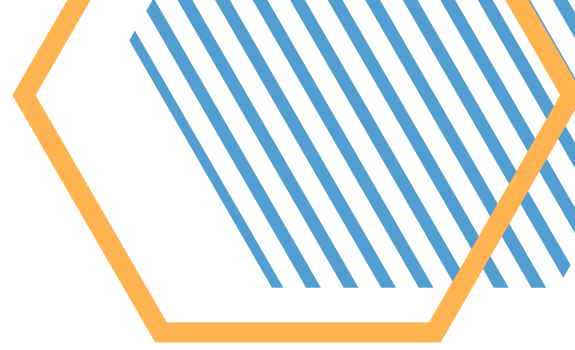




UNITED WAY
Galveston
County Mainland



2026 - 2027
EMPLOYEE CAMPAIGN
COORDINATOR HANDBOOK

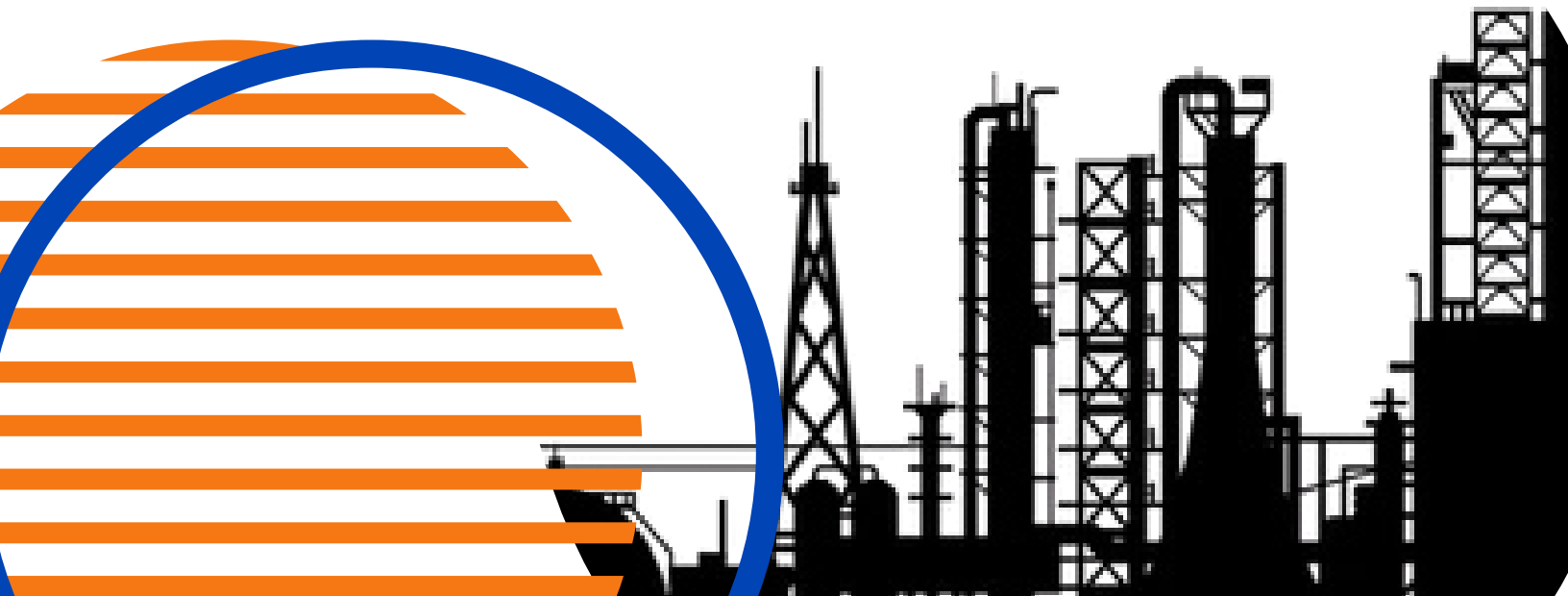




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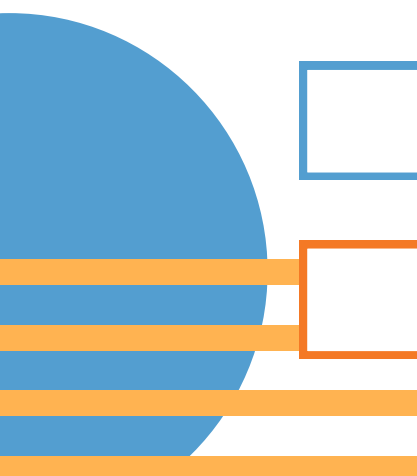
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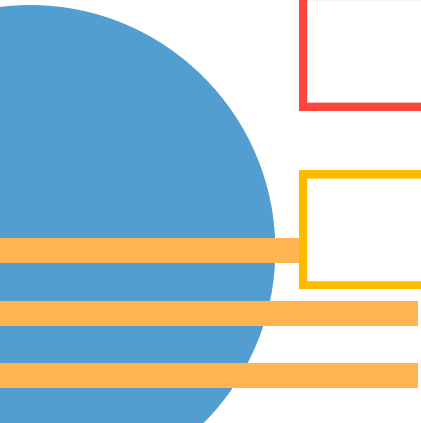
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WHAT TYPE OF CAMPAIGN IS THE BEST?

THINK OUTSIDE THE BOX



OUR PARTNERS

CONGRATULATIONS!

YOU ACCEPTED AN IMPORTANT ROLE AS EMPLOYEE CAMPAIGN COORDINATOR

As an Employee Campaign Coordinator (ECC), you play a crucial role in the success of your workplace fundraising campaign. Serving as the bridge between United Way Galveston County Mainland (UWGCM) and your organization's employees, you help raise awareness of UWGCM's vital community impact and offer colleagues the chance to give, advocate, and volunteer. Whether you volunteered or were asked to take on this role, your leadership is truly appreciated, and we are here to provide support every step of the way. By leading your company's campaign, you join a passionate group working toward lasting change in our region, where countless children, families, and individuals face unprecedented challenges. Your dedication to raising awareness about how collective contributions to UWGCM create a safety net for our community is essential.

Together, with supporters like you, we are improving health, education, and economic opportunities—fundamental elements for a better future in Galveston County Mainland. This guide offers the resources you need to run a successful employee giving campaign, and we encourage you to reach out to your United Way representative anytime for additional support, guidance, or ideas.

CONTACT YOUR UNITED WAY STAFF



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WHAT IS UNITED WAY GALVESTON COUNTY MAINLAND?

