



UNITED WAY

CAMPAIGN COORDINATOR TOOLKIT 2021

CAMPAIGN CONNECTIONS



WHETHER IT'S YOUR FIRST TIME COORDINATING A WORKPLACE CAMPAIGN OR 66TH WE ARE HERE! Beyond the information and resources listed in this packet, United Way and our network of coordinators are available to help. We recognize that no one campaign is the same and would love to help create the perfect program for your business—specialized for your team's success.

CAMPAIGN COODINATOR NETWORK CONNECTION



AMBER KILAWEE

EXECUTIVE DIRECTOR AT THE FOND DU LAC AREA UNITED WAY

Amber earned her bachelor's degree in Non-Profit Management from Lakeland College and has worked for United Way since 2007. She also earned a certificate from the Institute of American Humanics in non-profit management leadership. Amber is a 2015 Fond du Lac Area Association of Commerce Leadership Fond du Lac graduate.

PRESENTATION AND PARTNER AGENCY CONNECTION



BOB HOFFMASTER

CAMPAIGN ACCOUNT MANAGER AT THE FOND DU LAC AREA UNITED WAY

Bob was born and raised in Fond du Lac and is a proud product of Fond du Lac public schools. He then earned an Associates Degree from the University of Wisconsin-Fond du Lac and a BS-Education with majors in Sociology and Social Studies from the University of Wisconsin-Madison. Between 2001-2020, Bob worked at Mountain Dog Media and hosted both a daily sports show, as well as his local News Talk program. It was in this role that he learned of the great work done by the Fond du Lac Area United Way. Bob has also been a long time presence on the local athletic scene, currently serving as an

Assistant Men's basketball coach at Marian University.

REQUEST AN AGENCY TOUR

See first hand the impact of one of the partner agencies or programs supported by the United Way and the funds raised through your Community Workplace Campaign with a full tour and meeting with staff.

REQUEST A SPEAKER

Educate your teams about the pressing needs in our community by inviting a passionate United Way speaker to your event or meeting. We love the opportunity and can line up representatives and testimonials from our partner agencies to join us.

POINT WORTHY

"Point Worthy is a socially conscious payments platform that enables members of loyalty programs to donate the cash equivalent of their loyalty points as cash to any of thousands of charitable causes, and enables a major new source of funding for non-profit organizations." Visit at this link: <https://www.pointworthy.com/view/shownpo.xhtml?product=5359853830428199>

FREQUENTLY ASKED QUESTIONS



WHAT DOES UNITED WAY DO?

At the heart of it, we serve as a fundraising arm within the community - raising and distributing funds to nonprofit agencies and programs with a focus on serving Basic Needs, Health & Wellness and Youth Development. However, United Way provides much more than dollars. Our organization has a holistic perspective of the community. We identify community issues, convene community groups and develop initiatives while holding funded agencies accountable for outcomes. Some have called United Way's certification the "Good Housekeeping" seal of approval for nonprofit agencies. By strategically investing in effective programs, innovative approaches and collaborative solutions we support invaluable services necessary to strengthen the community.

IS MY UNITED WAY CONTRIBUTION TAX DEDUCTIBLE?

Yes! Not only can giving to United Way help improve your community, it can also qualify as a tax deduction. However, you can only deduct contributions of money and property. While your time is invaluable to United Way, donations of your time can't be used to claim a tax write-off when you file your return.

WILL THE MONEY I GIVE TO THE FOND DU LAC AREA UNITED WAY STAY IN MY COMMUNITY?

Yes, we often say United Way is local giving with local impact. In fact, 98 cents of every dollar donated remains in YOUR County *unless* you, as the donor, request that it be sent to another United Way or charity outside of our area.

HOW DOES UNITED WAY HANDLE MY MONEY AND ITS FINANCES RESPONSIBLY?

A certified public accounting firm audits every United Way annually. Results, along with recommendations for improvements are presented to each the local Board of Directors. The Board then enacts and monitors suggested improvements.

