



Campaign AMBASSADOR GUIDE



IT ALL STARTS WITH YOU!



United Way of
Sheboygan County

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IMPROVING LIVES & COMMUNITY CONDITIONS

MISSION
To improve lives and community conditions in measurable, lasting ways

VISION
A community where everyone can achieve their full potential

UNITED WAY PROMISE

UWSC is committed to...

- **Partner** with local organizations, government and businesses to understand and solve complex issues
- **Provide funding** to nonprofit programs that have measured results with strong and sustainable financial health to help your dollars go further
- **Strengthen the local social sector** through providing the Nonprofit Resource Network, Volunteer Center Network, and educational trainings & workshops for nonprofit staff, boards, and the community
- Being **community-owned** and **data-driven**, providing accountability and transparency in all we do

UNITED WAY VALUES

To advance our mission, we believe in the impact of...

- **Community & People:** Serving in the best interest for the wellbeing of our community
- **Compassion:** Treating every person with dignity, respect, and kindness
- **Education & Learning:** Serving with a growth mindset and curiosity, working toward systemic change
- **Equity:** Understanding, incorporating, and serving the diverse perspectives, needs, and experiences of everyone
- **Integrity:** Acting with transparency, dependability, responsiveness, and accountability
- **Leadership:** Developing and empowering responsive, innovative leaders
- **Partnership & Collaboration:** Working across sectors on shared goals to create lasting change
- **Service & Volunteerism:** Mobilizing the caring power of people to serve and elevate our community
- **Stewardship:** Providing transparency and accountability for contributions received by investing into data-driven, impactful programs



THANK YOU

Thank you for serving as an Ambassador for your company's United Way campaign! As a United Way Ambassador, you have the unique opportunity to harness the generosity, talent and energy of your workplace to give back to our community. Your United Way staff partner is always ready to support you in every possible way, so don't hesitate to reach out at any time of the year.

Thank you again for improving lives and community conditions by advocating for United Way of Sheboygan County (UWSC).

YOU ENABLE UNITED WAY TO:

1

Identify Local Needs

UWSC researches the root causes of challenges in our community, so trends can be identified and action can be taken.

2

Develop Solutions

Health, education, financial stability, and basic needs are the foundation to a quality of life and a strong community. UWSC funds programs that take on challenges in these areas to drive systematic change.

3

Bring Many Together

UWSC works with local governments, businesses, schools, nonprofits, volunteers, and others to accomplish what no one organization can do alone. United, we drive change.

WORKPLACE CAMPAIGN BASICS

During your company's campaign, employees make their annual pledge and participate in events to raise funds that support the mission of United Way. Workplace campaigns should be fun, educational, and engaging.

YOUR ROLE AS A CAMPAIGN AMBASSADOR

GOAL: Empower your coworkers to change our community through investing in United Way.

KEY RESPONSIBILITIES:

- Attend United Way Campaign Ambassador Meeting.
- Create a campaign team with United Way champions in your workplace.
- Develop an effective campaign plan including goals.
- Coordinate your company's kickoff and recognition events.
- Promote the campaign throughout your company.
- Encourage leadership giving in your campaign.
- Thank your donors and volunteers.
- Make your company campaign fun!
- Invite everyone to give.
- Utilize the virtual campaign toolkit here: uwofsc.org/resources/campaign-toolkit/.



CAMPAIGN PROCESS

PRE-CAMPAIGN: INSPIRE

1. Attend the Campaign Ambassador training.
2. Meet with your United Way staff contact.
3. **Leadership Matters.** Secure support from CEO/Senior Management and discuss corporate support through incentives and/or company match.
4. Recruit campaign committee and set meeting schedule.
 - o Review campaign history, set goals and timeline.
 - o Create communications plan and compile all campaign materials.
 - o Discuss engagement pieces, such as:
 - Campaign Kickoff
 - Campaign Events
 - Incentives
 - Competitions
 - Volunteer Opportunities
 - Recognition for Leadership Givers
 - Emerging Leaders Giving Program
 - Retiree Giving Program
5. Schedule campaign kick-off event, United Way speaker, and other events.
6. Send out campaign 'Save the Dates' with details.

CAMPAIGN: MAKE THE ASK

The #1 reason people don't give is because they were never asked.

