

2022 United Way of Washington County Campaign



TODAY'S AGENDA



- Welcome and Introductions
- Our Campaign Chair Team
- About United Way
- Your Role as Campaign Coordinator
- Tools, Materials, Incentives, & Reminders
- Sharing Ideas for Success
- Getting What You Need Supplies!

THANK YOU FOR BEING PART OF TEAM LIVE UNITED!



2022 Campaign Co-Chairs YMCA Legacy Team

Pacesetter Organizations





























































28 Pacesetters leading the way! Thank you!

WHY UNITED WAY?

Mission: To improve lives and community conditions in measurable and lasting ways.

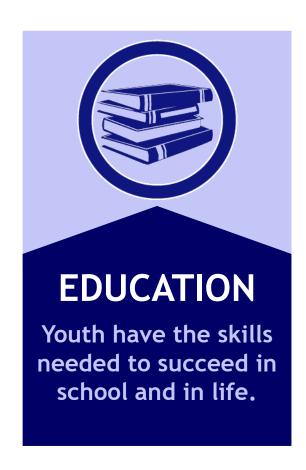
- Local nonprofit that is a top funder of nonprofit programs
 - Independent/autonomous at local level
 - Member of United Way Worldwide/All United Ways total as the largest privately held nonprofit in the world (one local community at a time!)
- 2. **Identify** top community issues
- 3. Lead an annual fundraising campaign and Unite people to Give, Advocate and Volunteer (raised \$1.8M last year)
- 4. We Help People (nearly 10,000 last year) by Investing in nearly 30 local nonprofit programs, based on United
 - Community Need
 - Outcome Measures
 - Alignment with Goals



United Way of

Washington County

3 IMPACT AREAS





Families are financially stable and independent.



United Way Funded Nonprofits

- Albrecht Free Clinic
- American Red Cross
- Big Brothers Big Sisters
- Boys & Girls Clubs
- Casa Guadalupe Edu Center
- Catholic Charities
- Easter Seals
- Elevate
- 4C Family Center
- Family Promise
- Family Service

- Friends
- Forward Careers
- Full Shelf Food Pantry
- Interfaith Caregivers
- Kettle Moraine YMCA
- Lakeshore Regional Child Advocacy Center
- NAMI (Nat'l Alliance Mentally III)
- Senior Citizens Activities
- The Threshold
- Youth and Family Project

United Way invests in 27 Programs at 21 local nonprofit agencies

Additional Areas of Support

NEW: Mental Health Initiative

 Investing in two counseling programs for youth through Catholic Charities and Youth and Family Project – identified as top local need

2-1-1 Helpline

- Simply call 211 on Phone
- Connecting residents to community programs
- First call referrals with 24/7 trained counselors





EMPLOYEE CAMPAIGN COORDINATOR (ECC)

United Way champions who empower their co-workers to make a difference by organizing and executing an employee fundraising campaign. Thank you for joining Team United!

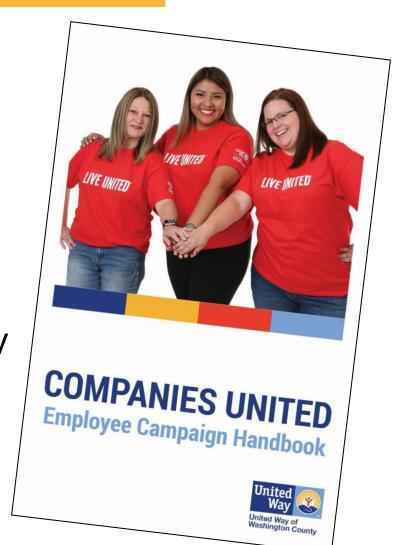


Six Steps to a Successful Workplace Campaign

- Learn About United Way
- 2. Work with a Team
- Set a Goal
- 4. Decide When to Run Your Campaign
- Determine How You'll Achieve Your Goal
- 6. Share the Workplace Campaign Message

FUNDRAISER IDEAS

- Balloon Pop
- Bean Bag Toss
- Tricycle races
- BINGO
- Bring your dog to work day
- Bake sale



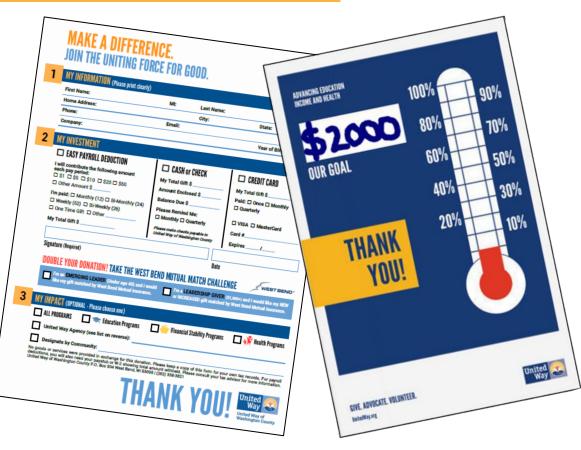
INCENTIVE IDEAS

- Paid day off
- Packer football
- Prime parking space
- Restaurant gift cards
- Casual day passes
- Movie passes
- Best practice giveaway first day or first few days to have forms turned in quickly



CAMPAIGN TOOLS

- Corporate pledge card
- Report envelope
- 2-1-1 cards
- Employee pledge forms
- Thermometers
- Posters
- Signs & Banners
- Casual Day Stickers
- Live United T-shirts
- United Way Agency Testimonials
 - Presentation onsite and/or Videos



Campaign Videos

Online at www.unitedwayofwashingtoncounty.org

 YMCA Legacy Team – Campaign Chair Introduction

Finding A Way Campaign Video: https://www.youtube.com/watch?v=YP9xF7Gtyig

Agency Spotlight Videos



2022 Campaign GIVEAWAYS & INCENTIVES

2022 United Way Campaign

DRIVENTO GIVE

IT'S EASY AS 1-2-3!

Make a weekly pledge for the chance to win one of these great prizes.











BONUS PRIZE

All Donors

YEAR OF DINING - \$600 in gift cards to Washington County restaurants.

BE A LEADER. DOUBLE YOUR DONATION.

Individual and Corporate Giving Challenge

Any <u>NEW</u> or <u>INCREASED</u> gift of \$1,200 or more will be matched dollar-for-dollar by West Bend Mutual Insurance Company.



2022 Campaign EVENTS

2022 Campaign Kickoff Meal Packaging

When: September 14 from 2pm-5pm

Where: Washington County Fair Park

How: Register a team of up to 10 people

(1 1/2 hour sessions)

Why – Food insecurity continues to be a challenge for individuals and families throughout Washington County.



Sharing Time!

What are you doing this campaign season to increase awareness and funds for the United Way?

REMINDERS

END OF CAMPAIGN WRAP UP:

Employee Giving Report Envelope

- Complete front & back
- Sealed & signed for pick up
- Separate special event funds from pledge form donations

KEY DATES

- September 14 Live United Meal Packaging
 Campaign Kickoff
- October 31 Pacesetter Campaign Ends
- December 31 Sweepstakes Deadline
- December 31 End of United Way Campaign
- February 2023 Campaign Celebration

GIVEAWAY!

Use these incentives to:

Inspire your employees to give

Reward early or loyal donors

- Have fun contests
- Meet your goal



UnitedWayOfWashingtonCounty.org









