

# UNITED WAY OF NORTH CENTRAL IOWA CAMPAIGN COORDINATOR TOOLKIT

YOUR GUIDE TO CAMPAIGN SUCCESS  
IN YOUR WORKPLACE



**WHERE THERE'S A YOU, THERE'S A WAY!**



United Way of  
North Central Iowa

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# WELCOME TO THE UNITED WAY OF NORTH CENTRAL IOWA COMMUNITY CAMPAIGN!

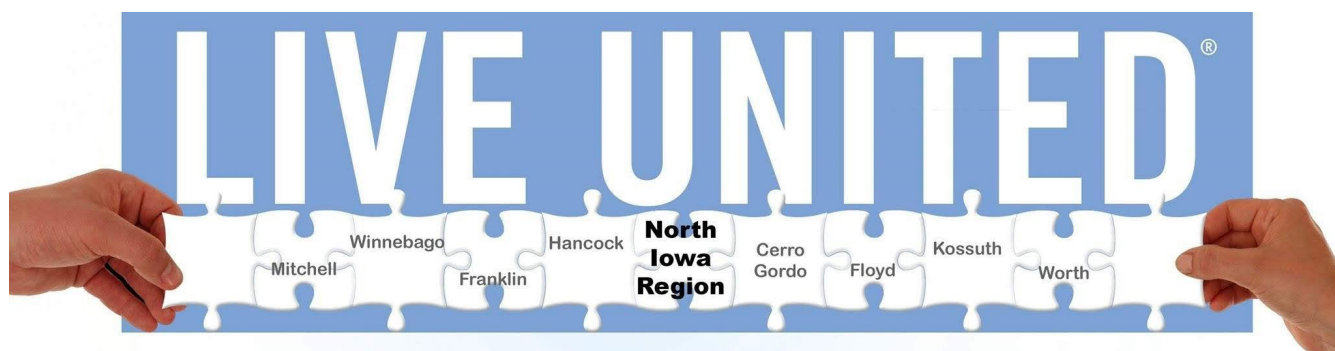
Thank you for serving as an Employee Campaign Coordinator (ECC) for the 2019 United Way of North Central Iowa Campaign! You are essential to the success of our Community Campaign and the success of our community. Without you, we could not provide the critical funds needed to support 26 partner agency programs. What binds us together is the belief that each of us has a stake in the success of our fellow neighbors.

A United Way workplace campaign is an engaging way for everyone in your organization to give, advocate, or volunteer. Together you'll impact the important issues facing our region's children, youth, and families. All while creating a sense of teamwork and purpose that strengthens your own workplace community. Whether this is your first time as an employee coordinator, or if you are a campaign veteran, this guide will help you conduct a successful United Way campaign from start to finish.

On behalf of our partner agencies, United Way, and all the people served in our eight county region, we thank you for joining our United Way team and serving as an Employee Campaign Coordinator. Your time and commitment will make a difference in your organization and the lives of so many in our community. Together, we can fight for every person in our community.

Sincerely,

  
Jen Arends, CEO



# ABOUT YOUR UNITED WAY

## OUR MISSION

Connect and strengthen community resources to inspire change in the lives of all north lowans. **Connecting People. Impacting Lives. Strengthening Communities.**

## OUR VALUES

At United Way of North Central Iowa, we value:

Trust  
Leadership  
Integrity  
Collaboration  
Engagement  
Stewardship

## OUR COMMUNITY GOAL

A connected caring community where we are engaged and aware, working for and with others to help build a sustainable life for all.