United Way Galveston County Mainland is on a mission to fight for the health, education, and financial stability of every person in our communities. We are problem solvers, hand raisers, and game changers. We go after our communities' toughest challenges. We are a collaboration of donors, volunteers, organizations, and experts who unite around making a positive, long-lasting impact on the people who live and work in Galveston County.

MISSION

United Way Galveston County Mainland is dedicated to improving health, education, and financial stability in our communities.

We Will:

- Prioritize impact to financial security, healthy communities, Youth Opportunity and community resiliency
- Form innovative and effective partnerships with other organizations
- Strategically raise and invest resources to make lasting change
- continually assess our communities needs and work to mitigate them

VISION

At UWGCM, we envision a world where all individuals and families achieve their human potential through education, financial stability, and healthy lives. We believe that:

- Everyone should have sufficient food
- Everyone should have a safe place to live
- Everyone should have access to basic healthcare
- Everyone should have the skills and support to enter and stay in the workforce
- Children and youth should have an opportunity to grow and prosper
- People in crisis should have access to emergency services
- Seniors & people with disabilities should be supported in their efforts to remain independent

UNITED WAY BRANDING INFORMATION

COLOR PALETTE

Primary colors



R:0 G:68 B:181
#0044B5
C:93 M:78 Y:0 K:0
Pantone 2728 C

R:253 G:55 B:44
#FD372C
C:0 M:91 Y:88 K:0
Pantone Bright Red C

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#FFBA00
C:0 M:30 Y:100 K:0
Pantone 7549 C



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Pantone 3581 C

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#D12626
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#F47925
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Pantone 6018 C



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#5082F0
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Pantone 2718 C

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Pantone 115 C



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#A7D2FF
C:31 M:9 Y:0 K:0
Pantone 2717 C

