

# United Way of Kenosha County

# AMBASSADOR

A GUIDE TO PLANNING



Contact us below to find out how you can get involved!

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED**

United  
Way of Kenosha County  
5500 6th Avenue, Suite 210  
Kenosha, WI 53140  
262-658-4104



United Way  
of Kenosha County

Thank you for being a

## UNITED WAY EMPLOYEE CAMPAIGN AMBASSADOR!

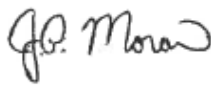
Dear Employee Campaign Coordinator,

Thank you for your leadership in spreading the word about the programs and initiatives supported by United Way of Kenosha County. Your enthusiasm and passion are the cornerstones of our efforts and are truly appreciated. We cannot continue our programs or our partner programs without your support, so thank you for the vital role you play keeping Kenosha strong.

Whether this is your first time as an Employee Campaign Ambassador or you're a seasoned veteran, this guide will help you conduct a successful campaign from start to finish. On behalf of our partner organizations, United Way of Kenosha County and all of the people served in our community, THANK YOU for coordinating your United Way of Kenosha County workplace campaign.



Tara Panasewicz  
CEO, United Way of Kenosha County



JP Moran  
United Way of Kenosha County Board

### UNITED WAY AMBASSADORS

Engage co-workers in building a stronger community by planning, organizing, and coordinating a successful United Way Campaign

### AMBASSADOR ROLE

- Work closely with your organization's leadership
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you
- Hold campaign kickoff and recognition event
- Encourage leadership giving in your campaign
- Make it FUN!
- THANK your donors and volunteers

### AMBASSADOR BENEFITS

- Career-building skills
- Networking opportunities

## KEY DATES

### Ambassador Training

August 27, 2020

12:00 pm—1:00 pm

Virtual Meeting through Zoom

### Celebrate United Gala/ Campaign Kickoff

September 24, 2020

United  
Way



United Way  
of Kenosha County

# One idea for your United Way Campaign is to Make it a Year-Round Presence!

Campaigning for pledges will be much easier when your employees have some experience with United Way of Kenosha County and its partner agencies on a year-round basis.

## 1. Begin a New Hire Program

When new employees are hired, give them the opportunity right away to give through payroll deduction. You don't have to wait until campaign time.

## 2. Agency Tours and Speakers

Contact United Way of Kenosha County to arrange a tour or speaker to learn more about a community need and the work of an agency.

## 3. Volunteer

Contact United Way of Kenosha County for individual and group volunteer opportunities.

*\*\*If you have an idea that proved successful, let us know about it so we can share it with others!*



# STEPS TO SUCCESS

We invite you to incorporate as many of these best practices as possible in your workplace campaign. Follow the steps below to successfully achieve your campaign goals!

You can also reference United Way's [Run A Campaign](#) for more ideas.

## 1. Seek CEO Support and Involvement

- Pledge a company gift.
- Commit to holding employee meetings.
- Make a personal contribution.
- Visibly and actively support the campaign.

## 2. Recruit a Capable, Committed Campaign Team

- Include one person from each department on committee.
- Participate in United Way Employee Campaign Coordinator Training.

## 3. Set an Aggressive Campaign Goal/Track results

- Analyze past performance.
- Set a goal—goals can include dollars raised, percent participation and/or leadership goals.
- Advertise goal/track and report regularly.

## 4. Work with United Way to Develop a Campaign Plan

- Meet with United Way staff to help you plan.
- Use United Way campaign tools on our [Run A Campaign web page](#).
- Secure raffle items or incentives for the campaign.
- Plan special events to create enthusiasm and raise funds.

## 5. Conduct a Leadership Giving Program (\$500 or more)

- Conduct a breakfast for Leadership donors.
- Set specific Leadership Giving goals.
- Ask senior management to be Leadership Givers.
- Provide special recognition.

## 6. Hold Meetings for All Employees

- Schedule meetings to reach all employees.
- Provide food, door prizes and incentives for giving.
- Ask an employee to share why they give or volunteer with United Way.
- Educate everyone about the positive changes their gift makes in the community.
- Follow up with all employees.

## 7. Promote, Inform, and Have FUN!

- Visit [www.kenoshaunitedway.org](http://www.kenoshaunitedway.org) for inspirational ideas!

