

EMPLOYEE CAMPAIGN COORDINATOR

Enables co-workers to participate in creating the strongest community by planning, organizing and coordinating a successful United Way Campaign within your company.

Dear Campaign Coordinator,

THANK YOU for volunteering and taking the time to make a difference in people's lives by leading your company's United Way campaign.

As a Campaign Coordinator, you are a critical part of an exciting and far-reaching community-wide effort. By leading your company's United Way workplace campaign, you play a big role in ensuring that thousands of people from the Marshfield area receive the support and assistance they need. We know that this is an added responsibility for you and we truly appreciate your commitment of time and effort.

It is our hope that the Campaign Coordinator's Guide will provide you with the tools you need to build upon last year's success, whether you are a new or veteran Campaign Coordinator, please use it as a workbook...write in it, copy it, share it with your co-workers and keep it as a reference tool throughout your campaign.

This is a wonderful opportunity to demonstrate leadership within your organization and to empower your co-workers to positively impact our community.

Together, we'll further our mission to increase our community's capacity to care for one another by bringing diverse people together to build a stronger, more caring community for everyone. It's your enthusiasm and energy that will make the campaign a success!

Give. Advocate. Volunteer. **LIVE UNITED.**



GUIDEBOOK CONTENTS

Plan

- Campaign Resources6
- Meet With Your CEO.....6
- Recruit a Campaign Committee.....7
- Set Goals and Track Results.....8
- Develop Your Strategy9

Conduct Campaign

- Promote Your Campaign and Energize Giving12
- Conduct Employee Meetings13

Wrap-up

- Celebrate Your Success.....16
- Report Your Results.....17
- Evaluate Your Campaign.....18
- Promote United Way Year-Round19

Other

- Frequently Asked Questions22
- United Way at Your Fingertips23

Liven Up Your Campaign

- Special Events, Themes and Contests.....26
- Receive FREE sports memorabilia from the Green Bay Packers & Milwaukee Bucks26
- Information on Raffle Tickets26

GET YOUR ACT TOGETHER

Organizing and strategizing your campaign

CAMPAIGN RESOURCES

Your United Way representative can help you every step of the way.

Your United Way representative can help you:

- Organize a **campaign committee** that meets your company's environment
- Establish your campaign **timeline**
- Compile your company's **campaign history** and determine with your committee the best approach for this year
- Assist in gaining your **CEO's support**
- Provide **training** for your solicitors
- Tailor **employee meetings** to your company and time constraints
- Provide materials and campaign ideas for **leadership givers**
 - List of past leadership givers
 - Personalize leadership pledge cards
 - Leadership giving brochures
- Provide **campaign supplies**
 - Posters, Brochures
 - Pledge cards
 - T-shirts, bookmarks, buttons, logo stickers
 - Balloons, thermometers, table tents
- Schedule **agency tours** and **volunteer projects** for your employees
- **Answer questions** and be available to address questions at employee meetings

Meet with your company's past Employee Campaign Coordinator (ECC) and United Way representative to discuss campaign strengths as well as areas for improvement.

For assistance in preparing for your company's campaign, contact us at 715-384-9992 or unitedway@tznet.com.

MEET WITH YOUR CEO

Having the support of your CEO will give your campaign momentum.

Items to discuss with your CEO

- **Corporate gift.** Ask your CEO to consider providing a matching corporate gift for every employee gift. Also, once your corporate gift is determined, ask your CEO to sign a corporate gift pledge card and return it to your United Way representative.
- **Campaign budget.** What is the budget for your campaign? Be sure to share budget information with your campaign committee.
- **Campaign goal.** Once your CEO approves the goal, your committee can begin publicizing it to your fellow employees.
- **Campaign committee.** How many employees can serve on the campaign committee? It is important to recruit a diverse committee to assist with planning and implementing your campaign.
- **Leadership giving meeting.** When does your management team normally meet? Request time at this meeting to kick off the campaign and engage management's support at a leadership level.
- **Incentives.** Determine how internal campaign incentives, such as an extra vacation day for those who "GIVE 5" (employees give 5 minutes of pay per day, this is equal to one percent of their salary) or the CEO agreeing to a pie in the face or some other event if the goal is achieved, can strengthen your campaign.
- **CEO endorsement letter.** Will your CEO endorse the campaign? Send a letter to employees from the CEO announcing and supporting the United Way campaign. A sample can be found at marshfieldareounitedway.org/meetCEO.html
- **Employee meeting(s).** When are your regularly scheduled employee meetings? Ask your CEO to attend meetings to show his/her support.

