

# Raise Your Hand!



A Guide to Having Fun and Raising Money During Your Workplace Campaign!



United Way  
of the Brown County Area

2023 Campaign Goal - \$250,000.00.

# THANK YOU!

Dar Friends,

I'm writing to you as a compassionate neighbor, steadfast supporter, and deeply involved resident of our splendid area. Our communities are about more than just any one of us. It's about all of us, working together, symbiotically, to create a collective home that embodies compassion, empowerment, and community growth.

United Way of the Brown County Area, surely needs no introduction. United Way is well appreciated for its vigorous efforts in promoting community wellness, bringing about constructive change, and meeting the diverse needs of our residents that range from youngsters to senior citizens.

Donations to United Way have had a far-reaching impact, gifting school supplies to children in need well as providing scholarships for students to participate in extracurricular activities. Your contributions have played an instrumental role in supporting early childhood learning, giving young minds the backing they need to succeed academically and thrive in life. Moreover, your contributions have been a lifeline to vulnerable senior citizens and families in crisis, delivering essential support when they require it most.

However, the beauty of United Way lies not only in its actions but its core values. Its unyielding commitment to "LIVE UNITED," to connect and provide support to people, non-profits, businesses, and government agencies, who are industriously working to tackle challenges—and that's remarkable!

One of the many extraordinary factors about United Way is how it provides a community-wide safety net, operating on the ethos of compassion, and of a vision of a community where everyone can grow, flourish, and thrive.

Let's continue to make a difference together. Whether you choose to GIVE, ADVOCATE, or VOLUNTEER, there's a place for you. Join me and seize the opportunity to bring about impactful changes in our community.

I want to express my heartfelt gratitude for your unwavering support thus far. But remember, our journey is only beginning! With the 2023 Campaign, we have an array of opportunities to further press forward with our endeavors, empowering everyone in our community to live their absolute best lives.

Every step forward beckons a brighter future - let's RAISE OUR HANDS and walk it together.

Warm Regards,



A handwritten signature in cursive script that reads "Sandra J. Juni".

Sandra Juni  
Executive Director

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# STRATEGIES FOR SUCCESS

We invite you to incorporate as many of these best practices as possible in your workplace campaign. Follow these “**Eight Steps for Success**” and you have a greater chance of achieving your campaign goals.

## 1. CEO Support and Involvement

- Pledge a company gift (if applicable).
- 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 your committee.
- Involve labor representatives, if applicable.
- Reach out to our office if you have any questions.

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

- Analyze past performance.
- Set an ambitious goal that stretches your team. Goals can include total dollars raised, percent participation, and/or Leadership goals.
- Advertise goal; track and report progress regularly.

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

- Give Sandra a call if you would like 1:1 help in planning your campaign
- Use United Way campaign tools and materials posted on our website.
- Secure raffle items or incentives for the campaign.
- Plan special events to create enthusiasm and raise funds.

## 5. Conduct a Leadership Giving Program (Gifts of \$500 or More)

- Conduct a Leadership Giving breakfast or meeting.
- Set specific Leadership Giving goals.
- Ask senior management to be Leadership Givers.
- Discuss Leadership Giving at all-employee meetings.
- Provide special recognition for Leadership Giving.

## 6. Hold Meetings for All Employees

- Schedule 20 to 30-minute meetings to reach all employees.
- Provide food, door prizes, and incentives for giving.
- Include the campaign video or a speaker from a United Way partner.
- Ask an employee to share a story about their experience with United Way.
- Educate everyone about the positive changes their gift makes in the community.
- Follow up with all employees.

## 7. Promote Your Campaign

- Build United Way awareness.
- Ask everyone to give.
- Have fun!

## 8. Thank, Recognize, and Report

- Post internal thank you messages: signs, articles, and banners.
- Publish an internal roster of Leadership Givers and Loyal Contributors.
- Report results to United Way and employees.

## Keep In Mind...

Ninety percent of your time is spent planning and organizing your campaign and only 10 percent is spent running it.

Try to include the informal leaders of your company. These people already have the respect and trust of their co-workers and will be influential when it counts.

We suggest that you include fun activities and an employee rally/kickoff with a United Way video presentation and/or a live presentation from our staff.

Have a year-round campaign! Hold special events several times a year rather than several during one week. It's easier to ask people to contribute small amounts over the course of a year.

Keep a notebook or file of your plans for next year. You or your successor will be glad you did!

When people are asked why they did not give, the response usually heard is... “I was never asked!”

# STRATEGIES FOR SUCCESS

**Possible Hesitation:**

*"Employees already give so much."*

**Answer:** "That's great! It means they understand the importance of supporting the entire community."

**Strategy:**

- Make sure everyone is educated about United Way and our programs and initiatives. Services are available to all of Brown County.
- Don't be afraid to make an ask. Most employees expect it and are ready to give.
- Be sure to thank your employees for their entire contribution to our community, whether it is time or financial support. They should feel really good about all they do.

**Possible Hesitation:**

*"We have a small budget/no budget."*

**Answer:** "With a little creativity, a campaign can be fun and successful without any budget at all!"

**Strategy:**

- Use experiences instead of items as incentives.
- For instance, ask your CEO to provide dinner at his or her home for the winner of a drawing, or have the senior team wash the cars of drawing winners.
- Hold a potluck kickoff, where each person who wants to participate brings in a dish. Departments can put on skits for each other, making the kickoff quite entertaining!

**Possible Hesitation:**

*"We have fewer employees than last year."*

**Answer:** "We know there can be many changes in a workforce and we are there to support you and your employees."

**Strategy:**

- Share success stories. They can be inspiring and motivating to your employees.
- Make it a competition. Look at individual departments and challenge them. You'll be surprised how competitive it can get.
- Promote payroll deduction. On average, a contributor who gives through payroll deduction will give four times more than a cash or check.

**Possible Hesitation:**

*"We have the same number of employees but still have low participation."*

**Answer:** "This is a common challenge among many types of organizations, large and small."

**Strategy:**

- Instead of asking just during campaign time, hold fundraisers throughout the year. You can build morale and support the community.
- Communicate senior management support. Have CEOs share why they support United Way.
- Hold a special Leadership Giving meeting for potential givers. A targeted Leadership Giving campaign can increase your participation and per capita giving rates.

**Possible Hesitation:**

*"I have no time to dedicate to campaign."*

**Answer:** "Whew! Chances are, you wear many hats. That's one of the reasons why you're so special to us!"

**Strategy:**

- We've created a special event guide with activities, incentives and themes for you. The activities are broken down by the amount of time and energy needed, cost and purpose (such as fundraiser or team building).
- There are many other materials to help you run a successful campaign. Check out the campaign toolbox on our website.
- Our staff and are here to help!

**Possible Hesitation:**

*"We have multiple locations/shifts."*

**Answer:** "Multiple locations and/or a non-office environment can sometimes be a challenge. Proper planning can help."

**Strategy:**

- Create a campaign committee with a person from each location/department. They should also help with planning and solicitation.
- Don't leave anyone out. Host a fundraiser that everyone can participate in like a bake sale, used media sale or a jeans day.
- Try holding separate events for different locations/ shifts. Make sure they receive all necessary materials.

**Questions? Call 507-354-6512 or**  
**[www.unitedwaybrowncountyarea.org/Campaign](http://www.unitedwaybrowncountyarea.org/Campaign)**

# Board of Directors ad Staff

*The Board and Staff of United Way of the Brown County Area appreciate your commitment to our mission to 'Raise Your Hand'. We are here to support you and your campaign!*

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## STAFF

Sandra Juni, Executive Director  
Kelly Beach



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