

TOOLS

For a Successful
Campaign

2011

Employee
Campaign
Manager
Guide

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED™



United Way Fox Cities

www.unitedwayfoxcities.org

920-954-7210

THANK YOU so much for volunteering as an **Employee Campaign Manager** (ECM) or team member at your workplace! You believe enough in United Way to give your time and talent. Together, we'll further our mission of improving lives by bringing diverse people together to build a stronger, more caring community for everyone. It's your enthusiasm and energy that will make the 2011 campaign a success.

Just how important is the role you are undertaking? Consider that the project you are about to begin impacts thousands of people who need the programs and services supported by United Way Fox Cities.

The more you know about how United Way dollars are being used, the more passionate you will become and the more credible you will be with your co-workers.

YOUR DOLLARS AT WORK . . .

- **Money raised here stays in the Fox Cities. Over 100 programs receive financial support representing 41 partner agencies. Approximately 1 out of 3 people in the Fox Cities will be served in 2011.**

- **In 2010 . . .**
 - ⇒ **21,572 calls were answered by 2-1-1 for assistance and 16,959 referrals were made. 45% of the calls were requests for help with basic needs such as food, shelter, clothing and transportation.**
 - ⇒ **\$242,166 was distributed in Outagamie, Winnebago and Calumet counties through the Emergency Food and Shelter Program.**
 - ⇒ **\$100,000 was provided in response to current economic conditions through the Focused Funding Grant Program.**
 - ⇒ **Of the 108 students who were provided school-based mental health services, 88% experienced reduced symptoms and 81% showed improved academic performance.**
 - ⇒ **United Way funded transportation programs provided a total of 12,854 rides to 1,415 lower income, older adults and/or persons with disabilities.**

LIVE UNITED..

Visit www.unitedwayfoxcities.org for complete information on how your investment improves lives of Fox Cities residents.

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Campaign/staff information

Theme	LIVE UNITED.™ GIVE. ADVOCATE. VOLUNTEER.
Campaign Goal	\$7.0 million
2011 Co-Chairs	Dan Neufelder, CEO Affinity Health System Dr. Susan May, President FVTC
United Way Fox Cities President and CEO	Peter Kelly (954-7213)

Campaign Staff:

Vice-President Resource Development	Sandy Drexler (735-5471) sandy.drexler@unitedwayfoxcities.org
Campaign Director	Jan Davey (735-5469) jan.davey@unitedwayfoxcities.org
Resource Development Officer	Renee Waterman (954-7214) renee.waterman@unitedwayfoxcities.org
AFL/CIO Community Services Liaison	Hugh Sloan (735-5463) hugh.sloan@unitedwayfoxcities.org
Resource Development Specialist	Pat Volkman (735-5468) pat.volkman@unitedwayfoxcities.org
Director of Finance & Operations	Doug Collins (954-7219)



MISSION STATEMENT

United Way Fox Cities improves lives by bringing diverse people together to build a stronger, more caring community for everyone.

Key messages

United Way is creating opportunities for a better life for all. We all win when a child succeeds in school, when families are financially stable, and when people have good health. When we reach out a hand to one, we influence the condition of all.

Our goal is to create long-lasting changes by addressing the underlying causes of problems. But it takes the whole community working together to create lasting change. That is why we bring together businesses, government, nonprofits, faith groups, and caring individuals to get the results that no one can accomplish alone.

We invite you to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow. That's what it means to LIVE UNITED.

EDUCATION

INCOME

HEALTH

Building blocks for a good life

United Way believes a good life includes a quality education that leads to a stable job, enough income to support a family and good health.

Education: United Way provides leadership in early childhood learning, quality childcare and school readiness.

Initiative: ELLI (Early Language and Literacy Initiative) helps children enter school ready to learn.

Income: United Way focuses on solutions to increase financial stability for individuals and families.

Initiative: *The Connector* provides transportation to people working second and third shift through a partnership with Valley Transit.

