2019 Campaign Coordinator Guide

10,000 INDIVIDUALS ON THE PATH TO STABILITY IN 10 YEARS.

Brown County United Way

GIVE. ADVOCATE. VOLUNTEER.
We are honored and humbled to have been asked to co-chair the 2019 Brown County United Way campaign. We are proud to represent Pomp’s Tire Service and Brown County United Way. We know that a healthy community is one where people step up to help each other, especially when times are difficult. Since the 1970s Pomp’s Tire Service has been running a workforce campaign in an effort to help make our community strong and healthy.

In Brown County one in three households lives below a basic cost of living threshold. ALICE (Asset Limited, Income Constrained, Employed) is striving for financial stability, but faces complex barriers.

This year’s campaign theme is Destination Stability – a reminder of our goal of 10,000 individuals on the path to stability in 10 years. But that journey is often bumpy for those who are on it, and we need everyone in our community to step up and “pave the path.”

We must work in a UNITED WAY – giving, volunteering and advocating – to help ensure everyone has the opportunity for a bright future. And based on our 40+ years of working with the United Way, we know that the United Way gives us the best chance of success.

1. Brown county United Way partners with the agencies in the community that move the needle by providing direct program support.
2. Brown County United Way invests in innovative initiatives like community schools that have a huge impact by providing neighborhood-based solutions.
3. Brown County United Way is deepening its understanding of the needs of the community so it can inspire change.

Thank you for the gift of your time and passion to serve as your company’s campaign coordinator. Your efforts are essential to helping us realize the dream that everyone will have the opportunity to attain optimal education, health, financial wellbeing, and connection to the community – the basis for achieving stability.

Sincerely,

Paul Wochinske  
President  
Pomp’s Tire Service

Jim Wochinske  
CEO  
Pomp’s Tire Service
Thank you for being a leader, volunteer and advocate for Brown County United Way and for our communities. As an Employee Campaign Coordinator, your extraordinary generosity and commitment make a positive difference in thousands of lives. We are fortunate to have people, like you, working together who recognize that the future of our region is dependent on us working together to help stabilize neighborhoods and communities that are not thriving as they could be.

As United Way’s liaison to your workplace, you help us tell our story and bring our work to life for people in your organization. Our employee giving campaigns remain our largest source of fundraising and allow us to provide critical resources in education, financial stability, health and basic needs to the households and neighborhoods that need them the most. That is how we make change. More importantly, YOU are how we make change.

Whether you have been an Employee Campaign Coordinator for several years or this is your first time, this guide will give you helpful tools and tips to engage your colleagues around our shared goal. Your Brown County United Way Campaign Manager, Maria Hinnendael, will serve as your partner and support system throughout the campaign—don’t hesitate to reach out to her with any questions you might have.

We thank you for your leadership, your energy and your support!
5 THINGS YOU NEED TO KNOW ABOUT BROWN COUNTY UNITED WAY

1. Brown County United Way unites people, ideas, and resources to create community solutions that strengthen every person and every community in Brown County.

2. We embrace the dream that everyone should have the opportunity to attain optimal education, health, financial wellbeing, and connection to community. These are the foundational elements that all individuals and families need to achieve stability – and in turn, transform the community.

3. In Brown County, 1 in 3 households struggles to make ends meet.

4. During 2018, 35 Brown County programs received United Way support, helping more than 80,000 people attain an education, access healthcare, be financially secure, and connect to their community.

5. In 2018, we announced a new community goal: **10,000 individuals on the path to stability in 10 years**.

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HOW DOES UNITED WAY DRIVE IMPACT OR CHANGE?

When you give to United Way, you are contributing to a system of support that helps people live more stable lives.

We leverage all of our organizational resources, hundreds of volunteers, and deep local partnerships to achieve lasting change.

Through direct program support, impact initiatives, and advocacy efforts, we work to ensure that individuals and families living below the ALICE* Threshold have a fighting chance not only to survive, but also to thrive.

*ALICE stands for Asset Limited, Income Constrained, Employed.
**EMERGING LEADERS**

Emerging Leaders members form a community of young professionals who are philanthropically engaged, network with other young professionals, learn new skills and overall, benefit the communities in which they live. Our mission is to create a network of young community leaders who will actively invest their time, talents and financial resources in our community.

Emerging Leaders efforts are aligned to the Brown County United Way’s fight for ALICE – focusing to support character and career development in local elementary classrooms through mentorship. Each month there are new opportunities for members to engage in the local classrooms, volunteer events, community and networking opportunities.

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**RETIRE UNITED**

Retire United invites retired or soon to retire individuals who recognize the important role volunteerism and philanthropy play in strengthening our community. They join forces to make lasting impact through Brown County United Way and its dedication to ALICE. Our mission is to support the basic needs and educational development of children in ALICE families. Retire United members recognize the value of staying connected to the community in retirement, building a network outside of the workforce and continuing to support those struggling in Brown County. Most recently Retire United raised more than $4,000 dollars to provided ALICE families with summer learning kits filled with educational games, outdoor play items, creative learning resources and more for students who may not have access to summer programming. We are currently seeking interested volunteers to join our planning committee for 2018-2019.

