

United Is The Way™



Annual Campaign Campaign Coordinator Guide

BECAUSE OF YOU, WE CAN

...**HELP** those who need us most

...**CREATE** Pathways Out of Poverty

...**STRENGTHEN** our community

...**BECAUSE OF YOU, WE CAN**

LIVE UNITED

Campaign Goal - \$250,000.00.



Dear Friends,

As we journey through our annual United Way campaign, I ask you to join me in creating opportunities for our neighbors and our community to prosper through your support of the United Way of the Brown County Area.

Too many households in Brown County don't earn enough to afford the necessities of life. ***Current data tells us that 32% of the families in Brown County are at risk of going hungry or homeless.** These are families where the adults are working, but it still isn't enough to cover their basic needs. These families often must make impossible choices, such as deciding whether to buy food, pay for health care, or make rent. **And our communities deserve better.**



United Way brings donors, volunteers, and community partners together around a focused plan to remove barriers on the path to financial stability, to empower our youth through healthy youth activities, to ensure that no child in Brown County will be hungry over the weekend, and to send children to school prepared with necessary school supplies. United Way puts books in children's hands, assists with preparing tax returns for those who request it, and proves that there is no job too small by volunteering to rake leaves or clear a gutter with our Days of Caring. United, we can do so much more than we can do on our own to help our neighbors land on their feet –and stay there.

But we need your help. We connect people to resources, and our in-house programming provides the resources they need. Our partnership with over 20 other non-profit agencies helps fund their programming, and 98% of the funds raised in Brown County remain in Brown County. **Just imagine: if each employed adult in Brown County gave \$3 from each paycheck for one year, it would total over \$1 million!** Every donation makes a difference, and one donation at a time, United will be the Way! Please consider being part of the solution for families in crisis by donating to United Way.

I encourage you to learn more about United Way's work and impact, volunteer opportunities, and how to make an even bigger difference through Leadership Giving by visiting our website at uwbrorwncounty.org.

United Together,

Sandra Juni
Executive Director



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*<https://www.unitedforalice.org/introducing-ALICE/Minnesota>

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Ideas to Make Your Campaign Fun and Successful

It's been proven: United Way Workplace Campaigns are more successful when they include incentives, fundraisers, and lots of donor appreciation. Who doesn't like being pampered, enjoying some goodies, or having fun with co-workers for a good cause? Fun is contagious, and making your campaign fun can make a big difference on the outcome.

As you plan campaign events, be sure to consider each event's main goal and ensure it aligns with that goal. Some examples of campaign goals are to:

- Raise money
- Build workplace morale
- Educating people about the UWBCA campaign and the nonprofit programs it helps to fund
- Encourage volunteering
- Highlight problems facing our community and how UWBCA-funded nonprofits are helping

Another key factor to consider is that all successful workplace campaigns rely on effective planning and broad participation. So be sure to publicize any workplace fundraisers and incentives.

People won't participate if they don't know what's going on!

Finally, whenever possible, go out of your way to say, "THANK YOU!" to anyone and everyone who participates in your campaign. Whether they gave \$1 or \$1,000, we want all donors to know that we appreciate their support and that they are making a difference for someone in need in our community.

DISCLAIMER - What will and won't work for your campaign depends on both your workplace environment and employee culture, as well as what is allowed and/or possible within your company. Be sure to have your events and incentives approved within your organization, as needed, to avoid any legal/scheduling/safety complications.

KICKOFF/ SPECIAL EVENTS:

"SHOW YOUR SPIRIT" DAY: One day during the campaign, encourage employees to show their school spirit by digging into their closets and pulling out their letter jackets, team jerseys, and old uniforms. They may also wear their children's jackets and jerseys. On that same day, host your United Way meetings, a potluck, or some special event, allowing the employees to interact and share.

MASCOT CONTEST: Kick off the United Way campaign with energy and enthusiasm by hosting a mascot contest. Departments or individuals can design a mascot to be used at your company throughout the year (not just during campaign season). Mascots can be on paper, three-dimensional, or even life-size! Offer a prize to the designer(s) of the chosen mascot.

SOCK HOP: Invite employees to a "50s Style" kickoff. Give prizes for the most authentic dress. Hang posters that show what 50 cents more per week can do for our community.

