



Brown County
UNITED WAY

1925
to
2025
100
YEARS

2025 WORKPALCE CAMPAIGN GUIDE

Join us in our mission to unite people, ideas and resources to
co-create community solutions that strengthen every
person and every community in Brown County.



BCUW Team

Brown County United Way strategically invests time, dollars, and organizational resources to transform the Brown County community. Whether it is in support of nonprofit programs that directly serve households, public-private partnerships that serve local neighborhoods, advocacy solutions to address pressing needs, or building capacity for Brown County nonprofit organizations, our work is guided by community voices, data, and research.

Robyn Davis

President and CEO



Cheryl Cerrato
Chief Financial Officer



Rashad Cobb
Chief Philanthropy Officer



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Information System
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Community Investment



Holly Ladwig
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Lola Skenandore
HubCAP Community
Navigator



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Impact Initiatives/
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Harrison Thiry
Campaign Strategist



Robia Vang
Communication and
Engagement Strategist

BCUW IMPACT



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

We strive for an inclusive community where all individuals are able to meet their basic needs and have equal opportunity for stability in their health, education, financial well-being, and connection to the community.



In Brown County, we have amazing generous workplaces that support the overall health of our community. When individuals come together and commit to supporting the needs of Brown County, positive change happens.

Our team at Brown County United Way looks forward to partnering with you!

2025 BCUW CAMPAIGN PROCESS

1. Brown County United Way (BCUW) staff will reach out between July and August to discuss campaign dates, timeline and provide support.
2. Decide if your company would like to use paper pledge forms, e-pledge donation platform, or both! If you choose e-pledge, please note that BCUW needs a 3-week lead time to set up your company page.

3. Review the Campaign Toolkit located on the website here:
www.browncountyunitedway.org/get-involved/workplace-campaign/



The toolkit has campaign materials, template text to use for your company's messaging, videos and infographics showing the impact of giving!

4. Book the vehicle for your campaign! In 2024, Bergstrom has generously donated a 2024 Ford Escape. Rules for winning the vehicle are located on the website.
5. Schedule a time for BCUW staff to come share stories of collective impact! Depending on the priorities of your team, we can tailor the message to specific initiatives or other topics such as volunteering.
6. Brainstorm ideas of fun activities and/or ways to engage team members across your organization.
7. Share with our team any additional ways we can support your campaign! If you have events or activities planned, we would love to be a part of the celebration!
8. Once your campaign is planned, please know that the BCUW team is here to support you all along the way. When your campaign has ended, a BCUW staff member will reach to help you finalize all the details.

Thank you

for everything you do to support Brown County!



REMINDERS

01



Ask for Support

Our Brown County United Way team is here to support you! We truly appreciate the time you put into a BCUW Campaign each year.

02

Think Creatively

Each year we try to think of new ways to engage the community in the work. Share ideas and think about why you donate to various causes!



03



You make an impact!

Your time and commitment are truly valued! In 2023, BCUW raised over \$3,000,000 because of the generous support of our community!

EMPLOYEE ENGAGEMENT IDEAS

Food Trucks

These vendors give a portion of sales back to campaign. Mention “give back program” when booking.

Carnival Time Popcorn	920-284-6903	CarnivalTime@newrr.com
On the Fritz Concessions	920-475-2102	onthefritzconcessions@gmail.com
Philly’s & York	920-857-3429	info@phillysandYork
Dough Shoppe	920-425-3223	https://www.thedoughshoppe.com
Inferno Subs	920-205-6759	http://infernosubs.com
Oley’s Pepperoni Cannoli	920-632-6185	
Egg Roll Plus	920-371-8467	

Other Incentives

Berntsen’s Candies	920-437-4400	https://beerntsenscandies.com/
Seroogy’s Chocolate	800-776-0377	seroogys.com
Dairy Queen Dilly Bars	Contact local store	www.dairyqueen.com

Green Bay Packers Collector’s Series Football

Application can be found at <https://www.packers.com/community/donations>. This must be submitted at least 4 weeks prior to the start of the campaign on company letterhead. Do not advertise until approved. Questions: Julie Broeckel, Corporate Giving Coordinator, Green Bay Packers, 920-569-7324; broecklj@packers.com.

Activity Ideas

EMPLOYEE ENGAGEMENT IDEAS

Including fun games or activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign:

- Themed basket raffle
- Penny wars
- United Way trivia
- Chili cook-off
- Bake sale
- Casual dress days
- The executive with the most dollars in a jar _____ (performs karaoke, sits in a dunk tank, wears a silly outfit, etc.)
- Guest speakers, performers, classes, or events
- BBQ, Tailgate, or Picnic
- Day of Service
- Drawing for a day of PTO
- Team outings
- Fitness challenge
- Karaoke
- Polar plunge
- Dress up (or down) days
- Virtual events for employees at different locations or working from home

Activity Ideas

[illegible]

EMPLOYEE ENGAGEMENT IDEAS

Incentive Approaches:

- By individual participation: Anyone who attends a campaign event 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 receive a prize.

Incentive Ideas:

- Pizza party
- Corporate match
- T-shirts, sweatshirts or company gear
- Special parking spot
- Gift certificates
- Sports/show/movie tickets

Activity Ideas

EMPLOYEE THANK YOU IDEAS

When your employee campaign has ended, there are many ways to thank your team! Here are a couple of ways to show how important they are to the success of the campaign:

- Send a thank-you letter from the CEO or management
- Hold a special thank-you breakfast or luncheon
- Feature a list of givers on company website, newsletter or by email
- Send a thank you e-card
- Recognize with a sticker or pin
- Continue to show impact. Communicate simple messages, stories or links throughout the year so donors feel their gift is helping all year long!
- Invite the Brown County United Way team to come out and express their gratitude, as well as share overall impact stories.

Activity Ideas



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**THANK YOU FOR SUPPORTING
BROWN COUNTY UNITED WAY!**