



Workplace Campaign Guide





Thank you...

for stepping up to inspire your team to make our community a better place. Thank you for being a champion of what Living United looks like. Our community is grateful to have someone like you advocating for equitable access to education, health and financial stability. Thank you!

- From all of us at United Way of Kenosha County

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What does United Way do?

United Way of Kenosha County (UWKC) is dedicated to creating a community where everyone has equal access to, and participates in, quality healthcare, education and financial resources.

We work to create opportunities for a better life for everyone by engaging people from all walks of life and inspiring action to help build a better community. It's all based on the simple belief that we are stronger and can have an even greater impact together than we could ever have alone.

By working together, we can all Live UNITED.

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Top reasons to give to United Way

1. Local giving, local results:

By sharing resources and expertise across our community, we can help make a difference in more lives while ensuring local donations remain invested in local programs and services. United Way of Kenosha County serves all 26 Kenosha County zip codes, spreading from Silver Lake to the City of Kenosha, and everywhere in between. Donations help make a difference right here where we all live, work, and/or play.

2. We focus on creating vital connections:

United Way of Kenosha County brings people together and inspires local action, connecting people who want to make a difference with organizations who know our community's needs best. We collaborate with local residents and partners to co-create solutions, stepping in where gaps exist and utilizing all of our unique strengths to build stronger, more resilient communities that we can all be proud of.

3. More of your money goes to where it should:

Through the work of dedicated community volunteers and numerous partnerships, United Way of Kenosha County is able to make a significant investment back into the community. We invest in local organizations that provide services in alignment with our strategic priorities. Funding requests are reviewed annually through a competitive grant process and vetted to best meet our community's needs.

4. It's easy:

You can choose the option (or options) that best suit your needs and that of your workplace. For example, payroll giving makes it easy and affordable. By giving a little each pay period, the sum of your (tax-deductible) donation is a benefit to you and the community. We also have online giving tools available, widening the variety of options available to help make your campaign a breeze. We are happy to help you find the giving option that works best for your team.

10 Steps to Improving Your Community Through a Workplace Campaign

1

Understand your workplace needs.

You know your team best! Our campaign guide serves as a resource, but ultimately, you choose what works best for you and your organization. Consider how best to reach your employees, what messages they will respond to and how to keep them engaged.



2

Brainstorm ideas.

We are happy to work with you to develop new materials and to energize your campaign in new ways. Let's bring your ideas to life!

3

Set a goal.

Where do you think your workplace campaign can grow: number of donors, number of payroll deductions, total number of dollars raised, or anything else? Set a goal, and unite your team behind it to drive motivation to reach that goal.



4

Build a team.

Running a campaign can be daunting. Find people on your team who can help you make your workplace campaign a success. Look beyond your organization's everyday leaders to find those seeking new ways to step up.



5

Engage leadership.

Senior management and other leaders can help inspire team members to join the cause. Utilize these individuals to help kick-start your campaign and set an example for others.

The number one reason people give for not donating: **“I was never asked.”**

6

Make the ask.

Asking people for their support is one of the most important, and often overlooked, aspects of fundraising. By making an ask, you give everyone the opportunity to support their community. For new donors, ask for a first-time gift. For annual donors, encourage continued support and an increased donation. See [page 16](#) for how to handle objections.



7

Share stories and impact.

Local stories help paint a picture of local impact. Share our stories ([page 7-8](#)) about the individuals and organizations that make up UWKC so your team can feel more connected. You can also create your own stories by sharing why people on your team give.



8

Have fun.

Engage your team through a variety of activities and incentives ([page 5](#)) to keep building that local love. If your team has more fun, you'll likely have more fun too!

9

Live UNITED all year round.

Outside of your standard workplace campaign, you can Live UNITED all year round through various volunteer opportunities or setting up additional giving initiatives.



10

Give thanks.

We are so thankful to have someone like you advocating for United Way of Kenosha County. Join us in thanking your team of donors for their continued support and gifts.

Your Campaign Calendar and Checklist

United Way campaigns generally take place over 1-2 weeks, but you can choose whatever length you find is best for your workplace. Always make sure you have a great campaign kick-off! Here is a sample timeline to guide your planning.

