

2026 Workplace Coordinator Handbook

Your guide to running a successful campaign.

UNITED IS THE WAY

Together, we can help local kids realize their
full potential.



UNITED WAY
Benton &
Franklin Counties

WELCOME

Leading a workplace campaign is not just about fundraising; it's about building a stronger, more connected workplace and community. By leading your organization's workplace campaign, you make a real difference in the lives of local kids and their families in Benton and Franklin Counties. Whether you're new to coordinating workplace campaigns or are a seasoned pro, the resources we provide can help you plan and execute a successful campaign that creates lasting change in the community. You make a difference, and we're so glad that you're with us.

MISSION

United Way of Benton & Franklin Counties collaborates to support a foundation for the well-being, safety, and academic success of children, from birth to middle school.

VISION

We envision a community where all children have an opportunity to learn and thrive – where barriers such as hunger, homelessness, abuse, and social status have been removed.

Meet Your Campaign Support Team



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PRESIDENT & CEO THANK YOU

Dear Workplace Campaign Coordinator and Champion:

I appreciate you investing your precious time to partner with United Way, as together we connect your workforce with safe and convenient ways to support better todays and tomorrows for local kids and their families.

Each gift fuels our mission to help more children enter kindergarten prepared, attend school regularly, and have access to critical services like food, diapers, and mental health support.

Partnering with United Way showcases your organization's commitment to its employees and to our shared community. We are here to equip you with what you need to succeed, and to support you as you create opportunities that inform and engage your work colleagues during this campaign.

Thank you for leading your organization's United Way campaign. I look forward to seeing the amazing results of your team's work and the positive impact it will create.

With gratitude,



Dr. LoAnn Ayers

President & CEO



WHAT IS A WORKPLACE CAMPAIGN?

United Way of Benton & Franklin Counties partners with organizations across the Tri-Cities to run annual workplace campaigns. Workplace campaigns allow employees the opportunity to give back to the community through safe, easy and convenient payroll deductions or credit card gifts. During the workplace campaign, employees are given the opportunity to make a pledge to be deducted from their paycheck in equal installments throughout the following calendar year. Many campaign coordinators choose to have their campaigns in the fall as employees begin to think about the following year. Workplace campaigns are a great opportunity to engage employees in giving back to the community.

TYPES OF WORKPLACE CAMPAIGNS

United Way offers several different ways for employees to make pledges. We encourage you to choose what works best for your organization, and to discuss your options with United Way staff:

- Paper pledge forms: Employees fill out paper copies of our pledge form during the campaign and turn them into you and/or your payroll department.
- ePledge: ePledge is our electronic pledging system. Employees can access ePledge in two ways:
 - We provide one link to you that works for all employees. You share this link in the way that works best for you.
 - We send out a series of emails to employees. In this type of campaign, you provide us with email addresses and tell us when to send emails. Employees access ePledge through personalized links included in each email.

Regardless of the format you choose, employees must make a new pledge each year unless your company specifically requests that we roll last year's pledges over to this year. If interested in this option, please reach out to United Way.



Jeff Markillie, Amentum
2025 Volunteer of the Year Award

YOUR ROLE AS A WORKPLACE CAMPAIGN COORDINATOR

Your role as a coordinator is crucial in ensuring the success of your organization's United Way campaign. You play a critical role in:

- Communicating with employees about the campaign, ensuring that they understand it and know how to participate.
- Encouraging excitement and momentum throughout the campaign.
- Answering employees' questions about United Way, about campaign logistics and putting employees in touch with United Way if necessary.
- Generating buy-in and support from your organization's senior leadership.
- Working with United Way to establish campaign dates, request campaign materials, provide updates, and work through any challenges that arise.

OUR ROLE AT UNITED WAY

You don't need to do this alone. United Way staff are always standing by to assist you in your campaign. Our goal is to make your experience as easy and meaningful as possible. We can help you by:

- Providing campaign materials such as rack cards, posters, pledge forms, t-shirts, etc.
- Answering questions about campaign logistics and about United Way's work.
- Brainstorming employee engagement tactics with you.
- Presenting on United Way to your employees.
- Attending employee special events.
- Organizing lunch and learns: in-depth opportunities to learn more about our programs and funded partners.
- Anything else that you might need.



