Together we can make change happen.
Did you know...

- Financial resources are invested in over 100 programs, initiatives, and grants serving more than 100,000 people in the Fox Cities.
- Our volunteers spend more than 1,200 hours reviewing programs and making funding decisions.
- We work on our community’s most pressing issues with partners like the Boys and Girls Clubs of the Fox Valley, Harbor House Domestic Abuse Programs, the Fox Valley Memory Project, and Partnership Community Health Center.

Todd’s Story:

The journey to home sweet home

“I went from being homeless to having an apartment. Then, I became a homeowner within a period of two years. At the moment I was experiencing it, I was being handed from one set of helping hands to the next. I realized later how the chain was working and it’s phenomenal. What’s successful in this area is a lot of folks are joining forces. I wouldn’t have been able to do it without help from many people.”

United Way Fox Cities supports agencies that are a part of Todd’s story including the Fox Valley Warming Shelter, Homeless Connections, and the Housing Partnership of the Fox Cities. United Way is also a member of the Fox Cities Housing Coalition and provided a grant for Project RUSH (Research to Understand and Solve Homelessness).

Making a difference in the lives of 1 in 3 people in our community...

- 764 people were provided a safe refuge from homelessness or abuse.
- 13,630 adults and children received medical and dental care for free or a reduced price.
- 7,610 adults and children received mental health counseling and support services.
- 31,975 rides were provided for people to get to work, medical appointments, and school.
- 10,000 children and youth were helped by tutoring or after school educational programs.
- 870 babies received diapers on a monthly basis to stay clean, healthy, and dry.

For more information, please visit our website: www.UnitedWayFoxCities.org
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<tr>
<th>Campaign Best Practices</th>
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<tbody>
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<td>Show CEO’s public support of United Way</td>
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<td>Thank donors for their gifts &amp; participation</td>
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<td>Communicate year-round</td>
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<td>Implement a new hire &amp; retiree program</td>
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Campaign Best Practices

✔ Show CEO support of United Way
  - Employee participation and levels of giving are significantly higher in companies that have the support of the CEO/Top Management.
  - Endorsement can come in the form of letters, emails, and/or participation in employee presentations and special events (Sample letters available online at: www.UnitedWayFoxCities.org)

✔ Organize & train your campaign team
  - Create a committee of individuals from management and across departments who are organized, well-liked, and have creative ideas.
  - Share the work of United Way so they can be effective advocates.
  - Involve your United Way staff representative to help jumpstart your campaign and keep him/her involved during the campaign to provide resources, ideas, and support.

✔ Develop a comprehensive plan
  - Schedule campaign dates and meet with your campaign team prior to kickoff to prepare.
  - Create challenging goals with the campaign team and CEO to help spur growth in your campaign.
  - Review previous year’s results and develop plans to improve participation and average gift.
  - Invite United Way staff to assist as a resource.

✔ Educate employees about United Way’s impact
  - Schedule a United Way speaker to present to employees.

✔ Use United Way materials and messaging throughout your workplace, in newsletters and your intranet.
✔ Email periodic United Way success stories to highlight the impact of an investment.
✔ Activities can add excitement to the normal routine and boosts morale.
✔ Events can highlight the donor’s investment in United Way’s work in our community.

✔ Promote Leadership & Emerging Leaders Giving

Leadership Givers are people of any age who contribute $1,000 or more and are the mainstay of United Way Fox Cities’ individual giving, making up a substantial portion of individual giving.

Emerging Leaders start at a giving level of $500 or more and are recommended for those age 40 and under. Emerging Leaders are the next generation making an impact in our community, dedicated to service and philanthropy.

Participation can include:
  - Leadership Development and CEO talks
  - Volunteer Opportunities
  - Networking and Events
  - Involvement in Emerging Leaders’ Committees

<table>
<thead>
<tr>
<th>Leadership &amp; Emerging Leader Giving Levels</th>
<th>$1,000+</th>
<th>$750 - $999</th>
<th>$500 - $749</th>
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<tr>
<td>Tocqueville Society</td>
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<td>Emerging Leaders Gold</td>
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Campaign Best Practices

**Invite Everyone to Invest**
- Make personal contact when asking employees to invest in United Way.
- Identify issues that are important to them and show how United Way is making an impact.
- Discuss why an investment in United Way is important to you.
- Distribute campaign pledge forms and brochures personally.
- Provide opportunity to all employees and include retirees, part-time, temporary, and off-site workers.
- Offer incentives for those turning in pledge forms/completing online forms.

