

2026 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.



ONE COMMUNITY. ENDLESS POSSIBILITIES.

When neighbors come together, real change happens. United Way of Portage County creates opportunities for communities to thrive. Together, we can create a place where children can grow, families can build stability, and any neighbor can get the support they need to succeed.

A single gift to United Way reaches across our community, supporting local programs that meet real needs right now. Every dollar stays right here in Portage County, strengthening the people and programs that make our community thrive.

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.



Local Coupons Inside!
FOOD | SHOPPING | ACTIVITIES



Coupon Book Printing & Distribution Sponsored by:



UNITED WAY OF PORTAGE COUNTY
2026 LIVE UNITED - GIVE UNITED
Sweepstakes

GRAND PRIZE
CHOOSE ONE OF TWO NEW ALL-WHEEL DRIVE SUVs - OR - \$20,000
PRIZE SPONSOR: STEVENS POINT AUTO CENTER

<p>\$1,200 PORTAGE COUNTY GIFT CERTIFICATES</p> <p>PRIZE SPONSOR: <i>Taylor Family</i></p>	<p>\$1,500 GIFT CARD TO HERRSCHNERS -OR- \$1,000 CASH</p> <p>PRIZE SPONSOR: <i>Herrschners</i></p>	<p>\$1,500 BEST BUY GIFT CARD</p> <p>PRIZE SPONSOR: <i>SKYWARD</i></p>
<p>\$2,750 FOR FLOORING OR TILE PROJECT -OR- \$1,500 CASH</p> <p>PRIZE SPONSOR: <i>swelling</i> KITCHEN • BATH • FLOORING</p>	<p>CAMLOCKER TRUCK TOOLBOX -OR- \$1,000 CASH</p> <p>PRIZE SPONSOR: <i>CAMBER SCHINDLER</i></p>	<p>SOLO STOVE SMOKELESS FIREPIT, 4 GCI ROCKER CHAIRS, YETI 45 HARD COOLER & ACCESSORIES</p> <p>PRIZE SPONSOR: <i>SIMPLICITY</i> CASHIER SERVICES</p>
<p>WISCONSIN BELLS GETAWAY: \$1,000 LODGING GIFT CARD \$200 GIFT CARD FOR SHOPPING 3-PIECE LUGGAGE SET</p> <p>PRIZE SPONSOR: <i>SPD STEVENS POINT</i> ORTHOPEDIC</p>	<p>TRAVEL VOUCHER -OR- \$1,000 DISNEY GIFT CARD</p> <p>PRIZE SPONSOR: <i>Northwestern Mutual</i> MORTGAGE CAPITAL & PLANNING</p>	<p>MILWAUKEE BREWERS SUITE TICKET PACKAGE</p> <p>PRIZE SPONSOR: <i>Associated Bank</i></p>

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.

DOUBLE THE DIFFERENCE

An Anonymous Donor, Delta Dental of Wisconsin, & International Bank of Amherst have committed \$40,000 to encourage increased giving from individuals in our community by matching any NEW or INCREASED EXISTING gift up to \$52. With your NEW OR INCREASED Gift, these companies will give United Way a matching gift equal to the amount of the increase up to \$52 for any individual or combined gifts in 2026.

MARK YOUR CALENDAR

6
AUG

CAMPAIGN KICKOFF

Join us at PfiFFner Park during the Levitt Amp Concert Series at 6pm for our official campaign kickoff.

19
NOV

SWEEPSTAKES DEADLINE

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

9
DEC

VICTORY CELEBRATION

Let's celebrate together the success of the 2025 campaign at the Food + Farm Exploration Center!

9
FEB

EVENING OF RECOGNITION

Help us recognize individuals and organizations for their remarkable work during the 2025 Campaign at the Food + Farm Exploration Center.

2026 CAMPAIGN DRIVE CHAIRS



TERRI MARKI
DAVE BAKKEN
AMY BAKKEN
JULIA FENLON
MARK FENLON
KRISTIN MARQUARD

5 STEPS FOR A SUCCESSFUL CAMPAIGN

1

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.

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.

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.

ORGANIZE INCENTIVES

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.

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



Scan Me



4

RUN THE CAMPAIGN

HOLD A KICKOFF MEETING OR EVENT

A kickoff 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.

5

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



UNITED WAY
Portage County