RECRUIT A CAMPAIGN COMMITTEE

A committee will give you the manpower needed to develop and conduct the campaign.

Who should be on your committee?

- A **vice chair** to assist you in leading the campaign and provide a succession plan for future campaigns.
- **United Way representative.**
- Past **employee campaign coordinator** (ECC).
- **Union representative**, if your company has organized labor.
- **Retirees** are an important source of volunteer support.
- Representative from the department processing employee pledges, such as **payroll** or **finance**.
- Representative from **human resources** who can implement a new hires program and distribute the exit flier.
- Representative from the **marketing department** to assist with promoting the campaign.
- **Site coordinators** from each location to help implement campaign plans. The site coordinators provide a crucial link to your field offices.

Delegate tasks for each committee member

Assignments for each member can include conducting the leadership giving campaign, organizing special events, training volunteers, promoting the campaign, processing pledges, communicating with new hires and retirees, taking notes at committee meetings and taking pictures at your campaign events.

Recruit additional volunteers

Campaign volunteers provide one-on-one contact with potential givers, answering questions, sharing their personal experiences with United Way and soliciting gifts. Ask your volunteers to lead by example and complete their pledge forms before the campaign kickoff.

Recruit campaign volunteers to a ratio of one campaigner for every 25-50 employees.

Based on the size of my company, how many committee volunteers will I need? _____

HELP US KICK-OFF THE 2017 UNITED WAY CAMPAIGN AT ROGER'S CINEMA SEPTEMBER 17, 2017. THE EVENT STARTS AT 2:00 PM AND WILL BE FULL OF FAMILY FUN!

SET GOALS AND TRACK RESULTS

A clear goal will create excitement and add a sense of urgency in the campaign.

Determine areas of potential

	Previous campaign	This year's goal
Corporate gift	\$	\$
Employee gift	\$	\$
Special events	\$	\$
Total gift	\$	\$
Number of employees		
Number of givers		
Percent of participation	%	%
Average gift per employee	\$	\$
Average gift per giver	\$	\$
Employee campaign potential	\$	\$
Percent of potential achieved	%	%
Leadership giving		
# of Leadership givers (\$ 500 +)		

*Employee campaign potential equals the contribution amount if each employee gave one hour's pay per month.

Possible ways to increase giving

New givers

$$\underline{\hspace{2cm}} \times \$ \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}}$$

Number of new givers Average gift Campaign increase

Increased pledges

$$\underline{\hspace{2cm}} \times \$ \underline{\hspace{2cm}} = \$ \underline{\hspace{2cm}}$$

Number of givers Average gift Campaign increase

Leadership givers

$$\underline{\hspace{2cm}} \times \$ 500 = \$ \underline{\hspace{2cm}}$$

Number of givers Campaign increase

Total campaign increase

$$= \$ \underline{\hspace{2cm}}$$

DEVELOP YOUR STRATEGY

Motivate your peers and let them know each donation, no matter its size, is powerful.

Incentives that encourage participation

Prize/gift category ideas

- Turning in pledge cards at a group meeting/by a certain date
- Pledging through payroll deduction
- Giving for the first time
- Increasing their pledge
- Pledging an hour's pay per month
- Attending an employee meeting
- Being a leadership giver (\$500 or more)

Departmental contest ideas

- Highest participation rate
- Highest percentage of new givers
- Highest percentage of increased gifts
- First to turn in all pledge cards

Personalize pledge cards

Print each employee's name on their pledge card, United Way can help.

- It will be easier to keep track of outstanding pledge cards.
- Employees will feel more a part of the campaign and will be more likely to give.