Health: United Way works to improve access to quality health care and improve the overall health and welfare of individuals.

Initiative: The School Based Mental Health Access Project offers mental health services for students who are uninsured or under-insured in a school setting.



ECM role/strategies

As an Employee Campaign Manager (ECM), you are a vital link between people who need help and those who can help them. Your role is to communicate how United Way is making an impact by changing lives and building a strong foundation for our community's future.

Benefits of Being an ECM:

1. You are recognized as a leader in your organization
2. You develop project-management and team-building skills
3. You represent your organization at United Way functions
4. You make a personal investment in your community by learning how issues are addressed

The successful Employee Campaign Manager...

- **Believes** in the mission of United Way Fox Cities.
- **Makes** a personal gift to United Way.
- **Encourages** co-workers to contribute by sharing the positive impact that their investment has on our community.
- **Is dedicated** to achieving results within the organization.
- **Involves** others from the organization to spread the message and implement campaign strategies.
- **Works** with United Way staff to discuss plan for the current campaign.
- **Executes** campaign Best Practices to increase overall participation and dollars raised.
- **Ensures** that all employees and retirees are given the opportunity to participate and provides them with information to make an informed decision about investing in United Way.
- **Helps** employees understand that their contribution directly affects their family members, friends, neighbors, and co-workers.
- **Recognizes** all donors with a special focus on Loyal Donors, Leadership Givers & Emerging Leaders.
- **Communicates** to keep people engaged and updated about campaign activities and progress.
- **Communicates year-round** on the positive impact being made with donor investments.



10 building blocks of a successful campaign

1

Confirm top management support and keep them engaged.

2

Build your campaign team and establish timelines.

3

Set realistic and challenging goals.

4

Promote Leadership Giving and Emerging Leaders strategies.

5

Determine theme and activities. Have fun!

6

Promote United Way campaign and build awareness.

7

Make the Ask (invite people to invest).

8

Report your results.

9

Thank contributors for their gift and participation.

10

Communicate year round.

10 building blocks of a successful campaign

1. Confirm top management support and keep them engaged throughout the campaign.

- **ASK** this person to provide visible support for your campaign. He or she should be a speaker at major campaign events, such as your company-wide campaign kick-off, major leadership events and your campaign closing event.
- **ENCOURAGE** them to endorse the campaign in a letter to all employees. Finally, ask them to share their own LIVE UNITED stories or personal reasons why they GIVE, ADVOCATE, AND/OR VOLUNTEER.

Sample letters and emails are available online at www.unitedwayfoxcities.org/resourcedevelopment/campaigntools&resources.

SAMPLE CEO ENDORSEMENT LETTER

Dear (INSERT NAME),

Today we think very carefully about investing in our future, whether it's through a 401(k) program or other ways to save for retirement. We take proactive measures to create security for ourselves and for our loved ones. Often, we consult experts who advise us as to where best to invest our resources to have the highest possible return. Should we not put similar consideration into investing in our community? After all, when our community is strong, we all benefit.

That's where United Way Fox Cities comes in. United Way brings our entire community together to tackle tough issues – from ending homelessness to helping kids succeed and more.

Our employee giving campaign starts (INSERT DATE) and I invite you to join me in investing in our collective future through United Way's Community Fund. By doing so, you will help far more than one person or program. You will put your dollars to work along with thousands of others in our community, to get real results and help people live better lives.

Your generosity and involvement are very much appreciated.

Warmest regards,
CEO

2. Build your campaign team & establish timelines.

You can't do it alone!

- **BUILD** a campaign team with representatives from throughout your organization. Include management as well as hourly and union employees. Include people with special talents who are committed to United Way.
- **INVOLVE** your United Way staff representative to help jump start your campaign and keep them involved during the campaign. He or she is here to help.

Running a United Way campaign is a lot easier and a lot more fun when you have a team of enthusiastic helpers.

