



Workplace Campaign Guide



OF LIVING UNITED | 1923-2023



United Way
of Kenosha County

**GIVE.
ADVOCATE.
VOLUNTEER.
CELEBRATE 100.**



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

Carolynn Friesch Marisa Markowski
Jeron Claussen Rita Nicholson
Beth Griffen

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.

Contents

- p1. Reasons to Give
- p2-3. 10 Workplace Campaign Steps
- p4. Campaign Calendar and Checklist
- p5. Event and Engagement Ideas
- p6-16. Campaign Resources and Shareables
- p17. FAQs
- p18. Contact Us



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 8-9](#)) 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**NEW! Campaign in a Box**

Materials are available, including a table cloth, donation box, balloons, and more, to make an eye-catching display for in-person efforts.

2**NEW! Campaign Office Hours**

Ask campaign related questions, connect with other coordinators, and brainstorm ideas on how to bring your campaign goals to life

3**Trivia & BINGO**

Bring your team together to find out who's the United Way of Kenosha County expert and discover all the ways one can Live UNITED here in Kenosha.

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**Printables**

Stickers, a poster, or table tents – Here's some materials and templates you can print off and use around your workplace.

6**Impact of a Donation**

Explore the services available in Kenosha made possible from local donations: "A Day in the Life of A Donation" & "What a Dollar Buys".

7**Impact Stories**

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

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!

Campaign in a Box

These materials are made available to help make your in-person campaign efforts eye-catching and memorable. Campaign in a Box includes: table cloth, balloons, donation box, and plastic sign holders. Contact our team to learn more and secure these items for your campaign.



Campaign Office Hours

Beginning Thursday, September 28, Marisa Markowski, director of resource development, will be available via Virtual Campaign Office Hours for any questions relating to your campaign. Campaign Office Hours will take place through Microsoft Teams every Thursday from 2-2:30 p.m. Tune in to connect with other campaign coordinators, brainstorm ideas, and discuss how we can work together to bring your campaign goals to life. Office hours schedule: 9/28, 10/12, 10/26, 11/9, 11/30, and 12/14.

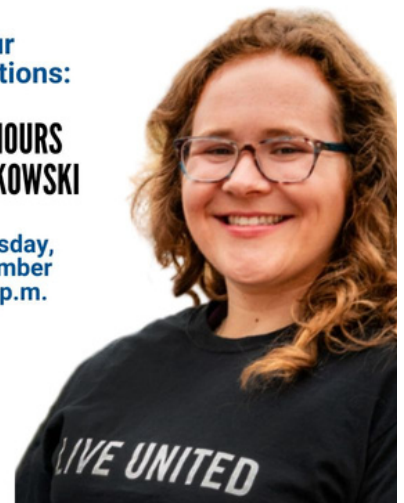
Contact us if you have not already received the meeting link(s).

ask me your
campaign questions:

VIRTUAL OFFICE HOURS
with **MARISA MARKOWSKI**

Every other Thursday,
beginning September
28, from 2-2:30 p.m.

9/28
10/12
10/26
11/9
11/30
12/14



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.



1 in 3 women and 1 in 9 men will be victimized in their lifetime. Kenosha County ranks as the second highest county in WI for victimization, making the work of Women and Children's Horizons (WCH) that much more critical to our community.

In 2022, WCH supported 2,000+ victims and children with emergency shelter, transitional living, legal services, food, and therapy. They also provided outreach and training to schools, law enforcement, courts, and social service agencies regionally and nationally.



In 2022, KAFASI served over 108K meals through Meals on Wheels, helped 220 families with 14K hours of support and parenting classes, provided 19K senior volunteer hours for our community, 4K rides were provided, and 126 hours of technical assistance to seniors learning to use technology.

KAFASI's programs empower people to overcome the challenges they may face and to help them understand that, regardless of age, they are a valuable part of the fabric of our community.



CAROLINE PRATT

Caroline Pratt rises above personal setbacks to give back. Caroline grew up in Kenosha County, where she learned that Kenosha's locals are a group of diverse, strong, and most importantly, united individuals, who band together when times get tough. Not only that, but she also grew up volunteering for various organizations and events alongside her family. Despite health setbacks, Caroline continues to do what she loves – volunteering and giving back.



CARLOS BROWN, JR.

Carlos uses his knowledge of business management to bring visions to life as a strategic planning intern at United Way of Kenosha County. He first joined the team in January 2023 under the guidance of faculty advisor, Joseph A Tenuta MBA, with the goal of steering UWKC's strategic plan. With his time and talent, we are on track to launch an updated vision, mission, and brand later this year. Overall, Carlos wants to help others, especially young people of color, learn financial literacy so that communities can improve their overall financial stability.