Sample Timeline:

- | | |
|--|--|
| <p>Step 1 Confirm campaign participation and determine who will serve as your primary campaign ambassador.</p> <p>Step 2 Meet with UWKC staff and campaign cabinet member to kickoff planning</p> <p>Step 3 Schedule your campaign timeframe, including a kickoff, UWKC presentation and other special events</p> <p>Step 4 Review last year's results and establish a clear participation or monetary goal.</p> | <p>Step 5 Compile campaign resources and update messaging</p> <p>Step 6 Launch your campaign, ensuring all employees have access to needed donor resources and pledge forms.</p> <p>Step 7 Keep campaign alive by sharing impact stories, and conducting special events.</p> <p>Step 8 Wrap-up by thanking donors, sharing results and photos and meeting with UWKC staff to evaluate for next year.</p> |
|--|--|

Your campaign checklist

There's a lot to planning a workplace campaign. Here is a sample checklist to help you stay organized and on track when coordinating your campaign.

Sample Checklist:

- | | |
|---|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Determine campaign ambassador <input type="checkbox"/> Meet with UWKC staff <input type="checkbox"/> Schedule campaign dates <input type="checkbox"/> Schedule UWKC presentation <input type="checkbox"/> Obtain pledge forms and materials <input type="checkbox"/> Review last year's results <input type="checkbox"/> Create campaign goal <input type="checkbox"/> Engage leadership <input type="checkbox"/> Attend UWKC Launch and Learn <input type="checkbox"/> Plan donor incentives or prizes <input type="checkbox"/> Hold kickoff event/send messaging <input type="checkbox"/> Monitor progress towards goal | <ul style="list-style-type: none"> <input type="checkbox"/> Recognize and remind donors <input type="checkbox"/> Share UWKC provided impact stories <input type="checkbox"/> Share why YOU give to UWKC <input type="checkbox"/> Capture and share photos <input type="checkbox"/> Communicate challenges with UWKC <input type="checkbox"/> Collect, record and submit all pledges <input type="checkbox"/> Follow up on any corporate contribution <input type="checkbox"/> Calculate and share results <input type="checkbox"/> Finish thanking and recognizing donors <input type="checkbox"/> Meet with UWKC to evaluate <input type="checkbox"/> Promote volunteer opportunities <input type="checkbox"/> Keep employees engaged year-round |
|---|--|

Event and Engagement Ideas

An important tip to running a successful campaign is to incorporate fun activities and events that engage everyone on your team. Here are a few ideas to get you on your way to planning your company's most exciting campaign yet.

1

Have A Jeans or "Spirit" Day.

Encourage team members to show off their spirit. Employees can make a donation to participate and compete for the wackiest outfit.

2

Compete in March Madness.

Create a March Madness-style bracket to stir up competition surrounding your campaign goal. Which department will come out on top?

3

Throw a Philanthro-PARTY.

Team parties complete with tasty treats, prizes and games have proven to be a fan-favorite when it comes to hosting campaign events.

4

Find a Fundraising Partner.

Restaurants, bakeries, and other shops can oftentimes host fundraisers for nonprofits. Partner with a local business that is willing to donate a percentage of proceeds from employee purchases back to United Way.

5

Decorate to Win.

Host a decorating, or a photo, contest where participants can donate to submit an entry. Then they can get to work decorating their cubicles, doors, offices, pumpkins, or anything else you decide on.

Use social media

Social media can help bring your campaign momentum. Share pictures along with your highlights and results, so all of us can join in on your FUNdraising!



For more ideas like these, check out the complete directory of Workplace Campaign Resources, including our "Little Campaign Book of Fun Ideas," by visiting the United Way of Kenosha County website: <https://www.kenoshaunitedway.org/united-way-workplace-campaigns>

Digital Resources and More

We're here to help you make your workplace campaign a success. The following digital resources, including activities, flyers, handouts and more, can be used to teach your team about United Way as well as keep them engaged with our mission.

1

Impact Stories

These sharables highlight the impact UWKC has in Kenosha County, including our volunteers and our partner nonprofits.

2

Trivia

Who's the United Way of Kenosha County expert on your team? Find out by playing a fun, challenging round of trivia.

3

BINGO

Bring your team together by explore the ways one could Live UNITED right here in Kenosha County though UWKC Bingo.

4

Walk with ALICE

This virtual activity provides real life examples of difficult budget situations to portray the struggle of ALICE families and individuals.

5

Stickers

Sticker templates can be printed off for use during Jeans Day or to display on hardhats and other wearables during your campaign.

6

A Day in the Life of a Donation

Explore the vital programs and services available in Kenosha County – all made possible by donations made to United Way.

