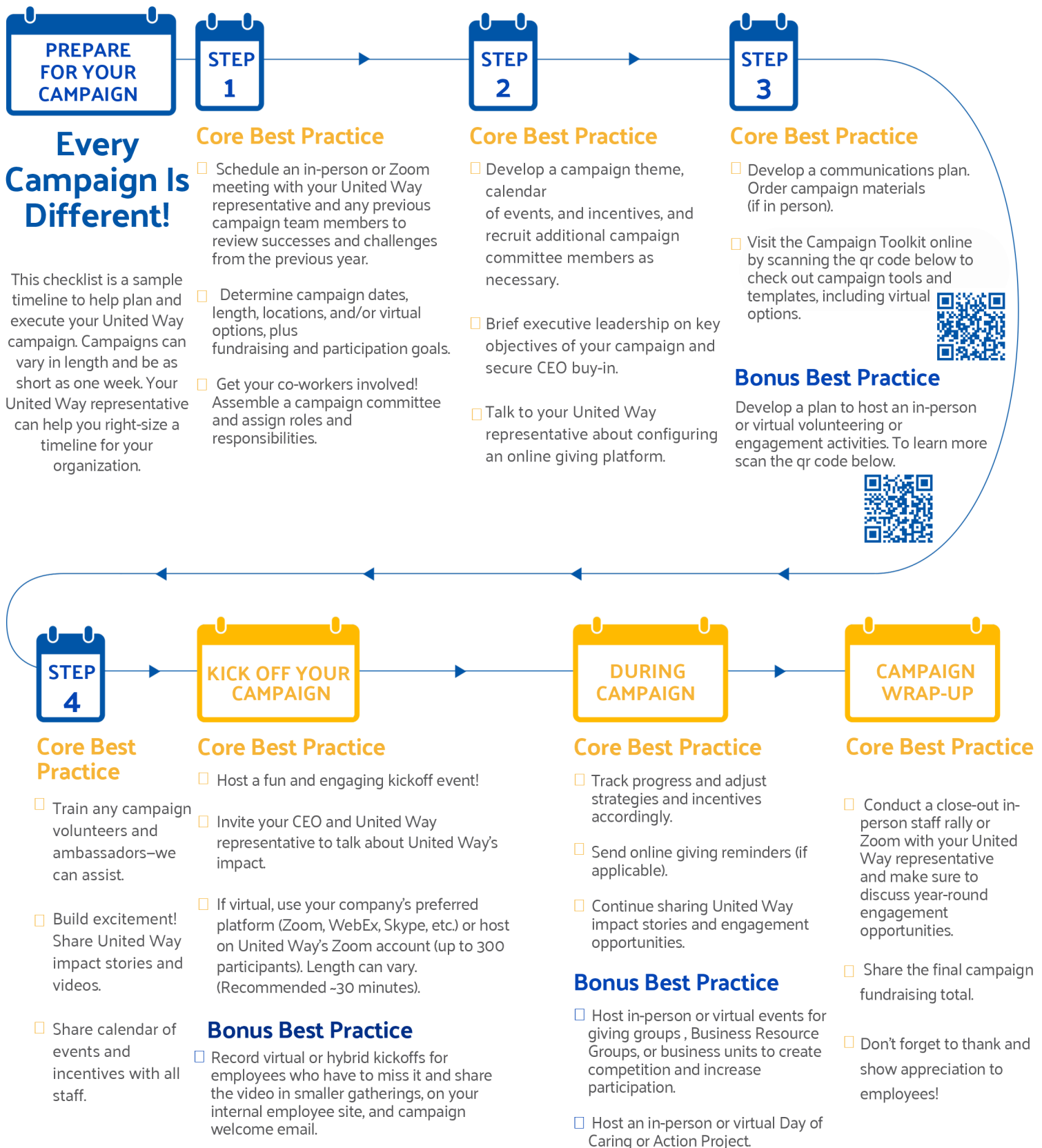
STEP 5 Convey Gratitude

Let us help you thank your donors. Remember, we can't thank them if we don't know them! Sharing data is encouraged!

- Review campaign results with your United Way team.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channels, or a message from the CEO.
- Send individualized thank-you notes to each donor. Don't forget to say "Thank You!"

A Roadmap to Implementation

Now that you understand the **Plan, Inspire, Ask, Thank** structure, let's get tactical!





CAMPAIGN TIPS CAMPAIGN TIPS **CAMPAIGN TIPS** CAMPAIGN TIPS CAMPAIGN TIPS



Research shows that United Way Workplace Campaigns are more effective when they incorporate incentives, fundraisers, and ample donor appreciation. Everyone enjoys a bit of pampering, treats, and engaging activities with colleagues for a worthy cause. Making your campaign enjoyable can significantly impact its success.

