

Campaign Tool Kit

Why Should You Run a United Way Campaign?

Benefits to Companies

- Promotes camaraderie and teambuilding.
- Builds corporate spirit.
- Active and visible support is well received in the eyes of the community.
- Companies who match employee donations, or provide a corporate gift, receive tax benefits.

Benefits to Employees

- United Way's knowledge of the community ensures contributions are channeled to where the needs are greatest.
- Special recognition for donors (and their employers) who give \$500 or more annually.
- Contributions make real lasting change and improve lives here in the Marshfield area.

Benefits to Community

- 1 in 4 residents used a United Way Partner Program in 2008

Everyone can donate to United Way because everyone can benefit from United Way funded Partner Programs. Every gift, no matter the size is key in helping our community.

Campaign Tips: Easy Ways to Start a Campaign or Increase Giving

Start Your Campaign—It's as easy as asking!

- Talk about importance of United Way, how it impacts family, friends and neighbors in our community.
 - Invite a United Way speaker or arrange to visit a funded program.
 - Show the video (Call office for a copy).
 - Ask for Pledges—Stress that contributions will remain confidential.
- Make a corporate gift and communicate your company's support with your employees
- Announce company/employee goal.
- Explain incentives, talk about special events.
- Say Thank you!
- Continue informing your employees about results achieved through their contributions by participating in year round communications—visit our web site for ideas.

Strategies to Increase Participation

- Hold a drawing for all employees who turn in pledge forms (even zero gifts).
- Encourage payroll deduction when available, it's an easy and popular way to give.
- Use Incentives (*See next page for ideas*)
- Hold Special Events—they allow everyone to participate, give and have fun.
- Celebrate your successes.
- Say Thank You!

United Way at Your Fingertips

Address: 101 West 29th Street, Suite 104
Mailing: PO Box 771, Marshfield, WI 54449

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Web site: marshfieldareaunderway.org

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Advancing the Common Good

Marshfield Area United Way no longer simply raises and distributes money to non-profits. Instead we focus on the underlying causes to our community's most pressing problems. United Way is focused on creating long lasting change in our community. To do this, we are focusing on the building blocks of a good life: education, income and health. We work with a diverse group of partners, companies and individuals from all walks of life to identify needs, create a strategic response and work towards solutions.

Your contribution touches 1 out of 4 people in the Marshfield area. From after school programs to give youth a good start, programs helping families and individuals learn skills and providing resources to reach financial stability and providing hope to our most vulnerable populations. **Because help is more than fixing today's problems, it's preventing them from happening tomorrow.**

United Way Initiatives:

Day of Action—a new event to encourage the community to become active and aware of issues surrounding education, income and health. First annual Day of Action will be held August 22. See Web site for details.

FamilyWize—Prescription drug discount card distributed free of charge by the FamilyWize partnership to reduce cost of medication. **In April 2009, residents have saved \$6,441.48 with FamilyWize.**

Fill a Backpack, Fulfill a Need—Community school supply collection held in August. In 2008, United Way distributed more than 300 backpacks to Marshfield area students receiving free and reduced lunch.

Financial Stability Series—a free workshop series to help residents manage their current finances, grow their assets, build a savings.

Plant a Row—A new effort to keep our area food pantries stocked throughout the summer months when shelves typically go bare. United Way is asking residents to plant an extra row of vegetables when they plant their gardens this spring and donate these vegetables to community food pantries.

Creating the opportunities for a good life for all by addressing:

Housing Issues
Medical Services
Financial Management
Transportation

Food
Clothing
Literacy
Information & Referral
Employment
Volunteerism & Community Service

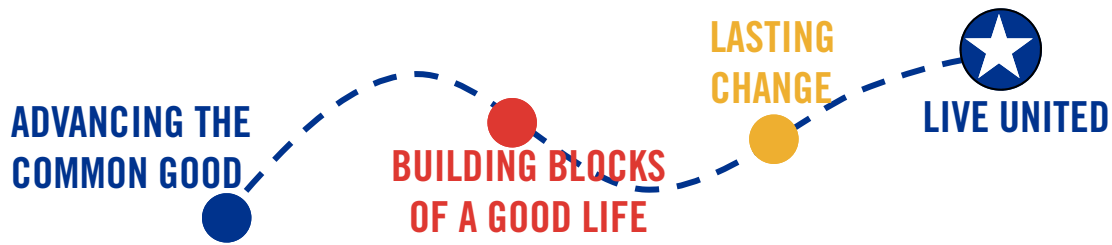
Care Options for Children, Adults
& Individuals with
Special Needs
Information & Referral
Family & Senior Counseling
Transportation

Abuse Prevention
Special Needs
Food
Life Skills
Social & Recreational Development
Family Involvement
Employment

Safe Activities for Children:
Birth to 11
Safe Activities for Children:
12-years-old & older

Life Skills & Self-Esteem
Before & After School Programs
Youth Counseling
Tutoring
Child Abuse and Neglect
Volunteerism & Community Service

LIVE UNITED: The Message



ADVANCING THE COMMON GOOD:

Marshfield Area United Way is focused on creating opportunities for everyone to live a good life.

