

Community Partnership

2023 United Way
Employee Campaign Coordinator
Supply Pick Up Session



TODAY'S AGENDA

- **Welcome and Introductions**
- **Our Campaign Chair Team**
- **About United Way**
- **Your Role as Campaign Coordinator**
- **Tools, Materials, Incentives, & Reminders**
- **Sharing Ideas for Success**
- **Getting What You Need – Supplies!**

THANK YOU FOR BEING PART OF LIVE UNITED TEAM!



**2023 Campaign Co-Chairs
Team Boys & Girls Club Future Leaders**

2023 Pacesetters Organizations



RR DONNELLEY

DAIRYLAND SEED



27 Pacesetters leading the way! Thank you!

UNITED WAY

1. **Local nonprofit** that is a top funder of nonprofit programs – *Part of global network of 1,100 United Ways throughout the US and 42 Countries and is the largest privately held nonprofit in the world – raising nearly \$4B annually and \$1.8M locally.*
2. **Identifies** top community issues.
3. **Leads** an efficient annual fundraising campaign and **unites** people to Give, Advocate and Volunteer.
4. **Large reach – Helps neighbors in need (over 11,000 last year) by investing** in nearly 30 local nonprofit programs, based on community need, outcome measures and alignment to goals.



UNITED WAY

3 Key Areas - Building Blocks of Successful Life



EDUCATION

Youth have the skills needed to succeed in school and in life.



FINANCIAL STABILITY

Families are financially stable and independent.



HEALTH

Children and adults are physically and mentally healthy.

UNITED WAY

BIG IMPACT – ONE gift to United Way supports nearly 30 programs at 21 local nonprofits.

- Albrecht Free Clinic
- American Red Cross
- Big Brothers Big Sisters
- Boys & Girls Clubs
- Casa Guadalupe Edu Center
- Catholic Charities
- Easter Seals
- Elevate
- 4C Family Center
- Family Promise
- Family Service
- Friends
- Forward Careers
- Full Shelf Food Pantry
- Interfaith Caregivers
- Kettle Moraine YMCA
- Lakeshore Regional Child Advocacy Center
- NAMI (Nat'l Alliance Mentally Ill)
- Senior Citizens Activities
- The Threshold
- Youth and Family Project

Additional Support

Mental Health Initiative

Investing in two counseling programs for youth through Catholic Charities and Youth and Family Project – identified as top local need focused on underinsured/not insured.

Hartford Resource Center

A location that United Way provides space for nonprofits and government agencies to conduct programming in the Hartford Area.

2-1-1 Helpline

- Simply call 211 on Phone
- Connecting residents to community programs
- First call referrals with 24/7 trained counselors





EMPLOYEE CAMPAIGN COORDINATOR (ECC)

United Way champions who empower their co-workers to make a difference by organizing and executing an employee fundraising campaign. Thank you for joining Team United!



United Way of
Washington County

Six Steps to a Successful Workplace Campaign

1. Learn About United Way
2. Work with a Team
3. Set a Goal
4. Decide When to Run Your Campaign
5. Determine How You'll Achieve Your Goal
6. Share the Workplace Campaign Message

FUNDRAISER IDEAS

- Balloon Pop
- Bean Bag Toss
- Tricycle races
- BINGO
- Bring your dog to work day
- Bake sale



INCENTIVE IDEAS

- Paid day off
- Packer football
- Prime parking space
- Restaurant gift cards
- Casual day passes
- Movie passes
- Best practice – giveaway first day or first few days to have forms turned in quickly



CAMPAIGN TOOLS

- Corporate pledge card
- Report envelope
- 2-1-1 cards
- Employee pledge forms
- Thermometers
- Posters
- Signs & Banners
- Casual Day Stickers
- Live United T-shirts
- United Way Agency Testimonials
- Presentation onsite and/or Videos

**MAKE A DIFFERENCE.
JOIN THE UNITING FORCE FOR GOOD.**

1 MY INFORMATION (Please print clearly)

First Name: _____ MI: _____ Last Name: _____
Home Address: _____ City: _____ State: _____
Phone: _____ Email: _____
Company: _____ Year of Birth: _____

