

# 2022 CAMPAIGN COORDINATOR GUIDE



United Way  
of Portage County

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

## 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.



## 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
- Online

### 2022 UNITED WAY OF PORTAGE COUNTY LIVE UNITED - GIVE UNITED SWEEPSTAKES

For \$52 or more, you will receive a 2023 coupon book and be automatically entered to win one of TEN prizes valued at \$1,000 or more!

Choose one of three new - all wheel drive SUVs -OR- \$20,000

Prize Sponsor: STEVENS POINT AUTO CENTER. One Low Price, Plain & Simple. Always! www.stevenspointautocenter.com

First-time donors of \$104 AND 2021 donors of \$52 or more who INCREASE their gift by \$52 or more RECEIVE 100 AUTOMATIC ENTRIES!

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

Special thanks to ALL of our generous sponsors for making giving fun!

<p>Yeti Tundra Cooler, Green Mountain Grill &amp; D1 Membership Valued at \$2,800</p> <p style="font-size: 8px;">Prize Sponsors: SP STEVENS POINT AUTO SERVICE, D1 TRAINING</p>	<p>\$2,750 Home Improvement Carpet &amp; Padding Package -OR- \$1,500</p> <p style="font-size: 8px;">Prize Sponsor: mulling KITCHEN • BATH • FLOOR</p>	<p>\$2,500 United Way Inspired Pendant -OR- \$1,000 Lee Ayers Jewelers Gift Card</p> <p style="font-size: 8px;">Prize Sponsors: LEE AYERS Jewelers Gift Card, Thomas Dailing DESIGN</p>
<p>Apple 12.9 Inch iPad Pro -OR- \$1,600 Best Buy Gift Card</p> <p style="font-size: 8px;">Prize Sponsors: SIMPLICITY CREDIT UNION, BEST BUY</p>	<p>DJI Air 2S Fly More Combo Drone Package -OR- \$1,500 Best Buy Gift Card</p> <p style="font-size: 8px;">Prize Sponsor: SKYWARD</p>	<p>Sports &amp; Entertainment Package Valued at \$1,200</p> <p style="font-size: 8px;">Prize Sponsor: AssociatedBank</p>
<p>Portage County Gift Certificates Valued at \$1,200</p> <p style="font-size: 8px;">Prize Sponsor: The Taylor Family</p>	<p>Deluxe Portrait Session Valued at \$1,050</p> <p style="font-size: 8px;">Prize Sponsor: Contemporary PHOTOGRAPHY</p>	<p>Travel Voucher -OR- \$1,000 Disney Gift Card</p> <p style="font-size: 8px;">Prize Sponsor: Northwestern Mutual</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:

Your Total Communications Group

Visit [www.unitedwaypoco.org/Sweepstakes](http://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. 17, 2022. Winner will be announced Dec. 7, 2022. 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 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.

**More tools available online.  
Check out the online toolkit,  
on our website at  
[unitedwaypoco.org](http://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.

### LEADERSHIP GIVING

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



Scan to learn more about Leadership Giving

## 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.

### 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.

## 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.

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