- Reach out a hand to one, and influence the condition of all.
- Through actions large and small, every person is essential to create change.

BUILDING BLOCKS OF A GOOD LIFE:

United Way funds local programs that address our community's most critical needs by focusing on Education, Income and Health.

- Education: Helping children and youth achieve their potential
- Income: Helping individuals and families become financially stable and maintaining independence.
- Providing hope and help for our most vulnerable residents.

LASTING CHANGE:

What separates United Way from others is we aim to change the cause of community issues, not just fix the symptoms. United Way works towards lasting change, not just quick fixes.

LIVE UNITED:

An awareness that even the smallest actions can influence the person next to you. Focus on creating ripples by taking action to: Give. Advocate. Volunteer.

The Elevator Speech:

United Way is working to advance the common good by focusing on Education, Income and Health. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement and good health.

Our vision for the Marshfield area is to create lasting change and prevent problems from happening. We will prepare our youth for success, give residents the tools to become financially stable and care for our most vulnerable populations.

We invite you to be a part of change: Give. Advocate. Volunteer. Together, united, we can inspire hope and create opportunities for a better tomorrow.

That's what it means to LIVE UNITED.

Key Messages You & Your Campaigners Can Use:

- Our community needs our help, in tough economic times this is even more true.
- You, your family, friends and neighbors need United Way programs now or may need them in the future.
- United Way needs everyone's help to create lasting change. You make an impact: regardless the size of the gift.
- I've already made my pledge, please join me. It's up to those of us fortunate enough to have jobs to make caring contributions to help those in need.
- We need everyone's help, if you're a Loyal Contributor, please consider continuing your gift. If you never given before, we need your help to improve lives.

Special Event Ideas & Incentives

Special Events are a fun way to boost your campaign—it can make the difference between an average and record campaign year. You can use incentives for raffles, gifts for highest percentage of giving or increase or prizes for contests or special events. Don't break your budget: seek donations from your company, employees, local businesses, specialty shops, restaurants or taverns.

Silent Auctions and Raffles

Silent auctions are fun and easy. Have staff auction off services, such as gift wrapping, cooking, gardening, crafts or any other hidden talents the staff can donate. Have executives auction their parking spaces. In addition, solicit local businesses and vendors for prizes. **If you're doing a raffle, remember to contact United Way for a license number.**

Packer, Bucks & Brewers Autographed Memorabilia

Receiving these unique and exciting incentives are as easy as sending a letter! Send a letter on company letterhead to the organization. Explain how the donation will be used to benefit your United Way campaign. To receive contacts, addresses and additional required forms, call 384-9992 or e-mail unitedway.stacey@tznet.com.

Incentives can be given for:

- Department/shift with highest percentage of giving.
- Any employee who meets or exceeds giving guidelines.
- First employee/department/shift to complete and return pledge forms.
- First department/shift to reach goal.
- Any employee who increases their pledge over last year.

What can you use for incentives?

The best incentives are those tailored to your employee's interest. If they are coffee addicts, put together a basket with gift cards, flavored coffee, gourmet creamer, etc. Do they love movies? Try movie passes or rental certificates. The sky and your creativity is the limit!

For more event ideas visit our Web site www.marshfieldareaunitedway.org. Click on Campaign HQ to look for ideas for events, incentives, activities and more.

Communicate Your Progress

It's important to your success to let everyone in your company know how the campaign is progressing. Try one or more of the following:

- **Call United Way office to let us know about events**
- Create a progress report to send via e-mail or post on bulletin boards for all employees.
- Post a Thank you to volunteers.
- Announce winners of various contests, incentives, etc. as they happen to encourage more people to get involved.

Report Lessons Learned

- Tell us successes so we can help other businesses improve their campaigns.
- Let us know about shortcomings and what improvements need to be made.

Complete the Paper Work

- Make sure all pledge cards are signed: White Copy: United Way, Yellow Copy: Employer, Pink Copy: Contributor
- Fill out Report Envelope
 - Update organization information
 - Record cash, payroll, direct billing, credit, EFT, special event and corporate contribution separately on sections provided.

Hand In Your Report Envelope

- Call your community volunteer for pick up or Return to one of the financial institutions listed on the envelope
- Return to United Way office

And You're Done! Thank You!