WHO RUNS/OPERATES THE FOND DU LAC AREA UNITED WAY?

The Fond du Lac Area United Way is run by a volunteer board of directors comprised of community leaders and partners living and working in the Fond du Lac County area, and who possess a desire to create impact and affect change. Day to day operations are overseen by an Executive Director with the help of a Finance Coordinator and a number of supporting committee members.

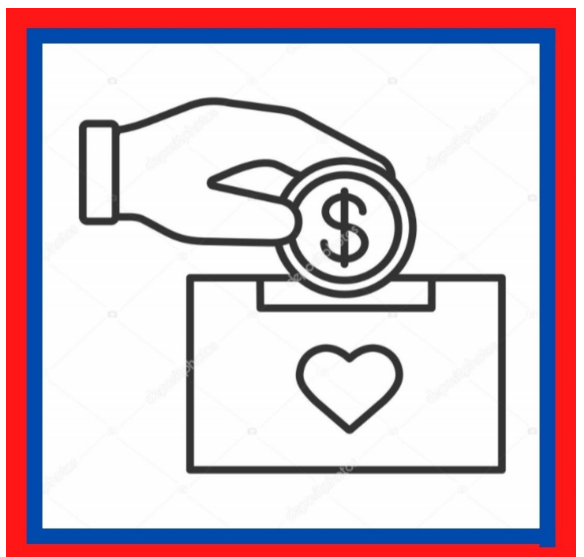
WHAT IS THE RELATIONSHIP OF OUR LOCAL UNITED WAY TO UNITED WAY WORLDWIDE?

United Way Worldwide (UWW) provides support services and resources to independent United Way organizations across the country. UWW provides advertising, research on national needs, educational instruction, and strategic planning methods that local United Way's like the Fond du Lac Area United Way use to improve their communities. The Fond du Lac Area United Way contributes 2% of campaign pledges annually in return for services provided. In addition to the services provided, a percentage of the 2% is credited to the local organization to be used toward staff and board continued education and professional development.

WHAT ARE THE ADVANTAGES OF GIVING THROUGH THE FOND DU LAC AREA UNITED WAY?

Our organization makes sure your money goes where it's needed most and offers donors the opportunity to maximize their giving by leveraging support of the entire community. Donors who give to the Fond du Lac Area United Way know they are supporting local work that will create the largest impact for their County.

Another advantage is the assurance that there is diligent monitoring to ensure your dollars are being used effectively and making the greatest impact. A number of United Way Partner Agencies are able to use funds received via United Way as leverage when applying for additional funding from other sources. This results in the multiplication of your dollars, in some cases quadrupling your give.



EVENTS & INCENTIVES



EVENT SUGGESTIONS AND IDEAS

FOOD BRINGS PEOPLE TOGETHER

Whether you cookout or cookoff, your initial campaign meeting needs to grab your employees attention and get them excited to attend.

IDEA: Make it a fundraiser! Host a cookoff contest by asking your co-workers to bring in their favorite crockpot recipe. For a small fee, employees can fill their plates and vote for their favorite dish. Bragging rights all around for the winning recipe.

HEALTHY COMPETITION

A little competition can bring out the best in your co-workers and the United Way campaign—put a healthy spin on it and it's a win-win!

IDEA: Make it a fundraiser—with Office Olympics! Set up games like paper clip jump rope, pencil javelin, computer mouse hammer. Allow teams to “buy” head starts and other advantages, all benefitting your campaign.