Employee prize/gift ideas

- Free lunch certificates
- Casual day
- Extra vacation day
- Come-in-late or leave-early pass
- Entered into a drawing for:
 - Desired parking space
 - Movie tickets and/or dinner gift certificates

Department prize ideas

- Pizza party
- Tailgate BBQ served by managers
- Ice cream social
- All employees receive a ticket for a drawing

- Do not hand out pledge cards to employees until the employee meeting
 1. Individuals may make their giving decision before they've had an opportunity to hear the reason for giving through United Way.
 2. Once a pledge card has been signed "zero," it is unlikely the individual will attend the meeting.
 3. Also, pledge cards are likely to get misplaced.

SEIZE THE DAY

Rallying your co-workers

CONDUCT
CAMPAIGN

PROMOTE YOUR CAMPAIGN AND ENERGIZE GIVING

You can build awareness and excitement even before the first employee meeting.

Campaign activities

- **Host a kickoff rally** to announce your goal.
- Organize **corporate volunteer projects** and hold a “day of caring.” Contact your United Way representative to set up.
- Schedule **agency tours**. Show employees how United Way dollars make a difference in our community. Contact your United Way representative to set up.

Complimentary promotional items available

- **Rack Card**. Provides a snapshot of how United Way works in our community.
- **Video**. Promotes a greater understanding of how United Way impacts the community. Show the video at employee meetings. The video is available on our website marshfieldareaunitedway.org.
- **Poster**. Display campaign posters throughout your company.

Highlight ongoing United Way programs

Highlight ongoing opportunities that your employees can be part of, such as allocation volunteers, committee members, loyal contributors and more. For a list of program descriptions, visit our website, marshfieldareaunitedway.org.

Publicly track campaign progress

- Communicate your campaign goal on a **thermometer poster**. Update posters throughout your campaign. (Posters are available for you at the United Way office)

- Send all staff e-mails to communicate campaign milestones. Also, post and update milestones on your intranet.
- Give campaign updates during staff meetings.

Social media

Join us at facebook.com/MarshfieldAreaUnitedWay or follow us on twitter @MAUW01. “Like” or “follow” us and...

- Share highlights of your campaign with the United Way community by posting photos and videos from your campaign
- Post updates of your campaign and your outstanding results
- Swap creative campaign techniques with other organizations
- Stay in touch year-round with what United Way is doing

Educate employees on special giving options

- **GIVE 5 promotion**. Encourage employees to give 5 minutes of pay per day. This is equal to one percent of their salary.
- **Fair Share giving**. Fair Share giving is based on giving one hour of pay per month.

Recognition for continued givers

Encourage employees to indicate on their pledge cards if they have been giving to United Way, in any city, for 10 years or more, by checking the Loyal Contributor box.

CONDUCT EMPLOYEE MEETINGS

The most efficient and effective ways to ask employees to give is through employee meetings.

Employee meetings

- Try to **incorporate your United Way presentation into a regularly-scheduled meeting**, such as a monthly staff or safety meeting.
- **Set the date(s) and time(s)** of your employee meeting(s). Be sure to schedule meetings to include various shifts, locations and departments. Your United Way representative is available to attend meetings to accommodate various shifts.
- **Reserve meeting rooms and video equipment.** United Way's campaign video is available as a DVD or can be played from our You Tube channel (MfldAreaUWay) or website (marshfieldareauway.org). Be sure to test your equipment before your group meeting. If you don't have video equipment, please contact the United Way office.
- **Confirm date(s) and time(s) with your CEO and labor representative**, so they can say a few words of endorsement at the meeting(s).
- **Testimonial.** Ask an employee who volunteered or was helped by a United Way-funded program to share their personal experience.
- **Invite employees** to the meeting.
- **Have supplies ready** for each meeting: personalized pledge cards, pens and brochures.
- **Reminder e-mail or intercom announcement** to employees shortly before meeting begins.

