

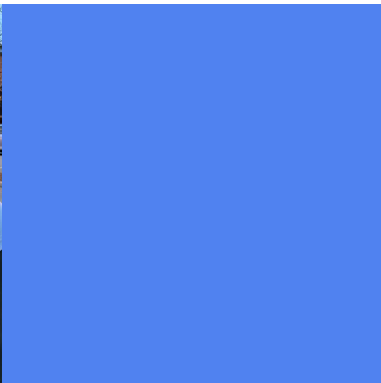
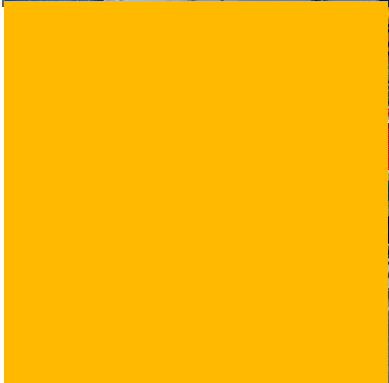


UNITED IS THE WAY



2026 - 2027

EMPLOYEE CAMPAIGN COORDINATOR GUIDE



**United Way
of Randolph County**
363 S Cox Street
Asheboro, NC 27203
336-625-4207
www.uwrandolph.org



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Thank you for serving as a Campaign Coordinator for the 2026-2027 United Way of Randolph County Campaign for Our Community!

As a campaign coordinator, you have the unique opportunity to harness the generosity, talent and energy of your workplace to give back to our community and help United Way’s efforts in building a stronger, healthier community. The information in this guide will help you plan and execute a smooth, successful United Way campaign. We encourage you to take advantage of the materials we’ve provided and know your United Way is always ready to support you!



Thank you for Uniting in Purpose and joining our United Way Team

WHAT DOES UNITED WAY DO?

COMMUNITY NEEDS AND THE UNITED WAY IMPACT



HEALTHY COMMUNITY

PHYSICAL, MENTAL AND EMOTIONAL WELL-BEING AND SAFETY

- Expanding access to health care and wellness services
- Supporting mental health, safety, and crisis intervention programs
- Providing services that help seniors live independently
- Promoting healthier lifestyles for individuals and families



We invest in Partner Agencies meeting community health needs:

- **Kintegra Health**
- **Randolph County Family Crisis Center, Inc.**
- **Randolph Senior Adults Association**
- **Regional Consolidated Services**



WHAT DOES UNITED WAY DO?

COMMUNITY NEEDS AND THE UNITED WAY IMPACT



YOUTH OPPORTUNITY

EARLY LEARNING, SCHOOL READINESS, BASIC NEEDS

- Helping children succeed in school and graduate ready for the future
- Supporting after-school programs, mentoring, and youth development
- Providing safe, engaging environments for learning and growth
- Strengthening early childhood education and family support programs



We invest in Partner Agencies providing youth opportunities:

- **4H**
- **Scouting America - Old North State Council**
- **Boys & Girls Club of the Greater Triad**
- **Communities in Schools**
- **Partnership for Children**
- **YMCA Asheboro/Randolph**



WHAT DOES UNITED WAY DO?

COMMUNITY NEEDS AND THE UNITED WAY IMPACT



FINANCIAL SECURITY

FINANCIAL STABILITY, BASIC NEEDS, FOOD SECURITY

- Assisting families with basic needs such as food and housing
- Providing resources that help families achieve financial stability
- Serving as a bridge to job training and employment resources
- Helping families move toward long-term financial independence



We invest in Partner Agencies meeting family and individual needs:

- **Christians United Outreach Center**
- **Salvation Army**



WHAT DOES UNITED WAY DO?

COMMUNITY NEEDS AND THE UNITED WAY IMPACT



COMMUNITY RESILIENCY EMERGENCY PREPAREDNESS & COMMUNITY COLLABORATION,

- Connecting individuals and families to essential community resources
- Supporting emergency services, disaster response, and crisis assistance
- Strengthening volunteerism and community collaboration
- Helping residents access help through services like 211



We invest in community-wide programs that build community resiliency:

- **American Red Cross**
- **Ash-Rand Rescue & EMS Squad**
- **NC211**
- **Volunteer Center of Randolph County**
- **United Way of Randolph County COAD**



ALICE IN FOCUS



WHO IS ALICE?

