

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 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.

2020 CAMPAIGN DRIVE CHAIRS:

Jim Anderson
Lorraine Avery
Bob & Mary Berard
Jason & Jenny Blenker
Den Brown
Marg Coker-Nelson
London Cooper
Kathy Davies
Mike Hofmeister,
Alex Okray
Tina Peters

& THE ENTIRE TEAM OF PAST CAMPAIGN DRIVE CHAIRS



Our Mission

To bring people and resources together to achieve measurable results that improve people's lives and strengthen our community.

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 2020.



2020 UNITED WAY OF PORTAGE COUNTY LIVE UNITED - GIVE UNITED SWEEPSTAKES

For \$52 or more, you will receive a 2021 coupon book and be automatically entered to win one of 10 prizes over \$1,000!

Choose one of three new - all wheel drive SUVs -OR- \$25,000

ALL donors of \$52 or more RECEIVE 50 AUTOMATIC ENTRIES!

First-time donors of \$104 AND 2019 donors of \$52 or more who INCREASE their gift by \$52 RECEIVE 100 AUTOMATIC ENTRIES!

scaffidi & Past Drive Chairs

<p>\$2,500 United Way Inspired Pendant -OR- \$1,000 Lee Ayers Jewelers Gift Card</p>	<p>Campus Cycle Gift Card, Fit Bit, and D1 Membership Valued at \$2,100</p>
<p>John Deere Lawn Tractor -OR- \$1,500 Riesterer & Schnell Gift Card</p>	<p>65" HDTV and Nintendo Switch Package -OR- \$1,500 Best Buy Gift Card</p>
<p>\$1,200 Portage County Gift Certificates</p>	<p>Deluxe Portrait Session Valued at \$1,050</p>
<p>Green Bay Packer Package Valued at \$1,000</p>	<p>Travel Voucher -OR- \$1,000 Disney Gift Card</p>

GIVE & GET UNITED COUPON BOOK

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 Printing & Distribution Sponsored by:



Dates to Remember:

November 19
Sweepstakes Entry Deadline
Return pledge forms to United Way Office by 5 p.m.

December 9
Victory Celebration
4 p.m. at SentryWorld

February 10, 2021
Recognition Lunch
Noon at Holiday Inn

Visit www.unitedwaypoco.org/Sweepstakes for complete rules and more information on how to receive additional entries into the Live United - Give United Sweepstakes.

Pledge forms and paper entries must be received by United Way of Portage County by 5 p.m. Central Time Nov. 19, 2020. Winner will be announced Dec. 9, 2020. LIVE UNITED - GIVE UNITED Sweepstakes entrants must be legal residents of Wisconsin, at least 18 years of age, and possess a valid driver's license. PLEDGE WILL NOT IMPROVE CHANCE OF WINNING. NO GIFT NECESSARY TO ENTER. Photo is representation of prizes, not actual prizes. Void where prohibited.

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 a Virtual 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.

More Tools Available Online

Check out the online toolkit on our website at

unitedwaypoco.org

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 VIRTUAL 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 KICKOFF 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.

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LIVE UNITED



United Way
of Portage County