Sample agenda – 15 minutes

1. Welcome/endorsement by CEO (and labor representative, if applicable) – 2 minutes
2. Announce incentives and campaign activities – 2 minutes
3. United Way representative speaks and answers questions – 3 minutes
4. Show campaign video – 5 minutes
5. Employee testimonial (optional)
6. Distribute pledge cards and encourage return by offering an incentive – 3 minutes

Outstanding pledge cards

Follow up on pledge cards not turned in at the employee meeting.

- Offer continuous payroll deduction for previous givers if they have not turned in a pledge card.
- Ask each employee to turn in a pledge card even if they choose not to give, so you can accurately report your campaign participation.
- Remember employees who were on vacation, ill or otherwise unable to attend the meeting(s).
- Don't forget about part-time employees.

TYING UP

LOOSE ENDS

Evaluating and reporting your results

CELEBRATE YOUR SUCCESS

Last, but not least.

Have fun!

Conduct special events after your employee meetings so it doesn't distract from payroll deduction. Make sure you spend an appropriate amount of time planning special events since they typically raise only 1-2% of the campaign total.

Say thank you

Thanking people will reinforce positive feelings about your campaign. Three options are:

- **Thank you letter.** Send a personalized thank you letter to all employees contributing to United Way.
- **E-mail.** Send a thank you message electronically to all employees contributing to United Way.
- **Payroll Stuffer.** Create a payroll stuffer that has a message of thanks.

Other ways to say Thank you

Take an opportunity to say Thanks! Donors and campaign volunteers need to hear how important their contributions are to the community.

- Hand out awards, certificates, and pins.
- Produce a special "Thank you" addition of your company newsletter.
- Handwritten thank you notes from executives.
- Surprise people with a note, flowers, or balloon.

- Plan a "Thank you" breakfast, luncheon, or ice cream social. Have management serve the food.
- Develop a bulletin board featuring your employee's efforts: hang a giant thank you card, post a thank you from an agency or develop a collage of photos of your employees doing volunteer work or helping with the campaign.
- Hand out pens, hats, t-shirts or notepads with the United Way logo on them. Please contact the United Way office if you are interested in United Way logo merchandise.
- Distribute candy with a thank you message from management.
- Display thank you messages on computer screens, bulletin boards, voice mail, etc.
- Spend a few minutes at the next staff meeting during which your CEO can congratulate employees and acknowledge campaign workers.
- Start the day off right by delivering coffee and pastries to each employee's desk.

REPORT YOUR RESULTS

Tell us how you did.

Announce your results

- **Staff Meetings.** Announce your campaign results at your campaign celebration or the next staff meeting.
- **Bulletin boards.** Post campaign results on company bulletin boards.
- **Company newsletter article.** In your company newsletter, print the campaign results and a special message of appreciation to employees. Complete your report envelope

Report envelope checklist

- **Enclose copies of all pledge cards** in the report envelope.
- **Remember** to give the yellow copy of the pledge cards to United Way and the white copy to your employer.
- **Contact your United Way representative** to pick up the report envelope or drop off at BMO Harris Bank, Forward Financial or Associated Bank. Please do not mail. Your representative can also help you complete the report.

Report Envelope

Company Name _____ Contact _____
 Address _____
 City _____ Zip _____ Phone _____

Please Update

Total Number Employees _____ E-mail _____

Current Campaign

The IRS requires United Way to have copies of pledge cards or a summary report. Please enclose in this envelope and complete information below.

Cash	_____ # of Givers	Total \$ _____
Credit Card	_____ # of Givers	Total \$ _____
Electronic Funds Transfer	_____ # of Givers	Total \$ _____
Payroll Deduction	_____ # of Givers	Total \$ _____
Direct Billing	_____ # of Givers	Total \$ _____
Total:	_____ # of Givers	
Special Events:	Enclosed <input type="checkbox"/> Yes <input type="checkbox"/> No	Total \$ _____
Corporate Contribution:	Enclosed <input type="checkbox"/> Yes <input type="checkbox"/> No	Total \$ _____
Employee + Special Events + Corporate		= Total \$ _____
Company Representative Signature _____		



Marshfield Area United Way

156 South Central Avenue PO Box 771
 Marshfield, WI 54449
 715-384-9992
 marshfieldareaunderway.org
 unitedway@tznet.com

Give or Get Help:
 Call 384-9992 to find or post volunteer opportunities.

