

# UNITED WAY OF SOUTHWESTERN INDIANA

## 2022 EMPLOYEE CAMPAIGN CHAMPION GUIDE

# BE THE ONE



**WE ENVISION COMMUNITIES WHERE ALL INDIVIDUALS AND FAMILIES HAVE THE OPPORTUNITY TO ACHIEVE THEIR FULL POTENTIAL.**

# OUR PATHWAYS TO POTENTIAL



**Empowering Employment** - Empowering individuals with the resources needed to secure and maintain employment

**Mental Health** - Advocating for, and improving, mental health care access and awareness

**Thriving NextGen** - Equipping children and youth with skills to thrive, both socially and academically

**Social Stability & Growth** - Strengthening relationships that serve as a safety net (family & friends) and alliances that expand opportunities for growth

## WHY UNITED WAY?

United Way of Southwestern Indiana brings together nonprofits, volunteers, businesses, and dollars to activate change on a scale that no single organization can do alone. A gift to United Way is the most efficient and powerful way to help those in our community who are impoverished or struggling to make ends meet.

**A holistic approach** - United Way's new Pathways bring together the critical factors for improving upward mobility.

**Breaking the cycle** - Temporary measures focus on the short-term need (food, overnight shelter). To create lasting change, UWSWI is taking a long-term, comprehensive approach to break the generational cycle of poverty (living wage employment, social capital).

**Unified donations make a bigger impact** - Donations are unified to make a significant investment into a problem solving initiative, allowing for larger impact than single donations to one organization.

**Accountability** - United Way funded partners must demonstrate how they will achieve the stated goal, how the outcomes will be measured, and fiscal stability. A diverse panel of subject-matter experts develop the Request for Proposals and evaluate applications. Rest assured, your donations are invested wisely to catalyze the most change.

**We are more than a "funder"** - United Way's work extends beyond investing in local nonprofit partners and their initiatives. In addition to providing K-Camp (Kindergarten Readiness Camp) and Volunteer Income Tax Assistance, United Way also leverages its technology, financial, and human resources to secure additional aid for our community. We provide administrative and fiscal sponsorship of the Emergency Food & Shelter Program, Bridges Out of Poverty, Resilient Evansville, the Southwest Indiana COAD (Community Organizations Active in Disaster), and the former COVID-19 Crisis Response Fund of Greater Evansville.

**Local** - Your United Way donations stay right here in our community to help our neighbors. They are not sent to any other United Way location unless we are directed by the donor to do so.

# 2022 CAMPAIGN DIGITAL TOOLKIT



## 1. Campaign General Information

United Way Customizable Campaign Presentation  
2022 Workplace Client Template (for recording pledges and gifts)  
Campaign Posters  
Campaign Talking Points

## 2. Campaign Videos

Workplace Campaign Video  
:30 United Way Ad  
:15 United Way Ad

## 3. Campaign Forms (all editable PDFs)

Donor Pledge Form with fair share  
Donor Pledge Form without fair share  
Donor Option Form  
Corporate Pledge Form

## 4. Campaign Digital/Social Media Images (3 sizes)

## 5. Heritage Federal Credit Union Donor Incentive Information

Cash Giveaway Eligibility, Rules, and Guidelines  
Incentive Ads (3 sizes)

## 6. Event "Recipe" Book

Ideas and Plans for Campaign Events

## 7. United Way Logos (Horizontal and Vertical in RGB)

## 8. Sample Email Messages

## 9. Ways to Give (remind employees to include the company name)

Workplace - Payroll and checks  
UW Website - <https://www.unitedwayswi.org/give>  
Text **BeThe1** to 91-999  
Mail or email donor pledge forms to United Way

### ePledge: Take Your Campaign Online

ePledge is an online software that allows employees to pledge through a personalized website. You can include your company logo, leadership letters, and incentives.

*Contact Helen Zimmerman to get started on ePledge.*

# STEPS TO A GREAT CAMPAIGN

## 1. PREPARE

Plan your campaign in advance and recruit a strong team to lead your company's efforts.

- Set a campaign goal that your team and employees can rally around.
- Familiarize yourself with the Digital Campaign Toolkit, its contents, and this year's messaging.

## 2. INSPIRE

Help employees understand how their support can help us build a better community.