7

Your Dollar's Impact

Your contributions add up to big wins for your local community. Here's a look at the impact your gift can have in Kenosha County.

8

Annual Report

Check out the work that goes into one year at United Way of Kenosha County. Read complete summaries of local programs and our impact.

9

Canva Templates

Customize your campaign! Canva is a free, web-based design software. Highlight your campaign goal, donors and more.

10

Campaign Video

Add video segments to your campaign announcements and communication or request a personalized message from UWKC.

The following pages in this document showcase these resources in more detail. If you think something is missing, or have an idea for a resource that would be beneficial to you, please contact Marisa Markowski at mmarkowski@kenoshaunitedway.org. We will try our best to meet your needs!

Impact Stories

The following sharables highlight the impact UWKC has in Kenosha County, including our volunteers and our partner nonprofits. When you share these stories with your team, you help share how our community Lives UNITED everyday.

KENOSHA LITERACY COUNCIL (KLC)

KLC is made up of teachers, learners, tutors, volunteers and donors who work together to improve adult literacy in Kenosha County because literacy is a basic human right and the foundation for lifelong learning.

In 2021, UWKC supported the expansion to 1,103 language class/tutor sessions for 707 KLC students. Most of KLC’s students (79 percent) are learning English as a second language but others (21 percent) are American-born, English speaking students. KLC teaches reading, writing and speaking skills to adults and families so they can achieve financial independence, good health and greater involvement in our community.



BeLEAF SURVIVORS



In 2021, BELEAF Survivors provided abuse awareness lessons to 2,413 Kenosha Unified School District (KUSD) Students through their program S.C.A.N. (Stop Child Abuse and Neglect). SCAN teaches children to recognize abusive situations and to understand that abuse needs to be reported right away to trusted adults.

SCAN teaches children lessons like abuse is never a child's fault and that all children are special and have a right to feel safe and be safe. They envision a world where all children grow up in safe environments free from abuse.

JUSTUS WILHOIT

Justus Wilhoit ignites youth-led community service. In looking back on his high school experience, Justus Wilhoit notes Youth As Resources as one driving force behind his success. He served in leadership positions on the YAR Board for three years, and in his role, he not only helped award funding to youth-led community service projects, but he also sought opportunities to connect students from all grade levels to better our community.



ANITA GODINA

Anita Godina creates excitement for learning. When Anita needed to complete service hours for her professional psychology program at Bellevue University, she turned to United Way of Kenosha County. Through UWKC's partnership with Kenosha Unified School District, Anita was able to complete the Readers Are Leaders Training and jump right in to working with small groups of kindergarten students on numbers, letters and sight words. Her favorite part of the experience was being able to get excited about learning with each student.



SUE MIELKE

Sue Mielke brings friendship to tax prep. For close to 20 years, Sue has served as a dedicated Volunteer Income Tax Assistance (VITA) volunteer. In her work, she helps Kenosha residents get the most out of their tax returns, with the expert training and knowledge to break taxes down to be understandable and doable. Several returning clients have utilized VITA services for 10+ years, so when they walk in for their appointment and work with Sue, it is like running into an old friend – comforting and cheerful.



In addition to the Workplace Campaign Resources page, more stories can be found on our blog. Explore more UWKC happenings, by visiting: <https://www.kenoshaunitedway.org/news>.

Did you know? United Way of Kenosha County Trivia

The following 12 questions can help teams learn more about United Way of Kenosha County, including our history, impact and variety of programs.

Instructions

These trivia questions can be used in both in-person and virtual campaign meetings. The multiple choice questions present two possible answers, with the bolded answer being correct.

Challenge your team to see what they know about United Way of Kenosha County and help others grow their curiosity.

Have some fun! See who knows the most. Ask trivia questions to your team. Get answers correct to stay in the game. Who's still standing at the end?

Questions

1. How many zip codes are in Kenosha County, which are all served by United Way of Kenosha County?

- 26
 19

2. How many local nonprofits were granted funding for the 21-22 Community Investment Awards?

- 16
 22

United Way of
Kenosha County



3. What percent of children in our footprint are living in families that are one financial setback away from falling into crisis – this is the ALICE (Asset Limited, Income Constrained, Employed) population?