## UNITED WAY FOCUSES ON THE BUILDING BLOCKS FOR A GOOD LIFE

### EDUCATION

\$505,172 INVESTED  
1163 children impacted in the next year

955

youth will be able to participate in community based programs

308

children will be matched with a caring mentor in their community

201

children will develop positive self-concept and confidence

80%

of youth served will feel cared about in their community



468

children will receive literacy support

100

families will be served with educational resources and support

84%

of youth will improve grades and reading skills and see improved academic outcomes

90%

of youth served will develop soft skills such as communication



### FINANCIAL STABILITY

\$98,750 INVESTED  
743 lives impacted in the next year

485

low-income households will receive legal assistance

743

individuals will access affordable housing, financial literacy education and job skills training

87%

of clients served will remain in an improved and stable living situation

85%

of clients served will gain or maintain employment



### HEALTH

\$183,395 INVESTED  
22,825 lives impacted in the next year

1180

low-income families will have access to nutrition

91%

of children served will be free from abuse and neglect

90%

of clients served find safety

91%

of clients will be successfully linked with health services



# OUR STRATEGIC OBJECTIVES

## COMMUNITY IMPACT

We actively promote the resolution of community problems through collaboration. We support efforts of nonprofit organizations, the corporate community, and government agencies to work together to build a healthier, better educated, and more prosperous region.



## ORGANIZATIONAL LEADERSHIP

We embrace a mission-centered and vision-driven entrepreneurial organization that enhances the effectiveness and alignment of all resources and supports a collaborative culture focused on collective impact.

## RESOURCE DEVELOPMENT

We increase and leverage resources to meet community needs through a donor focused culture that engages donors and volunteers with priority issues to which they have an affinity, and promote community philanthropy.

## VOLUNTEERISM

We champion volunteerism and life-long service to the community by creating broad access to volunteer opportunities. We provide the platform to maximize volunteer impact throughout north central Iowa.

## PUBLIC AWARENESS

We enhance the awareness of community needs and resources available throughout north central Iowa and reinforce United Way's position as an effective catalyst in establishing and strengthening collaborations to meet the community's changing needs.



## OPERATIONAL STEWARDSHIP

We serve as responsible stewards of United Way's financial and operational systems in an atmosphere of fiscal transparency and community trust. We strategically align resources to advance this collective work and seek opportunities to build the community's capacity to plan and execute



# EVERYONE WINS WITH WORKPLACE CAMPAIGNS

## MORE THAN FUNDRAISING

A United Way Campaign can bring your entire organization together around the common goal of helping people right here in north central Iowa. Campaigns boost morale, build teamwork, and promote positive values that enhance your corporate profile. Through the campaign, Employee Campaign Managers have a valuable opportunity to inspire, lead, and manage a very important and visible endeavor.

## DO IT YOUR WAY

Every company culture is different. United Way Campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic focus or time and resources. Just ask your United Way representative for ideas about how to use an array of resources such as community speakers, volunteer opportunities, or our "Making Tough Choices" ([iowa.making-toughchoices.org](http://iowa.making-toughchoices.org)) to showcase United Way's work.

## A BIG RETURN ON ANY INVESTMENT

We make it easy to make a difference. United Way provides a tool kit, materials, online resources, and expertise to make your campaign easy and eventful. Using a multimedia approach (emails, videos, social media posts, posters, pay stub inserts, etc.) will help you reach more of your co-workers. Your United Way representative is there to provide any ideas and details you need to run a successful campaign.

## EXPERTISE YOU CAN RELY ON

Whether your workplace has hundreds of employees or just a few, you'll benefit from the experience supporting companies just like yours. Your United Way representative will help you bring your organization's vision of philanthropy, community service or corporate responsibility to an inspiring and effective campaign.

## ONLY HAVE 60 SECONDS?

*Here's a 60-second pitch on what we do and what it means to LIVE UNITED.*

- United Way of North Central Iowa is working to advance the common good by focusing on education, financial stability, and health – the building blocks for a sustainable life.
- Everyone can win when kids succeed in school, families are financially stable, and people have good health. The goal is to create long-lasting changes that prevent problems from happening in the first place.
- United Way is not a short-term investment; it's about lasting change. We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- We have different points of view, but we are all UNITED for the common good. Together, UNITED, we can inspire hope and create opportunities for a brighter future.

