

WELCOME & THANK YOU!

You are essential to the success of United Way of Siouxland. Your leadership in this year’s campaign will help us build a stronger, healthier Siouxland community. Together—we rise!

See our online **Campaign Toolkit** with information to take your campaign to the next level. With videos, pledge forms, new logos, tips, tools. Available 24/7.

Call on your United Way team member for questions and support at: 712-255-3551.

Office hours: Mon - Fri 8:00 am - 5:00 pm.

CAMPAIGN TOOLKIT RESOURCES

unitedwaysiouxland.com/campaign-toolkit

ENGAGING VIDEOS

One story at a time.

Partner Program Impact Stories *NEW THIS YEAR*

CAMPAIGN MATERIALS

NEW Logos

- Pledge Forms (English & Spanish)
- Local Success Stories (English & Spanish)
- Speaker / Tour Request Form
- Donation Impact Examples
- “Making Tough Choices”* Poverty Simulator
- Giving Card Details
- Employee Recognition Certificates
- Thank You Notes
- More Fun Campaign Ideas



THE NEED IN SIOUXLAND

More than **675 domestic assaults** were reported.



Nearly **1 in 3 families** cannot afford the average child care cost of **\$183/week**.



15% of adults **did not graduate high school**.



64% of children entering kindergarten **did not meet literacy benchmarks**.



Suicide is the leading cause of death for youth in South Dakota and Nebraska and #2 in Iowa.



DONATIONS

Empower people to take charge of their well-being, **one step at a time**

Connect parents with qualified providers, fostering a safe and nurturing place where children can thrive, **one family at a time**.

Equip motivated people with the skills they need to reinvent themselves, **one challenge at a time**.

Allow young people to enter school feeling confident, connected, and ready to learn, **one lesson at a time**.

Link people with the resources they need to begin a journey of healing, **one day at a time**.

OUR PROMISE

United Way uses local data to identify Siouxland’s greatest needs, then invests in programs with proven results—so every dollar you give goes where it can do the most good.

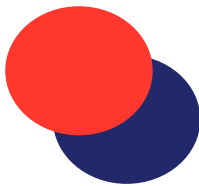
United Way of Siouxland

701 Steuben Street

Sioux City, IA 51101

712-255-3551

unitedwaysiouxland.com



EMPLOYEE CAMPAIGN MANAGERS GUIDE

All you need for an Easy Stress-Free Successful United Way Campaign



UNITED WAY
Siouxland

YOUR ROLE

Your help is essential in uniting the caring power of our community. With the help of committed volunteers like you, United Way will have many stories of hope to tell.

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.

KEY RESPONSIBILITIES

- Develop a strong campaign team and create an effective strategy, include goals, dates, etc.
- Plan a fun event to kick off your company campaign
- Encourage leadership and employee participation
- Have a funded program speaker talk to employees
- Consider a team volunteer project
- Educate others about the impact United Way of Siouxland has in our community
- **THANK EVERYONE**

One story at a time. 2025 T-SHIRTS

Show your United Way spirit with a *One story at a time.* limited edition t-shirt.

Great for:

- Campaign Team
- Giving Incentives
- Special Event Prizes
- Share Your Support For United Way

Place your order today, go to:

www.walloffame247.com/united-way-of-siouxland



CAMPAIGN TIMELINE

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

PRIOR TO YOUR WORKPLACE CAMPAIGN

Meet with your United Way team member to get your campaign packet.

- Meet with your CEO or Leadership Team to determine **a theme, timeline, goals, pledge forms or 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 funded program speakers, pledge forms, campaign materials, and any incentives or prizes**
- **Communicate One story at a time.** early and often

DURING CAMPAIGN

- 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 **donations support programs in Siouxland**
- **Report progress** regularly

WRAP UP

- **THANK everyone** involved with the campaign including: donors, team members, leadership, etc. Print United Way Thank You notes from the campaign toolkit
- 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 completed packet by the **Nov. 5 Early Bird Deadline.**

HAVE FUN!

Create a campaign theme around “One story at a time.” Ask people to share their story about how United Way helped them.

NEW IDEAS Award winning ideas from United Way’s top companies

- **Keep everyone engaged** by providing **clear and consistent communication** before and throughout the campaign
- Give employees a **calendar of events**, share **United Way success stories**, and encourage them to share their **United Way Story**
- Have a **diverse committee from different departments** help plan fun activities
- Use **incentives** like, company merchandise, United Way merchandise, or **prizes from your vendors**
- Use **ePledge!** It’s a quick and easy online option, and reports are available 24/7
- Hand out ***One story at a time.* T-Shirts** for those giving at a certain levels
- **Ask EVERYONE** to give
- Involve team members who **speak multiple languages** to help with the campaign
- **Provide FOOD!** Everyone enjoys cinnamon rolls, chicken, tacos, chili, or sandwiches, and it’s a good time to **support a local restaurant**

More ideas : unitedwaysiouxland.com/campaign-toolkit

GET SOCIAL

Tag us on your social media posts, send us pictures & videos of your events or volunteer projects, tell us your United Way Story, let us help promote you.