2020 United Way Fox Cities Champions’ Guide

In It Together, Stronger Than Ever

1455 Midway Road, Menasha, WI 54952
920-954-7210
www.UnitedWayFoxCities.org
Hello my name is

United Way Fox Cities

YOUR GIFT CHANGES LIVES.

United Way fights for the health, education, and financial stability of every person.

Did you know...

>> With your support, we make a difference in the lives of 1 in 3 people in our community.

>> Our volunteers spend more than 1,200 hours (the equivalent of 50 days!) reviewing programs and making funding decisions.

>> We work on our community’s most pressing issues with partners like the Pillars, Big Brothers Big Sisters, and Sexual Assault Crisis Center.

United Way Fox Cities cares about the Smith Family:

The Smith family’s life has changed a lot since start of the pandemic; Youth Go, a United Way-funded partner was there to help.

Rachel, the mother of the family, worked as a substitute teacher and lost her income when schools closed. Fortunately, her husband continued working and extra food provided by Youth Go eased the family’s concerns about their reduced budget. Adam and Taylor, their two children, are in high school.

The family felt anxious about how the teenagers would cope with being at home all of the time and completing school virtually.

During all of the uncertainty, Youth Go remained in the lives of the Smith family and all of the kids they serve. Engaging through video chats, emails, and online games provided activities for Adam and Taylor to look forward to each day and improved their overall well-being. Instead of feeling sad and alone, as they feared, the family felt connected and supported.

Rachel shared, “I have never been more grateful than I am now that Youth Go is a part of our lives. Thank you to Youth Go staff and to all of the amazing donors who continue to help us through this difficult time.”

United Way Fox Cities invests in over 100 programs, initiatives, and grants serving more than 100,000 people in the Fox Cities.

Stay connected year-round on social media:
**Campaign Best Practices**

- Show CEO’s/Leadership’s support of United Way
- Visibly display your company’s support of United Way
- Empower, energize and educate your cross-departmental campaign team
- Develop a comprehensive plan based on your company’s goals, budget, and United Way’s campaign messaging
- Communicate, engage and educate year-round
- Promote Recognition Levels/Affinity Groups
- Invite everyone to invest
- Thank donors for their investment and engagement
- Focus on new hire and retiree efforts to bolster campaign
- Provide complete donor information to United Way, including non-work contact information
Campaign Best Practices

✅ Show CEO’s/Leadership’s support of United Way
- Employee participation and levels of giving are significantly higher in companies that have the support of the CEO/Leadership.
- Endorsement can come in the form of letters, emails, videos, and/or participation in employee presentations and special events (Sample letters available online at: www.unitedwayfoxcities.org in our campaign toolkit).
- Pre-record an inspiring video or go live virtually to all employees and show/voice your support of the United Way campaign.

✅ Visibly display your company’s support of United Way
- Proudly display your company’s support by displaying posters, Most Generous repositionables, and other United Way messaging throughout your building(s).
- Be creative in displaying support on outside of building with large posters or use of billboards.
- Have employees wear their LIVE UNITED or other United Way apparel around the office.
- Show support of United Way in your email signature, on the company website and on your social media posts. If you need our logo or a Most Generous Workplace logo electronically connect with your United Way representative.

✅ Empower, energize and educate your cross-departmental campaign team
- Create a committee of individuals from management and across departments who are passionate about United Way’s work, organized, well-liked, and have creative ideas.
- Educate and share the work of United Way with them so they can be effective advocates.
- Involve your United Way staff representative to help elevate your campaign and keep him/her involved during the campaign to provide resources, ideas, and support.

✅ Develop a comprehensive plan based on your company’s goals, budget and United Way’s messaging
- Schedule campaign dates and meet with your campaign team prior to kickoff to prepare.
- Review previous year’s results, create challenging goals with the campaign team and CEO to help spur growth in your campaign (participation, $, LG/EL givers, etc…).
- Focus on messaging/storytelling and leadership support
- Consider your company’s CSR goals and how they fit into the plan.
- Utilize your budget to help with engagement opportunities.
- Develop plans to reach those goals looking at the other best practices as ways to help.
- Invite your United Way representative as you develop your overall plan.