**That's what it means to LIVE UNITED.**

# 10 TIPS FOR A SUCCESSFUL UNITED WAY CAMPAIGN

- 1. Time it right.**

Choose a campaign timeline that best fits your organization's activity level and that allows your fellow employees and leadership to be most engaged. The length of the campaign is also a key consideration.
- 2. Kick off strong and create incentives.**

A launch event sets the tone for the campaign. This is a great time to announce incentives, contests, and drawings.
- 3. Advocate for corporate match.**

Connect corporate giving to employee giving by creating a corporate challenge match for employee donations.
- 4. Be visible.**

Get on the agenda for scheduled organization-wide events, department meetings, or other company gatherings. Plan these presentations in advance of the full campaign. Be prepared.
- 5. Participate in Day of Caring.**

Scheduled in the spring, this event is a great opportunity to see United Way's work in action. People in our community need your help. This is how you show your employees the impact they can have.
- 6. Get high-level buy-in.**

Leadership donors can drive a campaign's success by creating momentum. When the CEO and senior management are the first to give, others will follow their example.
- 7. Make it personal.**

A personalized ask is best, particularly from a friend or colleague. Use personal connections and knowledge in emails and all campaign communications.
- 8. Promote. Publicize. Plan.**

Raise awareness of United Way's work. Send email updates. Be a presence on your company's intranet. Form a committee. You can count on United Way for support and advice on your publicity and marketing efforts.
- 9. Thank and celebrate.**

Acknowledge those who help. Involve and recruit others who share your commitment. Thank them again and again. These actions are a big part of making your current campaign a success—and setting the stage for next year.
- 10. LIVE UNITED!**

Opportunities to LIVE UNITED don't end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way.

# LITTLE BOOK OF BIG IDEAS

## CAMPAIGN THEME IDEAS

Themes are a good way to connect people to United Way and help create excitement and energy for the campaign, driving great results.

- Live United
- Company milestone or anniversary
- Superheroes
- Reality TV – Amazing Race, American Idol
- Carnival Theme – ring toss, putt putt, etc.
- Driving results – car/race theme
- Mardi Gras
- Hawaiian luau
- Hollywood – Oscars, movies, walk of fame
- Sports/Olympics
- Tailgating
- Travel/around the world
- Decades – 60's, 70's, 80's
- Halloween, Thanksgiving, or any holiday
- Back to prom
- Fiesta
- Game/Trivia night/Game show

## INCENTIVES

A large budget is not necessary for incentives. There are many free incentives you can offer. These items can also be donated and used in giveaways/raffles.

- Gift Cards - retail, groceries, gas, oil change, etc.
- Personal paid day off
- Sleep-in pass
- Early-out pass
- Long lunch pass
- Jeans/casual day pass
- Special parking spots
- Tickets to sporting/cultural events
- Company gear and logo items
- Lunch/dinner with boss
- Donuts and coffee
- Pizza party
- Movie tickets
- Gift basket
- Boss performs your work for half a day
- Weekend getaway
- Gym membership

## SPECIAL EVENTS

### PUT THE FUN IN "FUN" DRAISING!

Special events can be used to raise awareness of the campaign and bring excitement to your workplace. Get your staff in the spirit of giving by holding a special event.

#### Office Bingo

Distribute printable Bingo cards to employees who pay to play. Every day, email one bingo number to participants. The first one to reply with "BINGO" wins. The bingo games continues until all prizes are distributed.

#### Penny Wars

Assign money jars to each department. Members place pennies in own jar and place silver/bills into jars of other departments. Pennies count as positive while silver/bills are negative. Winning team gets lunch.

#### Guess the Number

Fill a clear jar with candy or coins and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins.

#### Name that Baby Face

Employees bring their baby pictures to post in a common area. Contestants pay to enter and match employees to their baby pictures. The one with highest number of correct matches wins a prize.

#### Office Olympics

Use your imagination and create your own version of the Olympics, creating games out of office supplies – Pencil javelin, rubber band archery, desk chair soccer, etc.

#### Dress Down Day

Employees pay to not wear normal work attire or just jeans.

#### Breakfast or Lunch Potluck

Each person brings a dish and makes a donation to eat

#### Chili Cook-off

Each person buys a ticket allowing them to sample all chili dishes and allowed one vote.

#### Build-Your-Own Ice Cream Sundae

Employees make a donation to build a sundae from a variety of sundae toppings.