- 7%
 30%

4. What grade do students need to be reading on grade level in order to stay on track to graduate high school?

- 5th Grade
 3rd Grade

5. When did United Way first come to be in Kenosha County?

- 1923
 1975

6. How much money is granted annually to youth-led service projects through Youth As Resources?

- Roughly \$5K
 Roughly \$3K

7. How old must children be to be eligible for Dolly Parton's Imagination Library?

- 0-5 Years Old
 2-7 Years Old

8. How many tax returns were completed by United Way's Free Income Tax Assistance (VITA) program in 2021?

- 963
 873

9. What is United Way's newest giving initiative?

- 365 Small Business Giving Circle
 Give United

10. How many hours did students and tutors read together through Readers Are Leaders during the '21-'22 school year?

- 365
 346

11. What is the number to call to connect with United Way services?

- 988
 211

12. What are the top three needs in Kenosha County, as identified through calls to 211?

- Food Insecurity, Housing, Education
 Healthcare, Housing, Substance Use

Just for fun! United Way of Kenosha County Bingo

United Way of
Kenosha County



RULES

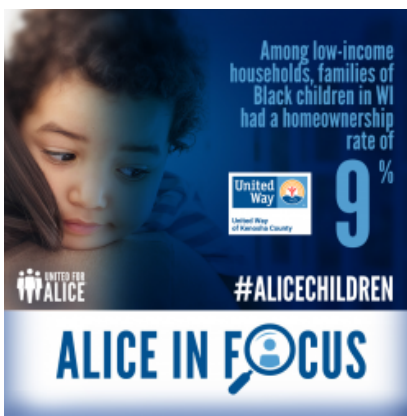
United Way BINGO brings teams together by exploring the ways someone can exemplify Living UNITED in our community.

1. Find someone on your team who has Lived UNITED by doing what is listed in the square, write their name in the space in the square.
2. Complete as many squares as possible.
3. First one to fill in five squares vertically, horizontally, or diagonally should submit their form to the assigned workplace campaign coordinator for a chance to win a prize.
4. Continue to Live UNITED.

Served as a United Way community investment committee member	Donated new socks to ELCA's Socktober Supply Drive	Has visited UW's webpage: kenoshaunitedway.org	Mentored a young student at Big Brothers & Big Sisters	Attended a Building Unity in CommUNITY EDI Workshop
Attended a Community Conversation hosted by Building Our Future	Helped build homes while volunteering for Habitat for Humanity	Tutored a student through Readers Are Leaders	Donated food items and supplies to a food pantry: Shalom Center or Sharing Center	Am a loyal UW contributor (someone who has supported UW for 5+ years)
Tutored a language learner at Kenosha Literacy Council	Delivered a meal to someone in need through KAFASI's Meals on Wheels	FREE SPACE THANK YOU FOR LIVING UNITED!	Donated holiday gifts to a family or child at Women and Children's Horizons	Helped someone file their taxes or have gotten their taxes done through VITA
Read to a classroom during the Read Across Kenosha one-day literacy event	Is interested in volunteering for United Way in the future	Told someone about calling 2-1-1 or has called 2-1-1	Assisted with the planning of a United Way Workplace Campaign	Has received or knows someone who has received free books through Dolly Parton's Imagination Library
Plans to attend or has attended UW's booth at Kenosha Harbor Market this year	Donated to United Way or another local nonprofit	Attended a UW campaign presentation at which a representative or agency spoke	Enjoyed activities at Columbus Park's Born Learning Trail	Volunteered in the community during UW's Day of Caring or Day of Action

Try it out Virtual Walk with ALICE

United Way of
Kenosha County



Take A Walk In My Shoes

Take a Walk In My Shoes is a game to experience real life examples of the difficult budget decisions some of us have to make each month. Even when you are working hard, the world can throw you curveballs that change your life in an instant.

1. Use your cell phone or an internet browser on your computer to complete the following activity.

2. Open your browser of choice and visit:
<http://wisconsin.makingtoughchoices.org/>

4. Read the instructions and select CONTINUE to begin exploring real life decisions

5. In each prompt, you will be asked to select one of three options from different sets of challenges.

You will be asked to make tough choices or take a risk because just as in real life, random events happen.