To learn more or to get involved in Emerging Leaders or Retire United, contact Justice@BrownCountyUnitedWay.org via email or by phone 920.593.4781.
HELPING THE ENTIRE COMMUNITY

Your support matters to so many in our region. It’s life-changing. It’s everything. Thank you!

KEY NUMBERS AND WEBSITES

- Contact Campaign Manager Maria Hinnendael at 920.593.4782 or Maria@browncountyunitedway.org if you have any questions.
- Go to [http://www.browncountyunitedway.org/campaign-toolkit/](http://www.browncountyunitedway.org/campaign-toolkit/) to get all of the materials you’ll need for a successful campaign.
- Visit [wisconsin.makingtoughchoices.org/](http://wisconsin.makingtoughchoices.org/) to take the Making Tough Choices challenge and put yourself in the shoes of a typical ALICE family.
ATTEND

- Attend United Way Employee Campaign Coordinator training

MEET

- Meet your United Way representative to develop a campaign strategy
- Meet with your top-level management and confirm a commitment
- Ask for time for you to coordinate campaign
- Send an email from the CEO endorsing the campaign
- Ask management to speak at employee events
- Allocate time and budget for campaign-related activities and incentives

ESTABLISH

- Establish a campaign goal
- Establish a committee (if needed)
- Make sure to include representation from all areas of your organization
- Recruit people who believe in United Way and will help others get excited about the campaign
- Establish a campaign timeline
**SCHEDULE**

- Schedule a United Way or agency speaker
- Schedule a volunteer project
- Schedule an agency tour

**DEVELOP**

- Develop a campaign plan
- Identify the culture of your company and choose strategies that are tailored to your corporate culture
- Review the strengths of past campaigns and establish a challenging campaign goal with your CEO that focuses on potential
- Look at previous participation levels in the campaign to find gaps and opportunities
  - Have you included all locations, shifts, part-time employees, retirees, divisions and labor unions?

**PRO TIP: HAVE FUN!**

That's right– a key ingredient for a successful campaign is to set an upbeat mood. The more fun you have getting ready for the campaign, the more fun employees have during the campaign.
KICKOFF

Launch your campaign with a kickoff rally. Having an in-person event that generates great enthusiasm to start your campaign is an effective way to launch a successful campaign.

Be sure to include the following:

- Play the United Way campaign video
- Attain CEO and labor-leadership endorsements
- Include a United Way agency speaker or an employee testimonial
- Include refreshments, snacks and a way for the employees to unwind
- Most importantly, ask your employees to make a pledge during the kickoff

PROMOTE/EDUCATE

- Promote the campaign throughout the duration of the campaign
- Offer agency tours to your employees
- Place United Way campaign posters and rack cards at key places throughout the building
- Incorporate incentives for certain giving levels
- Use your company intranet, email or voicemails to pass along information about United Way to all employees
- Update employees on campaign status and other campaign information
- Update/communicate with United Way staff on new stories or approaches that can help with promotion
MAKING THE ASK

United Way research shows that a peer-to-peer ask is the most effective way of receiving a pledge. Sincerely communicating your commitment to supporting the community through United Way really does make a difference.

- Get the donor’s undivided attention
- Start the discussion on a positive, friendly note
- Explain the purpose of your visit
- Find out what they know about United Way
- Explain the purpose of United Way and why you support it
- Bring United Way materials and be prepared to explain them
- Share a personal story, success story or United Way facts

ASK FOR A PLEDGE

- With new givers, ask for a first-time gift
- For annual givers, encourage an increase
- Consider asking for a specific increase, such as a dollar more a week or pay period, or a certain percentage more
- Remember, you are not asking for yourself; you are asking on behalf of someone who needs help
- Answer questions and handle concerns
- Know our materials and answer questions honestly - never guess (if you don’t know the answer, let the donor know you will find out, and follow up with your United Way representative)
- Recognize that some donors have real concerns; people have a right to feel good about their gift
- **Say thank you**
- Regardless of what the donor decides, thank them
- People like to know their gift is appreciated
LEADERSHIP GIVING CAMPAIGN

Leadership givers contribute an annual gift of $1,000 or more. Incorporating a Leadership Giving campaign is one of the best ways to increase the success of your campaign.

- Hold a special event just for Leadership Givers (BONUS: have your executive team at the event)
- Ask Leadership Givers for their support prior to the start of campaign (this allows company leaders to set the pace for the campaign)
- Have your CEO or Leadership support team make one-on-one requests (in addition, have them send personal thank-you letters)
- Visibly recognize your Leadership Givers

PRO TIP: VOLUNTEERING IS THE BEST WAY TO CONNECT TO THE CAMPAIGN

We’ve seen it hundreds of times—people feel more strongly connected to United Way when they volunteer. It is a great way to motivate and promote team-building.
Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization. Here are some examples:

**Be a Superhero**

This theme is a fun way to make individual employees feel special by recognizing them as “superheroes”. When you give your time or donate to United Way, you truly make a “super” difference in our community!