2 MY INVESTMENT

EASY PAYROLL DEDUCTION
I will contribute the following amount each pay period:
 \$1 \$5 \$10 \$20 \$50
Other Amount \$ _____
I'm paid: Monthly (12) Bi-Monthly (24)
 Weekly (52) Bi-Weekly (26)
 One Time Gift Other _____
My Total Gift \$ _____

CASH or CHECK
My Total Gift \$ _____
Amount Enclosed \$ _____
Balance Due \$ _____
Please Remind Me:
 Monthly Quarterly
Please make checks payable to United Way of Washington County

CREDIT CARD
My Total Gift \$ _____
Paid: Once Monthly
 Quarterly
 VISA MasterCard
Card # _____
Expires _____

Signature (Required) _____ Date _____

DOUBLE YOUR DONATION! TAKE THE WEST BEND MUTUAL MATCH CHALLENGE

EMERGING LEADER (Under age 40) and I would like my gift matched by West Bend Mutual Insurance. **LEADERSHIP GIVER** (\$1,000+) and I would like my NEW or INCREASED gift matched by West Bend Mutual Insurance.

3 MY IMPACT (OPTIONAL - Please choose one)

ALL PROGRAMS **Education Programs** **Financial Stability Programs** **Health Programs**
 United Way Agency (see list on reverse): _____
 Designate by Community: _____

No goods or services were provided in exchange for this donation. Please keep a copy of this form for your own tax records. For payroll deductions, you will also need your paystub or W-2 showing total amount withheld. Please consult your tax advisor for more information.
United Way of Washington County P.O. Box 504 West Bend, WI 53095 | (262) 338-9821

THANK YOU! United Way of Washington County



Campaign Videos

- Variety of videos to share stories and testimonial of support and impact.
- Online at www.unitedwayofwashingtoncounty.org

2023 Campaign GIVEAWAYS & INCENTIVES


2023 United Way Campaign DRIVENTO GIVE

Make a pledge for the chance to win one of these great prizes.

\$6/WK
\$312 total

BRAND NEW CAR!

2024 Toyota Corolla LE
Sponsored by Russ Darrow



\$4/WK
\$208 total

\$1,500 VISA GIFT CARD

Sponsored by R&R Insurance

\$2/WK
\$104 total

YEAR IN DINING

\$600 in gift cards to Washington County restaurants

BONUS PRIZES

Apple Electronics Package
iPhone, AirPods & Apple Watch - Sponsored by Boys & Girls Clubs of Washington County

Bucks Ticket Package for 4
Loft Pass & Tickets for 4 - Sponsored by West Bend Mutual Insurance
— Any gift qualifies you for a bonus prize —

Donors will be automatically entered into the drawing for all qualifying categories. See prize details at UnitedWayOfWashingtonCounty.org/DRIVEN



**\$2, \$4 and \$6 or more
pledge/gift a week
automatically enters in to
win prizes.**

**Any gift of any size qualifies
for bonus prizes.**

**BE A LEADER.
DOUBLE YOUR
DONATION.**



Individual and Corporate Giving Challenge

*****\$100 Monthly Donation*****

Any NEW or INCREASED gift of \$1,200 or more will be matched dollar-for-dollar by West Bend Mutual Insurance Company.



Sharing Time!

What are you doing this campaign season to increase awareness and funds for the United Way?

REMINDERS

END OF CAMPAIGN WRAP UP:

Employee Giving Report Envelope

- Complete front & back
- Sealed & signed for pick up
- Separate special event funds from pledge form donations

KEY DATES

- **September 20** – United Against Hunger/Snack Pack Assembling/Campaign Kickoff
- **October 31** – Pacesetter Campaign Ends
- **December 31** – Sweepstakes Deadline
- **December 31** – End of United Way Campaign
- **February 2023** – Campaign Celebration

GIVEAWAY!

Use these incentives to:

- Inspire your employees to give
- Reward early or loyal donors
- Have fun contests
- Meet your goal



**Thank you for your
time and support!**

LIVE UNITED

UnitedWayOfWashingtonCounty.org

