

Campaign Coordinator Guide

Thank you for joining the **United Way of Portage County** team and volunteering to lead your company's United Way campaign. This guide is intended to give you the tools you need to lead a successful campaign. Contact us anytime for ideas, support or information.

Give. Advocate. Volunteer. LIVE UNITED is a movement that motivates people to get involved, make a difference, and create a stronger community.



What Does United Way Do?

United Way is working to advance the common good by focusing on **education, income, and health**. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement, and good health.



At United Way of Portage County, by combining the efforts of **20** health and human service agencies, **33** programs, nearly **300** businesses, over **7,000** individual donors and hundreds of volunteers—**WE** can accomplish more than any of us could do on our own to serve the unmet needs in our community.



United Way is a volunteer organization and the largest private funder of health and human services in Portage County.



Double Your Giving When You Donate to United Way

Earlier this year, United Way of Portage County received a **\$50,000 challenge grant** from an anonymous donor. For every **NEW** or **INCREASED** donation, United Way will receive a matching gift—up to \$50,000!

Double your gift and double your impact. It's simple...

- \$3 is the cost of one meal from Meals on Wheels. By giving \$3 a week, with the match, you are providing **TWO** meals each week for the entire year.
- Every hour of supervised care at the Adult Day Center costs approximately \$9. By donating \$9 a week, your matched gift will provide **TWO** clients an hour of supervised care.
- \$47 can provide two low income children teeth cleaning services at Ministry Dental Center. By donating roughly \$1 a week for the year, with the match, you can give **FOUR** children the confidence to smile again.

Help us get the most out of the challenge grant. Support your community and double your giving by donating to United Way today.

Every dollar counts...TWICE!

Our Mission

To inspire people to work together to improve lives and build stronger communities.

Dates to Remember:

August 27—Campaign Kickoff
Run, Bike, Unite Duathlon
8:30 am at Sentry Insurance

November 18—United Way Sweepstakes

Return pledge forms to United Way Office by 5 pm

December 7—Victory Celebration
4 pm at Sentry World

United Way
of Portage County



Six Steps to Success

1. Know Your United Way

The more you know about United Way of Portage County, the easier your job will be as Campaign Coordinator.

- Review your campaign kit for information.
- Visit **UnitedWayPoCo.org** anytime to learn more.

2. Involve Those at the Top

Getting top management involved is essential.

- Encourage management to give at a leadership level.
- Ask them to allow employees to attend events.
- Have them identify others that can assist you as a member of a campaign team.

3. Form a Campaign Team

Recruit co-workers and organize a team to work on the campaign together. Get more people involved with the decision making process.

- Work together to set a realistic goal.
- Set dates and times for campaign meetings.
- Organize special events to raise awareness about United Way.
- Plan fun events and incentives that will help you reach your goal.

4. Hold Meetings for All Employees

Ask to hold a 15 minute department, or company meeting in an effort to reach all employees. Try this sample agenda:

- Welcome/CEO campaign endorsement
- United Way video
- United Way speaker
- Ask for gift
- Thanks

5. Use Available Tools and Resources

United Way has a wide variety of materials available to help you. Many items are available online at unitedwaypoco.org/CampaignToolkit. Feel free to contact our office if you cannot find what you need.

- Request for a speaker - a speaker can have a big impact of the success of your campaign. Volunteers are available anytime. Just go online and fill out the speaker request form at the site listed above, or call the United Way office at 715-341-6740.
- Show the campaign video - this year's video was produced by UWSP students and showcases local people. Show it on a DVD, or send your co-workers a link to our YouTube page that's on our website.
- Program tours - Take your co-workers on a tour of a United Way partner program so they can see their contribution at work. Contact our office to set up a tour.

6. Thank, Recognize, and Report

Saying "Thank You" may be the most important element in gaining long-term support. Be sure to thank donors and your campaign team.

- Keep the thank you simple.
- Report campaign results to United Way and all employees.
- Conduct a debriefing with United Way and your Campaign Team.
- Attend the United Way Victory Celebration on December 7 at SentryWorld.



United Way Stevens Society

All individual or combined gifts of \$500 or more qualify donors for recognition as members of United Way of Portage County's Stevens Society.

Leadership Giving Levels:

Bronze \$500-\$749

Silver \$750-\$999

Gold \$1,000-\$2,499

Platinum \$2,500-\$4,999

Diamond \$5,000-\$9,999

Tocqueville Society \$10,000+

Members can decline to have their names published in recognition materials.

Questions? Need More Information?

Check out our NEW website at UnitedWayPoCo.org
Feel free to contact our office at any time. Our staff members are available to assist you. 715-341-6740

Printing provided by



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