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













































SPAULDING

First in Phase I

CLINICAL









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.

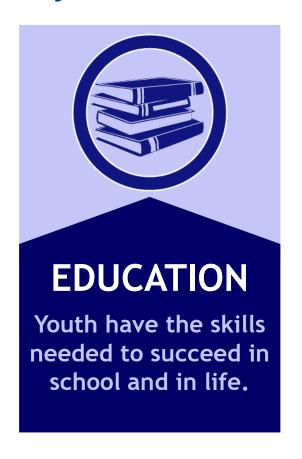


- Identifies top community issues.
- Leads an efficient annual fundraising campaign and unites people to Give, Advocate and Volunteer.
- 4. Large reach Helps neighbors in need (over 11,000 last year) by investing in nearly 30 local nonprofit programs, based on community need, outcome measures and alignment to goals.



UNITED WAY

3 Key Areas - Building Blocks of Successful Life









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 III)
- 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!



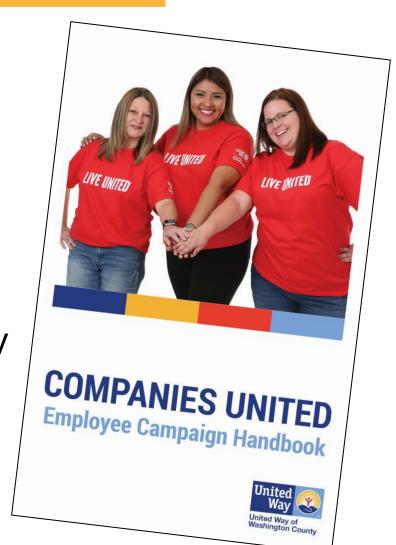
Six Steps to a Successful Workplace Campaign

- Learn About United Way
- 2. Work with a Team
- Set a Goal
- 4. Decide When to Run Your Campaign
- 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

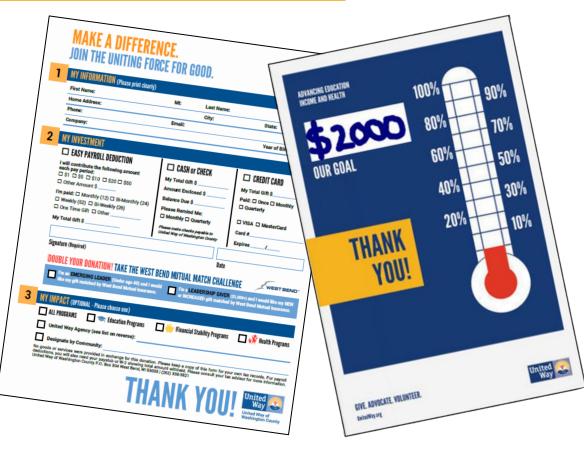
- Paid day off
- Packer football
- Prime parking space
- Restaurant gift cards
- Casual day passes
- Movie passes
- Best practice giveaway first day or first few days to have forms turned in quickly





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

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



2023 Campaign GIVEAWAYS & INCENTIVES



\$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 <u>NEW</u> or <u>INCREASED</u> 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!

LIVEUNITED

UnitedWayOfWashingtonCounty.org