- Share campaign videos and message to connect employees with our impact.
- Schedule a virtual or in-person presentation with a United Way representative.
- Recruit company leadership to share why they believe United Way is important.
- Create fun special events or challenges to engage employees.



## 3. ASK

Encourage and ask everyone to make a donation, regardless of amount. Every dollar helps!

- Offer incentives or prizes.
- Remind employees of the Heritage Federal Credit Union \$10,000 Donor Incentive Giveaway.
- Ask leadership to set an example by donating.

## 4. SHOW APPRECIATION

Make sure everyone feels appreciated for their support and generosity.

- Share campaign accomplishments and progress toward your goal.
- Ask your CEO to thank participants in a special message to staff.
- Thank your hard-working campaign team.
- Celebrate your success!
- Broadcast your support by celebrating your success on social media and tagging United Way.

# POST-CAMPAIGN STEPS

## 1. REPORT RESULTS

- Submit final campaign report envelope to Resource Development as soon as your campaign is over.
- Check pledge forms to ensure they are filled out correctly.
- If you use non-United Way forms, provide all pertinent donor details. (Template in the Toolkit)
- Review the report envelope instructions and complete your company's information.
- Survey employees to determine what was useful.

## 2. PLAN FOR NEXT YEAR

- Identify next year's ECC and provide survey results and resources.
- Send your ECC's name and contact information to UWSWI for inclusion on the ECC mailing list.
- Include UWSWI information in the new hire packet to give them the opportunity to support our community.
- Stay in touch via our website and social media to see how your effort is building a better community!

# FREQUENTLY ASKED QUESTIONS

## Q. WHO DECIDES HOW DONATIONS ARE INVESTED?

**A.** United Way utilizes a diverse group of subject-matter experts to develop our Request for Proposals and evaluate applications. The Cabinet also monitors funded partners for impact toward the goal, stringent measurement of stated outcomes, and fiscal stability. Their charge is to invest donations into the most effective, innovative, and efficient initiatives creating long-term change in improving upward mobility.

## Q. CAN EMPLOYEES DONATE ONLINE?

**A.** Yes! Visit [www.unitedwayswi.org](http://www.unitedwayswi.org) and click Give Now or text the phrase BeThe1 to 91-999. Both methods will take you to a secure donation page where you can pay by credit card, debit card, PayPal or Apple Pay. Donors can set up a payment schedule.

## Q. DO YOU HAVE GIVING SOCIETIES?

**A.** We do! Our Leadership Giving Societies are crucial to the important, lasting work we do in the community. Each society level enjoys a unique set of benefits that are based on annual giving amounts.

- \$ 500+ - Young Leaders United (Ages 40 and under)
- \$ 1,000+ - Keel Club (Ensign \$1,000-\$1,499 | Captain \$1,500-\$2,499 | Commodore \$2,500-\$4,999 | Admiral \$5,000-\$9,999)
- \$10,000+ - Alexis de Tocqueville Society

To learn more, contact Helen Zimmerman, Resource Development Director.

## Q. HOW CAN EMPLOYEES GET INVOLVED?

**A.** United Way's annual Day of Caring is a fun, easy way to get involved and help our community. Volunteers may sign up individually, on a company team, or create their own team. A variety of volunteer opportunities are posted on our "Get Connected" website. You can choose the one that fits your interest and schedule. Find more information at [unitedwayswi.org/day-of-caring](http://unitedwayswi.org/day-of-caring).

## Q. IS THERE AN INCENTIVE AGAIN THIS YEAR?

**A.** Yes! Thanks to the generosity of Heritage Federal Credit Union, donors who meet the eligibility requirements will have the opportunity to participate in the \$10,000 Donor Incentive Cash Giveaway. New donors who pledge at least \$100 receive one entry. Returning donors who increase by \$100 will receive one entry. For eligibility information, rules, and guidelines visit [unitedwayswi.org/give](http://unitedwayswi.org/give). *NOTE: Award will be net of applicable state and federal taxes.*

## Q. CAN DONORS STILL DESIGNATE THEIR GIFT?

**A.** Yes. Donors may still designate their gift to a Pathway, a United Way program, another United Way, or a current Funded Partner, provided it is at least \$25. We encourage designations to one of the new Pathways, as it will be both a powerful and efficient investment in the area of your interest.

# THANK YOU!



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