- **EDUCATE** your team. The role of the Employee Campaign Manager is two-fold: to answer co-workers' questions about United Way and to be the key contact for educating employees so they can make an informed decision about giving.
- **DEVELOP** a timeline for your campaign
 - the time and place for your kick-off.
 - what materials/speakers you will need.
 - how to inform employees of United Way's message.
 - how to generate publicity.

10 building blocks of a successful campaign

3. Set realistic and challenging goals.

The best campaigns have measurable goals.

Goal setting should be a joint decision of the campaign team and the CEO. Setting a challenging goal can spur growth in your campaign.

- **LOOK** at last year's totals. Set goals based on where you think you can make the greatest improvement.
- **CREATE** a plan to increase participation, perhaps by offering incentives. Increasing participation will help you reach the monetary goal.
- **DEVELOP** a strategy to increase the average gift.
- **CHECK** if your company will be giving a corporate or matching gift.

- **SET** a campaign start and end date along with planning meetings to prepare.
- **INVITE** United Way staff to assist as a resource.

Included in this Guide:
Campaign Planning Worksheet.

A campaign goal gives your employees something to shoot for and is a great way to energize your campaign.

4. Promote Leadership & Emerging Leader Giving

Leadership Giving (starting at \$1,000) and **Emerging Leaders** (starting at \$500 and recommended for age 40 or below), represent the fastest growing segment of a company's fundraising goal. It takes a special type of person to give at the leadership level and these individuals are making a huge impact on improving lives of people throughout the Fox Cities.

How to run a Leadership and/or Emerging Leader campaign:

- **IDENTIFY** a company leader to be the "champion" of the effort.
- **INCLUDE** current and potential leadership givers in your organization.

- **SET** a goal for leadership giving to increase the number of Leadership givers.
- **HOLD** small, intimate functions to provide education on the unique benefits of leadership giving.

If you are interested in starting or enhancing your existing program contact *Sandy Drexler* at (920) 735-5471

10 building blocks of a successful campaign

5. Determine theme and activities. Have fun!

The United Way campaign is a celebration - a celebration of caring. True celebrations are fun and uplifting. They get people excited about being involved. Following are some ideas:

Themes:

- Give United so others can LIVE UNITED
- Caring Works Magic
- Soar With Us
- Recipe for Caring
- Catch the Spirit

Contests/Special Events:

- Outdoor carnival
- Office Olympics
- Cook-off
- Silent auction/rummage sale
- Trivia contest

Tie in the United Way LIVE UNITED theme when planning activities.

Incentives:

- Reserved parking space
- Time off
- Gift certificates
- Drawing for prizes
- Concert or sports tickets

Other ideas can be found at:

www.unitedwayfoxcities.org under Resource Development; Campaign Tools

“Fun”-raisers increase awareness about the campaign and builds camaraderie. Remember that special events take time and resources, so be sure to include others in the planning. Educate your workforce that participating in a fundraiser is different than making a personal contribution.

6. Promote United Way and build awareness.

Donors who hear, touch and understand United Way are more eager to get involved and to give.

Here are some helpful hints:

- **USE** United Way materials and messages, or customize your own.
- **INCLUDE** articles in your company newsletter about your campaign and upcoming events.
- **DISTRIBUTE** a short survey (available on-line) to help you understand employee's personal views of United Way.
- **EMAIL** periodic messages about your campaign or personal success stories of people who have received help.
- **PRINT** campaign messages on payroll statements.

- **SEND** out a schedule or calendar to all employees about campaign events.
- **BEGIN** United Way communications at least one week before making the ask or handing out pledge forms.
- **SCHEDULE** a United Way speaker at your employee meetings.
- **Offer** “The United Way Experience” agency tours.
- **DISPLAY** thermometers in highly visible areas showing your progress.
- **CONDUCT** fun, educational events that get people fired up. Games, prizes and success stories spark the kind of caring that leads to the most successful United Way campaigns.

