

United is the Way We Grow Stronger Communities



2025 Employee Campaign Champion Guide



About United Way

United Way focuses resources on improving critical community issues so all can thrive.

After 100+ years of service, we know our communities' greatest challenges, how they are connected, and proven ways to bring people and resources together to address them. We make major investments that create major change for struggling, working families.

UNITED WAY PROGRAMS

VITA

VOLUNTEER INCOME
TAX ASSISTANCE

Free tax preparation and filing services for households with low-to-moderate income, persons with disabilities, and those older than 60 years.

K-CAMP

KINDERGARTEN
READINESS

4-week summer camp with fun, engaging activities to improve kids' literacy and social-emotional skills and help prepare them to start school.

AMPLIFY

COMMUNITY
BUILDING

Amplify! creates purposeful connections to lift up and understand the voice of marginalized communities.

IMAGINATION

LIBRARY
LITERACY

UWSWI administers Dolly Parton's Imagination Library to foster a love of reading among young children by sending them one book each month from birth until age 5.

Pathways to Potential

United Way SWI's issue-based, competitive grant process to address the root causes of poverty



- **Empowering Employment** – Empowering individuals with the resources they need to secure and maintain employment
- **Mental Health** – Advocating for and improving mental health care access and awareness
- **Thriving Next Gen** – Equipping children and youth with skills needed to thrive both socially and academically
- **Social Stability & Growth** – Strengthening relationships that serve as a safety net and alliances that expand opportunities for growth

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.
- Connect with the United Way SWI team to coordinate your campaign.

2. INSPIRE

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

- Share campaign videos and messaging to connect employees with our impact.
- Schedule a virtual or in-person presentation with a United Way SWI 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.
- 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

- If you use paper pledge forms, enter donor data into the Workplace Gift-Pledge Template. Include this with your campaign report envelope.
- For ePledge campaigns, run the final report and include it with your completed report envelope.
- Collect and scan any Donor Option forms. Include them with the Template and envelope.
- Review the report envelope instructions and complete your company's information.
- Submit final campaign report envelope to the Development Director when your campaign ends.
- 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. What is UWSWI's mission?

A. To unite resources to understand and address priority community issues.

Q. What does United Way do?

A. We focus resources on improving critical community issues so all can thrive. We accomplish that through **awarding grants** to local non-profits, serving as a **fiscal sponsor** for groups and organizations, **engaging** with our diverse community, **operating programs** that enhance literacy, and **advocating** for policies that ensure equity.

Q. How does United Way raise money?

A. We create a Campaign Cabinet of volunteers, including some of our Board of Directors members, who ask for donations from individuals, trusts/family foundations, and employees that participate in a workplace campaign. We hold a summer golf scramble as a fundraising event, and we seek grants from a variety of funders.

Q. What is your funding model?

A. UWSWI uses a single-issue funding model. All the money we raise supports non-profit groups and organizations helping people move forward on the path out of poverty.

Q. What's the benefit of giving to UWSWI?

A. After 100+ years of service, we know our communities' greatest challenges, how they are connected, and proven ways to bring people and resources together to address them. When you give to United Way of SWI, the power of your dollar is amplified. It's combined with other donations to generate an investment large enough to move the needle on complex issues like generational poverty. **Major dollars create major results that last!**

Q. What counties does UWSWI serve?

A. United Way of Southwestern Indiana serves Vanderburgh, Warrick, and Spencer Counties in Indiana. We can only raise money in these counties, and we can only fund organizations based in or who primarily serve the population of these counties.

Q. Can people designate money to a specific nonprofit organization?

A. No. Donors can choose to restrict their dollars to one of our four Pathways (Mental Health, Empowering Employment, Thriving Next Gen, and Social Stability & Growth) or one of our programs (Imagination Library, K-Camp, VITA, and Amplify!). We no longer pass money directly to other nonprofit organizations.