## 8. THANK! RECOGNIZE! REPORT!

- Post thank you messages, signs, articles, banners.
- Publish Leadership Givers and Loyal contributors.



## Company Benefits

- Build stronger teams.
- Boost employee morale & commitment.
- Improve employee retention & future recruitment.
- Allow individuals to utilize their skills and strengths.
- Create opportunities to develop future leaders.

## Keep In Mind

- 90% of your time is spent in planning and organizing your campaign, 10% is spent running it.
- Try to include the informal leaders of your company. They already have the respect and trust of their co-workers.
- For all electronic campaigns, include fun activities, a rally/kickoff with a guest speaker or United Way staff members.
- Have a year-round campaign! Hold special events several times a year rather than several during one week. Check the special event section on our website for ideas.
- Keep a notebook or file on your plans for next year. You or your successor will be glad you did!



# UNITED WAY'S COMMUNITY FUND

	United Way's Community Fund & Special Initiatives	Designated to Agency
Community needs are assessed and the most critical issues are identified	✓	
Funding stays local and is based on program performance and overall impact on our community	✓	
Rigorous program oversight is provided by United Way staff and volunteers year-round	✓	
Agencies are visited by United Way staff and volunteers to ensure program compliance and progress	✓	
Opportunity exists to double donations through challenge and grant matches sponsored by companies and foundations	✓	
Donate conveniently through workplace campaign and payroll deduction	✓	✓
Donation is distributed directly to nonprofits	✓	✓

## THE BEST WAY TO GIVE

A gift to United Way's **Community Fund** is the most efficient and powerful way to invest in your community. It allows you to help more people than a gift to a single nonprofit can.

United Way experts look for gaps and duplications so **Community Fund** dollars go to the needs everyone is aware of but also to those needs less obvious but no less important.

Your gift to United Way's **Community Fund** ensures that your donation is invested where the need is greatest. Donations are monitored to ensure the programs are effective, meet current community needs, and are financially stable and sustainable.

Every gift gives hope and improves lives. It is all of us giving together, supporting not one need, but many.

# TIPS FOR A SUCCESSFUL CAMPAIGN

## Get Donors Interested

78% of people are more likely to give a financial donation if they first have a positive engagement experience.

- **Share the story:** Educate employees by inviting an agency speaker to share a story about the positive impact that donor dollars have on our community. Contact United Way staff to schedule a speaker.
- **See impact in action:** Experience how important United Way-funded programs are to the community by touring an agency.
- **Volunteer during Days of Caring:** Strengthen your team and community by participating in a United Way volunteer event.

## Make the Ask

Research shows that the #1 reason people don't give to United Way is because they were never asked.

- **Ask for the pledge:** With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.
- **Answer questions and handle concerns:** Answer questions honestly and if you don't know the answer ask your United Way representative.
- **Leverage incentives:** Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking and gift cards are great incentives.
- **Say THANK YOU!** Regardless of

## LIVE UNITED All Year Long

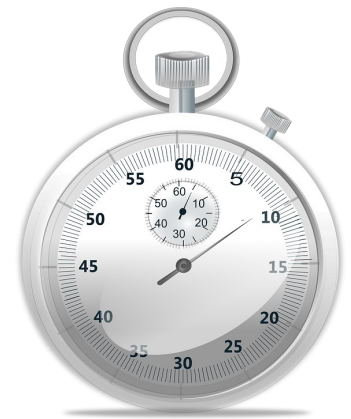
90% of businesses indicated that partnering with reputable nonprofit organizations enhances their brand. We provide you all of the tools you need to show donors how United Way is using their gift, month after they have given.

- **Share the facts and updates:** Send fun facts and stories via emails, newsletters, the intranet or a bulletin board
- **Connect on social Media:** Advocate for United Way by posting photos of your employee volunteers in action or your special event.
- **Create an annual engagement calendar** that includes Lunch & Learn sessions, hosting a drive, and more. Contact your United Way staff for more information.

# ONLY HAVE 60 SECONDS?

## Be An Advocate

- United Way recruits people and organizations who bring passion, expertise, and resources needed to get things done.
- Giving to United Way's community Fund is the most efficient and most powerful way for you to invest in our community. Donor gifts are leveraged among many to make the most impact.
- United Way is not a short-term investment; it's about lasting change. We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- United Way is:
  - **Effective.** We invest in programs at agencies that are measurable, sustainable and meet current community needs.
  - **Efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community.