United Way Staff
Donor Leadership Event 2026

UNITED WAY'S IMPACT IN THE COMMUNITY

As a workplace coordinator, it's important to know the basics of United Way's work. While we don't expect you to be an expert, being able to answer basic questions from fellow employees will go a long way towards ensuring a successful campaign result. In addition to the following information we provide a range of print and electronic materials to help you message about United Way.



United Way Advances Early Learning

United Way works to boost kindergarten preparedness in the Tri-Cities and surrounding areas. Currently, less than half of all students enter kindergarten prepared to learn. We have two programs to change that:

Dolly Parton's Imagination Library



We are the local program partner for Dolly Parton's Imagination Library. The Imagination Library mails one book per month free of charge to each participating child's home. Books are age-appropriate, come with parenting tips, and can be requested in both English and Spanish. United Way focuses on enrolling children in areas of highest opportunity. In 2025 we helped mail more than 65,000 books to more than 6,000 local children.

Lantern lantern

We are also the local program partner for Lantern, a free, nation-wide text messaging service that sends evidence-based parenting tips, activities, and resources directly to parents and caregivers of children from prenatal to age 11. United Way provides the Lantern platform in our area and coordinates local text messages about age-appropriate events. This program is new in 2026!



United Way Enhances Student Success

United Way works to boost high school graduation rates in the Tri-Cities and surrounding areas. We know that graduating high school is the first step towards becoming a successful member of a resilient community. We do this in two ways:

Attendance Matters® Mentoring



We place mentors into local elementary and middle schools to work one-on-one with students who are chronically absent. Our mentors provide year-long support to those kids who need it most. Last year we supported more than 350 students throughout the school year.

Attendance Messaging Toolkit



We provide resources to local schools and parents to promote regular school attendance. With this new initiative, we aim to make everyone aware of the importance of attending school.



United Way Expands Access to Critical Services

We increase access to basic needs by funding local non-profits through our gap-filling grants. By doing this, more kids and families receive the critical services they need. Last year, our grants helped more than 11,000 kids and their families gain access to the supports that they needed to succeed, like food, diapers, shelter, and protection from domestic violence.



United Way Promotes Generosity Throughout the Community

We offer workplace donors the ability to designate their gift to any 501c3 organization in good standing with the IRS. This service allows employees to give back to everything they care about through safe, easy, and convenient payroll deductions. Last year, we facilitated more than \$360,000 in donor-designated generosity.

2025-2027 Funded Partners



Tutoring for local K-8 students learning English to strengthen reading and future success.



Books, tools, and training for local families, helping children enter kindergarten ready to succeed.



Housing and wraparound support for local children and their parents/caregivers in recovery.



Trauma-informed training for local women, helping them improve their lives and the stability of their kids and families.



Food, clothing, and hygiene essentials for local children and families, delivered where they live and gather.



24/7 trauma-informed advocacy and support for local children and caregivers facing violence or abuse.



Diapers for local kids, allowing them to be happy, healthy, and dry. Giving families the chance to access childcare so they can work and/or go to school.



Horse-assisted activities for local children with disabilities to improve coordination, confidence, and social skills.

WORKPLACE CAMPAIGN TIMELINE

United Way workplace campaigns don't have to be confusing! If this is your first time running a workplace campaign, this is what you can expect:

1. A United Way staff person will reach out to you to schedule two planning meetings.
 - a. CEO Call: This meeting gives your organization's senior leadership a chance to talk with United Way's President & CEO. We'll cover company trends, corporate social responsibility goals, and ideas for the campaign. This meeting is crucial to secure senior-level buy-in and support.
 - b. Coordinator Call: After the CEO call, United Way staff will follow up with you to discuss campaign details and answer any questions that you might have. We'll discuss campaign materials, dollar goal, timeline, and ideas to engage your employees and help you.
2. United Way hosts an annual coordinator training at our office in July. You and any team members you'd like to be present will be invited for this engaging in-person training event. You'll also collect any campaign materials that you need at this event.
3. As your campaign start date approaches, United Way staff will be in touch to ensure that you have what you need and that your questions are answered. During this time, we're here to work with you.
4. When your campaign kicks off, you'll message the campaign to your employees and plan engagement and promotional opportunities. United Way staff will check in with you regularly, and we are available to support you virtually or in-person.
5. As your campaign continues, United Way staff will check in with you at the halfway point. The halfway point is a great time to reengage with busy employees who may have forgotten or put off giving until later.
6. When your campaign concludes, we'll reach out to you to collect any pledge forms or close your online pledging system. We'll also provide you with the total raised by your company and offer you the opportunity to take a recognition photo.



VIT Plant
2025 Live United Award



Jodi Henderson, Benton PUD
2025 Public Workplace Coordinator
of the Year Award

WORKPLACE CAMPAIGN CHECKLIST

Workplace campaigns can have a lot of moving parts. Here's a checklist to help you keep it all straight.

Workplace Coordinators of all types of campaigns should do the following:

- ✓ Plan and hold a CEO or senior leadership call.
- ✓ Plan and hold a campaign coordinator call.
- ✓ Order campaign supplies when prompted by United Way staff.
 - Best practice: Order your supplies early and pick up your supplies at coordinator training.
- ✓ Attend United Way's workplace coordinator training.
- ✓ Submit the campaign planning survey when prompted by United Way staff. Information requested includes:
 - Campaign start and end dates.
 - Payroll and marketing contacts.
 - Other details to help United Way staff track and support your campaign.
- ✓ If desired, schedule presentations by United Way staff to leadership and different departments and sites.
 - Best practice: Encourage individual sites and/or departments to contact us directly. We will coordinate schedules and keep you updated.
- ✓ If desired, work with United Way staff to set up a GiveSmart page for special events.
- ✓ During the campaign, check in with United Way staff regularly.
 - Best practice: Check in with us at the start, at the midway point, and at the end of your campaign.
- ✓ At the end of the campaign:
 - Give one copy of each paper pledge form to United Way, and one to your company's payroll office.
 - Coordinate with United Way staff to turn in special event cash and close your GiveSmart page.
 - Best practice: Ensure that HR has copies of new-hire pledge forms to allow new employees to begin giving back right away throughout the year.
- ✓ Celebrate! Once all donations are processed, United Way staff will email you the final total for your campaign and offer you a photo recognition opportunity as well as a campaign feedback meeting.

ePledge Registration: In an ePledge registration campaign, United Way provides you with a link to an online pledging portal, and you share this link with your employees.

Additional Steps For ePledge Registration

- ✓ United Way staff will provide you with email templates and other images and collateral to share and send to your employees. We will also provide you with a link to your company's personalized ePledge donation page.
- ✓ Develop your own schedule and process to share information and promote your campaign.
 - Best practice: Engage company leadership to send communication under their name.
- ✓ At the end of the campaign, United Way staff will share a spreadsheet with your payroll office so that they know who pledged, and how much.

ePledge Push: In an ePledge push campaign, United Way sends a series of emails with personalized pledging links to your employees.

Additional Steps For ePledge Push Campaigns

- ✓ When prompted by United Way staff, upload a list of employees and their emails via the secure link on United Way's webpage.
- ✓ United Way staff will send you a copy of all the emails that we will send out to your employees. Return the document to United Way with the dates and times that you would like each email sent.



City of Richland
2025 Workplace Engagement Award

- ✓ Share information that we provide with your IT department so that they can whitelist United Way's emails.
- ✓ At the end of the campaign, United Way will share a spreadsheet with your payroll office so that they know who pledged, and how much.



HMIS
2025 Rise To The Challenge Award

WHAT MAKES A SUCCESSFUL CAMPAIGN?

A successful campaign doesn't have to be rocket science. There are a few things that all successful campaigns have in common. And remember, United Way staff are here to assist you every step of the way!