6. Continue walking with Alice through the entire journey

7. When you are complete, close your browser or begin the journey again to explore alternative options.

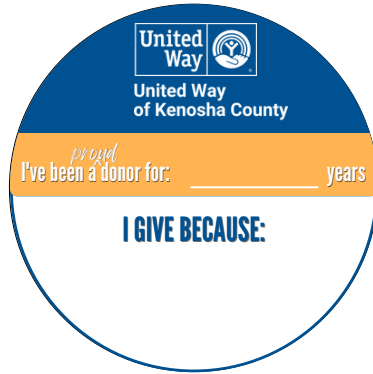
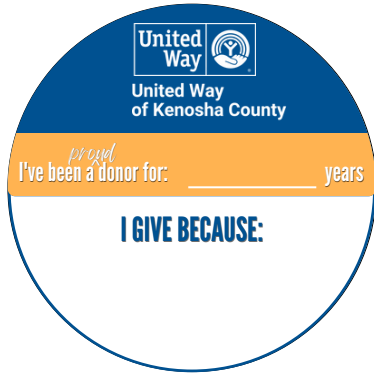
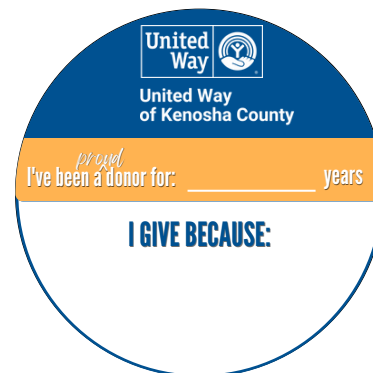
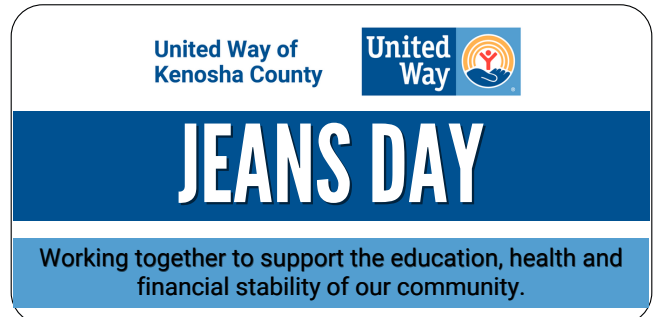
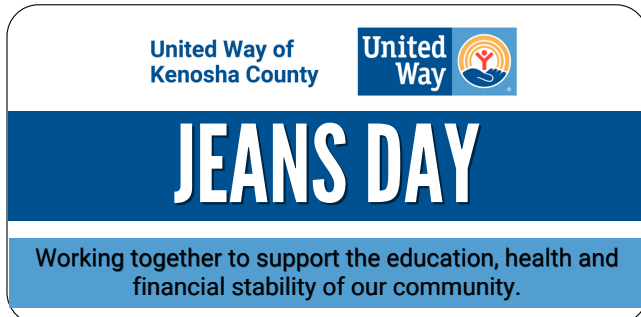
8. Take time to reflect on the decisions made and the difficult struggles many people in our community encounter on a day to day basis.

United Way of Kenosha County is here to help. We rely on data to shed light on the issues friends and family in Kenosha County experience everyday. By Living UNITED, we work towards creating a community where difficult decisions do not exist and do not divide us.

ALICE educates our children, our families, and our community members. ALICE keeps us healthy, and makes our quality of life possible. To learn more about ALICE and discover data specific to Kenosha County, please visit: <https://www.kenoshaunitedway.org/ALICE>.

Campaign Stickers

The stickers below have been designed for use on Avery sticker templates. Print them off for use during Jeans Day or to display on hardhats and other wearables during your campaign. Your team will enjoy showing off their United Way Pride! Please note: this page serves as a preview of what stickers are available. Templates are available for download from the Workplace Campaign Resource page.