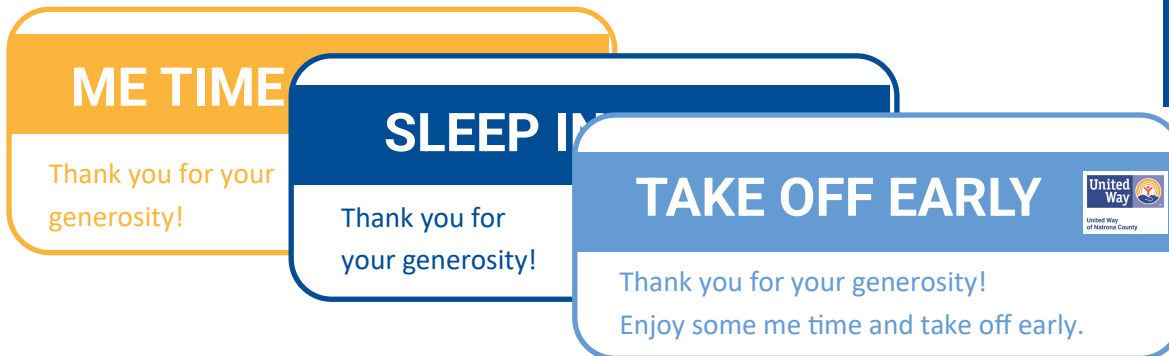
INCENTIVES

REWARD those who participate in the campaign. Consider incentives for employees who:

- ⇒ Make their pledge on the first day or during the kickoff event
- ⇒ Give generously at the leadership level (\$500 or more)
- ⇒ Donate for the first time
- ⇒ Increase their previous year's donation

INCENTIVE IDEAS: Casual dress day, VIP parking spaces, PTO days, shirts/hats/other company swag, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community vendors, event tickets.

*To help off-set any costs, try collecting donations from local businesses/individuals.



Incentive coupons can go a long way to show gratitude to participating employees

For more ideas or a helping hand from United Way staff, shoot us an email at akilawee@fdlunitedway.org

OUR WORK



TOGETHER WE SUPPORT THREE KEY TARGET AREAS THAT STRENGTHEN OUR COMMUNITY



INCOME STABILITY

OUR GOAL

Community resources are maximized to support the basic needs and development of strong families and individuals.

OUR TARGETS

Services Provided:

- Confidential 24/7 health and human service information referral
- Mentoring, resources, and support
- Emergency shelter, & domestic violence help
- Youth mentoring & relationship building
- Shelter, utility, food, & clothing assistance
- Seasonal shelter, food, shower, and laundry services
- Sibling connection through summer camp sessions
- Childcare scholarships for working families
- Mentoring, counseling, & support
- Childcare scholarship support



HEALTH

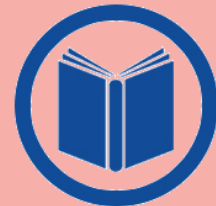
OUR GOAL

Every community member has access to health services and the opportunity to achieve optimal health and wellness.

OUR TARGETS

Services Provided:

- Preventative & restorative dental care services
- Early identification & at-risk referral services
- Mental health counseling services
- Advocacy, education, & outreach
- Prevention & education



EDUCATION

OUR GOAL

Every community member has access to resources and academic education to achieve their educational goals.

OUR TARGETS

Services Provided:

- Mentoring: youth activities & resources
- Financial education & budget counseling
- Improve literacy skills
- Experimental learning activities
- Treatment, outreach, prevention, & education



**ONLY
HAVE A
MINUTE**



Fond du Lac Area United Way, Inc.

**YOU NEVER KNOW
WHEN YOU MIGHT
GET ASKED TO SAY A
FEW WORDS ABOUT
UNITED WAY.**

UNITED WAY IMPROVES LIVES BY MOBILIZING THE CARING POWER OF OUR COMMUNITY,
GIVING EVERYONE AN OPPORTUNITY TO PARTICIPATE IN THE OUTCOME.

1

United Way recruits people and organizations who bring passion, expertise, and resources needed to get things done through a variety of **VOLUNTEER** opportunities.

2

When you **GIVE** to United Way you can be assured those dollars are invested in programs and agencies that are in good financial health and in programs with results that are measurable, sustainable, and meet community needs.

3

Together with 20 funded programs we inspire hope, create opportunities and **ADVOCATE** for a brighter future for Fond du Lac County.

FDLUNITEDWAY.ORG