



2022 United Way of Washington County Campaign



LIVE UNITED®



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.

- 1. 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
 - Community Need
 - Outcome Measures
 - Alignment with Goals



**United Way of
Washington County**

3 IMPACT AREAS



EDUCATION

Youth have the skills needed to succeed in school and in life.



FINANCIAL STABILITY

Families are financially stable and independent.



HEALTH

Children and adults are physically and mentally healthy.

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 Ill)
 - 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!



United Way of
Washington County

Six Steps to a Successful Workplace Campaign

1. Learn About United Way
2. Work with a Team
3. Set a Goal
4. Decide When to Run Your Campaign
5. 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

**MAKE A DIFFERENCE.
JOIN THE UNITING FORCE FOR GOOD.**

1 MY INFORMATION (Please print clearly)

First Name: _____ MI: _____ Last Name: _____
Home Address: _____ City: _____ State: _____
Phone: _____ Email: _____
Company: _____ Year of Birth: _____

2 MY INVESTMENT

EASY PAYROLL DEDUCTION
I will contribute the following amount each pay period:
 \$1 \$5 \$10 \$20 \$50
Other Amount \$ _____
I'm paid: Monthly (12) Bi-Monthly (24)
 Weekly (52) Bi-Weekly (26)
 One Time Gift Other _____
My Total Gift \$ _____

CASH or CHECK
My Total Gift \$ _____
Amount Enclosed \$ _____
Balance Due \$ _____
Please Remind Me:
 Monthly Quarterly
Please make checks payable to United Way of Washington County

CREDIT CARD
My Total Gift \$ _____
Paid: Once Monthly
 Quarterly
 VISA MasterCard
Card # _____
Expires _____

Signature (Required) _____ Date _____

DOUBLE YOUR DONATION! TAKE THE WEST BEND MUTUAL MATCH CHALLENGE

EMERGING LEADER (Under age 40) and I would like my gift matched by West Bend Mutual Insurance. **LEADERSHIP GIVER** (\$1,000+) and I would like my NEW or INCREASED gift matched by West Bend Mutual Insurance.

3 MY IMPACT (OPTIONAL - Please choose one)

ALL PROGRAMS **Education Programs** **Financial Stability Programs** **Health Programs**

United Way Agency (see list on reverse): _____
 Designate by Community: _____

No goods or services were provided in exchange for this donation. Please keep a copy of this form for your own tax records. For payroll deductions, you will also need your paystub or W-2 showing total amount withheld. Please consult your tax advisor for more information.
United Way of Washington County P.O. Box 504 West Bend, WI 53095 | (262) 338-3821

THANK YOU! United Way of Washington County



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.

\$3
/WK
\$156 total

BRAND NEW CAR!

2022 Toyota Corolla Hybrid

Sponsored by
Russ Darrow



\$2
/WK
\$104 total

**\$1,000 VISA
GIFT CARD**

Sponsored by R&R Insurance

\$1
/WK
\$52 total

**65" LG
4K SMART TV**

Sponsored by Bergmann Appliance

BONUS PRIZE

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

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 NEW or INCREASED 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 ½ 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



LIVE UNITED

UnitedWayOfWashingtonCounty.org

