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.

**EDUCATION. HEALTH. FINANCIAL STABILITY**

Your United Way focuses on the three building blocks for a strong community - education, health, and financial stability. United Way works with community partners to address the needs of today and tomorrow while seeking ways to create positive, lasting change.

**2022 CAMPAIGN DRIVE CHAIRS:**
Representing Health: Deborah Furgason
Representing Education: Benjamin Nusz
Representing Health: Dr. Fred Eichmiller
Representing Financial Stability: Kim Angell
Representing Education: Cindy Weber
Representing Financial Stability: Craig Aittama

**DATES TO REMEMBER**
*Tentative* August 11
Campaign Kick Off
November 17
Sweepstakes Entry Deadline
Return pledge forms to United Way Office by 5 p.m.
December 7
Victory Celebration 4 p.m. at Sentry World
Late February
Week of Recognition

**OUR MISSION**
To bring people and resources together to achieve measurable results that improve people’s lives and strengthen our community.

**LEADERSHIP 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 2022.

**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.

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Visit www.unitedwaypco.org/Sweepstakes for complete rules and more information on how to receive additional entries into the LIVE UNITED – GIVE UNITED SWEEPSTAKES.

*NOTE: All sweepstakes are open to United Way of Portage County donors and members of our Stevens Society. Sweepstakes are open to residents of Wisconsin only. In case of dispute, the competition will be decided upon by the United Way of Portage County. Number of winners is subject to change. sweepstakesentry.com/uepco2022.
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 regarding what worked and what didn’t. Plan a short, intensive campaign no more than 5 to 10 business days. 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.

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

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.

INVITE SPEAKERS
Arrange for a United Way speaker to talk to employees about United Way and answer any questions. Call United Way at 715-341-6740.

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.

PUBLICIZE YOUR CAMPAIGN
Be sure to promote your campaign through your company’s vehicles to be on display at your location. Call 715-341-6740 to schedule them.

PUBLICIZE YOUR CAMPAIGN
Organize ways to recognize and thank donors. Also, remember to acknowledge your team and people who went above and beyond during the campaign.

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.

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 (white copy only) and cash or check donations to United Way. BE SURE to put them in the purple Campaign Report Envelope that came with your campaign materials AND (very important!) fill out the information on the front. United Way uses this to ensure that the information we record matches your records. It is also used for determining campaign awards for giving and participation.

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!