- **Plan:** Choose the time of year for your campaign that makes sense for your organization. Most campaigns run for up to one month during the fall, many times during the company's open enrollment period. You know your company best, so choose a time frame that works best for you and your employees.
- **Assemble a team:** You don't have to do this alone. This is a great team-building project. Meet early and often to brainstorm, plan, and assign roles. Aim to get coverage at all your business locations. Choose people who are able to take this on, and who are enthusiastic about the cause.
- **Gain senior leadership buy-in:** Workplace campaigns work best when supported from the top. Ask your senior leader to support messaging and participation in the campaign.
- **Engage employees:** Plan to message and engage employees not just at the start of the campaign, but throughout your campaign window. The most successful campaigns message early, often, and in a variety of different ways.
- **Hold special events:** Many successful workplace campaigns engage employees in person. Gatherings are always an effective way to bring people together and get them engaged.
- **Invite United Way Staff:** United Way staff are always available to give short presentations about United Way. Whether at staff meetings or at an employee gathering, we find that having a United Way staff person present significantly increases employee engagement and buy-in.
- **Try Something New:** If something you're doing isn't working as planned, reach out to United Way staff and we'll be happy to brainstorm with you. Each year is different, so don't be afraid to try something new.
- **Incentivize Giving and Celebrate Success:** Setting a realistic campaign goal helps motivate employees. Consider further incentivizing through friendly department or worksite competitions. Celebrate success, either by recognizing individual donors or the entire group when the goal is achieved.



Genesis Stoner, H2C
2025 Corporate Workplace Coordinator
of the Year Award

SPECIAL EVENTS

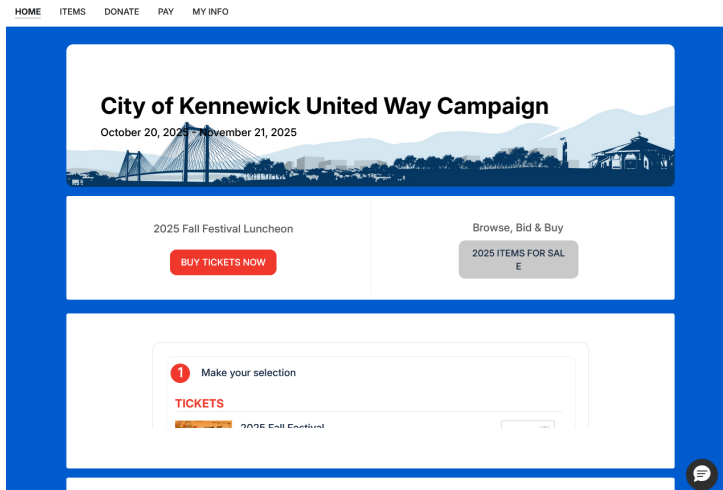
A United Way campaign is a great opportunity to bring your employees together and engage them in something fun and meaningful, all for the benefit of United Way. Special events can turbocharge your workplace campaign while simultaneously boosting employee engagement and supporting the local community.

GiveSmart

To help you facilitate your special events, United Way offers the use of our fundraising and event software, GiveSmart. GiveSmart can help you:

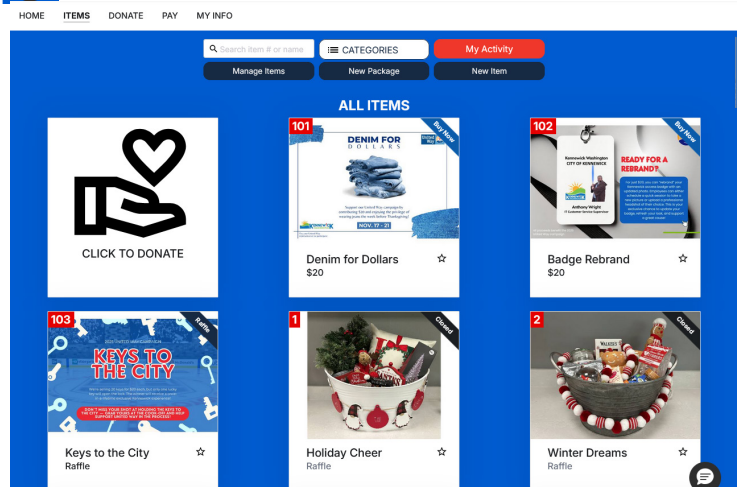
- Promote upcoming events that benefit United Way.
- Sell tickets.
- Host silent auctions.
- Collect cashless payments.
- Track event attendees.