10 building blocks of a successful campaign

7. Make the Ask (invite people to invest).

The #1 reason people say they don't give to United Way is because no one ever asked them. Giving is a personal decision and we must respect the individual's choice whether or not he or she wishes to give and how much.

- **START** by making a gift yourself. It is easier to ask someone else to give when you give yourself.
- **DISTRIBUTE** campaign pledge forms and brochures personally. PLEASE do NOT simply hand out information with pay checks or put them in mailboxes.
- **ENSURE** that every employee and retiree is provided the opportunity to give. Include employees who are part-time, temporary, travel or work offsite.
- **ASK** everyone to turn in a signed pledge form even if he or she chooses not to give. This way, you will know that every person made a choice of whether or not to participate without having to ask directly.

- **OFFER** incentives for turning in a pledge card (even if a zero gift) and participation at meetings.
- **ENCOURAGE** payroll deduction - an easy way to give back to the community.
- **FIND** an associate who has personally benefited by a United Way program who is willing to share his/her experience.

REMEMBER, YOUR UNITED WAY STAFF IS AVAILABLE TO HELP YOU MAKE THE ASK.

The group ask doesn't require an extra meeting. You can easily build it into a regularly scheduled meeting by asking for time on the agenda.

15—20 Minutes

Welcome & Endorsement . . . CEO/Senior Executive

The Need & Impact Being Made.....United Way Rep.

Campaign Video—Your Dollars at Work

Timelines, Process & Incentives ECM

Questions & Wrap UpUnited Way Rep.

Program length and content can be customized.

Advantages of Group Meetings

Flexibility: Group meetings can be adapted to work successfully in any organization's schedule and incorporated into a staff or department meeting.

Efficiency: The campaign can be completed in two weeks or less with a minimal amount of production time.

Effectiveness: The positive spirit and educational approach of the group meeting fosters a greater spirit of giving in a greater number of people.

Consistency: The United Way message is presented in a consistent manner to the workforce.

10 building blocks of a successful campaign

8. Report your results.

PLEDGE FORMS

- **MAKE** sure everyone has provided complete information and all pledge forms are returned.
- **EMPLOYEES** keep one copy of the pledge form and one goes to payroll for processing.
- **OPTIONAL:** A Pledge Summary Spreadsheet Template is available through our website to use for tracking donor & pledge information. Complete and e-mail to:
douglas.collins@unitedwayfoxcities.org
- **SUMMARIZE** employee gifts on the campaign report envelope.
- **RETURN** pledge forms, cash & checks within two weeks of ending your campaign to any Associated Bank location (1st preference), or to United Way.

ON-LINE PLEDGEING

- If your organization utilizes on-line pledging, work with the local United Way staff to identify the most effective way to obtain results.
- Ensure everyone has instructions to log-in and make a pledge.

ALL CAMPAIGNS

- **DON'T** wait for your campaign to end to turn in special event money. This money can be submitted any time during the year.
- **EVALUATE** your results and make notes for next year's campaign.

9. Thank donors for their gift & participation.

A top concern from donors is that they do not feel informed enough about where their money goes. Help us help them.

- **PROVIDE** donor contact information so they can be properly thanked and recognized by United Way.
- **GIVE** everyone credit for coming through. You and your fellow employees made it happen.
- **Recognize** and thank Emerging Leaders, Leadership givers and Loyal Donors.

“People who are thanked for giving are 14% more positive about the United Way campaign than those who are not thanked.”

(Based on a United Way of America national opinion poll.)

Ways to Say Thank You

Saying thank you is a vital element in winning long-term support for United Way. Consider saying thank you in the following ways:

- Letter from CEO to all employees (*sample letters and emails are available on-line*).
- Small tokens of appreciation such as cookies or a treat.
- Recognition of groups, departments, or individuals who have done a good job.
- Events such as lunch, breakfast, a picnic or an ice cream social.
- Place United Way thank you posters throughout your facility.

