



United Way of  
Sheboygan County



# UNITED WE RISE



## AMBASSADOR CAMPAIGN GUIDE

Thank you for serving as an Ambassador for your company's United Way Campaign! As an Ambassador, you have the unique opportunity to harness the generosity, talent and energy of your workplace to give back to our community and help United Way's efforts in building a stronger, healthier Sheboygan County.

Whether this is your first year as an employee coordinator, or if you are a campaign veteran, this check list and the materials provided to you in the online toolkit will help you plan and execute a smooth – and successful – United Way campaign. Your United Way staff partner is always ready to support you in every possible way, so don't hesitate to reach out at any time of the year.

Thank you again for joining our United Way team. Together, we can unite for every person in our community.

*View the online toolkit at [www.uwofsc.org/campaigntoolkit](http://www.uwofsc.org/campaigntoolkit).*

### **United Way of Sheboygan County Development Team Contacts**

If you have any questions, we are available by email or by phone (920) 458-3425.

**Kate S. Baer**, Executive Director of United Way of Sheboygan County, [kate@uwofsc.org](mailto:kate@uwofsc.org)

**Emily Kaiser**, Director of Donor Engagement, [emily@uwofsc.org](mailto:emily@uwofsc.org)

**Katelyn Piper**, Director of Community Development, [katelyn@uwofsc.org](mailto:katelyn@uwofsc.org)

# CAMPAIGN PROCESS

## PLANNING AND PREPARATION

- Meet with your United Way representative
- Attend a Campaign Ambassador training
- Secure support from CEO/Senior Management and discuss corporate support through incentives and/or company match
- Recruit campaign committee and set meeting schedule
  - Review Campaign history, set goals, and determine timeline
  - Create communications and gather any campaign materials
  - Discuss engagement pieces such as events, Emerging Leaders, Retiree Giving Programs, etc.
  - Schedule campaign kick-off event, United Way speaker, and other events
- Send out campaign 'Save the Dates' with details

## CAMPAIGN

- Promote the Campaign
- Host Campaign Kick-off and other engagement events
- Make the Ask ←
- Be prepared to answer questions (see FAQ document in the campaign toolkit)
- Monitor progress

## WRAP UP

- Ensure all pledges are turned in and collect any one-time donations
- Schedule a meeting with your United Way representative to finalize campaign
- Report final campaign results to employees and leadership
- Send Thank Yous (templates provided in the campaign toolkit)
- Hold a final campaign committee meeting to evaluate efforts and make recommendations for next year

## YEAR-ROUND ENGAGEMENT

- Keep employees updated on events hosted by United Way
- Share United Way's Video Series (provided in the campaign toolkit)
- Promote volunteer opportunities (ask your United Way representative to receive regular emails regarding local volunteer opportunities)
- Include donation information in your on-boarding process to engage new employees outside of campaign season
- Utilize a Retiree Program to allow retirees to continue their involvement

## TIPS & TRICKS

Recruit a diverse team that includes people from different departments and levels within the company. Invite both new and previously involved committee members to participate.

Use your intranet, payroll stuffers, announcements at staff meetings, and information in high-traffic areas in your work space so employees have an opportunity to learn about United Way.

## MAKING THE ASK

*The number one reason people say they didn't give is because they weren't asked!*

Make sure that everyone is given the opportunity to make a contribution to the campaign. Use the campaign kickoff, department meetings, and one-on-one conversations to encourage participation.

Digital copies of the following can be downloaded online at [www.uwofsc.org/campaigntoolkit](http://www.uwofsc.org/campaigntoolkit)  
**Campaign Tool Kit**

- Virtual Kickoff Event Ideas
- United Way FAQ
- Communication Templates
- Video Series
- and more...

EXAMPLE CAMPAIGN PLANNING SHEET	DATES/TIMES	NOTES
<b>Campaign Goal and Time frame</b>	October 1-15	Goal: 50% participation or \$24,000 raised
<b>Kickoff Event</b>	October 1	Virtual Kickoff, Speaker from United Way
<b>Presentations/Other engagement events</b>	October 2 (safety meeting)	Presentation during virtual safety meeting
<b>United Way Campaign Team Meetings</b>	August 17, 31 September 14, 28	Meetings at noon virtually
<b>Communications Timeline</b>	<ul style="list-style-type: none"> <li>• <i>September 3</i> - Announce Campaign</li> <li>• <i>September 14</i> - Reminder Email &amp; Posters up</li> <li>• <i>September 28</i> - Video message from CEO sent out</li> <li>• <i>October 15</i> - Reminder Email to complete form to receive incentives</li> </ul>	Marketing team film CEO by September 14 UW Team meeting.  Make sure shift supervisors share partner videos during safety meeting to teach employees where their dollars are going.
<b>Other notes</b>	<ul style="list-style-type: none"> <li>• Confirm United Way Team by <i>August 3</i></li> <li>• Reach out to CEO/Management on <i>August 31</i> to approve plan and incentives</li> </ul>	NOTE: Meeting with UW Staff partner on August 12 to get an update and share what our staff needs to make a successful campaign.

