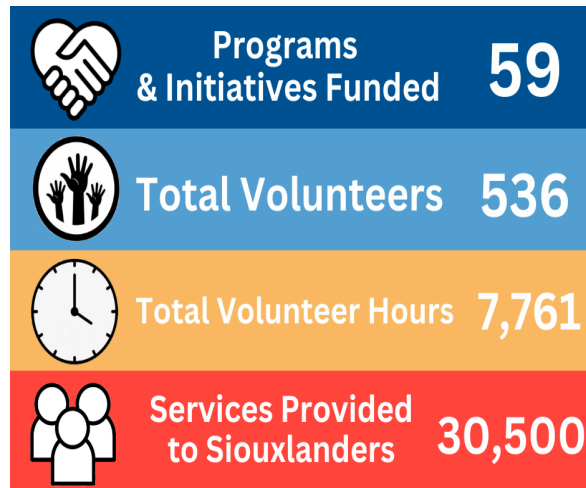


Welcome & THANK YOU!

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. With videos, pledge forms, tips, tools... Available for you 24/7.

United Way of Siouxland is here for us all. We improve the **Health, Financial Stability** and **Education** of our entire community by supporting **life-changing programs.**



CAMPAIGN TOOLKIT RESOURCES

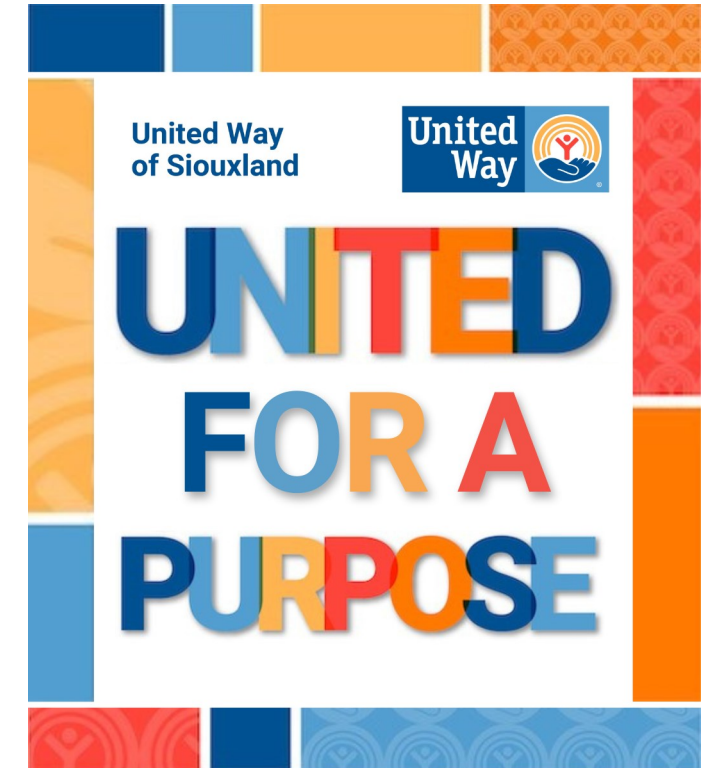
unitedwaysiouxland.com/campaign-toolkit

Engaging Videos

- Current Campaign Video
- Agency Partners Videos

Campaign Materials

- Pledge Forms (English & Spanish)
- Fillable PDF Pledge Forms
- Local Success Stories
- Speaker / Tour Request Form
- Donation Impact Examples
- "Making Tough Choices" Poverty Simulator
- Giving Card Details
- United Way Branded Merchandise
- Employee Recognition Certificates
- Additional Fun Campaign Ideas



CAMPAIGN LEADER GUIDEBOOK

OUR MISSION:

To unite the caring power of our community.

OUR CREDO:

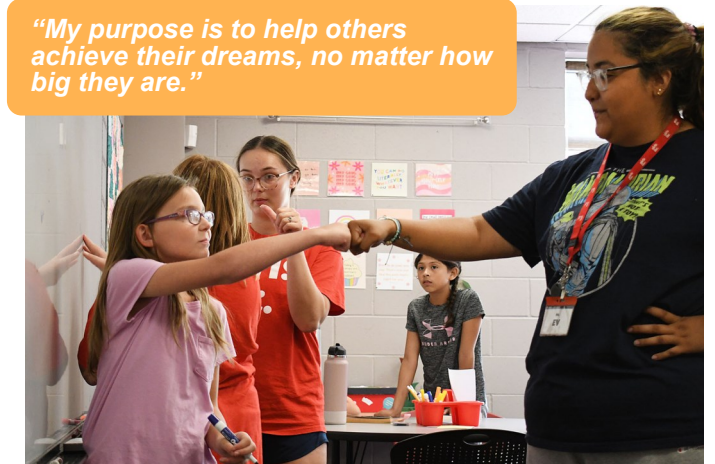
United Way fights for the health, education, and financial stability of every person in Siouxland.

United Way of Siouxland
701 Steuben Street
Sioux City, IA 51101
712-255-3551
unitedwaysiouxland.com



United Way of Siouxland

"My purpose is to help others achieve their dreams, no matter how big they are."



YOUR ROLE

Your help is essential in uniting the caring power of our community to solve the most pressing issues that face Siouxland. With the help of hundreds of people like you, we are **United for a Purpose**.

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. United Way staff and volunteers are here to support you. We are just a phone call away: 712-255-3551.

KEY RESPONSIBILITIES

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

SAMPLE RALLY AGENDA

Welcome (Employee Campaign Manager)	1 minute
CEO Endorsement (Can be done Live, via Zoom or pre-recorded on video)	1 minute
United Way Overview	
Staff Member or Volunteer	2 minutes
Campaign Video	4 minutes
Agency Speaker Story	3 minutes
Announce Company Goals and Incentives	
Explain Pledge Forms (UW Staff/Volunteer/ECM)	3 minutes
Thank You (Employee Campaign Manager)	1 minute
Total (approximately)	15 minutes

HAVE FUN!

Consider basing activities around Purpose. What is your company Purpose, department purpose, "Giving for a Purpose", "The Purpose of Giving is to_____."

SUGGESTED FUN ACTIVITIES

Pickleball Challenge—Gather teams of two and play pickleball against each other. Award trophies/prizes/medals to the winning team. (Check out www.pickleballcentral.com for info.)

Poker Run for a Purpose—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.

Office Obstacle Course—Create an obstacle course throughout the office having each department create their own section. See which individual, or team, can get through the course successfully the quickest.

Drive for a Purpose—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.

Spare Change for a Purpose—Place empty jars around and ask employees to deposit spare change in the jars. This can be a competition among departments. Paper money can count as against you, so watch for sabotage by other competitors. Consider early time out before a holiday as a prize. *Proceeds from activities go to United Way.*

More ideas available:
unitedwaysiouxland.com/campaign-toolkit



"There are absolutely no limits to what you can do or become."

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 for a Purpose**.

- Meet with your CEO or Leadership Team to determine a **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 agency speakers, pledge forms, campaign materials, and any incentives or prizes**
- **Communicate United for a Purpose** 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 **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 1 Early Bird Deadline**
- Develop a plan for year-round updates on how United Way is putting donations to work in Siouxland

United Way
of Siouxland