1. Kick off your campaign with a fun event featuring an energetic and inspiring ask to give! UWSC staff is happy to help you do that virtually or in person.
2. Get competitive while giving back! Create fun activities to gain support and provide incentives to participants, such as earning an extra PTO day for those who give in the first 24 hours or receive a chance to win a prize for giving.
3. Have your CEO make an ask through a speech or letter.
4. **Peer to peer is the most effective way to make an ask.** Ensure the campaign team has the chance to speak to all your employees.
 - o Track contributions by asking all employees to respond, even if they do not make a gift.
 - o If you are collecting paper pledge forms, best practice is to ask everyone to turn forms in at the kickoff event.
 - o Keep regular totals and give progress reports to your CEO, team, and company. If you are utilizing ePledge, your United Way contact can help pull those reports.
 - o Publicize campaign progress throughout your company.



CAMPAIGN PROCESS

SAMPLE ASK

"I just wanted to come by and drop off this United Way pledge form and information. You may also have received a pledge form via email so you can give online.

Your gift makes a difference in our community and is a great way to show your love for your neighbors. To help the most people, we are striving for 100% employee participation.

If you have any questions about United Way please let me know. Thank you for your thoughtful consideration to pledge this year."

- **Be positive!** A smile can go a long way.
- **Ask coworkers you know well first.** Start by approaching those you are most comfortable with first. You will gain confidence and be ready to approach others after.
- **Mention the ease of giving.** Emphasize how donations can be spread out through payroll deductions.
- **Giving is voluntary.** An individual's choice of whether or not to contribute, as well as how much, is the center of the United Way philosophy.



THANK

- **Thank your campaign team and top-level management support.** Thank them for their support from start to finish as they help lighten the workload and increase involvement in the campaign.
- **Remember to thank everyone who donated or participated in events.** At United Way, we are grateful for every gift, large or small. Be sure to acknowledge each employee that gave during your campaign.
- **Give United Way a chance to say thank you.** Share donor details so UWSC can mail a thank you letter.

YEAR-ROUND ENGAGEMENT

- Keep employees updated on events hosted by UWSC.
- Share updates from United Way (provided in the campaign toolkit).
- Promote volunteer opportunities (ask your United Way representative to receive regular emails regarding local volunteer opportunities or to coordinate specific opportunities).
- Include donation information in your on-boarding process to engage new employees.
- Utilize a retiree giving program to allow retirees to continue their involvement.

tips and tricks

MAKE IT YOUR OWN

The best piece of advice we can give you is to make it personal. Share a personal story or short video. Ask your company leaders to do so too. Tell everyone why YOU and your company are fundraising. Personal testimonials are powerful: see if you can get a coworker who benefitted from United Way funded programs to share their story. Nothing beats hearing it from their peers.

SPREAD THE WORD

Let everyone know about your campaign and keep United Way at the forefront of employees minds. Share out via social media to let the community know your company is working to create a stronger Sheboygan County. Utilize posters, yard signs, paper documents, TVs, intranet, message boards, etc. to inspire your coworkers to give. Send emails and reminders to turn pledge forms in, especially as your campaign is about to wrap up.

INCREASE PARTICIPATION

- **Set a goal of 100% ask.** This is different than 100% participation. Collect a completed pledge form from every employee, even if the pledge is \$0 so that you can make sure everyone had the opportunity to give.
- **Share the benefits of payroll deduction.** Giving can be easier for many when donations can be spread out week-to-week rather than a one-time gift.
- **On the last day, follow up with past donors who have not given yet.** Follow up with them one-on-one and remind them that it is the last day to give.

HAVE FUN

You are doing a really incredible thing and you cannot do it wrong. You are providing the building blocks of a successful life: education, health, and financial stability. You are changing lives and futures. Enjoy it!

SAMPLE CAMPAIGN PLANNING SHEET EXAMPLE

	DATES/TIMES	NOTES
Campaign Goal and Time frame	October 1-15	Goal: 50% participation or \$24,000 raised
Kickoff Event	October 1	Virtual Kickoff, Speaker from United Way
Presentations/Other engagement events	October 2 (safety meeting)	Presentation during virtual safety meeting
United Way Campaign Team Meetings	August 17, 31 September 14, 28	Meetings at noon virtually
Communications Timeline	<ul style="list-style-type: none">• <i>September 3</i> - Announce campaign• <i>September 14</i> - Reminder email & posters up• <i>September 28</i> - Video message emailed• <i>October 15</i> - Reminder email to complete form to receive incentives	<p>Marketing team film CEO by September 14 UW Team meeting.</p> <p>Make sure shift supervisors share partner videos during safety meeting to teach employees where their dollars are going.</p>
Other notes	<ul style="list-style-type: none">• Confirm United Way Team by <i>August 3</i>• Reach out to CEO/Management on <i>August 31</i> to approve plan & incentives	Meeting with UW Staff partner on August 12 to get an update and share what our staff needs to make a successful campaign.