R:255 G:215 B:208
#FFD7D0
C:0 M:18 Y:12 K:0
Pantone 698 C

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#FFEAD0
C:0 M:8 Y:18 K:0
Pantone 7401 C

TYPOGRAPHY USAGES

HEADLINE

ANTONIO BOLD

HEADING

ANTONIO

Sub-Headline

ANTONIO LIGHT

Body

Palanquin

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2025 COMMUNITY IMPACT

**\$ 1,348,000 INVESTED IN
GALVESTON COUNTY
MAINLAND IN 2025**

**7,256 VETERANS RECEIVED
SUPPORT FROM SOUTH EAST
RESOURCE FOR VETERANS
EFFORTS (SERVE)**

**4,328,189 POUNDS OF FOOD
WERE DISTRIBUTED THROUGH
THE GALVESTON COUNTY
FOOD BANK**

**100% OF ALL WORKPLACE
CAMPAIGN DOLLARS WERE
FULLY ALLOCATED TO UWGCM
FUNDED AGENCIES FOR
PROGRAM SUPPORT**

JOIN THE FIGHT.

Side-by-side—United—we tackle the problems people don't talk about at cocktail parties. Together, we tackle the problems most people shy away from by forging unlikely partnerships... finding new solutions to old problems... by mobilizing the best resources. And, by inspiring individuals like you to join us in the fight against our community's most daunting social crises.

10

TIPS FOR A SUCCESSFUL CAMPAIGN

1

SECURE TOP LEVEL LEADERSHIP SUPPORT

2

RECRUIT A TEAM

3

DEVELOP A CAMPAIGN PLAN

4

ORGANIZE A LEADERSHIP GIVING PROGRAM

5

PROMOTE YOUR CAMPAIGN

6

KICK OFF YOUR CAMPAIGN

7

MAKE THE ASK

8

BUILD TEAMS THROUGH VOLUNTEERISM

9

WRAP UP THE CAMPAIGN

10

SAY THANK YOU

2027 FUNDED PROGRAMS & SERVICES



**YOUTH
OPPORTUNITY**



**HEALTHY
COMMUNITY**



**FINANCIAL
SECURITY**



**COMMUNITY
RESILIENCY**

ADA Women's Center

(409) 763-5516 www.adawomenscenter.org

Provides a safe, supportive and compassionate environment to empower the women served on their journey of recovery from the disease of addiction.

Advocacy Center for Children of Galveston County

(409) 741-6000 www.galvestoncac.org

Facilitates agency collaboration regarding the prevention, investigation, prosecution and treatment of child abuse cases in a neutral and child-friendly environment.

American Red Cross

(713) 828-0916 www.redcross.org

Provides relief to victims of disasters and helps people prevent, prepare for and respond to emergencies.

Big Brothers & Big Sisters Gulf Coast

(409) 763-4638 www.mentorsgc.org

Provides youths from single parent homes with positive adult role models for encouragement, friendship, social skills development and academic achievement through one-to-one mentoring.

CASA of Galveston County

(409) 572-2552 www.casagalveston.org

Provides trained volunteers to act as Guardians Ad Litem to abused and neglected children and provides information to the court concerning the children's best interest.

Communities In Schools - Bay Area

(281) 486-6698 www.cisba.org

Provides a dropout prevention program in Dickinson ISD dedicated to helping at-risk youth stay in school.

Family Service Center of Galveston County

(409) 762-8636 www.fsc-galveston.org

Promotes the mental health and well-being of individuals and families through counseling, education, and prevention.

Galveston County Food Bank

(409) 945-4232 www.galvestoncountyfoodbank.org

Provides easy access to nutritional food, personal hygiene items and cleaning supplies for economically disadvantaged and underserved residents of Galveston County.

Girl Scouts of San Jacinto Council

(713) 292-0300 www.gssjc.org

Builds girls of courage, confidence, and character who make the world a better place.

Higher Up Texas

(281) 705-4167 www.higheruptexas.org

Provides a two-part program that teaches life skills to young adults, ages 17-23 and guides them to their successful futures.