If you're interested in using GiveSmart, please reach out to United Way staff. We would be happy to answer your questions, provide personalized training, and get you set up on the software.



City of Kennewick GiveSmart Landing Page

City of Kennewick Silent Auction Page



Event Ideas

The beauty of special events is that they can be anything that fits your company's and employees' needs. United Way staff is always available to help you brainstorm. To get you started, here are a few ideas that have worked well:

- Salsa showdown.
- Chili cook-off.
- Bake sale.
- Taco bar.
- Pet photo contest.

Events often work best when announced early and advertised often. For more employee engagement, make events into lighthearted contests and encourage voting and other forms of active participation. And lastly, don't forget to invite United Way staff! We've seen participation go up when the event is clearly tied to United Way.

CAMPAIGN MATERIALS

United Way staff provides materials in different formats for your use in promoting your United Way campaign. Our hope is that you use these materials often, in many different settings, to promote your campaign and to drive employee engagement. We have the following available for you:

- Print materials: rack cards and posters promoting United Way and our programs. These are best used in public spaces to raise awareness of United Way and the benefit of participating in the workplace campaign.
- Social media templates: We provide graphics and visuals to help you as you message about United Way through your newsletter, employee portal, or social media.
- Videos: We provide short videos that can be played with or without sound. Videos show your employees' generosity in action and drive home the benefit of giving.
- Email templates: We provide sample messaging that you can use throughout your campaign while adapting to fit your needs.



City of Pasco
2025 Line Dancing Event

AVAILABLE MATERIALS

Early Learning
Rack Card

ADVANCE EARLY LEARNING

UNITED IS THE WAY

Your support prepares children for kindergarten by sending parenting tips straight to parents' phones and by reading books to local kids monthly at no cost to their families.

"I love getting little age-appropriate messages on my phone that I know are relevant and backed by research. It helped me become a better parent to my child!"
—Loreen, parent

DONORS LIKE YOU GIVE LOCAL CHILDREN A STRONG START

Scan the QR code to learn more or donate.

Logos: c|antern, UNITED WAY, Imagine Learning Library.

Student Success
Rack Card

ENHANCE STUDENT SUCCESS

attendance MATTERS

UNITED IS THE WAY

Your support helps local kids succeed in school by providing mentoring to chronically absent students and sending attendance tips and resources to the entire community.

"A lot of students that struggled attending school at the beginning of the year have started attending more regularly, even taking the bus full week!"
—Raquel, Attendance Matters® Mentor

DONORS LIKE YOU GET LOCAL STUDENTS UP FOR SUCCESS

Scan the QR code to learn more or donate.

Logos: UNITED WAY, Imagine Learning Library.

Mission
Rack Card

UNITED IS THE WAY

Together, we are building better futures for our local kids.

2026 MISSION

- Increase Kindergarten Preparedness** by getting books to local kids, at no cost to their families, through our partnership with Daily Pattern's Imagine Learning Library. Kids who read, succeed!
- Increase School Attendance** by providing mentorship through our local schools to work one-on-one with students and providing outreach to districts and families to decrease absenteeism. Students who go to school, stay in school!
- Increase Access to Basic Needs** by linking local nonprofits through our gap-filling grants to ensure kids and families can receive the critical services they need. Kids who feel secure, thrive!

Donors make our mission possible.

Scan the QR code to learn more or donate.

Logos: UNITED WAY, Imagine Learning Library, c|antern.