DAVID LOCKWOOD

David Lockwood creates a lasting impact in literacy. David moved to Kenosha in 2011 and has since enjoyed getting involved in our community. After the Black Lives Matter group at his church suggested that mentoring and tutoring youth is key to repairing strained relations in Kenosha, David looked for ways to do just that. He became a Readers Are Leaders volunteer in 2022 and also enjoys serving as a tutor through Kenosha Literacy Council. David finds that teaching someone to read is one guaranteed way to improve the world.



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 nonprofit programs were supported by the 21-22 Community Investment Awards?

- ☐ 18
- ☐ 22

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



United Way
of Kenosha County

8. How many tax returns were completed by United Way's Free Income Tax Assistance (VITA) program in 2022?

- ☐ 963
- ☐ 925

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 '22-'23 school year?

- ☐ 799
- ☐ 853

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?

- ☐ Health, Education, Housing
- ☐ Shelter, Substance Use, Food Insecurity

Just for fun!

United Way of Kenosha County Bingo

RULES

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



United Way
of Kenosha County

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 clothes or other household items to ELCA Outreach Center	Has visited UW's webpage: kenoshaunitedway.org	Has attended Kenosha PRDE, sponsored by The LGBT Center of SE Wisconsin	Attended a Building Unity in CommUNITY EDI Workshop
Attended a Collaborative Community Network meeting hosted by Building Our Future	Has watched UW's 2023 Campaign Video on YouTube: "Your Donation to United Way of Kenosha County Impacts Your Community!"	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 UW's Centennial Jubilee taking place on 11/11/2023	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 100 Years, 100+ Volunteers: A Day of Service (or a prior community day of action or service)

Try it out Virtual Walk with ALICE



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 Printables

The following items have been designed for you to easily print off and use around your workplace. Is there something else you'd like to see? You know where to ask!

STICKERS

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



POSTER (11"x17")

This poster shows your team members valuable information on our community's current challenges and our community-driven solutions that are made possible through their donations.

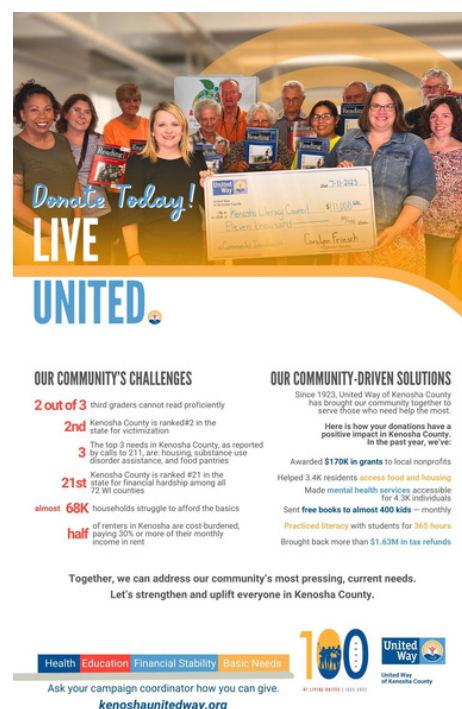


TABLE TENT (8.5"x11")

Here's another way to display information about our organization. Print off a table tent to place in break rooms, meeting spaces, or other common areas. The table tent includes information on "What a Dollar Buys," an impact story from Shalom Center, and can be customized in Canva to include details on how your team members can make a donation.



A DAY IN THE

of your contribution to United Way of Kenosha County



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

WHAT A DOLLAR BUYS.

LIVE UNITED



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 trip

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 and share your campaign goals 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 BeLEAF Survivors and Kenosha Area Family and Aging Services.

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 14 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 goes to United Way Worldwide?

A Just one percent of total funds raised are designated towards United Way Worldwide, which allows our organization to maintain our branding and access shared resources for employee development and other tools. Otherwise, the donations raised here, stay here, and make an impact right here where we all live work, and/or play. Remember, the true measurement of a charity is the amount of good they do with the donations they do receive.

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 help a youth at Kenosha YMCA experience something new on a camp field trip, and that's just one example of the many impactful services your donation supports. When we bring your gifts together along with the caring power of our community, we can create a much bigger 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.

Contact us:

Carolynn Friesch,
CEO

(262) 671-2207
cfriesch@kenoshaunitedway.org

Jevon Claussen,
Senior Director of Community Impact

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jclaussen@kenoshaunitedway.org

Beth Griffen,
Director of Finance

(262) 671-2215
bgriffen@kenoshaunitedway.org

Marisa Markowski,
Director of Resource Development

(262) 671-2208
mmarkowski@kenoshaunitedway.org

Rita Nicholson,
VITA Program Coordinator

(262) 671-2216
rnicholson@kenoshaunitedway.org



Photo by: Rob Moore
& 4D Business Group

Thank you...

CONNECT:

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 @UnitedWayKenosha

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 @UWKenoshaCounty

 @United Way of Kenosha County

 @United Way of Kenosha County

 KenoshaUnitedWay.org



100
YEARS

OF LIVING UNITED | 1923-2023



United Way
of Kenosha County

mobilizing the caring power of our
community since 1923.

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