HIS Ministries

409-925-4697 www.hisministries-sf.com

Serving low income families in West Galveston County with a focus on staple groceries and pantry basics. They also address the immediate burden of overdue rent and utility bills.

Independence Village

(409) 935-4335 www.ivillagetexascity.org

Provides safe, affordable housing for adults with mental and/or physical challenges and maintains a healthy, happy home that fosters community involvement and independent lifestyles.

Interfaith Caring Ministries

(281) 332-3881 www.icmtx.org

Encourages self-sufficiency by providing Emergency Financial Assistance to individuals in Clear Creek/Friendswood ISDs.

Mainland Children's Partnership

(409) 643-8240 www.mcpartnership.org

Provides a client choice pantry and senior financial assistance program serving the communities of Texas City, La Marque, Santa Fe and Hitchcock.

2027 FUNDED PROGRAMS & SERVICES



**YOUTH
OPPORTUNITY**



**HEALTHY
COMMUNITY**



**FINANCIAL
SECURITY**



**COMMUNITY
RESILIENCY**



M I Lewis Social Service Center

(281) 534-2043 www.milewisctr.org

Encourages self-sufficiency by providing Emergency Financial Assistance to individuals in Dickinson ISD.



NAMI Gulf Coast

(281) 585-3100 www.namigulfcoast.org

Provides support, education and service advocacy to families and individuals affected by mental illness.



Scouting America Bay Area Council

(409) 744-5206 www.scouting.org

Prepares young people to make ethical and moral choices over their lifetime by instilling in them the values of the Scout Oath and Law.



SERVE (South East Resource Veterans' Effort)

(281) 317-0211 www.setexasheroes.com

Brings Gulf Coast area veterans groups and organizations together to combine resources and information to improve the lives of our military personnel and their families.



St. Vincent's House

(409) 765-2211 www.stvhope.org

Provides services and resources to empower people to become healthy, self-sustaining and contributing members of our community.



Sunshine Center, Inc.

(409) 763-3621 www.sunshinecenterinc.org

Enhances independence, as well as community responsibility, and to foster self-esteem and dignity among individuals with developmental disabilities.



The Salvation Army of Galveston County

(409) 763-1691 www.salvationarmyusa.org

Provides a housing-focused emergency shelter program to people facing hardships; and summer camps and after-school programs for students of all ages.



William Randall Ministries STEM Camp

(409) 599-4636 www.gsmbc.org

Meets the educational needs of a diverse, at-risk, community of STEM learners and inspires students to discover their gifts, be creative, think critically and excel academically.

OUR 2026 CAMPAIGN PARTNERS

Supporting our local network of nonprofits is at the heart of what United Way stands for. We recognize that organizations across our community are doing impactful work in their own unique areas—and it's our role to uplift those efforts and encourage meaningful collaboration. By working together through shared programs, data, volunteer involvement, and funding, we're all contributing to a stronger, more united community.



CAMPAIGN CHECKLIST:

Use this checklist to stay organized and on track for running a successful campaign

- ☐ Secure CEO/Senior Management support
 - ☐ Identify campaign lead
 - ☐ Recruit a team to help with the campaign; assign tasks
 - ☐ Determine your participation and monetary goals and incentives
 - ☐ Meet with United Way staff for support, campaign strategies, etc.
 - ☐ Review the previous campaign performances, opportunities and challenges.
 - ☐ Determine your campaign plan and time frame.
 - ☐ Schedule your kickoff, United Way Speaker, and any special events.
 - ☐ Promote the campaign.
 - ☐ Send a campaign kickoff letter from your CEO endorsing the campaign.
 - ☐ Attend the United Way Campaign Kick-off August 27th
-

- ☐ Ensure all employees have access to campaign materials and giving platforms.
 - ☐ Host events- campaign kickoff, loyal contributor, etc.
 - ☐ Keep the campaign alive by sharing different facts, stories and photos
 - ☐ Monitor your progress
 - ☐ Send reminders about events, incentives and deadlines
-

- ☐ Ensure all pledges are received
 - ☐ Follow up on any corporate contribution or employee match
 - ☐ Calculate the results, review with committee members, and prepare final report for United Way
 - ☐ Announce results to all employees
 - ☐ Post campaign photos on your corporate social media networks
 - ☐ Evaluate the challenges and successes of your campaign. Keep notes
 - ☐ Thank all donors with a celebration event, letter and/or email
-

- ☐ Keep employees updated on United Way activities throughout the year
- ☐ Promote agency volunteer opportunities

THINK OUTSIDE THE BOX

TIME IT RIGHT

Choose a campaign kick-off time when you know your employees will be most engaged.