#### Tailgate Party

Hold a pay-per-plate cookout. Make brats and burgers and have all the tailgate favorites.

#### Bake Sale

Have everyone make their favorite sweet treat!

#### Hula Hoop Competition

Take a break from the work day and have a little fun. The person that hula hoops the longest, wins!

#### Scavenger Hunt

Create missions that encourage interaction amongst employees. (Find someone that speaks another language, has a tattoo, etc.)



# FREQUENTLY ASKED QUESTIONS

YOU'VE GOT QUESTIONS, WE'VE GOT ANSWERS!

## What does United Way of North Central Iowa do?

United Way of North Central Iowa (UWNCI) goes beyond fundraising by researching the needs of the community and bringing the right resources and people together to solve tough local issues. It works with business, government and partner agencies to fight for every person in our community to ensure students enter school ready to succeed, youth transition into adulthood supported by their community, families are financially stable, seniors live safely in their own homes, and everyone is supported during times of crisis. We do this by assessing community conditions, investing in focused community impact goals and measuring results to create long-term change for generations to come.

## Why should I participate in the United Way Campaign?

United Way provides a strong foundation for community change by focusing investments to strengthen investments, to strengthen our community, and create opportunities for a better life for all. When you give to United Way, you help support community partnerships, collaborations, and programs that United Way knows achieve measurable results in education, income, health, and basic needs. You can be confident that your personal investments are helping to bring about long term change so that children have the opportunities to excel in school; help hardworking people make ends meet; increase access to critical healthcare services; supporting basic needs assistance for individuals and families.

## Where does the money go?

Your contributions fund large scale collaborations, individual agencies, and specific programs focused on the most significant community needs in the areas of education, financial stability, and health right here in north central Iowa. Our partner collaborations and partner agencies work together to serve those living in Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago, and Worth Counties.

## What if I can't afford to give?

By using United Way's payroll deduction plan, you can invest a small amount each pay period, and see it add up to a significant gift by year's end. Your investment combined with thousands of others will have a real, measurable impact in the community. Skipping one \$5 latte a week can add up to over \$260, which could provide two weeks of childcare so a single parent can work.

## Why choose the United Way Community Impact Fund?

United Way provides an opportunity for your one gift to support a variety of local needs. Making significant progress on community-wide problems requires a community-wide effort. Resources of nonprofit services providers are most effectively used if they are aligned and collectively deployed. Contributing to the Community Impact Fund supports an effort of collective impact, with your dollars being strategically allocated to a variety of organizations, programs and partnerships that work together toward better health, education and financial stability of our residents. We know that community issues don't stand alone. The financial stability, education and health of a family are interrelated so it makes sense that the solutions are interrelated. Through the Community Impact Fund, the contributions of thousands of individual donors become a force for change in the community. Through one gift to United Way, you can accomplish so much good!

## What else does United Way do besides Fund agencies?

In addition to raising and investing dollars, United Way brings together community stakeholders, contributors, and agency partners to create collaborative and innovative approaches to help solve community issues. Visit [www.unitedwaynci.org](http://www.unitedwaynci.org) and click on OUR WORK to learn more.

## Can I give directly to my favorite agency?

The donor designation program is comprehensive, allowing designations to other United Ways, affiliated agencies, non-affiliated agencies, and three impact areas, (as well as an option to exclude any affiliated agency.) A donor may designate a portion or the full amount of his or her contribution to any 501(c)3 nonprofit organization with a minimum gift of \$50.

# FREQUENTLY ASKED QUESTIONS CONTINUED

## **Why isn't my favorite non-profit funded by United Way?**

In some cases, an agency may be doing great work, but it may not have programs that align with United Way's community impact goals. In other cases, the agency may not meet United Way's rigorous criteria for performance and accountability. Even though UWNCI raises money each year, there is typically nearly double the request for funding than available funds.

## **How do I know United Way is efficient with my donation?**

United Way of North Central Iowa is committed to accountability and transparency when investing donor dollars. Each partner agency is vetted through a rigorous application process and reviewed by highly trained community volunteers and programs are carefully screened before your contribution is invested. The Finance Committee and Board of Directors review financial statements monthly to ensure adherence to the budget. An independent account firm audits UWNCI once a year and the Finance Committee and Board of Directors must review and approve this audit each year.