When planning your campaign events, be sure to align each one with your main objectives. Here are some typical goals for a campaign:

- Raise funds
- Boost workplace morale
- Educate employees about the UW campaign and the nonprofit programs it supports
- Promote volunteerism
- Shed light on community issues and how UW-funded nonprofits are addressing them

Successful workplace campaigns depend on careful planning and broad participation. Ensure you promote all fundraisers and incentives effectively - people need to be informed to get involved!

Lastly, always take time to express your gratitude to everyone who participates. Whether they donate \$1 or \$1,000, it's crucial that ALL donors feel valued and understand the impact their contribution has on our community.

Thank you for being the campaign coordinator and for your dedication to our theme of United We Thrive! Your efforts are making a real difference.



Creative Fundraising Ideas



50/50 RAFFLE

Invite employees to buy a ticket for a chance to win money. Once raffle tickets are sold, select a winner. 50% of the ticket goes to the winner and 50% goes to the United Way.

EXECUTIVE COSTUME CONTEST

With your boss' permission, allow workers to contribute to the jar with the costume they'd like their boss to dress as for Halloween. The jar with the most change/money is what they will dress as! (Example – 1 jar labeled ghost, 1 jar labeled clown).



MONOPOLY MONEY AUCTION

Give a certain amount of play money to each employee who pledges. Give bonus money for those who want to increase their donation by \$1 per pay or get their pledge forms in by a certain date. Invite employees to an auction where they can buy prizes with the play money.

OFFICE INDY 500

Rent or borrow remote-controlled cars. Set up a racetrack constructed from items around the office and charge racers \$2 per race. Conduct time trials or have head-head competitions to determine the Office Indy 500 champion.



COIN WARS

Divide the office by department or teams and have a money jar assigned to each. Members of each department deposit pennies, nickels, and dimes into their own jar and place quarters or bills into the jars of the other departments. Pennies, nickels, and dimes count as positive while quarters and bills are negative. The department with the highest number of (or often the case, the least negative number) wins a prize. Combined jars will be added to your campaign total.

EMPLOYEE LOCK UP

Transform an office or cubicle into a jail cell. Arrest employees and allow them to make telephone calls to other employees to bail them out. All bail collected will be added to your campaign total.



BALLOON POP

Employees donate prizes for this event – a variation of the traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize written on it. Employees pay \$1 to buy a balloon and pop it to find out what prize they've won.

PAJAMA DAY FUNDRAISING

Employees pay a fee and get to wear their pajamas to work. Consider having a contest for the ugliest, weirdest, etc. pajamas.



BINGO

Create Bingo cards and sell to employees. Every day, email a bingo number to all participants. The first one to reply Bingo wins a prize, and the game continues until all prizes are distributed.

Partner with Purpose



UNITED WAY

Anderson, Campbell,
Morgan & Scott Counties

When you become a United Way of Anderson County Sponsor, you become a true partner in our mission. These partnerships reflect your leadership in building a stronger Anderson County.

☐ Annual Pledge

☐ One Time Gift

Small Business Giving Levels

☐ **\$500**

1 Promo:
(Socials, Newsletter or Blog)

☐ **\$1,000**

2 Promos:
(Socials, Newsletter or Blog)

☐ **\$2,500**

1 Promo
& 1 Initiative Sponsorship

☐ **\$5,000**

Website, 1 Promo, 1 Training & 1
Initiative Sponsorship

Corporate Gift Giving Levels

☐ **\$10,000**

Logo on banner,
2 Promos, 1 Event, & 1 Initiative

☐ **\$25,000**

Logo on Banner, Website,
2 Promos, 2 Initiatives, & 1 Event

☐ **\$50,000**

Logo Prominently Displayed on
Banner, all promos, all events, and
3 Initiatives

☐ **\$75,000**

ALL previous benefits + Logo
Prominently displayed on
website landing page as partner

Benefits (select preference)

Events

- ☐ Day of Caring
- ☐ Campaign Kick-Off
- ☐ Annual Meeting- Awards
- ☐ United for the Holidays
- ☐ Small Events: Silent Disco/Long Table Dinner

Promotions

- ☐ Social Media
- ☐ Newsletter
- ☐ Website
- ☐ Board & Nonprofit Agendas

Initiatives

- ☐ Volunteer Income Tax
- ☐ ALI.C.E. Self- Sufficiency
- ☐ Ridge & Valley Volunteers
- ☐ Project Period
- ☐ Community Outreach/ Benefits Kitchen

Your Impact

Gift's



A gift of \$1,000 provides a scholarship for a student to have a safe, nurturing environment to be so their parents are able to work.