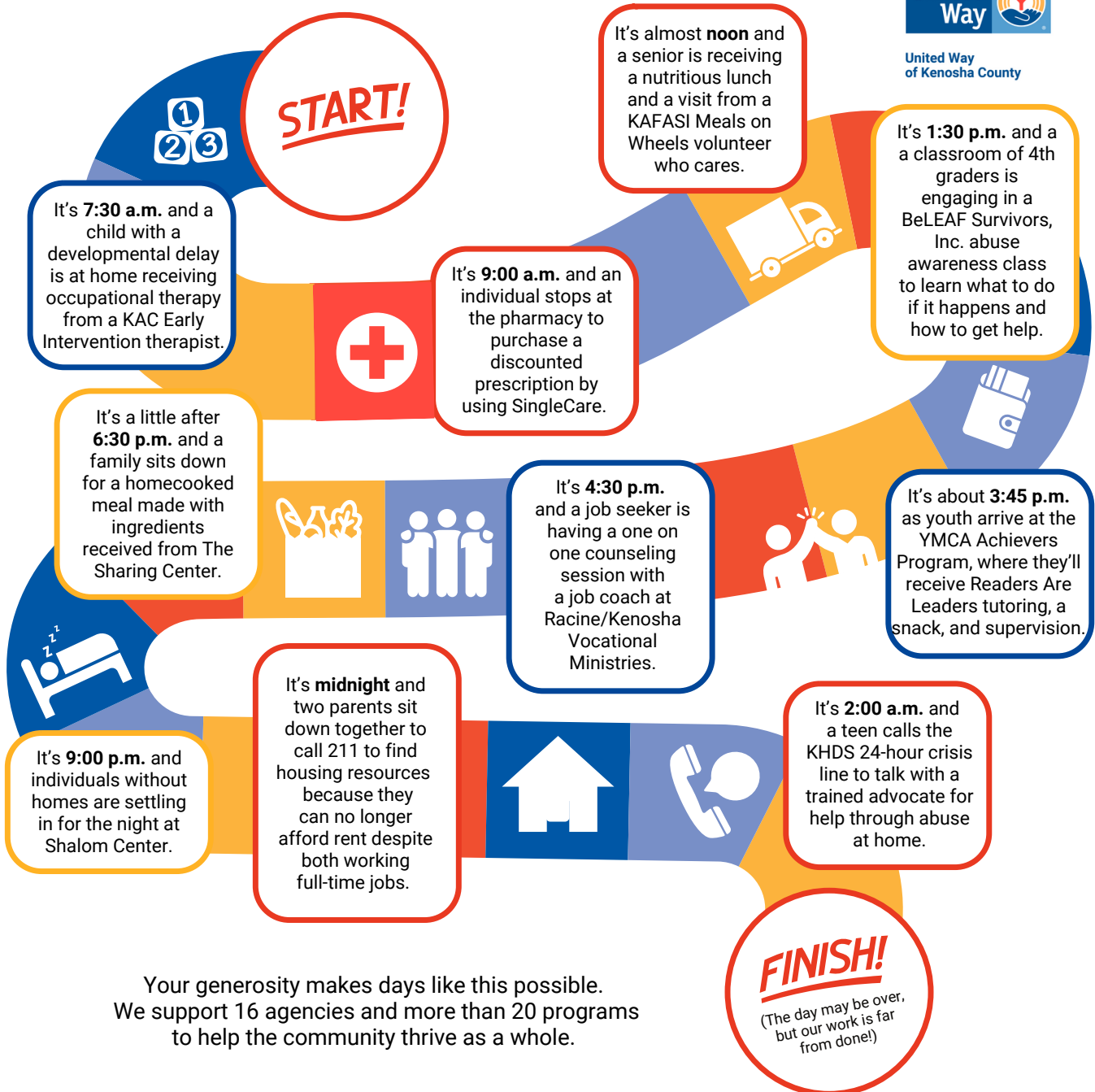


A DAY IN THE LIFE

of your contribution to United Way of Kenosha County



United Way
of Kenosha County



Your generosity makes days like this possible. We support 16 agencies and more than 20 programs to help the community thrive as a whole.

**Your support does matter. You change lives.
You help people. Thank you for Living United.**

WHAT A DOLLAR BUYS.

LIVE UNITED



United Way
of Kenosha County

United Way mobilizes the caring power of our community to create a community where everyone has equitable access to and participates in education, financial resources and quality healthcare. Your contributions add up to big wins for your local community. That's what Living United looks like.

WHAT MATTERS MORE?



