

BROWN COUNTY UNITED WAY ECC TRAINING 2020


Workplace Campaigns During
Covid-19

AGENDA

1. Mission and Impact of Brown County United Way
 2. 2020 Campaign Overview
 3. How to Campaign in 2020
 4. Questions / Discussion
 5. Close / Action Steps
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MISSION STATEMENT

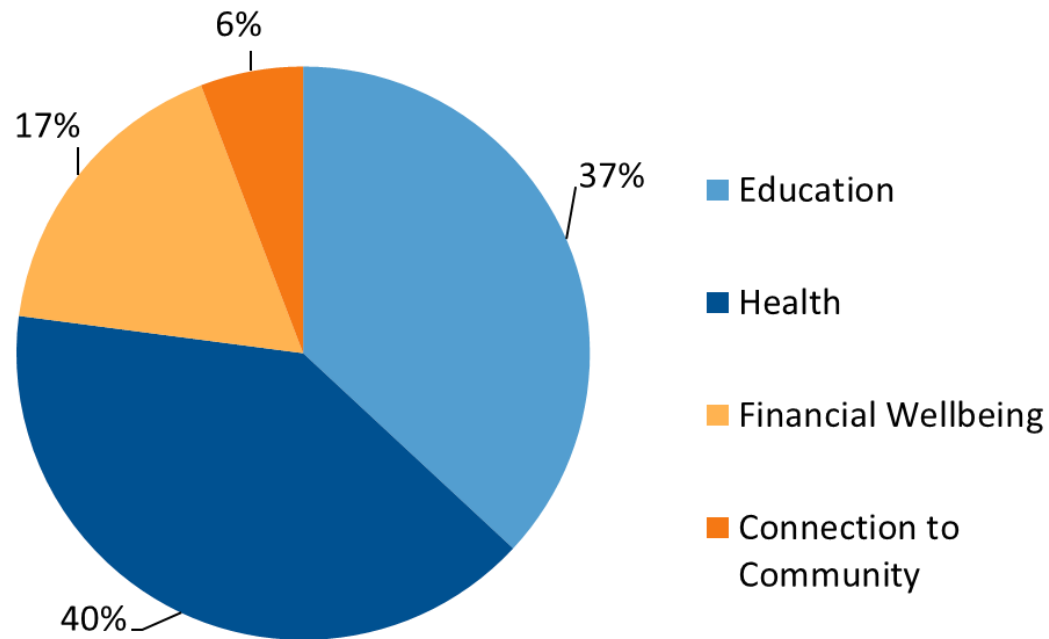
Brown County United Way unites people, ideas and resources to create community solutions that strengthen every person and every community in Brown County.






WE STRIVE FOR AN INCLUSIVE COMMUNITY WHERE ALL INDIVIDUALS CAN MEET THEIR BASIC NEEDS AND HAVE EQUAL OPPORTUNITY FOR STABILITY IN THEIR HEALTH, EDUCATION AND FINANCIAL WELL-BEING.

PROGRAM INVESTMENT



- ▶ **AIM:** to support existing programs that address immediate needs
 - ▶ Serves those currently lacking stability in basic needs / pillars
- ▶ **ACTION:** Currently 23 programs supported by BCUW funding

OUR IMPACT – 2019

- ▶ Helped to provide housing and shelter, tutoring, budget counseling, or legal assistance to nearly 3,200 individuals
 - ▶ Provided 5,000 individuals and families physical and mental healthcare/counseling
 - ▶ Mentored and made available after-school enrichment for more than 2,500 youth
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IMPACT INITIATIVES

- ▶ **AIM:** addressing the systemic causes of instability
- ▶ **RESEARCH:** listening to community's strengths and areas for growth, statistical analysis of needs
- ▶ **ACTION:** neighborhood-specific projects optimizing strengths to remove barriers to stability




OUR IMPACT – 2019

- ▶ Began neighborhood research to understand how to use community strengths to develop targeted initiatives
- ▶ Continued work in four target neighborhoods
 - ▶ supporting the opening of Howe Community School
 - ▶ made \$80,000 available for neighborhood partnerships
- ▶ Responded to over 7,000 requests through 2-1-1 program