A gift of \$7,500 provides financial stability, support, and resources for 8 hardworking adults to get back on their feet.



A gift of \$5,000 provides healthcare access, medication assistance, and transportation for 5 individuals ensuring dignity and independence.



A gift of \$10,000 provides enough funding to feed more than 90 people in Anderson County throughout the year.

→ Outcomes & Impact



Funded Agencies:
26 Agencies Providing 44 Programs

Community Needs Assessment Findings: Five Priority Areas

Substance Misuse – Mental Health – Child Well Being – Alice Population – Food Insecurities



Agencies Receive

- Direct funding of programs addressing community needs.
- Valuable training and technical support.
- Network of partners who collaborate to transform the community.
- Community assessment data that forms funding.
- Oversight, assistance, access to our volunteer hub and work days.



Donors Receive

- Dollars are put where the community needs them most.
- Resources are used wisely and effectively.
- Programs are monitored and outcomes are observed.
- Grants are awarded to agencies with the biggest impact



Communities Receive

- Data-driven focus in three broad areas of need.
- Needs across the counties are being addressed.
- Outcomes-oriented effort.
- Administrative expenses are minimized.

The Big Picture



It's hard to know how to make an impact. we take the guess work out of donating. We see the needs of the community and know the agencies serving those needs. You don't have to worry about whether your donation is making an impact. It Is!



Annual Impact

- Almost 1 million children's meals and snacks served.
- Over 3,000 families able to maintain their housing.
- Almost 120,000 community volunteer hours.
- More than 8,200 individuals helped through support and advocacy.

→ Outcomes & Impact Funding Cycle

Regionally, \$500,000 goes into the community through grants.



STEP 1 Campaign

If every person in our service area gave just \$20, we could fund every grant we receive! Pledge or make a one-time gift to help our campaign.



STEP 2 Application

Any agency seeking funding must complete a thorough application that includes a full budget, client stories, program outcomes, and statistics.



STEP 3 Panels

Volunteer Community Impact Panels are made up of dedicated community members. These volunteers review each application compassionately and thoroughly.



STEP 4 Site Visits

Each panel visits with up to five agencies. They meet volunteers and clients while learning what it really takes for each agency to operate.



STEP 5 Allocations

Allocations are completely volunteer-driven. Community Impact Panels decide how to distribute each year's campaign fund to have the greatest impact in the communities we serve.

Where Does The Money Go?



The majority of our budget goes into community grants. This includes full partnerships, one and three year grants and our annual discretionary grants.



A smaller portion of funding supports community initiatives that supplement agency services such as 211, Career Pathways, and VITA (Volunteer Income Tax Assistance).



We provide monthly trainings, workshops, and technical support to agency partners and the community.



We work hard to keep overhead below 10%. Expenses include rent, utilities, salaries, and a 1% membership fee to United Way Worldwide.

2027 Campaign Pledge Form

United Way of Anderson County
301 Broadway Ave Suite 101
PO Box 4158 Oak Ridge, TN 37830
865-483-8431



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<https://uwayac.org/>

Name: _____ Company/Location: _____

Home Address: _____ City/State/Zip: _____

Phone Number: _____ Email: _____ Birthday: _____

☐ I wish to give anonymously

I would like to designate my gift to:

☐ Where needed most ☐ Youth Services ☐ Self-Sufficiency ☐ Health & Seniors
☐ Donor Choice Specific Agency: _____

(\$50 Minimum Donation for Donor Choice Designations)

I Give Because:

Leadership Giving:

☐ I want to join/renew my leadership gift in the amount of: _____
(Min \$1,000)

☐ I want to join/renew my Emerging Leader gift: _____
(\$500 Min/Under 40 years old)

☐ I want to join/renew my Women United gift: _____
(\$1,000 Min)

☐ Please send me information about Planned Giving and/or Giving a Legacy Gift

Payment Method:

Total Gift Amount:

Easy Payroll Deduction

- ☐ \$50
☐ \$25
☐ \$10
☐ \$5
☐ Other: \$_____

of Pay periods
per year: _____

One Time Gift

- ☐ Check Enclosed
☐ Cash Enclosed
☐ Scan QR Code



Recurring Donation

☐ Bill Me: \$_____

- ☐ Monthly
☐ Quarterly
☐ Annually

Signature (Required):

Date: _____

Sign Here