10 building blocks of a successful campaign

10. Communicate year round.

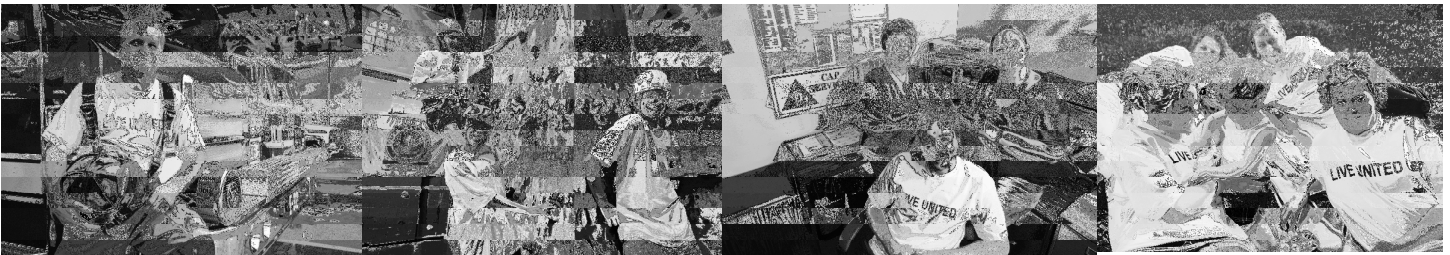
While the United Way campaign comes to you once a year, there are numerous year-round opportunities to connect with donors and to help them understand that their contributions are working 365 days a year, creating impact and results you can see.

Here are some suggestions:

- **INCLUDE** a United Way packet for new hires or those retiring.
- **PROVIDE** a link on your employee website to the United Way website - www.unitedwayfoxcities.org
- **CREATE** year round awareness events that are fun for your organization and promote the United Way message.
- **PUBLISH** articles about United Way and its partner agencies in your company newsletter so everyone can see their dollars at work.
- **DISTRIBUTE** the United Way electronic newsletter via email or print it and post in breakrooms or on bulletin boards.

Ideas to encourage volunteerism:

- **SCHEDULE** a field trip to a United Way partner agency. Check our website for organized tours or contact us to schedule something for you.
- **ORGANIZE** a volunteer activity at one of our partner agencies
- **HOST** an special fundraiser or social event.
- **COLLECT** “wish list” items for a United Way program—blankets, school supplies, hygiene products, etc.
- **PROVIDE** “lunch and learns” for your employees to hear about the work of United Way.



LIVE UNITED™
GIVE. ADVOCATE. VOLUNTEER.



Recognition & Giving Levels

In your company, you have many leaders – defined by title and by example. Each investor meets the Fox Cities’ most pressing issues with a significant commitment toward making our community a better place to live by helping those who need it most.

Leadership Giving

Leadership Giving recognizes the contributions of individuals who partner with United Way Fox Cities through an investment of \$1,000 or more.

<u>Leadership Giving Levels</u>	
<i>Tocqueville Society</i>	\$10,000 and above
<i>Founders</i>	\$ 7,500 - \$9,999
<i>Keystone</i>	\$ 5,000 - \$7,499
<i>Cornerstone</i>	\$ 2,500 - \$4,999
<i>Pillar</i>	\$ 1,500 - \$2,499
<i>Horizon</i>	\$ 1,000 - \$1,499

Leadership givers have the following choices:

- An option to combine the gifts of both spouses for recognition purposes
- Pledge payment options: payroll deduction, cash, check, billing, stock or securities.
- Anonymity: the option to decline having your name published in our recognition materials.

Emerging Leaders

These individuals are up-and-coming young professionals who are passionate about giving back and want to make a tangible difference in our community. Emerging Leaders are dedicated to improving lives through focused philanthropic giving, volunteer service, leadership development, and educational networking.