Marshfield Area Volunteer Center

United Way's **2-1-1** Dial 2-1-1 for information about community programs and services.
 Get Connected. Get Answers.

Prior Campaign:	Company	\$ _____
	Employee	\$ _____
	Special Event	\$ _____
	Total	\$ _____

Your United Way Volunteer _____ Phone Number/E-mail _____

Will pick up your completed envelope on _____

OR you may return this envelope to: Associated Bank, M&I Bank, Marshfield Savings Bank or Marshfield Area United Way

EVALUATE YOUR CAMPAIGN

Document your campaign while it's fresh in your mind.

Don't wait until next year when you may have forgotten many things that happened. Ask committee members and speakers for feedback. The information you record now is crucial to the success of your organization's future campaigns.

Areas to document:

- **Summary of strengths and weaknesses** of the campaign with input from your campaign committee.
- **Feedback from employees.**
- **Suggestions for improvements** to next year's campaign.
- **Committee members** who are interested in volunteering again next year or employees who would like to be involved for the first time.
- **Campaign budget.**
- **Campaign results**
- **Thank committee members**

PROMOTE UNITED WAY YEAR-ROUND

You don't have to wait until next campaign to stay involved with United Way.

- **Link to United Way.** Link your company's intranet or external website to marshfieldareaunderway.org.
- **Promote 2-1-1.** 2-1-1 is the number to call to give or find help at nonprofit and government human service agencies across Wisconsin.
- **Corporate volunteering.** Contact your United Way representative to arrange group volunteer projects. Many companies have found they are a great team-building activity, improve morale, and help meet an important need in our community.
- **Individual volunteering.** Check-out volunteer opportunities that match an individual's interests and schedule at volunteermarshfield.org
- **Allocation volunteers.** Each year, knowledgeable volunteers distribute gifts where they are needed most and monitor funded programs to make sure your money is well spent.
- **New hires.** Tell new employees how your company cares about the community through United Way by asking them to support United Way at orientation meetings. United Way representatives are available to speak at these meetings throughout the year.
- **Exit flier.** Whether an employee is retiring or moving on in their career, give them the opportunity to learn how to continue supporting the community and stay connected with United Way.
- **Present campaign awards. Did your company get a campaign award?** Your United Way representative is available to present your campaign award throughout the year at a regularly scheduled staff meeting. This is a great way to create year-round awareness of United Way.



**Find local volunteer opportunities at
volunteermarshfield.org!
Volunteer as a group for an event or maybe
find an ongoing volunteer opportunity of
interest to you.**

**Also! Search for local events to volunteer or
participate in!!**

BE A KNOW

IT ALL

Frequently asked questions
Information at your fingertips

FREQUENTLY ASKED QUESTION

Be prepared if asked

■ **What is Marshfield Area United Way's mission?**

Our mission is to increase our community's capacity to care for one another.

■ **What exactly does Marshfield Area United Way do?**

Marshfield Area United Way is committed to improving lives in our community. United Way works year-round to advance the common good by creating opportunities for a better life for all. Everyone deserves opportunities to achieve a quality education that leads to a stable job, family-sustaining income through all of life's stages, good health and a safe home. That's why United Way focuses on the building blocks of a good life: education, income and health. We identify issues, develop partnerships, implement solutions, and measure results. Our goal is to create long-lasting changes by addressing the underlying causes of problems.

■ **Are all United Way's the same?**

There are approximately 1,285 United Way organizations across the country that exist in their respective cities and towns to build community partnerships and leverage resources to create plans for long-lasting community change. Though United Ways share a logo and have similar missions, each United Way organization is independently incorporated and is led by local staff and volunteers. The work of each United Way is determined by its community's needs.

■ **Who runs Marshfield Area United Way?**

Marshfield Area United Way is governed by a local Board of Directors that consists of community volunteers who set strategy and oversee the operations. There is paid staff (3.5 persons) to manage United Way on a daily basis.