A \$5
Cup of coffee

OR



6 ONE-ON-ONE COUNSELING SESSIONS
Through Racine/Kenosha Vocational Ministry



A \$10
Streaming
subscription

OR



TRANSPORTATION FOR 5 MEMBERS
To attend the Boys & Girls Club of Kenosha



A \$30
Night at the
movies

OR



12 FREE BOOKS SENT TO A CHILD
Through Dolly Parton's Imagination Library



A \$50
Dinner out

OR



SCHOOL SUPPLIES FOR 2 STUDENTS
Through the Sharing Center



A \$100
Shopping spree

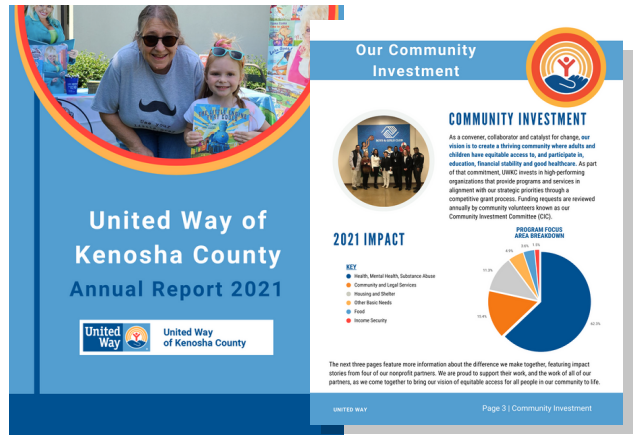
OR



1 ABUSE AWARENESS LESSON
To a 4th grade class through BeLEAF Survivors

Annual Report

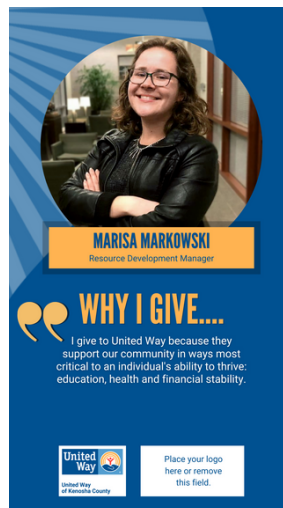
The United Way of Kenosha County Annual Report serves as a summative document of the impact we made together in just one year. You will find information about the programs we supported and managed, our partners and donors, and most importantly, the people we serve. Reference this document to learn more about just how Kenosha County Lives UNITED every day.



Canva Templates

Spotlight team members who give to United Way by customizing these templates into shareable graphics via Canva. Canva is a free, web-based design software that offers a user-friendly platform to create engaging content. Three graphic sizes are currently available:

- IG Story (1080x1920)
- IG Post (1080x1080)
- Facebook/LinkedIn Post (940x788)



Campaign Video

Similar to the Annual Report, the Campaign Video provides additional insights into United Way of Kenosha County's work in our community, including a special highlight of Shalom Center.

Engage your team members by sharing this content through your company newsletters, intranet or other messaging.



Frequently Asked Questions

As you promote your workplace campaign, you may come across some questions, or maybe even some concerns. No matter the question, share the facts, answer honestly and if you don't know how to respond, contact us at United Way of Kenosha County so we can provide more information.

Q Why should I give to United Way rather than directly to my favorite agency?

A Gifts to United Way of Kenosha County support 16 results-oriented local organizations and the services they provide to address our community's most pressing needs. We have an unmatched, unique ability to work across complex issues with community partners. If everyone donated to their "favorite" agency, many recognizable, vital community services would not be available in our community.

Q How much of my contribution actually reaches the programs supported by United Way of Kenosha County?

A Approximately 85 cents of each dollar contributed to United Way of Kenosha County goes directly to local programs and services. That means that United Way's administrative and fundraising costs are about 15%. When compared to other nonprofit organizations, both locally and nationally, this is more efficient. The true measurement of a charity, however, is the amount of good they do with the donations they receive. We want you to know that the dollars raised here, stay here and make an impact right here where all live, work, and/or play.

Q Are all United Ways the same?

A No, each local United Way is unique to their own community. Across the country, there are approximately 1,350 United Way organizations. United Ways are in their communities to build hometown partnerships and leverage resources to create plans for long-lasting change. While we share similar logos, have similar mission statement, each United Way is independently managed and lead by local staff and volunteers.

Q I can't give a lot, so why should I bother making a donation?







A Every donation counts. Even just one dollar per paycheck can send help a youth at Kenosha YMCA experience something new on a camp field trip. Plus, when we bring your gifts together along with the caring power of our community, we can create a big impact.

Q I love United Way! How can I get more involved?

A Thank your for your interest and support! United Way of Kenosha County recently launched a new volunteer portal: Volunteer Wisconsin. This site can serve as your source to find volunteer opportunities throughout our area.

Thank you...

CONNECT:

-  @unitedwayofkenoshacounty
-  @UnitedWayKenosha
-  @UWKenoshaCounty
-  @United Way of Kenosha County
-  @United Way of Kenosha County
-  KenoshaUnitedWay.org



United Way
of Kenosha County



mobilizing the caring power of our
community since 1923.

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