To be eligible for this recognition society, donors are recommended to be 40 years of age or younger, and give \$500 or more. 2010 marked the third year of this group’s existence with 307 individuals qualifying.

Circle of Caring

As a way to recognize individuals who have chosen to support United Way’s mission as a driver for change now and into the future through our endowment, the Circle of Caring recognition society has been created. Circle of Caring members have made a commitment to ensure that United Way will always exist as a critical safety net and to address the most pressing needs of the community. You can join by putting United Way Fox Cities in your estate plan and/or making an outright gift of \$1,000 or more within a three-year period. There are six different funding opportunities allowing our investors to choose the area closest to their hearts.

Loyal Donors

Many individuals have been long time contributors to United Way, some even starting as teenagers. We want to ensure you are acknowledged no matter what your giving level may be. Please let us know if you qualify as a Loyal Donor for either 10–24 years or 25+ years. (The years do not have to be consecutive).

For information about these giving opportunities contact Sandy Drexler at 920-735-5471

Campaign awards

Employee Campaign Manager/Team of the Year Awards – Presented to organizations that have conducted an exceptional employee campaign demonstrating excellent leadership, innovative ideas, admirable increases in employee participation and/or per employee giving and follows the majority of recommended best practices. Awards are given in the following categories:

- Large organizations (500+ employees); 2010 - **Kimberly-Clark**
- Medium (151 – 499 employees); 2010 - **Time Warner Cable**
- Small (< 150 employees); 2009 - **Children's Hospital-Fox Valley**

Corporate Challenge Awards – Initiated in 2003 by Kimberly-Clark, these two traveling trophies were designed to create a positive, friendly competition between companies.

Greatest percent increase in participation: presented to the company that has the greatest increase in employee participation with a minimum of 100 employees and 25% participation.

- 2010 - **Miller Electric Mfg. Co**

Greatest percent increase in employee giving: presented to the company that has the greatest percentage increase in employee giving with a minimum of \$20,000 raised the previous year.

- 2010 - **ThedaCare**

Leadership Giving Award – Recognized for an outstanding leadership giving campaign receiving \$1,000 or higher individual contributions and/or the highest percent increase in givers at that level.

PAST LEADERSHIP AWARD WINNERS

2010—Miller Electric Mfg. Co
2009 - Alta Resources
2008 - Kimberly-Clark
2007 - Appleton Papers
2006 - Miller Electric Mfg. Co.

Emerging Leader Award (New in 2010) This award is given for achieving growth in the number of individuals age 40 and below giving at the \$500 level or above.

- 2010 - **Miller electric Mfg. Co.**

Employee Per Capita Giving – A plaque and award bar is presented to any organization running a workplace campaign, having a minimum of six employees and a minimum of three donors. (Departments or divisions within a company are not eligible).

Platinum Awards - employee per capita giving of \$200 or more.

Gold Award - employee per capita giving of \$130 to \$199.

Silver Awards - employee per capita giving of \$90 to \$129.

Bronze Awards - employee per capita giving of \$50 to \$89.

*For a complete listing of all recipients visit www.unitedwayfoxcities.org
under Resource Development—Campaign Awards & Recognition*

Reporting your results

CAMPAIGN REPORT ENVELOPE

DO NOT MAIL



Complete company name, address, phone, contact name and e-mail.

The number of employees is needed to determine participation percentages and awards.

Indicate if the report is partial or final - a partial means your campaign is still in progress.

Complete the number of donors for each Type of Contribution and amount pledged in each category.

Complete Amount Due Column to reflect payments that will be paid at a later date.

If you prepared the report envelope, sign it or have it signed by the preparer. A signature is necessary to process the report.