✅ Communicate, engage, and educate year-round
- Work with your United Way representative and create year-round engaging, awareness events that are fun for your organization and promote the work of United Way. These can be done in-person, virtually, or in a mixed format depending on your company’s circumstances.
- Publish articles in your company newsletter so everyone can see the impact of their investment.
- Provide Lunch & Learn sessions and/or schedule a United Way speaker to present for employees to learn about the work of United Way. These can also be done in-person, virtually, or in a mixed format
- Use United Way materials, messaging and success stories throughout your workplace, in newsletters, your intranet/internet, and social media.
- Sign up for the Thursday UW blog on our website
Campaign Best Practices

✓ Promote Recognition Levels/Affinity Groups

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 give $500 or more and is recommended for those age 40 and under. Emerging Leaders are the next generation making an impact in our community, dedicated to service and philanthropy. The EL program offers TELTalks, volunteer engagement opportunities, professional networking and events, and a chance to be involved on the Emerging Leaders’ committees.

Forever United Network are donors, regardless of giving level, that want to stay connected with United Way and support our work throughout their lifetime. Employees join by checking the box on the pledge or online form and share non-work contact information when making their investment in United Way.

✓ Focus on new hire and retiree efforts to bolster campaign

• Share with new hires that United Way is an important part of your organization and provide newly hired employees the option to participate in the campaign with a United Way new hire packet.

• Work with your United Way representative to create a schedule to have them come in and speak to recent new hires about the impact of United Way.

• Maintain connections with retirees and invite them to continue to invest in United Way and still be part of the company campaign and team.

• Invite your retirees to join your United Way (virtual) events and engagement efforts throughout the year.

✓ Provide complete donor information to United Way, including non-work contact information

• Make sure everyone has provided complete information and all pledge forms are returned or online forms completed.

• 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, whether virtual, in-person, or a hybrid.

• Having non-work contact information allows us to stay connected to our donors when they retire or change companies.

• Pledges must be received by December 11, 2020 to qualify for the 2021 Chevrolet Trailblazer. See our website for complete sweepstakes entry rules.

✓ Invite Everyone to Invest

• Create personal connections when asking employees to invest in United Way.

• Discuss why an investment in United Way is important to you.

• Ensure all employees have access and ability to invest (pledge form, online form, or other).

• Be sure to include retirees, part-time, temporary, and off-site workers.

• Offer incentives for those turning in pledge forms/completing online forms.

✓ Thank donors for their investment and engagement

• Recognize and thank all donors for their investment as well as their engagement efforts.

• Give special recognition to Emerging Leader and Leadership givers.

• Have your CEO/Top management write a “thank you” letter, email, or video.
Step 1: Click the “Campaign” menu
Step 2: Options are:
- Car Sweepstakes Rules - information & rules on car sweepstakes
- 2020 Campaign Materials Toolkit - Electronic campaign materials and video along with success stories and planning documents can all be found here. You can order campaign materials from this page by clicking “Build My Campaign Box”. You can find Education & Training Opportunities here as well.
- Campaign 1 2 3 - Easy! - information about an easy to set up electronic giving platform and links to get started.
- Emerging Leaders & Leadership Giving - information and resources on our Emerging Leaders and Leadership Giving
- Endowment - information on our Endowment Fund at United Way Fox Cities
- Awards & Recognition - view the past year’s campaign award winners with photographs from our Campaign Celebration.
- Additional Campaign Resources - resources from past campaigns along with past Champion newsletters
In your company, you have many leaders – defined by title and by example. At United Way Fox Cities we recognize leaders as investors that make 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 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.

<table>
<thead>
<tr>
<th>Leadership &amp; Emerging Leader Giving Levels</th>
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<tbody>
<tr>
<td>Tocqueville Society</td>
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<tr>
<td>Founders</td>
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<tr>
<td>Keystone</td>
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<tr>
<td>Cornerstone</td>
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<tr>
<td>Pillar</td>
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<tr>
<td>Horizon</td>
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<tr>
<td>Emerging Leaders Gold</td>
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<tr>
<td>Emerging Leaders</td>
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**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 give $500 or more and are recommended to be 40 years of age or younger.

**FUN**
Forever United Network (FUN) is a group of passionate, community-focused people of any age who live here, care here, and give here every year to improve lives through United Way Fox Cities. Individuals who give for 10 years or more or are members of the Circle of Caring are FUN members. Individuals who are part of United Way’s endowment recognition society are also FUN members.

**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.
## 2020/2021 Engagement Calendar

### Fall
**September**
- Diaper Need Awareness Week is in September. Schedule a time to volunteer at United Way’s Fox Cities Diaper Bank.

