

Things to consider with your campaign:

- **Campaign Dates:**
 - Friday, Aug. 17 (*United Way Campaign Kickoff at PJ Jacobs Junior High – public invited to attend*) to Tuesday, Nov. 27 (*ALL pledge forms needed for Sweepstakes*)
 - Wednesday, Dec. 12 – Public is welcome to attend (*Victory Celebration at SentryWorld Grand Ballroom – Sweepstakes winners will also be announced*)
- **2017 Community Goal: \$2.95 Million**
- **Consider showing the United Way Video:** This year's campaign video features actress Kathy Kinney ("The Drew Carey Show"). She talks about how your story connects to United Way's story. The video is available online at <https://youtu.be/TFS-pCnaRW4>.
- **Bring in a speaker:** United Way staff is always eager to assist in coordinating a United Way or United Way Program Speaker at your workplace to discuss their role in the community as well. Email Scott at scott@unitedwaypoco.org to arrange for a speaker.
- **Every 15 minutes,** someone in Portage County is helped through one of United Way's more than 30 funded programs & initiatives.

Go online for more tools:

- **United Way's Online Toolkit** is available online with useful tools and tips, go to www.unitedwaypoco.org/CampaignToolkit. In addition to all of the material found in the campaign coordinator kit, the Online Toolkit contains additional material to help make your campaign more successful. Additional material includes:
 - **Frequently Asked Questions:** Potential donors may have questions about United Way. This document can help answer many of them.
 - **Fun Campaign Ideas:** As your company's United Way Campaign Coordinator, you may want some ideas on how to make sure this year's campaign is fresh and fun while also creating awareness about how donations to United Way help the community. This document helps provide some ideas on how to do so.
 - **20 Days of United Way Emails:** Help your employees understand United Way of Portage County better by emailing them a little tidbit each day during your campaign. Links are provided so they can learn more.
 - **United Way Program Facts:** United Way of Portage County supports more than 30 programs and initiatives. Learn an eye-opening fact about each one with this document.
 - **Running a Raffle:** Are you thinking about holding a raffle to raise funds for United Way? This document provides everything you need to know to run a raffle.
 - **Sample Letters:** If you are sending letters to your company's employees about your United Way campaign, the online toolkit has some sample letters to help you or your CEO communicate with your employees.
 - **Project Fresh Start School Supply Drive:** Let employees know about our Project Fresh Start School Supply Drive by downloading and posting this flyer.
 - **Stevens Society:** Nearly 1,000 donors give \$500 or more each and contribute over \$1 million to the annual campaign. Learn more about how you can join the Stevens Society for just \$1.37 a day, and how Delta Dental will match some of your leadership gift.
 - **Employee Volunteer Opportunities:** United Way's Volunteer Center matches volunteers with opportunities. Learn more about how your company and associates can help improve the community through volunteering.
 - **Make A Difference Day:** United Way sponsors a community rake-a-thon every October to help elderly and disabled residents. Download and post this flyer to connect employees to this wonderful volunteer activity.

Continued on back

Get a Packers football for your campaign:

Make a donation request from the Green Bay Packers – Send your request in today!

NOTE TO CAMPAIGN COORDINATORS - the Packers Organization does not guarantee what type of item you will receive. While they are currently donating a football - that could change depending on their inventory and on the time of year that the donation is requested.

To submit a request for a donation for your upcoming United Way Campaign, go to the following website:
www.packers.com/community/donations.html

1. Under the Heading **Requesting Donations** click on “*Start a new application.*”
 - a. If you are a New applicant or Never used the online system, you should click “*New Applicant? Click here to create account.*” under the E-mail box. Follow the prompts to create an account.
 - b. If you are a returning applicant, please enter your email and password and click Enter.
 - c. If you are a returning applicant but forgot your password, click *Forgot Password? Click Here.* Follow the instructions. You will receive a temporary password in your email.
2. Next it will take you to the Verification of Eligibility page. Please answer the below requests accordingly:
 - a. Is the organization located in Wisconsin, Michigan, or Iowa OR does the organization primarily assist residents of Wisconsin, Michigan, or Iowa. **YES**
 - b. Applications must be submitted no later than six weeks prior to the date of the event. Is the event at least six weeks from today? **YES**
 - c. Select the type of in-kind donation (non-cash) you are seeking: **United Way Workplace Campaign, Then click “Submit”.**

3. You will then be brought to the application page, please fill this out completely

NOTE: To complete the donation request, you will also need the following United Way information:

- Address: **1100 Centerpoint Drive, Ste 302 Stevens Point, WI 54481**
- Phone: **715-341-6740**
- Type of nonprofit: **501(c)3**
- County agency is located: **Portage**
- Agency's area code or state: **WI North (715)**
- UWPC's tax exempt number is: **390831152**

4. Before you can submit the application, you will be required to attach a written request on your companies' letterhead. **Please be sure to include the start date (*application must be submitted six weeks prior to this date*) of your campaign in the written request.** You can also attach a flyer or poster that advertises the event.
 - a. **Please note, that you will not be able to submit your application without attaching the supporting documentation.** If you do not have the supporting documentation, you can SAVE the request and finish it later.
 - b. If you SAVE your application to finish at a late time, you will receive an email saying that your application has been SAVED but NOT submitted.

After you submit your application, you will receive an email saying that your application has been successfully submitted. If you do not receive this confirmation, you may want to consider inquiring with the Packer organization to ensure that your information was submitted properly and that it has been received.

If you have any questions while filling out the application, you can contact Julie Broeckel, Corporate Giving Coordinator at the Green Bay Packers at 920-569-7324 or by email at broeckelj@packers.com.