**Provide complete donor information to United Way**
- Make sure everyone has provided complete information and all pledge forms are returned.
- When we have complete information we are able to thank the donors, show them what their investment is doing throughout the year and keep them updated about events.
- Return campaign envelopes, pledge forms, cash & checks to any Associated Bank location in the Fox Cities, or to United Way Fox Cities.
- Pledges must be received by December 9th, 2016 to qualify for the 2016 Kia Forte. See our website for complete sweepstakes entry rules.

**Thank donors for their gifts & participation**
- Recognize and thank donors for their gift and involvement.
- Give special recognition to Emerging Leader and Leadership givers.
- Have your CEO/Top management write a “thank you” letter (sample letters available online).

**Communicate year-round**
- Create year-round awareness events that are fun for your organization and promote the work of United Way.
- Publish articles in your company newsletter so everyone can see the impact of their investment.
- Provide Lunch & Learn sessions for employees to hear about the work of United Way.

**Implement a new hire & retiree program**
- Express to new hires that United Way is an important part of your organization and provide newly hired employees the option to participate in the campaign (materials available by request).
- Invite United Way staff to speak to a group of new hires about the impact of United Way.
- Provide retiring employees with information on how to continue to participate in the campaign (materials available by request).
- Include retirees in communications and give them the opportunity to give during campaign time.

- Give small tokens of appreciation such as a treat or note.
- Hold events such as a breakfast, lunch or ice cream social and invite United Way Staff to assist in thanking employees.
- Display United Way thank you posters throughout your facility.
- Allow United Way to assist in thanking by making sure to have employees provide contact information while completing their pledge.
Website Tools & Resources

Tool Kit & Direct-Print Materials (click and print from website)
Pre-printed Materials Request (order form online)
Presentation/Speaker Request (order form online)

www.unitedwayfoxcities.org/resource-dev/workforce-campaign
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.

Leadership & Emerging Leader Giving Levels

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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.

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).

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.

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

More than 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 that 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
1. **CREATE YOUR PLAN** for including top management.

2. **BUILD YOUR TEAM.** List the people you have or will recruit to help with your campaign.

3. **ESTABLISH GOALS.** Initial planning meeting date: ______ Follow-up meetings: ______________________
   Campaign Start date: _____/_____/______       Campaign End date: ____/____/______

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<thead>
<tr>
<th></th>
<th>Prior Year Results</th>
<th>Current Year Goal</th>
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<tr>
<td>Total dollars raised</td>
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<td>Corporate gift</td>
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<td>Employee pledges</td>
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<td>Special fundraising events</td>
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<td>Employee participation %</td>
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<tr>
<td>Employee per capita</td>
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4. Identify a plan to increase the number of Leadership Givers, Emerging Leaders and Loyal Donors

   Leadership Givers (donors giving $1,000 +) Goal __________
   Emerging Leaders (recommended for age 40 and under giving $500 or more). Goal __________
   Loyal Donors (those giving 10-24 or 25+ years) Goal ________________________________

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

   __________________________________________________________________________________
   __________________________________________________________________________________

6. Educate and build awareness about United Way. List your ideas for communicating the message and keeping people engaged.

   __________________________________________________________________________________
   __________________________________________________________________________________

7. Invite people to invest. Explain how associates will be given their pledge forms and how they’ll be asked to turn them in.

   __________________________________________________________________________________
   __________________________________________________________________________________

8. Determine how your results be tracked and reported.

   __________________________________________________________________________________
   __________________________________________________________________________________

9. Identify how you will thank and recognize people.

   __________________________________________________________________________________
   __________________________________________________________________________________


   __________________________________________________________________________________