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 workplace campaign. Please feel free to contact us anytime for ideas, support, or information by calling our office at 715-341-6740.

A PLACE WHERE ALL PEOPLE CAN THRIVE

When our neighbors need help, we roll up our sleeves and lend a hand. Every voice is heard and our community comes together. Because we believe in the potential of every person, when we LIVE UNITED there's no limit to what's possible.

This is our home. Together, we can make sure it's a place where all people can thrive.

NEW DONOR CHALLENGE

Delta Dental of Wisconsin has committed $25,000 to encourage increased giving from individuals in our community by matching any Leadership Gift (Stevens Society) increase of EXISTING OR NEW Leadership Donors.

With your NEW OR INCREASED Leadership Gift, Delta Dental will give United Way a matching gift equal to the amount of the increase up to $100 for any individual or combined gifts of $500 or more in 2019.

LIVE UNITED - GIVE UNITED SWEEPSTAKES

GRAND PRIZE


Sponsored by

Donors of $52 or more to United Way of Portage County will receive a coupon book offering discounts on dining, entertainment, and services throughout Portage County.


Coupon Book Sponsors:

For complete rules and information, visit www.unitedwaypoco.org/Sweepstakes.
FIVE STEPS TO A SUCCESSFUL CAMPAIGN

1. GET STARTED
MEET WITH THE BOSS
Gain support from your top-level management, both actively and visibly during your campaign. Review prior results and discuss the corporate gift, matches, incentives, and campaign budget.

RECRUIT A TEAM
Don’t try to do everything yourself; having a committee will make it fun and easier for everyone involved. Your team should include people from different levels, departments, and locations. Recruit people who will help get others excited about the campaign.

ATTEND ECC TRAINING
Make sure at least one team member attends an Employee Campaign Coordinator (ECC) Training Session. It’s a great way to learn more about United Way and share creative ideas with other ECCs. If you’re unable to attend one of the sessions, call United Way at 715-341-6740 to schedule a one-on-one visit.

2. PLAN THE CAMPAIGN
DEVELOP A TIMELINE
Review last year’s campaign and any feedback you received as to what worked and what didn’t. Plan a short, intensive campaign no more than 5 to 10 business days for companies with less than 100 employees. Set dates for your kickoff and special events.

SET CAMPAIGN GOALS
You can set many types of goals, including: overall giving, participation, average gift, giving by department, and leadership giving. Contact United Way for more information.

ORGANIZE INCENTIVES
Structure incentives so they are based on giving levels or first-time gifts. You can create a competition between departments based on percentage participating. Local vendors or businesses will often donate incentives like gift certificates or product. Ask your company to give vacation days or PTO hours.

PUBLICIZE YOUR CAMPAIGN
Create a theme and incorporate it into announcements. Use e-mail, intranet, payroll stuffers, memos, newsletters, and posters to raise awareness about campaign events and pledge deadlines. Send out a “did you know” memo daily with an interesting United Way fact. Promote incentives for early giving and increased pledges. Ask the CEO to send a letter or e-mail encouraging and thanking employees. Find an employee who is willing to give a testimonial or share a personal story about how he or she benefited from United Way services.

3. USE UNITED WAY TOOLS
DEVELOP AN EDUCATIONAL CAMPAIGN
Develop an educational campaign to update employees about the benefits of giving back to the community through United Way. Distribute brochures with the pledge form so employees have all of the information they may need about agencies and United Way incentives. Hang posters. Use the United Way campaign video.

INVITE SPEAKERS
Arrange for a United Way speaker to talk to employees about United Way and answer any questions. You can go online and fill out a speaker request form, or call United Way at 715-341-6740.

LEADERSHIP GIVING
Organize a leadership giving program to increase gifts at the leadership level of $500 or more.

4. RUN THE CAMPAIGN
HOLD A KICK-OFF MEETING OR EVENT
A kick-off meeting or event can help boost morale or be a reason to just plain have some fun. It can be built into a regularly scheduled meeting. Be sure to announce your campaign goals, corporate gifts or matches, giving incentives, and pledge deadlines.

STAY VISIBLE
Keep promoting your campaign. Send daily reminders about special events and giving incentives. Be sure people know whom to contact with questions about the pledge forms or electronic pledging.

DISPLAY SWEEPSTAKES VEHICLES
Contact United Way to schedule one or more of the Sweepstakes vehicles to be on display at your location. Call 715-341-6740 to schedule them.

INCLUDE EVERYONE
Ensure every employee has been asked to contribute – the number one reason people say they don’t give is because they weren’t asked. If necessary, hold multiple meetings to cover all shifts. Keep everyone informed about the progress of your campaign.

5. WRAP UP
REPORT RESULTS
It is important to let employees and management know the results of your campaign. Announce incentive winners. Return pledge forms, donations and the campaign report envelope to United Way.

THANK EVERYONE
Hold a special event and ask management to thank employees. Organize ways to recognize and thank donors. Also, remember to acknowledge your team and people who went above and beyond during the campaign.

More Tools Available Online
Check out the online toolkit on our website at unitedwaypoco.org