**October**
- Make a Difference Day is the fourth Saturday in October. Gather a group and sign up to volunteer in our community.

**November**
- Engage up-and-coming leaders at your company. Host a Lunch & Learn about United Way Fox Cities Emerging Leaders.

### Winter
**December**
- Don’t miss this date! The deadline to qualify for a chance to win a 2021 Chevy Trailblazer is Dec. 11, 2020.

**January**
- Celebrate with us! Join us at the Campaign Celebration to recognize the good work happening in our community.

### Spring
**March**
- Now is the perfect time to start planning the sponsorship and installation of a United Way Born Learning Trail at a local park.

**April**
- Join us for our annual Report to the Community to learn more about your investment in United Way. Everyone is invited!

**May**
- May is Mental Health Awareness Month. Schedule a Lunch & Learn about United Way’s focus on mental health.

### Summer
**June**
- Learn how your gift helps 1 in 3 people. Schedule a presentation with a United Way Fox Cities nonprofit partner.

**July**
- It’s a great time to start recruiting team members for your campaign planning committee.

**August**
- Join the fun! Help us get the campaign off to a great start at our Campaign Kickoff event.

### Bonus Ideas
**Bonus Idea**
- Promote early literacy across the Fox Cities. Schedule a United Way Books for Kids packing event at your company.

**Bonus Idea**
- Feb. 11 is National 2-1-1 Day. Schedule a Lunch & Learn to highlight United Way’s 2-1-1 services.

**Bonus Idea**
- May 28 is Menstrual Hygiene Day. Host a drive to collect feminine care products to show your support.

**Bonus Idea**
- Rally your team for a Back-to-School supply drive.
# 2020/2021 Communication Calendar

Idea for year-round team communication

Find resources at: [www.UnitedWayFoxCities.org](http://www.UnitedWayFoxCities.org)

<table>
<thead>
<tr>
<th>FALL</th>
<th>WINTER</th>
<th>SPRING</th>
<th>SUMMER</th>
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<tbody>
<tr>
<td><strong>SEPTEMBER</strong></td>
<td><strong>DECEMBER</strong></td>
<td><strong>MARCH</strong></td>
<td><strong>JUNE</strong></td>
</tr>
<tr>
<td>Help spread the word about diaper need. Find information and facts at: foxcitiesdiaperbank.org</td>
<td>You’re invited! Check the “events” page on our website for upcoming activities you can invite your team to attend.</td>
<td>Mark your calendar for “Appreciation April.” Plan a fun way to thank your team and those who invested in the United Way campaign.</td>
<td>Attend our United Way Champions training sessions to learn and share best practices for running your campaign.</td>
</tr>
<tr>
<td><strong>OCTOBER</strong></td>
<td><strong>JANUARY</strong></td>
<td><strong>APRIL</strong></td>
<td><strong>JULY</strong></td>
</tr>
<tr>
<td>What’s new? Check the “Our Work—Grants” section of our website to learn about new programs receiving funding through grants.</td>
<td>Healthy New Year to you! Share a new worksite wellness program with your team. Find ideas on Be Well Fox Valley’s Facebook page.</td>
<td>Can’t attend our annual Report to the Community, but want to learn more? Visit our website to read our Annual Report under “Who We Are.”</td>
<td>Download/print new and refreshed materials on our website under “Campaign,” then “2020 Campaign Materials Toolkit.”</td>
</tr>
<tr>
<td><strong>NOVEMBER</strong></td>
<td><strong>FEBRUARY</strong></td>
<td><strong>MAY</strong></td>
<td><strong>AUGUST</strong></td>
</tr>
<tr>
<td>What is your team thankful for? Food, shelter, transportation, health? These are the gifts you give to others through United Way.</td>
<td>Give 2-1-1 some love! Celebrate National 2-1-1 Day (Feb. 11) by sharing videos and facts found on our website under “Resources—2-1-1.”</td>
<td>During Mental Health Awareness Month, share mental health resources with your team. Visit “Resources—Mental Health” on our website.</td>
<td>Don’t miss the release of our new video! Subscribe to our YouTube channel and share our videos to get your team excited.</td>
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**BONUS IDEA**

*THU*

We publish a blog. To subscribe, send us your email then share inspiring articles with your team year-round.