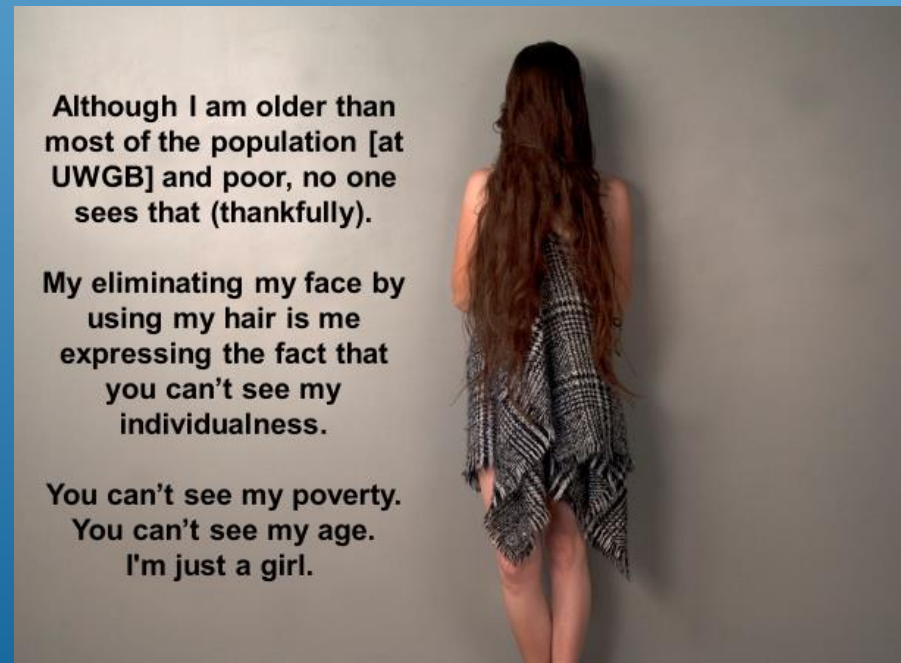
ADVOCACY

- ▶ **AIM:** to represent the unheard voices in Brown County, bring top-down change
 - ▶ **ACTION:** We call on policy makers, business leaders, and community leaders to act for stability in our community
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OUR IMPACT – 2019

Advocacy

- ▶ Began our Voice of ALICE research to better understand the needs of those who are ALICE

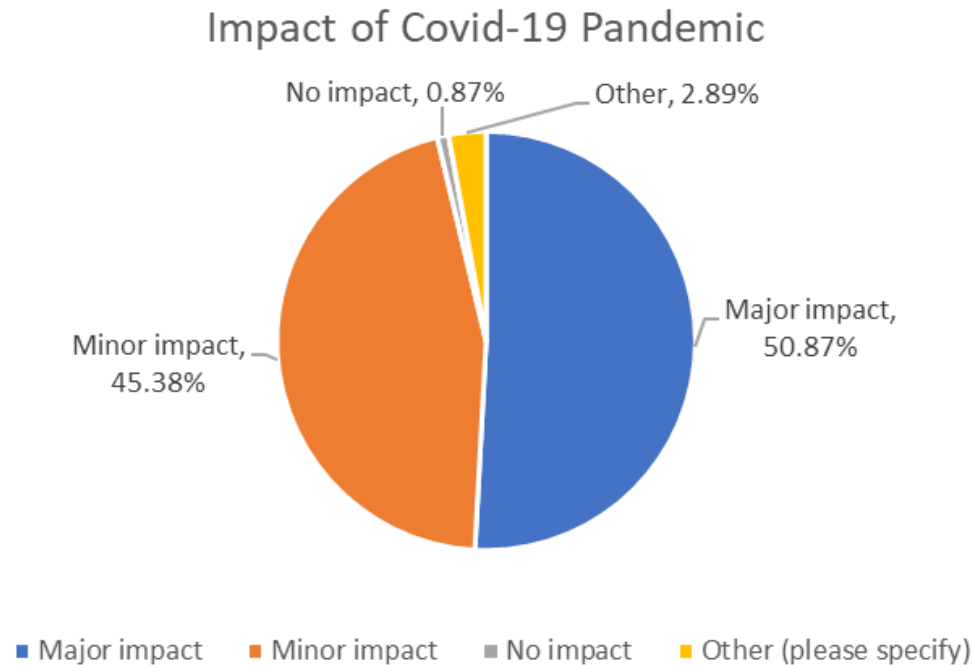


ALICE



- ▶ The cost of living is increasing for ALICE households.
- ▶ Worker vulnerability is increasing while wages stagnate in ALICE jobs.
- ▶ The number of ALICE households in Wisconsin has increased.