Impact
Rack Card

2025 IMPACT

- EARLY CHILDHOOD LITERACY ADVANCED** through our partnership with Daily Pattern's Imagine Learning Library.
 - 6,461 local children received books at no cost to their families.
 - 65,028 books read to local children.
- STUDENT SUCCESS INCREASED** through our Attendance Matters® program.
 - 354 chronically absent students participated in ongoing mentoring.
 - 1,255 additional students received financial support.
- ACCESS TO SERVICES EXPANDED** through support for nonprofits.
 - 11,060 local kids and their families had access to food, diapers, health care and prescription medications.
 - \$139,750 in grants to local nonprofits to help families access critical services.
 - \$363,034 in donor-generated funding for programs through United Way to support eligible nonprofits.

CONTINUED TRANSPARENCY IN OUR MISSION AND RESULTS

Philanthropy Deal of Transparency: United Way of the South's largest source of information on nonprofit organizations.

This rating puts us in the **TOP 1%** of all nonprofits.

Logos: UNITED WAY, Imagine Learning Library, c|antern.

Early Learning
Poster

ADVANCE EARLY LEARNING

UNITED IS THE WAY

More than 50% of local kids are reading at home!

Your support prepares local children for kindergarten by sending parenting tips straight to parents' phones and by making books to local kids monthly at no cost to their families.

Kids who read, succeed!

Logos: UNITED WAY, Imagine Learning Library, c|antern.

Student Success
Poster

ENHANCE STUDENT SUCCESS

attendance MATTERS

UNITED IS THE WAY

More than 50% of local kids are attending school!

Your support helps local kids succeed in school by providing mentoring to chronically absent students and sending attendance tips and resources to the entire community.

Students who go to school, stay in school!

Logos: UNITED WAY, Imagine Learning Library, c|antern.

Critical Services
Poster

EXPAND ACCESS TO CRITICAL SERVICES

UNITED IS THE WAY

More than 50% of local kids are getting critical services!

Your support helps local kids and their families access critical services like food, diapers, and protection from domestic violence.

Kids who feel secure, thrive!

Logos: UNITED WAY, Imagine Learning Library, c|antern.

New Hire
Pledge Form

A NEW JOB. A NEW OPPORTUNITY.

YOUR GIFT HELPS:

- Advance Early Learning with books for children and teens.
- Enhance Student Success with our mentoring, attendance and financial support.
- Expand Access to Critical Services for our most vulnerable.

A NEW JOB. A NEW OPPORTUNITY.

Consideration for your new job at United Way of the South is an opportunity to help and share with others in our community. We are committed to making a difference in the lives of our neighbors. Your gift helps us do this by supporting our mission to provide support to our most vulnerable neighbors. We are committed to making a difference in the lives of our neighbors. Your gift helps us do this by supporting our mission to provide support to our most vulnerable neighbors.

Logos: UNITED WAY, Imagine Learning Library, c|antern.

2026
Pledge Form

I WANT TO MAKE AN IMPACT TODAY!

Backed In The Way to improve local lives.

YOUR GIFT HELPS:

- Advance Early Learning with books for children and teens.
- Enhance Student Success with our mentoring, attendance and financial support.
- Expand Access to Critical Services for our most vulnerable.

A NEW YEAR. A NEW OPPORTUNITY.

At United Way of the South, Imagine Learning Library, c|antern and our partners, we are committed to making a difference in the lives of our neighbors. Your gift helps us do this by supporting our mission to provide support to our most vulnerable neighbors. We are committed to making a difference in the lives of our neighbors. Your gift helps us do this by supporting our mission to provide support to our most vulnerable neighbors.

Logos: UNITED WAY, Imagine Learning Library, c|antern.

