



2023 Employee Campaign Manager Guide



Robyn Davis, J.D.
President & CEO of BCUW

Welcome to the 2023 Campaign season! In September 2016, we released the Wisconsin ALICE Report; estimating that one in three Brown County households struggles to make ends meet.

Brown County United Way announced in 2018 a new community goal: 10,000 individuals on the path to stability in 10 years. We are proud to be Living United and excited to have you champion the campaign this year to meet our goal.

MEET OUR STAFF



Rashad@browncountyunitedway.org
 Chief Operating Officer



Corrisa@browncountyunitedway.org
 Chief Philanthropy Officer



Cheryl@browncountyunitedway.org
 Chief Financial Officer



Sarah@browncountyunitedway.org
 Principal Strategist Community Investment



Jill@browncountyunitedway.org
 Impact Initiatives/Outreach Strategist



Holly@browncountyunitedway.org
 Program Investment/2-1-1 Strategist



Cierra@browncountyunitedway.org
 Communication/Engagement Strategist



SteveZ@browncountyunitedway.org
 Campaign Strategist



Victoria@browncountyunitedway.org
 Information Systems Strategist

Why United Way

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.



Did you Know...

Since 1925, Brown County United Way has been a leader in improving the quality of life in our community. For many years the majority of the dollars raised by Brown County United Way has helped support many area programs that serve our local population. Now, we have taken the next step in helping to ensure not only that those who face challenges or crises have access to important services, but that we are also working proactively to solve root causes of issues that perpetuate these situations.

WHAT TO EXPECT

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.

WHAT TO EXPECT

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.
- 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

Incentives	Company:	Phone:	E-mail/Site:
Packers Collectors Series Football	Green Bay Packers	920-569-7324	Application at: https://www.packers.com/community/donations Application must be completed at least 4 weeks before start of your campaign. Questions Julie Broeckel, Corporate Giving Coordinator, Green Bay Packers; broeckelj@packers.com
Kettle Corn	Poppin' Z Popcorn	920-336-2906	amy@popoinzgourmetpopcorn.com
Carmel Apples	Beerntsen's Candies	888-986-6937	https://chocolatecandies.net
Carmel Apples	Seroogy's (Say for your company campaign DO NOT say on behalf of UW)	800-776-0377	Seroogy's (seroogys.com)
Dilly Bars	Dairy Queen, Main Street (Riverside, East Side, and West Deperre have all helped during campaign)	920-435-0104	https://www.dairyqueen.com
Food Trucks-give a % back to campaign	Company:	Phone:	E-mail:
Woodfire Pizza	Oley's Pepperoni Cannoli	920-632-6185	
Mexican Food Truck	Taqueria Maldonado's	920-468-8730	newimage4me@yahoo.com (Camilo Maldonado)
BBQ Food Truck	Smoked to the Bone	920-639-7041	
Egg Roll Food Truck	Egg Roll Plus	920-371-8467	
Ethiopian Food Truck	Pay It Forward Ethiopian	920-664-1034	patojoyce@hotmail.com
Ice Cream Truck	Thibby's	920-737-2173	https://www.thibbys.com
Popcorn Truck	Carnival Time Popcorn (based out of Little Chute)	920-284-6903	CarnivalTime@newrr.com
Burgers/Hot Dog Food Truck	On The Fritz Concessions (based out of Appleton)	920-475-2102	onthefritzconcessions@gmail.com
Philly Sandwiches/Burgers	Philly's & York King of Philly's	920-857-3429	info@phillysandyork.com
Edible Cookie Dough	Dough Shoppe	920-425-3223	https://www.thedoughshoppe.com
Sandwich/Subs	Inferno Subs	920-205-6759	http://infernosubs.com

WHAT TO EXPECT

PROMOTE/EDUCATE

- Promote the campaign throughout the duration of the campaign
- 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

WHAT TO EXPECT

MAKING THE ASK

- 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
- 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
- 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
- Regardless of what the donor decides, thank them
- People like to know their gift is appreciated

WHAT TO EXPECT

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)

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 the United Way when they volunteer. It is a great way to motivate and promote team building.

THEMES

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization.

WHAT TO EXPECT

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:

Have lunch with them, wear a hot dog suit to work for a day, or switch offices/Parking Spots!

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
- Corporate match
- Company coupons (jeans day), Flee @ 3 (leave work early), Call in Well day (day off), Sleep in Late (arrive late)
- T-shirts, sweatshirts or company gear
- Special parking spot
- Gift certificates
- Sports/show/movie tickets

WRAP-UP

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!

WRAP-UP

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.
- Calculate 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.

Congratulate:

- 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!



AFFINITY GROUPS

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.

Forever 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. We are currently seeking interested volunteers to join our planning committee for 2022-2023.



To learn more or to get involved in Emerging Leaders or Retire United, contact Rashad@browncountyunitedway.org .