■ **Does United Way belong to United Way Worldwide? Does Marshfield Area United Way pay dues to United Way Worldwide? If so, how much does United Way pay to be a member of United Way Worldwide?**

Marshfield Area United Way is a member of United Way Worldwide, but we are a separate, independent and locally operated organization. The mission of United Way Worldwide is to support and serve local United Ways. Our membership dues are 1% of the total campaign in our local area. The money is returned to the community in multiple ways. United Way Worldwide also provides training and support to United Way staff.

■ **What measures does Marshfield Area United Way have in place to control costs?**

The Finance Committee, made up of volunteers from the Board of Directors and other community members, meets regularly to review expenses, budgets, and financial statements. On a monthly basis the Board of Directors reviews financial statements for the organization. The 2015 audited administrative overhead rate was 15%.

■ **What is the service area of Marshfield Area United Way?**

Marshfield Area United Way provides services to Arpin, Auburndale, Granton, Greenwood, Loyal, Marshfield, Neillsville, Pittsville, Spencer and Stratford communities.

■ **Why should I give to Marshfield Area United Way?**

Charitable giving is a personal and voluntary decision and Marshfield Area United Way encourages you to do what is most comfortable for you. An investment in United Way benefits the entire community, not just one program, issue, or population.

FREQUENTLY ASKED QUESTION CONTINUED...

■ **Why should I give to United Way rather than directly to my favorite agency?**

An investment in United Way supports 25 local programs and direct services United Way provides that are addressing the community's most pressing needs. Additionally, United Way requires accountability and oversight for your contribution via a reports and regular site visits to assure your pledge is being used to do the most good in our community.

■ **How much of my contribution actually reaches the programs supported by Marshfield Area United Way?**

Nearly 82 cents of each dollar contributed to Marshfield Area United Way goes directly to local programs and services - far more efficient than most other non-profit organizations, both locally and nationally

■ **Can I designate my contribution?**

Though you have the opportunity to designate your contribution to a United Way partner programs or other United Ways, please consider not designating your gift. Donor designations make it increasingly difficult for Marshfield Area United Way to ensure that the most critical community needs are receiving adequate support. To designate your gift, you must write the name of the agency and/or community on the pledge form. If a United Way, United Fund, or Community Chest cannot be located in that community, your contribution will be sent to the United Way closest to that community.

■ **Can I designate my dollars to a specific non-Marshfield Area United Way agency or non-profit organization?**

Marshfield Area United Way's policies state that designations may only be made to programs funded by Marshfield Area United Way. Designations to other communities will go to the nearest United Way or Community Fund.

■ **When I designate my dollars, do the agencies really get that money? Is the agency informed of my contribution?**

Marshfield Area United Way allocates funds to partner agencies' programs through a volunteer review process. Your designated contribution will go specifically to the 501(c)(3) health and human service organization/other United Way you designate on your pledge card. It will not increase the agency's funding unless the total of all designated gifts exceeds the amount recommended by the volunteers. According to Membership Standard M, all agencies are notified of designation by February 28th of the year following the campaign. Designation payments will be sent to other United Way's in June and December.

■ **Does my money stay in our community?**

Yes, unless you designate to a program outside of the area.

■ **Is my contribution paying for expensive brochures, videos, website, etc.?**

A part of the cost of running a campaign includes marketing/operations expenses, but a large portion of the printing, paper and production is donated by local businesses. Administrative overhead includes all costs relative to campaign and operating the organization.

■ **Does Marshfield Area United Way fund Planned Parenthood?**

Marshfield Area United Way has never supported Planned Parenthood.

■ **Does Marshfield Area United Way accept donations other than money?**

Yes. We accept gifts of supplies and equipment that we distribute to United Way partner agencies. We call these 'in-kind gifts'. We also accept gifts of stocks and bonds. If you would like more information or have an item to donate, please contact the United Way at 715-384-9992

■ **Is my donation tax deductible?**

Marshfield Area United Way is a non-profit 501(c) (3) organization. Your gift is tax-deductible as a charitable contribution.

UNITED WAY AT YOUR FINGERTIPS

Your United Way can help you every step of the way.