## **How does United Way pay for its events?**

Annual events such as Day of Caring, boost morale and create energy among volunteers. Nearly all costs for these events are paid through generous corporate sponsorships. United Way's corporate partners help to offset many operational costs such as campaign materials, events, and administrative fees.

## **How do people get help from United Way?**

United Way supports over 25 programs in north central Iowa that help people every day. A list of these programs and our partner agencies can be found on our website. People looking for assistance should contact 2-1-1 for free referral services or visit [www.211iowa.org](http://www.211iowa.org).

## **I haven't ever used United Way services. Why should I give?**

United Way funded services help everyone. A popular misconception is that only the jobless and truly "at-risk" individuals benefit from United Way and its partner programs. Every type of person has problems and needs, some of which are marital problems, troubled teens, aging parents, and children with special needs. United Way services are available to all. Your United Way contribution helps your co-workers, friends, neighbors, and family. Our funding services impact 2 out of 3 area citizens.

## **Who makes the decisions as to what area programs receive funding and how much?**

You do! Seriously, volunteers and community citizens just like you make those decisions. Each year, once the campaign concludes, a Community Impact Team is assembled. The volunteers on this committee participate on various panels that review applications, visit sites, and hear presentations from the programs requesting funding. The panels then deliberate and provide a final recommendation of funding. Those recommendations are sent to the United Way of North Central Iowa Board of Directors for final approval. Community investment = community decisions! Any donor, like you, can serve in this process.

## **Does the money raised stay local?**

Yes! Funds raised in north Iowa stay in north Iowa and impact our 8 county region serving Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago, and Worth.

# HANDLING OBJECTIONS

**SINCERITY AND COMMITMENT ARE THE BEST TOOLS WHEN RESPONDING TO OBJECTIONS.**

## **I already give directly to a charity.**

First, thank you for giving. Together we can accomplish more than anyone can alone or through a single charity. United Way is looking at the big picture to create long-term change. By giving through United Way, you are choosing to support the greatest need in north central Iowa. Although it would not be tied to community impact goal and measurements, you may choose to direct your United Way gift of \$50 or more to any qualified health and human services 501(c)3 nonprofit.

## **I heard about a financial scandal at United Way.**

Every United Way is local and independent, including your United Way of North Central Iowa. A volunteer board of directors comprised of industry professionals and leaders in north central Iowa makes decisions about investments for our region and UWNCI has never experienced any financial abuse.

## **I don't think the money stays in my county.**

In today's world, people often have ties to more than one community. Each United Way serves a particular geographic region and is committed to fostering the health and vibrancy of that area. Through United Way's donor choice program, you have the option of designating your gift to specific nonprofits within your community.

## **Times are tight. I don't have money to spare.**

Every gift to United Way, no matter its size, provides vital services to people in our community who need our help. When you give, you join thousands of generous donors in north central Iowa to create life-changing conditions for those in need. You may find that giving a small amount each pay period through payroll deduction allows you to make a pledge that fits your budget. There are many ways to give, including volunteering with United Way of North Central Iowa.



# DIPJAR

## GIVING MADE EASY!

Use our very own DipJar to collect one-step credit card donations! Our DipJar makes it easier than ever to collect one time donations and runs on a secure network for worry-free processing. Place it in a common area for employees to donate daily.

## HOW IT WORKS

- Plug the DipJar into an outlet or use our portable battery pack.
- Tell us how much you want the donation amount set for (we can easily change the amount in a few minutes remotely).
- Dip your card, wait for the arrow, remove your card and see the light and sound sequence!

It's that simple!