- Have senior management dress up in superhero costumes for your rally
- Participate in volunteer projects that will make employees feel like superheroes

**Mardi Gras**

Unmask the possibilities of helping people through United Way

- Have a Fat Tuesday potluck
- Decorate the office in green and purple
- Encourage people to wear mardi-gras masks
**We Love the 80s**

Party time! Celebrate your employees’ memories of the ‘80s while having a fun campaign sprinkled with lots of laughter.

- Hold an ‘80s movie marathon as an incentive
- Have a “worst ‘80s outfit” contest

**Green Bay/ Green Bay Packers**

What better theme than our hometown!

- Request a Green Bay Packers Football
- Hold a Green Bay Packers tailgate kick off
- Use gift cards from local restaurants as incentives

**Vegas**

Use the popular slogan, “What happens in Vegas stays in Vegas” to put a fun twist on United Way’s message of “What’s raised in Brown County stays in Brown County”.

- Have a decorating contest among departments— whoever does the best Vegas theme wins!
- Play e-bingo during the campaign
- Set up a mock roulette wheel at your rally and let employees try their luck
ACTIVITIES

Including fun games or activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign. You can pair these up with your campaign theme or use them on their own.

- Wastebasket shooting contest
- Indoor mini golf
- Relaxation day
- Penny wars
- Tricycle races
- United Way trivia
- Chili cook-off
- Bake sale
- Baby photo contest
- Casual dress days
- United Way crossword or bingo
- Themed basket raffle
- Executive (fill in the blank) for a Day: Everyone who donates gets to vote for an executive. The executive with the most votes gets to: wash a raffle winner’s car, wear a hot dog suit to work for a day, or switch offices!

PRO TIP: TAKE PICTURES!

Be sure to take lots of photos throughout your entire campaign and send them to us! These will be shared on social media and entered into our Best Campaign Photo contest that is announced at our Annual Meeting.
INCENTIVES

Incentivize employees in a variety of ways:

- By individual participation: Anyone who attends a rally is entered to win a door prize or drawing
- By timeframe: Anyone who contributes by a certain day is eligible for a prize/drawing
- By increase: Anyone who increases their gift over the previous year by ___% is eligible for a prize
- By gift level: Anyone who gives ___ dollars or more is entered into a special drawing
- By company goal: If the company achieves ___% participation, employees can wear jeans on Friday

Incentive ideas:

- Pizza party
- Build your own Sundae Party
- Office cookout: have management cook and serve food
- Open soda and candy machine
- Use of company suite at event
- Company coupons: Casual day (jeans day), Flee @ 3 (leave work early), Call in Well day (day off), Sleep in Late (arrive late), long lunch (extended lunch hours)
- T-shirts, sweatshirts or company gear
- Special parking spot
- Gift certificates: gas, oil change, car wash, hotel stay, restaurant
- Sports/show/movie tickets
- Lottery tickets
SAYING THANKS

Saying “thank you” is one of the most important parts of your campaign. People want to feel appreciated when they’ve done something positive. Here are a couple of ways to show how important they are to the success of the campaign:

- Draft and disperse a thank-you letter from the CEO or management
- Hold a special thank-you breakfast or luncheon
- Feature a list of givers on company intranet, newsletter or by email
- Send a thank you e-card
- Leave a balloon at their desk or chair to recognize their important accomplishments
- Recognize with a sticker or pin
- Send them a thank-you candy gram:
  - Pack of gum: Thanks for “chewing” to give!
  - Chocolate chip cookie: Thanks for “chipping” in for United Way!
- Continue to show impact. A United Way donation keeps giving throughout the year. Communicate simple messages, stories or links throughout the year so donors feel their gift is helping all year long!
POST CAMPAIGN NEEDS

What goes on after the campaign is almost as important as what goes on during the campaign. This is the way to make people feel good about their donation, and keep a positive impression so that next year they are more eager to participate.

Collect:

- Collect all cash, checks, pledge cards and other gift information.

Tabulate:

- Tabulate results and submit a campaign report envelope to your United Way representative.

Call:

- Call or email your United Way representative to pick up your sealed campaign report envelope. If employees turn in their pledge card after you’ve sent your envelope, just give us a call. We’ll bring you another envelope and pick up new cards.

Congratulations:

- Pat yourself on the back. What you did is extraordinary. What you did is making a real difference in our community. You are the unsung hero in our community who is doing so much to help people. Thank you very much!
BROWN COUNTY UNITED WAY

TOP 25
Most Generous Workplaces in 2018

Schneider
Schreiber
Associated Bank
Wisconsin Public Service
Humana
Georgia-Pacific
P&G
Green Bay Packaging
GREEN BAY PACKERS
Give Back
Bellin Health
SHOPKO
Festival Foods
Pomps TIRE SERVICE, INC.
tweetarot
Ameriprise
Auto & Home Insurance
KI
Foth
Green Bay Area Public School District
WIPFLi
UnitedHealthcare
Schenck
United Bank
BelGioioso
Quality Never Stops
RGL logistics

GIVE. ADVOCATE. VOLUNTEER.

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