KEEPING THE FUN IN FUNDRAISING

CEO CHALLENGE

Ask your CEO or top executives to challenge the employees to reach a specific fundraising goal. Once the goal is reached, host an event where the CEO celebrates the success in a unique way; such as shaving his/her head, working as the receptionist for half the day, cooking breakfast or washing cars for employees.

PARKING FOR PLEDGES

Offer numerous parking spots through a silent auction or raffle to employees who make pledges.

HOST A TRIVIA CONTEST

Have employees team up and compete against one another in a trivia tournament bracket. This can be done in person or virtually. Teams buy tickets to participate and you can sell lifelines (ask a friend, 5 seconds to look up an answer, etc.) to raise extra funds.

BALLOON POP

Either employees or your company donates prizes for this event. Before filling a balloon, place a note with the name of the prize inside. Employees make a pledge or donate a separate amount to pop a balloon and see what they won.

ACTS OF SERVICE

Your coworkers have skills and talents that others may not know about. Auction off these talents! Perhaps someone can donate an hour of garden work, host a cocktail night, provide a favorite dish or dessert, etc.

SPIRIT WEEK

Choose themes for every day of the week and have employees dress up to spread awareness about the United Way campaign. Any virtual employees can send photos via email or post them on social media.

RAFFLES

Raffling donated items or running a 50/50 raffle is a great way to gain more excitement. If you do not have a budget to raffle tangible items, you could raffle 'free' items, for example: PTO, lunch with the CEO, or silly prizes such as the opportunity to shave a coworkers beard or decide what the CEO wears for a day. United Way has an online platform (RallyUp) that can be utilized to run a virtual raffle.

LUNCH

Food always draws a crowd. Buy lunch and sell tickets to participate. Show a United Way video to educate employees of the impact they are making.

PAPER PLANE TOSS

Individuals are given 10 minutes to assemble their paper planes. Entry is given through a completed pledge form. The winner is determined by the distance and accuracy of the plane toss.

THE BEST WAY TO *give*

UNITED WAY'S COMMUNITY ACTION FUND

A gift to United Way is any gift directed to our Community Action Fund, which invests in all of the programs and initiatives United Way supports. Every gift is combined with those from thousands of donors and invested directly into programs that benefit the entire community, not just one program, issue, or population.

PROGRAMS FUNDED BY THE COMMUNITY ACTION FUND:

- Address the most critical issues and community needs.
- Receive oversight and evaluations annually from United Way staff and volunteers.
- Provide financials to be reviewed by United Way staff and volunteers.
- Depend on United Way's ongoing and consistent support, in addition to other funding sources.
- Make a measurable impact in our local community.



WHY THE COMMUNITY ACTION FUND IS IMPORTANT:

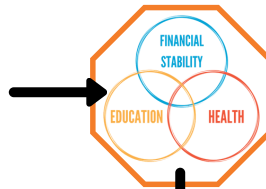
A gift to United Way's Community Action Fund allows you to help more people than a gift to a single nonprofit can. United Way staff look for gaps and duplications, so Community Action Fund dollars go to the needs everyone is aware of but also to the needs that are less obvious, but no less important. Our community's problems are interrelated, and only the Community Fund's diversity of programs work together to address the complex issues— in a way that no single agency, donor, volunteer, or sector of the community can do alone. United Way works to leverage resources, businesses, experts, and other service providers for short-term relief and long-term success.

THE BEST WAY TO *give back*

YOUR INVESTMENT AT WORK:



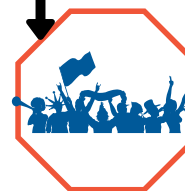
You give a gift to United Way of Sheboygan County to change the story for individuals and families.



Each year local programs focusing on education, health, financial stability and basic needs apply for funding.



Volunteers review program applications and make funding decisions, holding each agency accountable for the funds used.



Funding is invested in local programming, three Community Impact Initiatives, and additional supports to the nonprofit sector to meet community needs!



BENEFITS OF GIVING THROUGH UNITED WAY:

	Community Action Fund	Designated Agency
Funding stays local and is based on program performance, outcomes, fiscal responsibility, community needs and priorities.	✓	
Rigorous program oversight and support is provided by United Way staff and volunteers year-round.	✓	
United Way staff and volunteers engage closely with agencies to ensure program progress and success.	✓	
Opportunities exists for agencies to double donations through challenge grant matches sponsored by companies and foundations.	✓	
Through data analysis and impact management United Way identifies gaps in service, leading various Community Impact Initiatives.	✓	
Donate conveniently through workplace campaign and payroll deductions.	✓	✓
Donation is distributed directly to nonprofits.	✓	✓