

WELCOME & THANK YOU!

You are essential to the success of United Way of Siouxland. Your leadership in this year’s campaign will help **Siouxland Thrive!**

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

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

Office hours:
Mon - Thu 8:00 am - 5:00 pm
Fri 8:00 am–noon

CAMPAIGN TOOLKIT RESOURCES

unitedwaysiouxland.com/campaign-toolkit

CAMPAIGN MATERIALS IN THE TOOLKIT

- Campaign Video
- Pledge Forms (English & Spanish)
- Local Impact Results (English & Spanish)
- Speaker / Tour Request Form
- Donation Impact Examples
- “Making Tough Choices”Poverty Simulator
- Giving Card Details
- Employee Recognition Certificates
- United Way logos
- T-Shirt Order link
- Thank You Notes
- More Fun Campaign Ideas
- And Much More!



CAMPAIGN
TOOLKIT

UNITED WAY COMMUNITY GOALS

\$5 A WEEK (\$260/ YR) CONTRIBUTION IMPACT

MENTAL HEALTH & ADDICTION RECOVERY

Provides a **mental health evaluation** for someone without access to care.

ADULT LEARNING & INDEPENDENCE

Provides **10-hours of career training** to help **two people** build skills for a better future.

HEALTH & SAFETY

Provides **four nights of safe shelter** for a mother and her three children escaping violence.

CHILD CARE & EARLY LEARNING

Provides a **one-week child care scholarship**, helping a family navigate an unexpected emergency.

YOUTH EDUCATION & SCHOOL SUCCESS

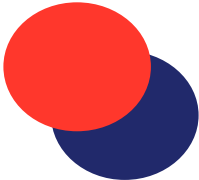
Provides **84 books—one each month for seven children**—to build strong reading skills.

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 is helping Siouxland thrive.

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**

2026 UNITED WAY T-SHIRTS

Show your United Way spirit with two limited edition United Way t-shirts.

Great for:

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



Place your order today, go to:
www.rtithreads.com/org/united-way-siouxland

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.

- 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
- Set a time and location for your kickoff event
- Secure funded program speakers, pledge forms, campaign materials, and any incentives or prizes
- Communicate 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 local programs in Siouxland
- Report progress toward your goal 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 **1st Wednesday in November by 5 p.m. for the Early Bird Deadline.**

HAVE FUN!

Fun fuels generosity! Creating an enjoyable campaign encourages participation, and helps make your campaign more successful.

NEW IDEAS

Award winning ideas from United Way's top companies

- Have Fun—Host donut day for United Way, crazy hat day, pizza parties, a chili cookoff & more.
- Keep everyone engaged by providing clear and consistent communication before and throughout the campaign
- 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 T-Shirts for those giving at 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
- Host Minute-to-Win-It game challenges.
- Promote Random Acts of Kindness.
- Do Community Impact Bingo.

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.