Goal for 2017 Campaign : \$800,000

2017 Campaign Drive Chairs: Jason and Kim Angell & family

- **Address:** 156 South Central Avenue
- **Mailing:** PO Box 771, Marshfield, WI 54449
- **Phone:** 715-384-9992
- **Fax:** 715-384-0043
- **Website:** www.marshfieldareaunitedway.org
- **Social media:**
Subscribe to our **Monthly E-Newsletter** on our website
Like Marshfield Area United Way on **Facebook**
Follow MAUW01 on **Twitter**
- **Staff:**
Paula Jero, Executive Director
unitedway.paula@solarus.net
Ashley Winch, Marketing & Campaign Coordinator
unitedway.ashley@tznet.com
Lisa Barth, Administrative Assistant
Jeanne Denk, Administrative Assistant
unitedway@tznet.com

2017 Board of Directors

Pat Anderson
Jason Angell
Murray Brilliant
Teresa Derfus
Randy Dragt
Rick Gramza
Kim Heiman
Sharon Helwig
Jill Holm
Karen Isaacson
Andy Keogh
Megan Kramas
Allison Machtan
Andy Martin
Al Michalski
Lisa Thornton
Amber Voelker
Jason Wilhelm

Important Dates

2017 Campaign Kickoff
September 17, 2017
@ 2:00 pm at Rogers Cinema

Make A Difference Day
October 28, 2017

**“Never doubt that a small group of thoughtful,
committed citizens can change the world; indeed, it’s the
only thing that ever has.”**

~ Margaret Mead

LIVEN UP YOUR CAMPAIGN

Special Events, Themes, Memorabilia
and Raffle Information

SPECIAL EVENTS, THEMES, CONTESTS

Liven up your campaign using different themes and hosting special events.

- **Why hold special events during your campaign?** Whether you have special events for your employees or open to the public, having a campaign that is fun and fresh is a great way to get more people involved and increases awareness. **Don't forget to invite United Way to your events!!**
- Using a theme is a great way to tie activities together and create a feeling of excitement for supporting United Way. A clever theme helps boost participation. Build support by having employees help select theme.
- A little friendly competition never hurt anyone! Find your co-workers hidden talents and have fun while having contest within your department/company.

**FIND FUN IDEAS FOR
SPECIAL EVENTS, THEMES,
CONTESTS, AND MUCH MORE
ON OUR WEBSITE IN THE
CAMPAIGN TOOLKIT!**

GET GREEN BAY PACKERS IN-KIND DONATIONS



You can apply to receive a football/merchandise from the Green Bay Packers to use as a raffle/incentive item during your United Way Campaign. Visit www.marshfieldareaunitedway.org/campaign-tool-kit for more information!

RAFFLE TICKET INFORMATION & RESULTS

Class A & B Raffle License & Ticket.

Interested in having a raffle benefitting United Way? Please reference the Fun Ideas Guide for the proper steps and rules for having a raffle. Any questions can be directed to the United Way office at 715-384-9992 or unitedway@tznet.com.

CAMPAIGN PLANNING GUIDE

Date Complete	Plan	Comments and Ideas for next year
	Meet with your United Way representative	
	Meet with your CEO	
	Recruit a campaign committee	
	Attend an ECC workshop	
	Set goals	
	Develop your strategy	
	Organize volunteer project and/or agency tour	
Date Complete	Conduct general campaign	Comments and Ideas for next year
	Promote your campaign	
	Kickoff your campaign	
	Conduct employee meetings	
Date Complete	Wrap up	Comments and Ideas for next year
	Follow-up on outstanding pledge cards	
	Track Your Results	
	Have Fun	
	Say Thank You	
	Report your results - due Dec. 30 or before	
	Apply for your awards	
	Hold wrap-up meeting with committee	
Date Complete	Promote United Way year-round	Comments and Ideas for next year
	Link to marshfieldareaunitedway.org	
	Plan volunteer projects (1-2 times per year)	
	Present campaign award at your next meeting	
	Present United Way information at new hire orientations	
	Share information at exit interviews	