2022 United Way of Washington County Campaign
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 TEAM LIVE UNITED!

2022 Campaign Co-Chairs
YMCA Legacy Team
Pacesetter Organizations

28 Pacesetters leading the way! Thank you!
Mission: To improve lives and community conditions in measurable and lasting ways.

1. **Local nonprofit** that is a top funder of nonprofit programs
   - Independent/autonomous at local level
   - Member of United Way Worldwide/All United Ways total as the largest privately held nonprofit in the world (one local community at a time!)

2. **Identify** top community issues

3. **Lead** an annual fundraising campaign and **Unite** people to Give, Advocate and Volunteer (raised $1.8M last year)

4. **We Help People** *(nearly 10,000 last year)* **by Investing** in nearly 30 local nonprofit programs, based on
   - Community Need
   - Outcome Measures
   - Alignment with Goals
3 IMPACT AREAS

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 Funded 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

- United Way invests in 27 Programs at 21 local nonprofit agencies
Additional Areas of Support

NEW: Mental Health Initiative

- Investing in two counseling programs for youth through Catholic Charities and Youth and Family Project – identified as top local need

2-1-1 Helpline

- Simply call 211 on Phone
- Connecting residents to community programs
- First call referrals with 24/7 trained counselors
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!
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
Campaign Videos
Online at www.unitedwayofwashingtoncounty.org

- YMCA Legacy Team – Campaign Chair Introduction

- Finding A Way Campaign Video: https://www.youtube.com/watch?v=YP9xF7Gtyig

- Agency Spotlight Videos
2022 Campaign
GIVEAWAYS & INCENTIVES

2022 United Way Campaign

DRIVEN TO GIVE

IT'S EASY AS 1-2-3!
Make a weekly pledge for the chance to win one of these great prizes.

$3/WK
BRAND NEW CAR!
2022 Toyota Corolla Hybrid
Sponsored by Russ Darrow

$1,000 VISA GIFT CARD
Sponsored by R&R Insurance

$1/WK
65” LG 4K SMART TV
Sponsored by Bergmann Appliance

BONUS PRIZE
YEAR OF DINING - $600 in gift cards to Washington County restaurants.

BONUS PRIZE
All Donors
YEAR OF DINING - $600 in gift cards to Washington County restaurants.
Individual and Corporate Giving Challenge

Any **NEW** or **INCREASED** gift of $1,200 or more will be matched dollar-for-dollar by West Bend Mutual Insurance Company.
2022 Campaign Kickoff
Meal Packaging
When: September 14 from 2pm-5pm
Where: Washington County Fair Park
How: Register a team of up to 10 people (1 ½ hour sessions)

Why – Food insecurity continues to be a challenge for individuals and families throughout Washington County.
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 14** – Live United – Meal Packaging 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
LIVE UNITED
UnitedWayOfWashingtonCounty.org