2.1.1

### HELP STARTS HERE

- Free referral service
- Available 24/7
- Confidential
- Multilingual assistance

### FIND RESOURCES

- Mental health
- Physical health
- Food & housing
- Crisis intervention
- Clothing & hygiene
- Childcare
- Family support
- Transportation
- Education
- Substance abuse
- Income
- Disaster relief

### GET CONNECTED

#### TEXT

- Text your zipcode to 898211

#### CALL

- Landline: 2-1-1
- Any phone: 319-739-4211
- Toll free: 1-866-469-2211

#### ONLINE

- Visit [211iowa.org](http://211iowa.org)

# CAMPAIGN CHECKLIST

## PLAN

- Meet with United Way staff to obtain campaign materials.
- Establish workplace campaign goals related to dollar amount and participation percentage.
- Meet with your CEO to enlist help in championing the campaign.
- Recruit a campaign committee to help with the campaign.
- Schedule your kick-off, United Way speaker, and any special events.
- Gather your campaign communications and campaign materials.
- Promote and publicize your campaign with emails and flyers to educate, build enthusiasm, and inform employees of key dates.
- Use social media to generate excitement for the campaign and follow us on Facebook.
- Coordinate with United Way staff for communication and promotional needs. If you need something, please ask us. We're happy to help!

## CONDUCT

- Hold a kick-off event and host United Way speaker.
- Promote the campaign in company newsletters, website, and emails.
- Distribute pledge forms and encourage participation.
- Promote incentives and drawings for those who turn in forms.
- Send follow-up emails and reminders every few days to maintain enthusiasm.
- Send regular progress reports to employees.
- Make your own contribution to the campaign.
- Follow up with individuals who have yet to turn in their pledge form.
- Have fun!

## CLOSE

- Collect pledge forms.
- Send a reminder to submit outstanding pledge forms.
- Consider implementing a new hires program, giving new employees a chance to donate when hired.
- Take care of any corporate contributions or matches on employee giving.
- Send out thank you letters/emails.
- Publish a short story, photo, and the results of your campaign in the company newsletter.
- Celebrate success with an event to wrap up the campaign, announce results, and recognize volunteers.
- Encourage employees to visit our website to find the latest opportunities on how to Give, Advocate, and Volunteer – [www.unitedwaynci.org](http://www.unitedwaynci.org)
- Meet with a United Way representative to go over pros and cons of this years campaign and start planning for next year.

DON'T FORGET TO TAG US IN YOUR SOCIAL MEDIA POSTS!



/uwnci



unitedwaynci



UnitedWayNCI

# MATERIALS AND RESOURCES

Running a United Way campaign in your workplace can be challenging, rewarding, and a great way to bond as a team while helping improve the lives of people in north central Iowa. Here is a summary of the resources available to you. Downloadable resources are also available on our website: [www.unitedwaynci.orgCampaignToolkit](http://www.unitedwaynci.orgCampaignToolkit). Don't forget to utilize your United Way staff as well!

- Campaign Video
- Posters
- Photos
- Tools to track your success
- Campaign Checklist
- Elevator Speech
- Pledge Forms
- Event Ideas
- Best Practices and Tips
- Sample Letters and Communications
- Email Templates
- Frequently Asked Questions
- Social Media
- Listing of Community Partners
- More Information About our Work

## EVERY DOLLAR COUNTS!

\$1/week provides 2 days of quality child care so a parent can work in the community.

\$2/week provides 70 bags of healthy groceries to low-income families.

\$3/week provides 12 people with needed medicine.

\$5/week provides blankets to 52 people staying at a homeless shelter.

\$7/week provides breakfast for 7 children for the summer.

\$10/week provides funds for 866 hours of reading tutoring and mentoring for middle school students.



# MEET YOUR TEAM

## UNITED WAY OF NORTH CENTRAL IOWA STAFF

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## UNITED WAY OF NORTH CENTRAL IOWA BOARD OF DIRECTORS

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Jeannette Adamski

Dave Patrick

**READY. SET. GO!**



Now that you have all the tools to run a successful workplace campaign we can't wait to see the great results you'll have! We greatly value your time, energy, and support you give to United Way of North Central Iowa. We are here to support you with everything you may need to help make your company's campaign a success. Remember, where there's a **YOU**, there's a **WAY!**

**GIVE. ADVOCATE. VOLUNTEER.**

**LIVE UNITED**™



United Way  
of North Central Iowa