- A** Asset
- L** Limited
- I** Income
- C** Constrained
- E** Employed

ALICE households earn above the Federal Poverty Level but still struggle to afford the basics such as housing, child care, food, transportation, health care, and technology.

ALICE MAY BE YOUR:

- Child Care Provider
- Delivery Driver
- Cashier
- Home Health Aide
- Waiter or Waitress
- Retail Worker
- Neighbor
- Friend



WHAT DOES THE DATA TELL US?

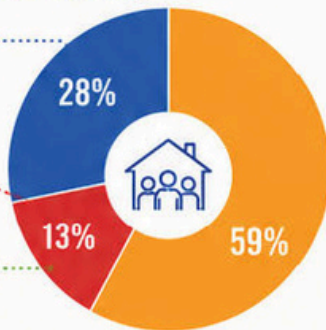
NORTH CAROLINA HOUSEHOLDS

41% OF NORTH CAROLINA HOUSEHOLDS FACE FINANCIAL INSTABILITY

28% ALICE
Asset Limited, Income Constrained, Employed

13% POVERTY
Households earning below the Federal Poverty Level.

59% ABOVE ALICE THRESHOLD
Households earning more than the basic cost of living.



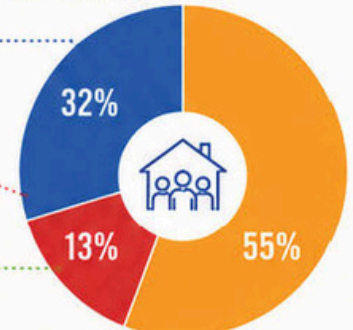
RANDOLPH COUNTY HOUSEHOLDS

45% OF RANDOLPH COUNTY HOUSEHOLDS FACE FINANCIAL INSTABILITY

32% ALICE
Asset Limited, Income Constrained, Employed

13% POVERTY
Households earning below the Federal Poverty Level.

55% ABOVE ALICE THRESHOLD
Households earning more than the basic cost of living.



WHY IT MATTERS

Many ALICE households work in jobs essential to our community. They earn too much to qualify for many assistance programs but not enough to consistently afford basic necessities.

These are the hardworking individuals who help keep Randolph County running every day.



DATA NOTE

The information shown reflects the most current ALICE data available (2024). Because data is collected from numerous state and federal sources, analysis and publication require significant time. As a result, ALICE reports are typically released after a reporting delay.



LEARN MORE

www.UnitedForALICE.org

Source: United For ALICE® County and State Reports

WHAT IS 211?

HELP STARTS HERE



DIAL 2-1-1 OR VISIT NC211.ORG

GET CONNECTED TO...

Food • Housing • Utilities
Health Care • Legal Services
Disaster Assistance • Transportation
Employment Services • And more



NC 211 is powered
by local United Ways
across North Carolina



FREE • CONFIDENTIAL 24/7/365 • MULTILINGUAL

Dial 2-1-1 or (888) 892-1162



UNITED WAY
of Randolph County

LEADERSHIP GIVING

— *The Uwharrie Society* —

LEADING THE WAY FOR RANDOLPH COUNTY

Since 1994, the Uwharrie Society has recognized individuals and families who make an annual investment of **\$1,000** or more to United Way of Randolph County.

Our Leadership Donors are individuals and families who choose to give a little more so our community can do a lot more. Leadership Giving represented over 55% of 2025 campaign dollars.

Every year, their generous gifts fund unique programs that focus on literacy, health, and financial stability, and significantly impact thousands of people here in Randolph County.



1994–2025



LEADERSHIP DONORS HAVE
INVESTED MORE THAN

\$11,595,578.00

IN RANDOLPH COUNTY



UWHARRIE SOCIETY GIVING LEVELS



BRONZE

\$1,000 – \$1,499



SILVER

\$1,500 – \$2,499



GOLD

\$2,500 – \$4,999



PLATINUM

\$5,000 – \$9,999



**ALEXIS DE
TOCQUEVILLE SOCIETY**
\$10,000+ annually

The Alexis de Tocqueville Society represents the highest level of giving and recognizes exceptional philanthropic leadership.

UNITED IS THE WAY

Your Leadership. Your Impact.

363 South Cox Street
Asheboro, NC 27203

336-625-4207



www.uwrandolph.org



Join Today!

