

2023 CAMPAIGN COORDINATOR GUIDE

THANK YOU for taking on this role and joining the United Way of Portage County team. Please know the importance of your role and the impact you can make. This guide is intended to help you maximize your time and effort and 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.

LOCALLY INVESTED **UNITED** TOGETHER

Every day, somewhere in our community, someone needs help. Some are students who need learning assistance. Others are parents struggling to provide food and a safe environment for their families.

Together, we can be the hand raisers, the game changers, and the problem solvers. We can be the voice for those who are struggling. Change doesn't happen alone, but when we are locally **invested**, we are **united** together.

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:



UNITED WAY OF PORTAGE COUNTY
2023 LIVE UNITED - GIVE UNITED SWEEPSTAKES

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

SPECIAL THANKS TO ALL OF OUR GENEROUS SPONSORS FOR MAKING GIVING FUN!

\$2,750 Under Cabinet Lighting Package -OR- \$1,500 Cash Price Sponsor: STEVENS POINT AUTO CENTER	\$2,500 United Way Inspired Pendant -OR- \$1,000 Lee Ayers Jewelers Gift Card Price Sponsor: Lee Ayers Jewelers	Brewers & Packers Sports Package Valued at \$1,725 Price Sponsor: Associated Bank
28" XL Culinary Blackstone Griddle With Rangetop & Grilling Accessories bundle Valued at \$1,500 Price Sponsor: Blackstone	\$1,500 Best Buy Gift Card Price Sponsor: Best Buy	Portage County Gift Certificates Valued at \$1,200 Price Sponsor: The Taylor Family
Breeo 19-inch Smokeless Portable Firepit with Grill Bundle, 2 6CI Kickback Rocker Chairs & Yeti 45 Hard Cooler Valued at \$1,179 Price Sponsor: SPC STEVENS POINT ORTHOPEDIC	Deluxe Portrait Session Valued at \$1,050 Price Sponsor: Contemporary Photography	Travel Voucher -OR- \$1,000 Disney Gift Card Price Sponsor: Northwestern Mutual

ALL DONORS OF \$52 OR MORE RECEIVE 50 AUTOMATIC ENTRIES!

FIRST-TIME DONORS OF \$104 AND 2022 DONORS OF \$52 OR MORE WHO INCREASE THEIR GIFT BY \$52 OR MORE RECEIVE 100 AUTOMATIC ENTRIES!



2023 CAMPAIGN DRIVE CHAIRS

HEATHER WYNNE
CHASE RETTLER
ROSS RETTLER
JR WYNNE
AMY EDDY
RAY ACKERLUND



OUR MISSION

United Way of Portage County is committed to identifying and serving the most current, critical needs of our community's most vulnerable populations with programs that provide measurable results.

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 2023.

MARK YOUR CALENDAR

**10
AUG**

CAMPAIGN KICKOFF AT LEVITT AMP
Join us at Pfißner Pioneer Park at 6pm for our official campaign kickoff.

**16
NOV**

SWEEPSTAKES ENTRY DEADLINE
Return pledge forms to the United Way office by 5pm.

**06
DEC**

VICTORY CELEBRATION
Let's celebrate together at Sentry Theater.

**14
FEB**

RECOGNITION LUNCHEON
Help us recognize individuals and organizations for their remarkable work during the 2023 United Way Campaign at the Holiday Inn Convention Center.

5 STEPS FOR A SUCCESSFUL CAMPAIGN

01

GET STARTED

MEET WITH THE BOSS

Enlist support of your company leadership. 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.

02

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.

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.

03

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.

ADDITIONAL RESOURCES

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 to schedule a speaker.

REACH OUT FOR SUPPORT

We want to support you in any way possible! Don't hesitate to reach out for ideas, questions, or additional information.

Call: 715-341-6740

Email: Laura@UnitedWayPoCo.org

VISIT OUR ONLINE TOOLKIT

For more tools and resources, check out our online toolkit by visiting UnitedWayPoco.org/CampaignToolkit

04

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.

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.

05

WRAP UP

REPORT RESULTS

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 fill out the information on the front.

THANK EVERYONE

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

United Way of Portage County
2801 Hoover Road, Unit #2
Stevens Point, WI 54481
P: 715-341-6740
F: 715-341-3717



United Way
of Portage County