NEW THIS YEAR

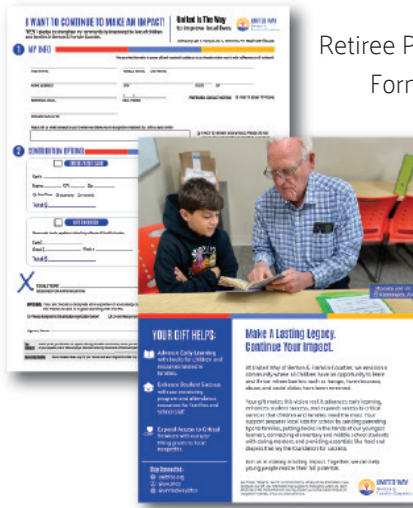
Critical Services Rack Card



Funded Partners Rack Card



Retiree Pledge Form



2026 T-Shirt Design



United Way Staff
2026 Diaper Drive

FREQUENTLY ASKED QUESTIONS FROM COORDINATORS

1. My campaign is going well, and I don't want to break the momentum by ending it. Can I extend or change the end date of my campaign?

Yes! You can extend your campaign all the way through December 31, 2026. Simply contact United Way to let us know of the change.

2. My campaign results are not where I want them to be. What should I do?

Many factors, both in and out of your control, can affect the results of a workplace campaign. If you're not seeing the results you hoped for, please reach out to United Way staff. We'll talk you through the specifics of your campaign, share our ideas, and brainstorm ways to drive participation together.

3. An employee is asking me questions about the campaign or about United Way that I don't know the answers to. What should I do?

Please refer them to United Way staff. We will assist the employee directly with anything that you are not able to answer. We certainly don't expect you to be an expert on all things United Way!

4. My company held a special event and now I have cash for United Way. What should I do with it?

You have two options. United Way staff can come to you to pick up the cash, or you can drop off cash at United Way's office in Kennewick during our normal business hours. Please call ahead first to ensure that someone is available to assist you. We will tally cash with you and provide you with a receipt.

5. An employee participated in a special event and is asking for a donation receipt. Do you have one available?

Yes! Please reach out to a United Way staff member. We will provide you with the appropriate form that you can fill out for the employee.



Energy Northwest & City of Kennewick
2025 Coordinator Training Presenters

FREQUENTLY ASKED QUESTIONS FROM EMPLOYEES

1. Why am I getting emails from and/or communications about United Way? For some ePledge campaigns, how did you get my email address?

United Way of Benton & Franklin Counties has partnered with your organization to provide all employees with the opportunity to give back to the local community through safe, easy, and convenient payroll deduction. If you chose to make a payroll deduction gift, these deductions will start in January 2027 and will continue for the entire calendar year. If we've emailed you, it's because your company has provided us with your name and email address for this purpose. You will receive a short series of emails from us during your company's campaign. If you choose not to donate, you will not hear from us again. We do not have any additional personal information, and we will never sell or share your email.

2. I can't access my ePledge account. What should I do?

If you have any questions about ePledge, your workplace coordinator can put you in touch with a United Way staff person who will be able to assist you.

3. I'd like to designate my gift to a particular agency or program. How do I do that?

You can direct your gift to any 501c3 organization in good standing with the IRS, or to any of United Way's specific programs. Simply indicate how you'd like your gift designated when completing ePledge or your paper pledge form. If you'd like to update your designations throughout the year, simply contact United Way.

4. Is United Way of Benton & Franklin Counties a local organization?

Yes. United Way of Benton & Franklin Counties is an independent organization with a local Board of Directors that determines organizational priorities and strategic direction. When you give to our local United Way, all money stays local.

5. How can I change or stop my payroll deduction pledge after it starts?

You can change or stop your payroll deduction pledge at any time. Simply reach out to your organization's payroll department to stop deductions from coming out of your paycheck.

6. If I made a pledge last year, do I need to make one again this year?

Unless your organization specifically indicates that your pledge will be rolled over, you will need to make a new pledge every year.



UNITED WAY
Benton &
Franklin Counties



uwbfc.org



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[United Way of Benton & Franklin Counties](https://www.linkedin.com/company/United-Way-of-Benton-&Franklin-Counties)



[unitedwaybfco](https://www.instagram.com/unitedwaybfco)



[unitedwayofbfcounty](https://www.youtube.com/channel/UCunitedwayofbfcounty)