EMPLOYEE CAMPAIGN COORDINATOR BASICS

CAMPAIGN TIMELINE

6 Weeks Before

- Attend ECCTraining, hosted by United Way of Randolph County
- Review previous campaign's performance, determine opportunities & challenges. Meet with your CEO to confirm their commitment. Recruit and train a campaign team to help you run the campaign and plan fundraising events
- Develop campaign goals and strategies with your campaign team. Develop campaign timeline, dates, and goals, report these dates to United Way of Randolph County

4 Weeks Before

- Plan your campaign goals and special events
- Set dates for employee meetings, agency tours or visits
- Contact United Way about speakers (Staff or Agency) for kick off or employee meetings
- Download/Request digital support materials, including partner agencies flyer, posters, campaign thermometer poster, 211 materials, ALICE flyers, incentives posters, etc

2 Weeks Before

- Promote your campaign special events, meetings, and/or activities
- Conduct a leadership giving campaign (one of the best ways to increase the success of your overall campaign is through leadership giving of \$1,000+) [See page 8](#)
- Send communications from the CEO endorsing support and announcing the campaign

! Kickoff Celebration

- Launch your campaign at a group meeting or kick off event!
- Make sure all employees receive materials & have an opportunity to give in-person or online
- Conduct special events and activities
- Publicize interim campaign results and encourage accomplishing organizational goals
- Send follow-up emails every few days to keep up enthusiasm and build awareness; include community facts and success stories
- Have fun!

✓ After Your Campaign

- Wrap up campaign
- Calculate results, submit campaign envelope and any final reports to United Way
- Announce results to your team
- Ensure pledge payments are paid in full or set up for payroll deduction within HR or Payroll Dept.
- Thank all contributors with a celebration event, letter, email
- Conduct a campaign debrief with your team and develop a summary for next year



EMPLOYEE CAMPAIGN COORDINATOR BASICS

COMMUNICATIONS & RESOURCES

Consistent and clear messaging for your employees is key to a successful campaign.

We've compiled sample messages and resources to help you throughout the entire campaign. Visit the Campaign Toolkit on our website to find materials to help you get started on your campaign. The Campaign Toolkit also gives you access to additional digital support materials including videos, logos, and more!

Campaign Materials

- Incentive Posters
- Campaign Posters
- Campaign Thermometer
- Pledge Forms
- 211 Materials
- ALICE Materials
- Uwharrie Society Information

Communications

- Campaign Kickoff Announcement
- List of United Way Community Initiatives
- Special Event List
- #Why I Give Card
- Social Media Templates
- Post-Campaign Thank You emails
- Email to Prospective Leadership Donors



Sign up for our eNewsletter!

Workplace Campaign Support Team



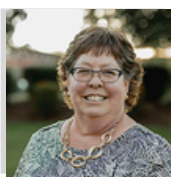
Sam Baker
Executive Director
sbaker@uwrandolph.org



Linda Cranford, Director of Leadership Giving & Donor Support
lcranford@uwrandolph.org



Jamie Hill, Operations and Communications Coordinator
jhill@uwrandolph.org



Jeanie Valentine, Campaign, Community Investment, and Database Coordinator
jvalentine@uwrandolph.org



UNITED WAY
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336625-4207
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EMPLOYEE CAMPAIGN COORDINATOR BASICS

EVENTS AND INCENTIVES

Campaign-focused events and incentives can be the keys to generating enthusiasm and interest among employees. Here are some fun ways to bring people together to increase participation and dollars raised.

Event Suggestions and Ideas:

Food brings People Together! Whether you cookout or cook-off your initial campaign meeting, it needs to grab your employees attention and encourage them to attend.



Host a Cook-Off Fundraiser!

Ask your co-workers to bring in their favorite crockpot recipe. For a donation, employees can fill their plates and vote for their favorite dish. Bragging rights all around for the winning recipe.



Bids for a Better Community

Bid on fun items, give back to your community, and make a real impact—one bid at a time

Make it a fundraiser – with Office Olympics!

Setup games like paper clip jump rope, office chair races or trash can basketball. Allow teams to “buy” head starts and other advantages, all benefitting your campaign. Incentives reward those who participate in the campaign.

OR

Get the team on the field

with a company kickball or pickleball tournament! Have a team entry fee, offer food and beverages to purchase at the game for athletes and friends.