PROMOTE. PUBLICIZE. PLAN.

Raise awareness of United Way's work. Send email updates. Form a committee.

BE VISIBLE

Get on the agenda for company wide calls or department meetings.

GET HIGH-LEVEL BUY IN

When the CEO and Senior managers are the first to give, others will follow their example.

THANK AND CELEBRATE

Acknowledge those who invest in United Way. Involve and recruit others who share your passion.

OFFER INCENTIVES

Promote incentives, contests, or drawings to encourage giving.

CREATE CORPORATE MATCH

Connect corporate giving by creating a corporate challenge match for staff gifts.

MAKE IT PERSONAL

A personalized ask is best particularly from a friend. Utilize personal connections and communications.

LET THE SPIRIT LIVE ON

Opportunities to lead the way do not end when your campaign does. Keep staff posted on UWGCM's success!

WHAT TYPE OF CAMPAIGN IS BEST?

TEAM BUILDING

These campaigns focus on fostering teamwork and collaboration among employees. Activities must include team challenges, volunteer projects, and group fundraising efforts.



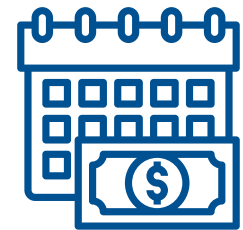
ONLINE/VIRTUAL

Ideal for remote or hybrid work environments, these campaigns leverage digital platforms for fundraising and engagement.



PAYROLL DEDUCTION

Employees can be encouraged to donate a portion of their salary through payroll deductions. This method provides a steady stream of support and can be easily managed through HR systems.



EVENT-BASED

Companies can organize special events such as charity walks, bake sales, auctions, or benefit dinners. These events can be tailored to fit the company's culture and interests.



COMPETITIONS AND CHALLENGES

Friendly competitions, such as department challenges or individual fundraising goals, can create excitement and motivation. Examples include 'dress down' days, fundraising competitions, or fitness challenges. Companies can enhance their campaigns by offering to match employee donations, effectively doubling the impact of each competition.



MEETING STYLE

These campaigns are integrated into regular company meetings or special events. They can include presentations about United Way, guest speakers, and interactive sessions to encourage donations and volunteerism.



FREQUENTLY ASKED QUESTIONS

WHO DOES UNITED WAY SERVE?

United Way Galveston County Mainland is on a mission to fight for the health, education, and financial stability of every person in our communities. We are a local, volunteer-driven nonprofit organization that brings together the mainland communities of Galveston County to address critical issues. Our partner agencies provide programs that make positive, long-lasting impacts on the people who live and work in Galveston County.

WHERE DOES MY CONTRIBUTION GO?

We raise funds each year with the help of industrial support, local businesses, families, and individual people. Our fundraising is extremely efficient, with 100% of your employee campaign goes directly to an agency or agencies on the 2027 funded programs list. 0% of the campaign is kept for administrative costs.

WHO DECIDES WHICH PROGRAMS AND AGENCIES GET FUNDED?

Community volunteer leaders serve on allocation committees where they review grant applications and perform site visits. The volunteer committee will then make investment decisions based on the programs impact, alignment with UWGCM's impact focus areas, and the organization's overall accountability. All funding is dependent upon the organization's sound operation, delivery of services, and achievement of measurable outcomes.

WHAT ARE MY OPTIONS FOR GIVING TO UNITED WAY?