**BONUS IDEA**

*THU*

Pick one fact each week from “By the Numbers,” “Did you know,” or “A Day in the Life” documents to highlight with your team.

**BONUS IDEA**

*THU*

Get social with us! Find us on Facebook, Twitter, and LinkedIn for the latest news. Then “share” with your networks.

**QUESTIONS?**

Stay in touch! Call or email your campaign contact at United Way to learn more about year-round involvement.
What is United Way Fox Cities’ mission?
United Way Fox Cities improves lives by bringing diverse people together to build a stronger, more caring community for everyone.

Why should I give to United Way Fox Cities?
Charitable giving is a personal and voluntary decision and United Way Fox Cities encourages you to do what is most comfortable for you. An investment in United Way Fox Cities benefits the entire community, not just one program, issue, or population.

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. 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 87 cents of each dollar contributed to United Way Fox Cities goes directly to local 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.

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 1,285 United Way organizations across the country that 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 our website at www.unitedwayfoxcities.org for answers to further questions and encourage employees in your company to do the same. Consider posting a link from your site to ours.
1. **Organize & train your campaign team.** List your campaign team members & their roles in the organization.

<table>
<thead>
<tr>
<th>NAME</th>
<th>POSITION</th>
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2. **Plan for how to show CEO and top leadership support of United Way.** List ways they will show their support during the campaign.

   **Who?**

<table>
<thead>
<tr>
<th>i.e.</th>
<th>How Deliver Message?</th>
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</thead>
<tbody>
<tr>
<td>a. Peter (CEO)</td>
<td>Virtual meeting with all staff on first day of campaign to voice support</td>
</tr>
</tbody>
</table>

   | a. |
   | b. |
   | c. |

3. **Set campaign dates and goals.** Schedule campaign planning meetings with team.

   - **Campaign Start Date:** __________
   - **Campaign End Date:** __________

   **CAMPAIGN GOALS**

<table>
<thead>
<tr>
<th>Employee Participation (%)</th>
<th>PRIOR YEAR RESULTS</th>
<th>CURRENT YEAR GOAL</th>
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<tbody>
<tr>
<td>Employee Pledges ($)</td>
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<tr>
<td>Corporate Gift ($)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leadership Givers (#)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emerging Leaders (#)</td>
<td></td>
<td></td>
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<tr>
<td>Total Dollars Raised ($)</td>
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</table>

   - **Campaign planning meeting dates:** __________; __________; __________; __________

4. **Educate employees about United Way’s impact.** List how employees will become more aware of and understand United Way’s work in the community.

   **GENERAL MESSAGE**

<table>
<thead>
<tr>
<th>i.e.</th>
<th>HOW</th>
<th>WHEN</th>
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<tbody>
<tr>
<td>- Solutions to housing challenges UW invests in</td>
<td>Email blast</td>
<td>Day 3</td>
</tr>
<tr>
<td>- promote EL &amp; LG</td>
<td>UW staff &amp; EL member present on Zoom</td>
<td>Day 4</td>
</tr>
</tbody>
</table>
5. **Invite everyone to invest.** Determine how all employees will be asked (pledge form, email with link to e-platform, etc…). **Ensure that complete donor information is provided to United Way.**

   **Pledge forms**
   - How are they given to all employees?
   - How are they collected back from all employees?
   - How are you checking that all donor information has been provided?

   **E-Platform**
   - How is your company ensuring it will capture all donor information United Way needs?
   - How is the link shared with all employees?

6. **Thank donors for their gifts & participation.** Think of ways to show appreciation to everyone that invests. Consider providing incentives. Find out if your company has a budget for this.

   **Ways Our Company Will Thank Donors**
   
   - *i.e. – everyone that invests receives a personal thank you note from top leadership*
   
   - *i.e. – special recognition for all Emerging Leaders and Leadership Givers (be creative)*

7. As a way to deal with natural turnover in a company it is important **to implement a new hire & retiree program** in terms of United Way giving.

   - How are new hires introduced to United Way Fox Cities during onboarding?
   - Are new hires asked to invest in United Way during onboarding?
   - How can your company include company retirees into the campaign efforts?
   - Have company retirees been made aware of the opportunity to stay connected to United Way Fox Cities by providing us their non-work contact information?

8. Generate ideas, activities, and events that will help you **communicate year-round** to your employees about United Way.

   **Month** | **Idea/Activity/Event/Other**
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