Make a Match

One of the most successful ways to grow your campaign is to offer a corporate match for employee giving. Sharing in the investment means sharing in the impact!



INCENTIVE IDEAS

Consider incentives for employees who:

- Make their pledge on the first day, or during the kickoff event.
- Give generously at the leadership level (\$1000 or more).
- Donate for the first time or increase their previous year's donation.

OTHER IDEAS

Casual dress day, VIP parking spaces, PTO days (half or full), shirts/hats/other company apparel, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community businesses, event admission passes.





UNITED WAY
of Randolph County

2026 CAMPAIGN INCENTIVES

Your Gift. Our Community. A Chance to Win!

CARING SHARE PRIZES

YOUR GIFT SUPPORTS OUR COMMUNITY.
YOU COULD WIN BIG!

the **Y**
RANDOLPH-ASHEBORO

ONE YEAR FAMILY MEMBERSHIP

Oliver
AMERICA'S #1 RETREAD RUBBER BRAND.

***SET OF MICHELIN TIRES FROM OLIVER RUBBER**

*4 Michelin tires 15" to 20" passenger or light truck. Customer has to pay for mounting and balancing.

North Carolina **ZOO**

ONE YEAR FAMILY MEMBERSHIP

Your gift of one hour or more per month enters you in the drawing for one of these exciting Caring Share prizes!

GENEROUSLY DONATED BY
ASHEBORO AUTOMALL

ENTER TODAY WIN A NEW CAR

Donate \$100 or more to United Way of Randolph County through your workplace campaign or online today!



Asheboro Automall – Chrysler, Dodge, Jeep, Ram, Nissan, and Honda have once again partnered with United Way of Randolph County to provide a generous incentive for our 2026 campaign.

On December 7th, 2026, 10 finalists will be drawn from among the eligible entries. Each finalist will be notified that he or she has qualified for the drawing and will be invited to participate in the car giveaway event where a single winner will win a brand-new 2026 car. All finalists must attend the car giveaway event at Asheboro Nissan on December 17th, 2026 to receive a key and qualify for the Grand Prize.

ENTER TODAY!

SCAN TO DONATE
& BE ENTERED!



TWO WAYS TO GIVE. TWO CHANCES TO WIN. ONE POWERFUL IMPACT.

Together, we build a stronger, healthier, more resilient Randolph County.

Your generosity stays local and makes a real difference in the lives of people right here in Randolph County.
Thank you for Living United!



UNITED IS THE WAY



www.uwrandolph.org

United Way of Randolph County

336-625-4207

FREQUENTLY ASKED QUESTIONS

What happens to my donation?



Your donation will be multiplied with other contributions and the total will be distributed across vetted agencies and collaborative initiatives to address critical Randolph County needs.

We are a 501(c)3 nonprofit organization and all donations are tax deductible. Community volunteers provide oversight of the investment of campaign funds, focusing on meeting community needs. The United Way Community Impact Council reviews each funding request and makes recommendations for funding to the United Way of Randolph County.

Is it possible to designate my gift?



YES! Pledge forms give you the option to designate your gift to a specific cause which you are passionate about or to designate to a local partner agency, a United Way serving another community, or to any other 501(c)(3) non-profit organization.

Each designation must be a minimum of \$25.00. Unless otherwise designated, donations will be distributed as grants to our 17 partner agencies to fund United Way programs and initiatives. United Way provides oversight of the donation to confirm the organization is in compliance and has received a 501(c)(3) nonprofit status determination from the IRS.

Why should I give to the United Way over giving directly to an agency?



Giving to United Way means **your gift goes further and does more**. United Way takes a broader, more strategic approach by identifying the most pressing needs across our entire community—then bringing together partners, resources, and solutions to address root causes, not just symptoms.

United Way is the only nonprofit in our area that assesses community needs, invests in high-impact programs, and holds partners accountable for results. Your gift supports a coordinated network of services that no single agency can provide alone.

It also supports ALICE—Asset Limited, Income Constrained, Employed—our neighbors who are working hard but still struggling to afford the basics. By investing in United Way, you're helping create pathways to stability for ALICE households and strengthening the entire community.

A gift to United Way is a gift to everyone in our community. It's how you can help the most people and make the greatest difference.