Visit www.uwgcm.org to learn more about UWGCM's options for giving. Donors have the option to designate their gift in different ways:

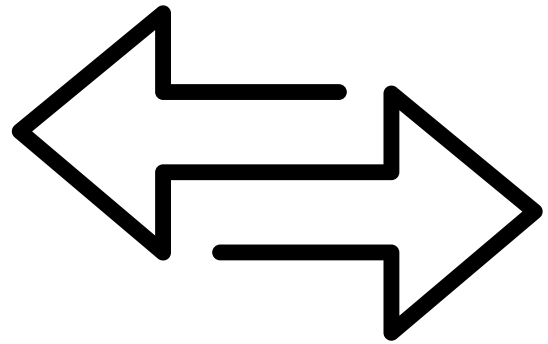
- Payroll Deduction
- Direct Giving
- Invoice

DONATION OPTIONS FOR WORKPLACE CAMPAIGNS



PAYROLL DEDUCTIONS

This option gives employees the opportunity to support United Way through automatic payroll deductions. It's an easy and convenient way to give, allowing donors to spread their contributions throughout the year—making a meaningful impact without putting a strain on their budget all at once.



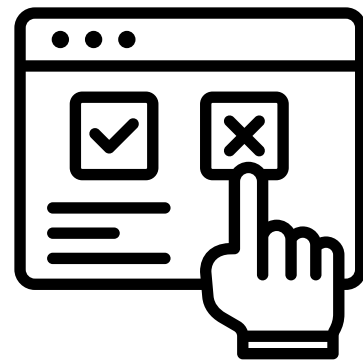
DIRECT GIFT

Employees also have the option to make a one-time gift to United Way. This kind of direct contribution provides immediate support for vital programs and services that make a difference in our community.



INVOICE

This option allows employees to pledge a donation and receive an invoice for the amount, offering a flexible way to give for those who prefer to manage their contributions on their own timeline.



OPT OUT

Employees who choose this option are letting us know they're unable to give at this time. However, it still keeps them connected to United Way's work and informed about future opportunities to get involved and support our mission.

TOOLS YOU CAN USE

Raffle Prizes

Sell raffle tickets to employees, draw winners at events, and use proceeds to support the campaign. Promote and display prizes to encourage participation.

Online Landing Pages

United Way will create a campaign landing page with donation options and campaign details. Share the link via email, social media, and internal communications.

Paper or Digital Pledge Forms

Distribute forms during meetings or events and collect completed pledges. provide clear instructions.

Email

Send regular email updates, reminders, and success stories. Include links to the donation landing page and keep emails visually appealing.

Social Media

Promote the campaign, share stories, and engage with posts and challenges. Use dedicated hashtags and encourage sharing.

Promotional Materials

Display posters and flyers around the office and create digital graphics for emails and social media. Ensure consistent branding.

Fundraising Thermometers

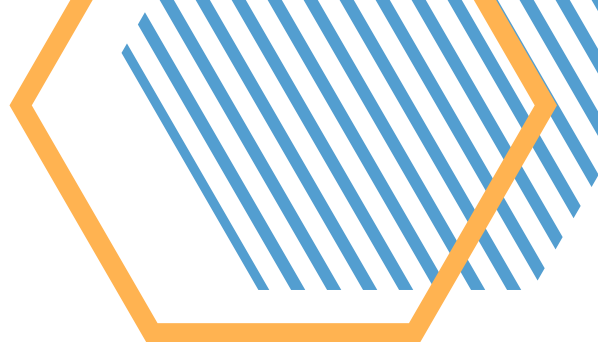
Display digital thermometers on the landing page and physical ones in common areas. Update regularly to show progress and motivate employees.