COVID-19 SURVEY



- ▶ Our community survey revealed Covid-19 having a major impact on the lives of 50% of Brown County
- ▶ Nearly 25% lost employment income
- ▶ More than 1 in 3 were concerned someone in their household would lose employment

2020 CAR PROMOTION



2020 Subaru Impreza – Donated by Bergstrom Automotive



LIVE UNITED T-SHIRTS

2020 CAMPAIGN MESSAGE

WE FIGHT FOR THE 1 IN 3

THE 1 IN 3
FAMILY MEMBERS who struggle to afford daily medication

THE 1 IN 3
FRIENDS who must forgo food to fix a flat tire

THE 1 IN 3
NEIGHBORS who are one unplanned medical bill from missing rent

WE FIGHT FOR BROWN COUNTY
UNITE BROWN COUNTY

- ▶ 1 in 3 households in Brown County are ALICE or in poverty
- ▶ ALICE stands for Asset Limited, Income Constrained, Employed
- ▶ We fight for the individuals and households that face instability every day.

A MESSAGE FROM 2020 CAMPAIGN CHAIR – DR. ASHOK RAI (PREVEA HEALTH)





AWARENESS



ENGAGEMENT



EMPLOYEE PLEDGES

WORKPLACE CAMPAIGN PRIORITIES



Brown County United Way

RUNNING A
CAMPAIGN IN 2020

AWARENESS – “WHAT”

Marketing Materials

- ▶ Use BCUW Marketing Materials in office and internal communications

Talking Points

- ▶ Give out BCUW talking points to managers to regularly remind employees either in person or remotely

Recorded Messages

- ▶ Videos from CEO, employees, or BCUW (Marketing Materials)

AWARENESS – “HOW”

**Remember
to include
pledging
information!**

Regularly Scheduled Meetings

- ▶ Share about campaign using talking points, or share a video about BCUW and your campaign

Employee-Employee

- ▶ Use talking points to discuss supporting BCUW with your team or co-workers

Special Events

- ▶ Use talking points, videos, or BCUW speaker at your event

ENGAGEMENT

Messaging

- ▶ will drive tone of engagement / campaign goal

Events

- ▶ Big or small, in person or remote, are a reminder that by supporting BCUW we are supporting and connecting with one another
- ▶ Keep the campaign fun!

ENGAGEMENT – EVENTS

Workplace Sales

- ▶ Stagger people in waves to reduce contact
- ▶ Consider using a remote payment system

Auctions & Raffles

- ▶ Run online or on your company's internal communication network

<https://rallyup.com/>
**Free platform to run
virtual auctions!**

Golf Outings

- ▶ Good option to safely connect

<https://golfstatus.org/>
**Free platform for
virtual golf outings**

PLEDGING

E-Pledge

- ▶ Contact BC UW and we will set up a landing page and accounts for your employees

Paper Pledges

PDF Pledge Form

ASKING FOR CONTRIBUTIONS

Challenge

- ▶ Current events have had drastic effects on some businesses, employees, and communities that would normally give

Consider

- ▶ Focus on the need being greater than ever, more of our friends, neighbors, co-workers needing assistance
- ▶ If you can give, your gift is needed and making a difference
- ▶ Don't be afraid to ask

OPEN DISCUSSION

Workplace Changes

- ▶ How is your workplace different now?
- ▶ How has your communication with your team and coworkers changed?

Campaign Changes

- ▶ How have these differences conflicted with how you would normally run your campaign?

OPEN DISCUSSION

Best Practices

- ▶ Has your company established any workplace guidelines for campaign or other corporate events?
- ▶ Have you already begun solving some of the new challenges you face? If so how?
- ▶ Does anything you are doing/considering sound like it would be helpful to others?

Have you done virtual events before? What worked and what didn't?

THANK YOU!

REACH OUT WITH ANY QUESTIONS!

Seth Massot – Campaign Manager

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