

2024 CAMPAIGN COORDINATOR GUIDE

THANK YOU for taking on this role and joining the United Way of Portage County team. Please know the importance of your role and the impact you can make. This guide is intended to help you maximize your time and effort and give you the tools you need to lead a successful workplace campaign. Please feel free to contact us anytime for ideas, support, or information by calling our office at 715-341-6740.

CREATING LASTING CHANGE

United Way of Portage County creates opportunities for people in your community to prosper. Together, we can ensure all of our families have a stable place to call home, food to eat, and the support they need in times of uncertainty, providing the supportive services they need to remain stable and avoid a future crisis.

Together, we can provide for our most vulnerable neighbors and build clear and attainable pathways to **create lasting change** for this generation and the next.

GIVE & GET UNITED COUPON BOOK

Donors of \$52 or more to United Way of Portage County will receive a coupon book offering discounts on dining, entertainment, and services throughout Portage County.



Coupon Book Printing & Distribution Sponsored by:




2024 CAMPAIGN DRIVE CHAIRS

GAUTAM MALIK
MAUREEN RUTH
JOHN LEEK
JOSH DREVS
KATE BUDD
TED HESEEMANN



OUR MISSION

United Way of Portage County is committed to identifying and serving the most current, critical needs of our community's most vulnerable populations with programs that provide measurable results.

LEADERSHIP CHALLENGE

Delta Dental of Wisconsin has committed \$25,000 to encourage increased giving from individuals in our community by matching any Leadership Gift (Stevens Society) increase of EXISTING OR NEW Leadership Donors. With your NEW OR INCREASED Leadership Gift, Delta Dental will give United Way a matching gift equal to the amount of the increase up to \$100 for any individual or combined gifts of \$500 or more in 2023.

MARK YOUR CALENDAR

- 08 AUG** CAMPAIGN KICKOFF AT LEVITT AMP
Join us at PfiFFner Pioneer Park at 6pm for our official campaign kickoff.
- 21 NOV** SWEEPSTAKES ENTRY DEADLINE
Return pledge forms to the United Way office by 5pm.
- 11 DEC** VICTORY CELEBRATION
Let's celebrate together at the Food + Farm Exploration Center.
- 12 FEB** EVENING OF RECOGNITION
Help us recognize individuals and organizations for their remarkable work during the 2024 United Way Campaign at the Food + Farm Exploration Center.

5 STEPS FOR A SUCCESSFUL CAMPAIGN

01

GET STARTED

MEET WITH THE BOSS

Enlist support of your company leadership. Review prior results and discuss the corporate gift, matches, incentives, and campaign budget.

RECRUIT A TEAM

Don't try to do everything yourself; having a committee will make it fun and easier for everyone involved. Your team should include people from different levels, departments, and locations. Recruit people who will help get others excited about the campaign.

ATTEND ECC TRAINING

Make sure at least one team member attends an Employee Campaign Coordinator (ECC) Training Session. It's a great way to learn more about United Way and share creative ideas with other ECCs. If you're unable to attend one of the sessions, call United Way at 715-341-6740 to schedule a one-on-one visit.

02

PLAN THE CAMPAIGN

DEVELOP A TIMELINE

Review last year's campaign and any feedback you received regarding what worked and what didn't. Plan a short, intensive campaign no more than 5 to 10 business days. Set dates for your kickoff and special events.

ORGANIZE INCENTIVES

Structure incentives so they are based on giving levels or first-time gifts. You can create a competition between departments based on percentage participating. Local vendors or businesses will often donate incentives like gift certificates or product. Ask your company to give vacation days or PTO hours.

PUBLICIZE YOUR CAMPAIGN

Create a theme and incorporate it into announcements. Use e-mail, intranet, payroll stuffers, memos, newsletters, and posters to raise awareness about campaign events and pledge deadlines. Send out a "did you know" memo daily with an interesting United Way fact. Promote incentives for early giving and increased pledges. Ask the CEO to send a letter or e-mail encouraging and thanking employees. Find an employee who is willing to give a testimonial or share a personal story about how he or she benefited from United Way services.

03

USE UNITED WAY TOOLS

DEVELOP AN EDUCATIONAL CAMPAIGN

Develop an educational campaign to update employees about the benefits of giving back to the community through United Way. Distribute brochures with the pledge form so employees have all of the information they may need about agencies and United Way incentives. Hang posters. Use the United Way campaign video.

ADDITIONAL RESOURCES

INVITE SPEAKERS

Arrange for a United Way speaker to talk to employees about United Way and answer any questions. Call United Way at 715-341-6740 to schedule a speaker.

REACH OUT FOR SUPPORT

We want to support you in any way possible! Don't hesitate to reach out for ideas, questions, or additional information.

Call: 715-341-6740

Email: Laura@UnitedWayPoCo.org

VISIT OUR ONLINE TOOLKIT

For more tools and resources, check out our online toolkit by visiting UnitedWayPoco.org/CampaignToolkit

04

RUN THE CAMPAIGN

HOLD A KICKOFF MEETING OR EVENT

A kick-off meeting or event can help boost morale or be a reason to just plain have some fun. It can be built into a regularly scheduled meeting. Be sure to announce your campaign goals, corporate gifts or matches, giving incentives, and pledge deadlines.

DISPLAY SWEEPSTAKES VEHICLES

Contact United Way to schedule one or more of the Sweepstakes vehicles to be on display at your location. Call 715-341-6740 to schedule them.

05

WRAP UP

REPORT RESULTS

Return pledge forms (white copy only) and cash or check donations to United Way. BE SURE to put them in the purple Campaign Report Envelope that came with your campaign materials AND fill out the information on the front.

THANK EVERYONE

Organize ways to recognize and thank donors. Also, remember to acknowledge your team and people who went above and beyond during the campaign.

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United Way
of Portage County