Please Complete Items 1 Through 7

Company Name: _____ Company Contact: _____
 Address: _____ City, State, Zip: _____
 Phone: _____ Email: _____

TOTAL Number of Employees at Organization _____

FOR AUDIT USE ONLY: Env # _____
 Deposit Date _____ Initial _____
 Recv'd _____ Completed _____

This report is: ___ Partial ___ Final ___ Additional

CONTRIBUTIONS ENCLOSED - **DO NOT** include any previously reported pledges.

Type of Contribution	Numbers of Donors	Total Amount Pledged =	Payment Enclosed +	Amount Due
A. Payroll Deductions				
B. Cash and Checks				
C. Bill Directs & Stock <i>(enclose billing address)</i>				
D. Credit Cards <i>(enclose billing address)</i>				
E. Employee Total <i>(add lines A thru D)</i>				
F. Corporate Contribution				
G. Other Funds				
H. Grand Total <i>(add lines E thru G)</i>				

_____ deduction begins for this campaign: _____
 Date company will send first check to United Way for employee payroll withholdings for this campaign: _____
 Date company wants to be billed for corporate gift: _____ Quarterly _____ Annually _____ (if applicable)

Did your company have any designations? NO ___ YES ___

Name: _____
 Report prepared by *(please print)*
 Signature: _____ Date _____
 Phone Number: _____

Name: _____
 Employee Campaign Manager *(please print)*
 Phone Number: _____
 E-mail Address: _____

Please complete & submit the Report Envelope within one week of ending your campaign.

Remember to:

- ⇒ Enclose the top sheet of each employee's pledge form.
- ⇒ Enclose the Special Events form (if any money was collected)
- ⇒ A Pledge Summary Spreadsheet is available on our website to use for easy tracking and can be e-mailed back to: doug.collins@unitedwayfoxcities.org.

Deliver Report Envelope to: any Associated Bank location (this is the preferred method)

Drop off at United Way Fox Cities office (8:00am – 4:30 pm M-F)
 Call United Way Fox Cities at (920) 954-7210 if you have any questions.

Resources to support success

Visit www.unitedwayfoxcities.org for resources and tools to help you plan your campaign. Download forms, informational materials, and discover ways to LIVE UNITED. Look under Resource Development or check out other United Way initiatives underway in our community.

PLANNING & PROMOTION

- Sample Letters, Invitations & Endorsements
- Campaign video/DVD
- PowerPoint Presentation Template (can be customized)
- Success Stories and Testimonials
- Handout materials about how dollars are being used
- List of Agencies/Programs supported by United Way Fox Cities

GUIDES

- Employee Campaign Manager Guide
- Leadership Giving Campaign
- Emerging Leaders Program Implementation Guide

FORMS

- Staff Speaker Request Form
- Materials Request Form
- Pledge Summary Form (spreadsheet to organize and submit your pledge information)

SPECIAL EVENTS & THANKING PEOPLE

- Campaign Theme Ideas
- Games & Fun Ideas
- Incentives—creative ways to increase participation



Frequently asked questions

Questions You May Be Asked

Why should I give to United Way Fox Cities?

A gift to United Way Fox Cities is a gift that benefits the entire community, not just one program, issue, or population. Charitable giving is a personal and voluntary decision and United Way Fox Cities encourages you to do what is most comfortable for you.

Why should I give to United Way rather than directly to my favorite agency?

Gifts to United Way Fox Cities support over 100 results-oriented local programs and services that are addressing the community's most pressing needs. We cannot guarantee how gifts designated to non-United Way partner agencies will be used or ensure measurable results, but we process these gifts as a service to our donors. If everyone designated their gifts to their "favorite" agency, many services would not be available in the community.

How much of my contribution actually reaches the programs supported by United Way Fox Cities?

Nearly 86 cents of each dollar contributed to United Way Fox Cities goes directly to programs and services -- far more efficient than most other non-profit organizations, both locally and nationally.

Does United Way Fox Cities support Planned Parenthood?

No. United Way Fox Cities has never and does not currently fund Planned Parenthood or other organizations that render abortion services.