# THE UNITED WAY STORY



**United Way of Sheboygan County**

**Mission:** To build a stronger and healthier Sheboygan County through effectively facilitating community resources, convening broad dialogue, and focusing on the areas of highest need.

**Vision:** A community where all individuals and families can achieve their human potential through education, income stability and healthy lives.

## WHAT WE DO

At United Way we focus on advancing the common good. We unite businesses, donors, volunteers and community agencies to harness the collective compassion and resources of our community to improve lives. Through collaboration we invest in local solutions, creating deep and meaningful impact.



**Youth mental health is being supported in a big way: 578 students received weekly counseling services with assessment and treatment provided regardless of an individual's ability to pay**

One example (above) of the impact in health made last year.



**More families are achieving financial stability through food assistance: 5,000 families received emergency food every month**

One example (above) of the impact in financial stability made last year.

## HOW WE DO IT

United Way focuses on education, financial stability, and health because they are the foundation for a successful life. United Way, partner agencies, community experts, and volunteer teams work together to identify the most important community needs and develop impact strategies designed to address the underlying causes. Our funding model ensures collaboration, efficiency, innovation, and accountability.

## WHY WE DO IT

United Way plays a crucial role in our community. We all benefit when a child succeeds in school, when individuals and families are financially stable, and people are healthy. No individual or organization can solve our community's problems alone. Working together, we can provide emergency services, basic needs, and create opportunities in the areas of education, financial stability, and health.



**More youth are set up for success: 8,298 youth participated in programs to improve their future**

One example (above) of the impact in education made last year.



## JOIN THE MOVEMENT

Becoming a part of the change is easier than you might think. United Way is asking everyone to give, advocate, and volunteer because together our resources, voices, and actions can make a real difference right here in Sheboygan County.

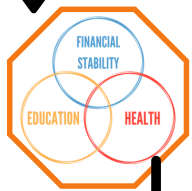
# THE BEST WAY TO GIVE

A gift to United Way is any gift directed to our Community Action Fund or one of our three community impact initiatives. Each gift to United Way is combined with those from thousands of donors and invested directly into initiatives and programs that benefit the entire community, not just one program, issue, or population.

## Community Action Fund Donation



You give a gift to United Way of Sheboygan County to change the story for individuals and families.



Each year local programs focusing on education, health and financial stability apply for funding.



Volunteers review program applications and make funding decisions, holding each agency accountable for the funds used.



Funding is invested in 38 programs at 23 agencies and three collective impact initiatives to meet community needs!

### Programs supported by the Community Action Fund:

- Address the most critical issues and community needs.
- Receive oversight and evaluations annually from United Way staff and volunteers.
- Provide financials to be reviewed by United Way staff and volunteers.
- Depend on United Way's ongoing and consistent support, in addition to other funding sources.
- Make a measurable impact in our local community.

### Why the Community Action Fund is Important:

A gift to United Way's Community Action Fund allows you to help more people than a gift to a single nonprofit can. United Way staff look for gaps and duplications, so Community Action Fund dollars go to the needs everyone is aware of but also to the needs that are less obvious, but no less important. Our community's problems are interrelated, and only the Community Fund's diversity of programs work together to address the complex issues— in a way that no single agency, donor, volunteer, or sector of the community can do alone. United Way works to leverage resources, businesses, experts, and other service providers for short-term relief and long-term success.

**Gifts may also be designated to nonprofit agencies outside of the Community Action Fund process.**

BENEFITS OF DONATING THROUGH UNITED WAY	Community Action Fund	Designated Agency
Funding stays local and is based on program performance, outcomes, fiscal responsibility, community needs and priorities.	✓	
Rigorous program oversight and support is provided by United Way staff and volunteers year-round.	✓	
United Way staff and volunteers engage closely with agencies to ensure program progress and success.	✓	
Opportunities exists for agencies to double donations through challenge grant matches sponsored by companies and foundations.	✓	
Through data analysis and impact management United Way identifies gaps in service, leading various Community Impact Initiatives.	✓	
Donate conveniently through workplace campaign and payroll deductions.	✓	✓
Donation is distributed directly to nonprofits.	✓	✓