Corporate Newsletters

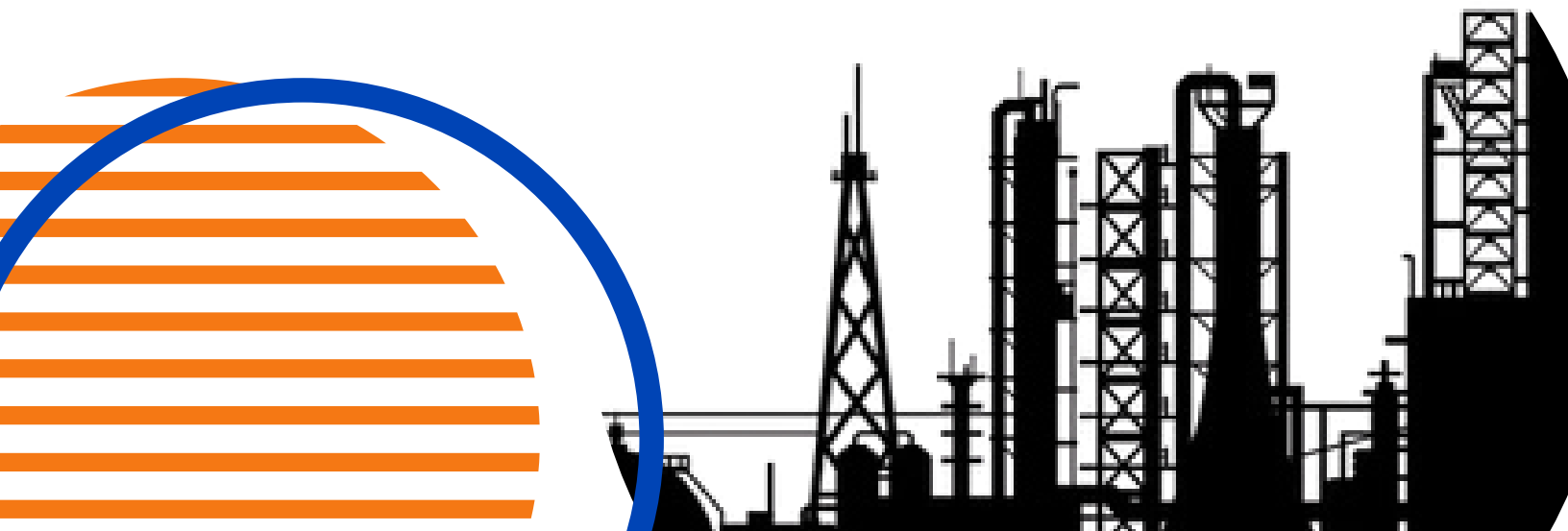
Feature campaign updates, impact stories, and ways to get involved in the corporate newsletter. Spotlight employee contributions to motivate others.



UNITED WAY
Galveston
County Mainland



**COME BE A PART OF
THE CHANGE.
UWGCM.**





UNITED IS THE WAY

To Financial Stability

A stable financial future begins with access to the right tools and support. Together, we help families move from surviving to thriving.



169

seniors received financial assistance



45

individuals avoided eviction & utility disruption



UNITED WAY

Galveston
County Mainland

Source: 2026 year-to-date reports submitted by partner agencies



UNITED IS THE WAY

To Youth Opportunity

Every child deserves the opportunity to learn, grow, and thrive. Together with our funded partners, we help young people build brighter futures across Galveston County Mainland.



90.5%

students showed academic improvement



117

youth connected to mentors

Source: 2026 year-to-date reports submitted by partner agencies



UNITED WAY
Galveston
County Mainland



UNITED IS THE WAY

To Community Resiliency

Building stronger communities by helping neighbors recover, rebuild, and move forward after disaster.



14

disaster impacted households received assistance



\$10,895

provided in direct assistance to disaster-impacted households



UNITED IS THE WAY

To Healthy Community

Supporting healthier communities by connecting people with the resources, care, and support they need to thrive.



3,590

veterans received assistance



36,996

clients received food assistance

Source: 2026 year-to-date reports submitted by partner agencies

PROMOTE YOUR CAMPAIGN

Generating excitement can be both fun and effortless! United Way is here to support your campaign with swag and incentives. Check out these straightforward and effective ideas to kick things off.

UNITED WAY SWAG

Let United Way load you up on swag! Campaign staff, volunteers and other supporters love to wear United Way swag, but don't stop there. You can get creative and dress a statue or mannequin in a t-shirt and put it on display. You can even offer t-shirts as incentives for new or increased givers... the options are endless!

WHAT'S YOUR SIGN?

Display UNITED IS THE WAY or use your company name (<COMPANY> UNITED IS THE WAY) on electronic signboards, marquees, bulletin boards, and other high visibility areas within your building.

CONDUCT A CONTEST

Encourage a little friendly competition to see which department can raise the most money or have the most participation.