Why should I give if my spouse/partner already gives?

We encourage each spouse/partner to participate in his/her employer's United Way workplace campaign. The combined total of both gifts may qualify you for leadership giving recognition.

I know of someone who didn't get help. Doesn't United Way and its partner programs help everyone?

Usually when people are unable to receive help from a non-profit organization, it is because limited funds necessitate long waiting lists or because the organization does not offer the specific services individuals or families are seeking. Calling 2-1-1 is an additional resource supported by United Way Fox Cities which is free and confidential. You will be provided with information and options to help address your particular needs.

Are all United Ways the same?

No. There are approximately 1,350 United Way organizations across the country. United Ways exist in their respective cities and towns to build community partnerships and leverage resources to create plans for long-lasting community change. Though United Ways share a logo and have similar missions, each United Way organization is independently incorporated and is lead by local staff and volunteers. The work of each United Way is determined by its community's needs.

Questions not answered here?

Check out www.unitedwayfoxcities.org/resourcedevelopment/campaigntoolsandresources/frequentlyaskedquestions for answers to further questions and encourage employees in your company to do the same. Consider posting a link from your site to ours!

Campaign planning worksheet

1. **YOUR PLAN** for including top management throughout the campaign.
2. **GET HELP.** List the people you have or will recruit to help with your campaign.

3. **SET GOALS.** Initial planning meeting date: _____ Follow-up meetings: _____
 Campaign Start date: ____/____/2011 Campaign End date: ____/____/2011

	2010	2011 Goal
Total dollars raised		
Corporate gift		
Employee pledges		
Special fundraising events		
Employee participation %		
Employee per capita		

Increasing participation will help you reach your monetary goal.

4. **IDENTIFY** Leadership Givers, Emerging Leaders and Loyal Donors

Leadership Givers (donors giving \$1,000 +) 2010 _____ 2011 Goal _____
 Emerging Leaders (recommended for age 40 and under giving \$500 or more). 2011 Goal _____
 Loyal Donors (those giving 25 years or more) 2011 Goal: _____

5. **DETERMINE** if and how you will have fun with themes and/or special event activities.

6. **PROMOTE** United Way. List your ideas for communicating the message and keeping people engaged.

7. **MAKE THE ASK.** Explain how associates will be given their pledge forms and how they'll be asked to turn them in.

8. **HOW** will your results be tracked and reported?

9. **HOW** will you thank and recognize people?

10. **IDEAS** for Year Round promotion of the United Way message.

Campaign checklist

Pre-Campaign

- Review past performance, determining strength and weakness of previous campaign
- Attend Employee Campaign Manager training
- Meet with your United Way representative to develop campaign goals and strategies
- Meet with your CEO to confirm his or her commitment
- Recruit and train a campaign team
- Develop a theme
- Set dates for employee meetings and agency tours to “Experience“ how United Way is improving lives in our community.
- Personalize pledge forms with individual’s contact information
- Develop an incentive program
- Send communications from CEO endorsing/announcing campaign
- Publicize the campaign
- Plan a Leadership and Emerging Leader event
- Meet with Human Resources to discuss Retiree Program and New Hire Program
- Support a Loyal Donor Program to acknowledge those giving for 10 or 25+ years

Campaign

- Complete a leadership/emerging leader event
- Kick off your campaign group meetings
- Send information to retirees
- Publicize interim campaign results
- Send out final reminders, account for all pledges and determine winners of any incentives that were offered.

There is a direct correlation between how many Best Practices you use and how successful your campaign will be.

Post Campaign

- Request New Hires packet and give to Human Resources for employees hired during the year.
- Give payroll deduction forms to HR and a copy to United Way Fox Cities
- Tabulate the results and submit campaign report envelope to United Way
- Publicize campaign results
- Thank all contributors and committee members
- Conduct campaign debriefing and develop a written summary for next year.

United Way Fox Cities



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