

WELCOME & THANK YOU!

You are essential to the success of United Way of Siouxland. Without you, we could not provide the funds necessary to support our community. You will engage co-workers in building a stronger community by planning, organizing, and coordinating a successful United Way workplace campaign.

You are not alone in your journey. We are here to support you. Our online **Campaign Toolkit** contains information to take your campaign to the next level. I.E. videos, pledge forms, tips, tools, posters, planning tools, etc.

100% of donations stay in Siouxland thanks to the support of our **Corporate Champions.**

Did you know?

- **36%** of Siouxlanders are considered obese.
- **ONLY 48%** of Siouxland children enter kindergarten ready to succeed.
- **52%** of Siouxland children are eligible for free & reduced lunch.

Thanks to your efforts...

- **1,043 children and adults** are physically healthier thanks to United Way programs.
- **90% of children** enrolled in United Way programs enter kindergarten ready to succeed.
- **4,424 households** received food assistance through United Way programs.

CAMPAIGN TOOLKIT RESOURCES

unitedwaysiouxland.com/campaign-toolkit

Engaging Videos

2022 Campaign
Agency Partners

Campaign Materials

Posters
Success Stories
Donation Impact
"Making Tough Choices" Poverty Simulator
Pledge Forms (English & Spanish)
Fillable PDF Pledge Forms
Pledge Envelopes
Speaker / Tour Request Form
More Fun Campaign Ideas
Giving Card Details
Progress Thermometer
Jeans Day Stickers
Year Around Engagement Information

United Way Branded Merchandise
Employee Recognition Certificates



OUR MISSION:

To unite the caring power of our community.

OUR CREDO:

United Way fights for the health, education and financial stability of every person in Siouxland.

United Way of Siouxland
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United Way of Siouxland

Employee Campaign Manager ACTION GUIDE



UNITED WAY
101

Live Learn Earn Give

YOUR ROLE



Your help is essential. We unite the caring power of our community to solve the most pressing issues that face Siouxland. With the help of hundreds of Employee Campaign Managers like you, we are launching **United Way 101, Live Learn Earn Give!**

Whether you represent a small business, a major corporation or a nonprofit agency, you join hundreds of local businesses and organizations showing their commitment to our community by running United Way workplace campaigns. Participating in a United Way campaign gives your organization the opportunity to learn firsthand about the needs in Siouxland and to experience rewarding team-building activities.

Everyone's campaign is unique. Remember United Way of Siouxland staff and volunteers are here to support you.

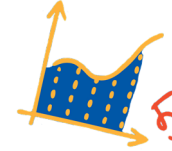
KEY RESPONSIBILITIES

- Develop a strong campaign team, create an effective strategy including goals, dates, etc.
- Consider a team volunteer project
- Coordinate campaign kickoff and fun events
- Encourage leadership and employee participation
- Educate others about the impact United Way of Siouxland has on our community

SAMPLE RALLY AGENDA

Welcome (Employee Campaign Manager)	1 minute
CEO Endorsement (Can be done Live, via Zoom or pre-recorded on video)	1-2 minutes
United Way Overview	
Staff Member or Volunteer	2-4 minutes
Campaign Video	4 minutes
Agency Speaker Story	2-4 minutes
Announce Company Goals and Incentives	
Explain Pledge Forms (UW Staff/Volunteer/ECM)	5 minutes
Thank You (Employee Campaign Manager)	1 minute
Total (approximately)	20 minutes

CAMPAIGN TIMELINE



While no two workplace campaigns are alike, here are some basics to help make your campaign run smoothly.

Prior to your Workplace Campaign

Meet with your United Way team member to get your campaign packet and talk about **United Way 101, Live Learn Earn Give!**

- Meet with your CEO or Leadership Team to determine **a timeline, goals, pledge forms vs. ePledge, strategies and incentives for your workplace campaign**
- **Create a team** from various departments to assist with your campaign
- Plan and schedule a **leadership event**
- Set up times and locations for **kickoff event and leadership events**
- **Secure agency speakers, pledge forms, campaign materials, and any incentives or prizes**
- **Communicate** about United Way's impact early and often

During Campaign

- **HAVE FUN!**
- Hold **kickoff event**
- Provide pledge forms or ePledge information to **everyone!**
- **Follow up** with employees
- Hold **special events** to raise additional money and to increase employee engagement
- Remind everyone that **100% of donations support programs in Siouxland**
- **Report progress** regularly

WRAP UP

- **THANK everyone** involved with the campaign including: donors, team members, leadership, etc.
- Post the results of your campaign for everyone to see
- Fill out your pledge envelope including your corporate donation form
- Contact your United Way team member to pick up your packet by the **November 2 Early Bird Deadline**
- Develop a plan for year-round updates on how United Way is putting donations to work in Siouxland

HAVE FUN!



Consider basing activities around 101 to reiterate that United Way of Siouxland is 101 years old. Also, use **Live Learn Earn Give!**

SUGGESTED FUN ACTIVITIES

Spare Change Jars—Place empty jars around and ask employees to deposit spare change in the jars. This can be a competition among depts. Paper money can count as a negative amount. Consider early time out before a holiday as a prize.

Baby Photo Contest—Have your management team submit a baby photo and either post them online or on a bulletin board. Employees pay to guess who is who with the proceeds going to United Way and the winner gets a prize.

Poker Run—Give each person a playing card for doing various activities like coming to your kickoff event, turning in pledge forms, turning pledge forms in early, attending a meet and greet with Agency Partners, etc. The person with the best poker hand wins a prize.

Drive for Change—Hold a drive for one of United Way's Partner Agencies like a daycare for school supplies, an afterschool program for sports equipment, or a shelter for hygiene supplies. Let people know how important these things are to others and that every item makes a difference. Take a picture of the donation being picked up to share with everyone.

Diaper Challenge—Select 3-5 leaders or team members to see who can diaper the "baby" first. Give each participant a disposable diaper and a stuffed animal of various sizes. See who can diaper the "baby" fastest. Consider using smaller diapers and talk about how not everyone can afford the right size and that for just \$1/week they provide two boxes of diapers and baby formula to a mother in need.

Proceeds from activities go to United Way.

More ideas available: unitedwaysiouxland.com/campaign-toolkit

Live Learn Earn Give

United Way
of Siouxland