# WHERE DOES YOUR MONEY GO?

## FINANCIAL STABILITY

- Free tax prep for **940** taxpayers
- Annual grants totaling **\$102,500** for adult literacy, father involvement, and employment options.

## HEALTH

- Prescription savings totaling **\$285,215**
- Annual grants totaling **\$117,050** for counseling, treatment, safety and nutrition

## EDUCATION

- **1,560** volunteer hours impacting **176** students
- Annual grants totaling **\$50,450** for mentoring, youth empowerment and children's summer camp

## AND MORE...

Additional monies were also distributed to **30** plus charitable organizations in our community



When you invest in United Way of Kenosha County, you help unite us in our effort to make a real and lasting difference in our community.

**PLEASE DONATE LOCALLY.**

# FREQUENTLY ASKED QUESTIONS

## **Why should I give to United Way of Kenosha County?**

A gift to United Way of Kenosha County is a gift that benefits the entire community, not just one program, issue or population. Charitable giving is a personal and voluntary decision and United Way of Kenosha County encourages you to do what is most comfortable for you.

## **Why should I give to United Way rather and directly to my favorite agency?**

Gifts to United Way of Kenosha County supports 14 results-oriented local programs and services that are addressing the community's most pressing needs. We cannot guarantee how gifts designated to non-United Way partners agencies will be used or ensure measurable results, but we process these gifts as a service to our donors. If everyone designated their gifts to their "favorite" agency, many services would not be available in the community.

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

More than 86 cents of each dollar contributed to United Way of Kenosha county goes directly to programs and services—far more efficient than most other non-profit organizations, both locally and nationally.

## **Does United Way of Kenosha County fund Planned Parenthood?**

No. United Way of Kenosha County does not directly fund Planned Parenthood.

## **Why should I give if my spouse/partner already gives?**

We encourage each spouse/partner to participate in his/her employer's United Way workplace campaign. The combined total of both gifts may qualify you for leadership giving recognition.

## **I know of someone who didn't get help. Doesn't United Way and its partner programs help everyone?**

If a person is unable to receive help, it is because limited funds necessitate long waiting lists or because the organization does not offer the specific services individuals or families are seeking. Call 2-1-1 is an additional resource supported by United Way of Kenosha County that is free and confidential. You will be provided with information and options to help address your particular needs.

## **Aren't all United Ways the same?**

No. Across the country there are approximately 1,350 United Way organizations. United Ways are in their communities to build local partnerships and leverage resources to create plans for long-lasting community change. While we share logos, have similar mission statements, each United Way is independently incorporated and lead by local staff and volunteers. Dollars raised here, stay here.



# GIVE MORE THAN A GIFT,

## ADVANCING COMMON GOOD

United Way of Kenosha County works to create the opportunities for a better life for all by building a stronger community. United, we fight for building blocks of a healthy community.

## LEND YOUR MUSCLE

82% of employers say employees want the opportunity to volunteer with peers in a corporate-supported event.

## WHY VOLUNTEER?

### IT'S EASY!

Visit [www.kenoshaunitedway.org](http://www.kenoshaunitedway.org) and click on the Volunteer link to learn about volunteer interests throughout Kenosha County or contact United Way at 262-658-4104.

### IT'S FUN!

Volunteer with your family, friends, co-workers, neighbors, faith community or meet new people who have the same interests!

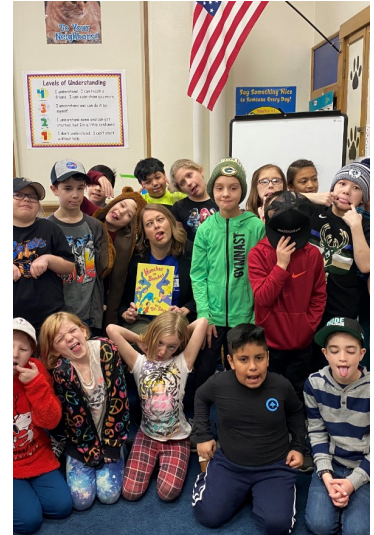
### IT'S REWARDING!

- Make a difference in YOUR community.
- Meet amazing people.

## DAY OF ACTION



## READERS ARE LEADERS



## TAX PREPARATION



## READERS ARE LEADERS

## DAY OF CARING