INCENTIVES

Does your company offer days off for certain giving levels? Have company credit card points that can be used to purchase tickets to

DRESS DOWN DAYS

Universally popular, dress down days are a quick and easy way to encourage participation! Employees can wear jeans to work if they give at a certain level (determined by internal campaign team). Stickers to indicate participation can be provided by United Way.

DOCUMENT IT!

Create videos starring yourself or your colleagues talking about Living United. Talk about why you give and encourage others to get involved. Have fun with it! Take pictures and share them to social media or on your internal messaging networks. Be sure to tag UWGCM @UWGCM.

THANK YOU-GRAM

Send a LIVE UNITED "thank you" to everyone who helped plan or execute the campaign!

RECOMMENDED AGENDA

OPENING

5 MINUTES: CEO/EEC/SR. LEADERSHIP

- WELCOME
- VALUE OF UW & COMPANY PARTNERSHIP
- IMPORTANCE OF UNITED WAY
- ENCOURAGE ALL TO GET INVOLVED WITH CAMPAIGN ACTIVITIES

UNITED WAY AWARENESS ACTIVITY

7-12 MINUTES: UW REPRESENTATIVE/ECC

- GUEST SPEAKER FROM UNITED WAY AND CORPORATE UW VIDEOS AND GRAPHICS

CLOSING REMARKS

5 MINUTES: ECC/CEO

- CALL TO ACTION- DONATE NOW
- SHARE COMPANY FUNDRAISING AND PARTICIPATION GOALS
- SHARE COMPANY INCENTIVES FOR DONATING
- HOW TO GIVE
- INSTRUCTIONS ON NEXT STEPS- WHO TO CONTACT WITH QUESTIONS, DUE DATES, ETC.

OPENING REMARKS

THIS CAN BE CUSTOMIZED TO MEET THE NEEDS OF YOUR SPEAKER(S) AT YOUR KICK-OFF.

Welcome, everyone!

Thank you for being here today. Before we begin, I would like to welcome (introduce UW representative) from our local United Way.

As many of you already know, I'm a passionate supporter of the incredible work United Way does, and I'm proud to stand behind this campaign. With nearly 100 years of experience, United Way empowers everyday people like us to make meaningful, long-lasting change in the lives of our neighbors and within our community.

We've all seen how poverty continues to affect our area—especially in the wake of a global pandemic and ongoing economic struggles. These challenges have made life even harder for those who are already vulnerable.

As our community continues to adjust to a changing world, the need for support remains. That's why we proudly partner with United Way—because they stay focused on what matters most, tackling urgent issues head-on and finding real solutions for families in need.

I also want to take a moment to sincerely thank each one of you who contributed to this effort. Your dedication and generosity are what make this campaign possible.

[Insert key highlights or impact from last year's campaign - your United Way rep can help you with these details.]

[Optional: Share a personal story about how United Way has touched your life or someone you know.]

Thank you again for being a leader and showing what true community support looks like.

Introduce the next part of the event...

CLOSING REMARKS

THIS CAN BE CUSTOMIZED TO MEET THE NEEDS OF YOUR SPEAKER(S) AT YOUR KICK-OFF.

Thank you **<GUEST SPEAKER>**, for being with us today and reminding us just how vital our role is in creating real, lasting change in our community. Your message inspires us to continue making a difference in the lives of our neighbors and strengthening the wellbeing of our community. The shared goal of building a brighter future ensures we rise together—and helps create a place where everyone has the opportunity to thrive.

Our annual United Way campaign kicks off on **<DATE>** and runs through **<DATE>**. We're excited for what's ahead, thanks to an incredible team that's put in the time and energy to make this year's campaign the best one yet. A huge thank you to our amazing **<CAMPAIGN VOLUNTEERS>**—your leadership is truly appreciated!

Now's the perfect time to make your contribution and show our commitment to giving back. Every gift made through **<COMPANY>** plays a part in building a stronger, more resilient community for all.

Just a reminder—pledge forms are due to **<DESIGNATED PERSON>** by **<DATE>**. Don't forget about the awesome incentives we have for participating!

If you have any questions or need help with anything, feel free to reach out to **<DESIGNATED PERSON>**.

Thank you all for your support!