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FLOCKING: Spark the competition and bring on the flamingos! Encourage your employees to donate to flock another employee's office. Flocking is placing as many flamingo figurines as possible in the chosen employee's office. Employees concerned about being flocked can purchase flock insurance to protect them from the "mingos." Get the competitions going and start buying the flamingos. Your employees will have so much fun with this game!

BEACH BASH: Have some "fun in the sun," beach style! Decorate the party like the beach. Bring sand, beach chairs, palm trees, beach balls, sunglasses, and don't forget the sunscreen! Play beach-themed music and make the office feel like you are on the beach. Employees who donate to the campaign are awarded "lifesaver vests" and hand out lifesaver candies.

"50S, 60S, 70S": Rock around the clock! Get employees to dress up in their favorite decade. Tell employees to bring old music, clothes, shoes, and other items to see who has the oldest. Prizes will be awarded to the oldest and most creative. Get a restaurant to cater with food and drinks. Have an ice cream sundae eating contest. Have oldies music playing in the background.

Fun Food Events:

BREAKFAST OF CHAMPIONS: Decorate with athletic gear, flags, and banners. Company departments become teams. Campaign progress is marked by moving teams across a playing field, poster towards the goal. The campaign chair or CEO "coach" gives a pep talk at a kickoff "Breakfast of Champions" event, where Wheaties is served.

WAFFLE/PANCAKE BREAKFAST: Sell tickets and have people sign up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria and ask executives/management to serve that morning. Don't forget bacon, sausage, butter, etc.

CHILI COOK-OFF CONTEST: Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay \$5 for lunch. Have a panel of nominated chili experts to select the official chili champion.

ICE CREAM SOCIAL: Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop or toppings! Award a prize or announce who ordered the most scoops!



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CAMPAIGN GAMES

MAKING IT HAPPEN: Ask employees to nominate each other for a Making It Happen award. It's a great way to recognize that we all need each other to be a successful workplace. Create a "Making It Happen" Award Wall and place it in a prominent location in the office where everyone can see it. Post pictures and the nomination letter. Employees can 'vote' by donating \$1 per vote for the most touching nomination. The winner receives a prize, such as a free lunch or a gift card.

MAKING COMMUNITY HAPPEN: Ask employees to nominate or recognize those in the community who have had an impact on their lives, like a nurse, teacher, firefighter, church family, or others. Create a "Making It Happen" Award Wall and place it in a prominent location in the office where everyone can see it. Employees can 'vote' by donating \$1 per vote for the most touching nomination. The winner receives a special prize. Ask those nominated for permission to share their recognition on social media. Sharing on social media is a great way to show community support.

MAKING IT HAPPEN WITH PETS: If your company has a lot of pet owners who talk about how their lives are made better because of their pet, this may be the campaign game for you! Have you ever heard that many pets resemble their owners and vice versa? Test this theory by having employees pay to try their luck at matching a pet picture to its rightful owner. Award a prize to the contestant with the most correct answers and maybe provide gift certificates to a pet store for the owners who look the most like their pets!

OTHER FUN CAMPAIGN IDEAS

- Sell raffle tickets for \$1 - Have fun prizes for employees to win!
- Sell casual day coupons. Let employees wear buttons that say, "I paid to dress this way for United Way."
- Obtain a life-size cutout of a celebrity. Sell picture-taking opportunities for \$1 each.
- Hold a silent auction. Use incentive gifts, or have employees bring crafts, baked goods or other items to sell.

INCENTIVES FOR PARTICIPATION

- Time Off from Work
- Tickets to Games/Movies
- Company T-Shirts
- Flowers Each Month
- Casual Day
- Grocery Certificates
- Hotel Getaways
- "Leave Work Early" Passes
- Reserved/Covered Parking
- Dinner for Two
- Sleep-In Passes
- Tickets to local events
- Gift Certificates (spa, gas station, grocery store, Amazon, etc.)
- Trophy for Department with Highest Participation

Board of Directors and Staff

The Board and Staff of United Way of the Brown County Area appreciate your commitment to our mission to “United is the Way”. We are here to support you and your campaign!

BOARD OF DIRECTORS

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STAFF

Sandra Juni, Executive Director
Colleen Perry, Office Manager



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*Questions? Call 507-354-6512 or
www.uwbrowncounty.org/united-way-campaign*

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