

UNITED WE RISE



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.*

AMBASSADOR MEETING AUGUST 3, 2020

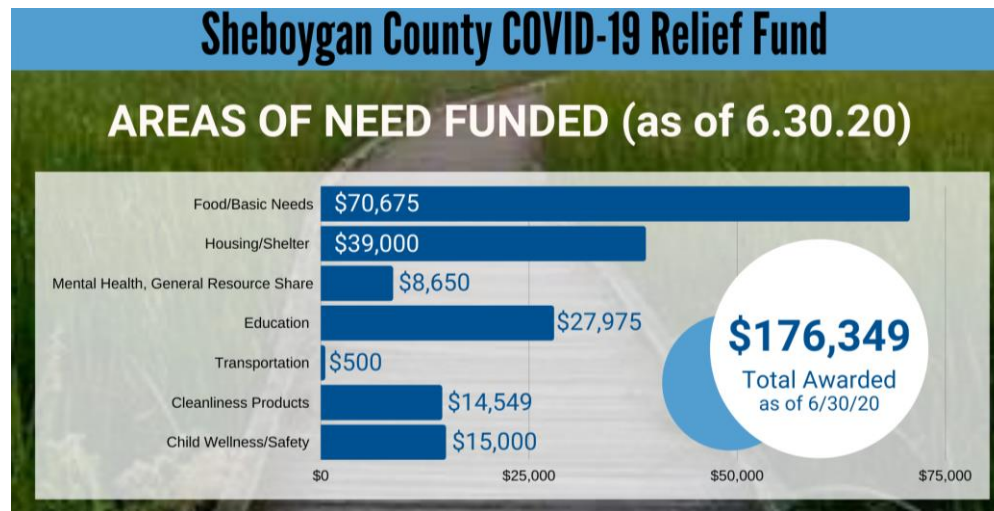


Agenda

- An update on where 2019-2020 Campaign ended
- NEW virtual ideas for 2020-2021 Campaign
- NEW donor strategies for 2020-2021 Campaign
- An opportunity for discussions at the end

2019-2020 Campaign Wrap-up

- [Full Press Release](#)
- [Thank You Video](#)
- [Sheboygan County COVID-19 Relief Fund](#)



United Way of
Sheboygan County



2020-2021 Campaign Virtual Ideas

- [PDF Document](#)
 - [ALICE Activity](#)
 - Bingo (www.myfreebingocards.com)
 - Video Game Tournament
 - Acts of Kindness (coming soon!)
- Video Series
- Bi-Monthly Email Updates



MAKING TOUGH CHOICES

You are about to put yourself in the shoes of a typical ALICE® family. ALICE stands for Asset Limited, Income Constrained, Employed. ALICE families are those that have earnings above the Federal Poverty Level, but below a basic cost-of-living threshold. 23% of Wisconsin families are ALICE. When combined with those in poverty, 34% of Wisconsin households are experiencing financial hardship.

ALICE educates our children, keeps us healthy, and makes our quality of life possible. But these low-wage jobs, often in the service sector, do not pay enough for ALICE to live on – and that was before the COVID-19 pandemic.

For the next few minutes, you'll experience some of the tough choices that these families have to make every single day and how United Way is doing all that we can to help them along the way.

TAKE THE CHALLENGE

YOUR INVESTMENT AT WORK

Community Action Fund Donation

Partner Agency Donation

Other Nonprofit Organization Donation

THANK YOU FOR MAKING A DIFFERENCE IN THE LIVES OF OTHERS!

2020-2021 Sheboygan, WI 53081
878-62422 | www.unitedway.org

United Way of
Sheboygan County



2020-2021 Campaign Strategies

- Emerging Leaders
- Retiree Giving
- Epledge/Online Giving

GIVING BACK IN RETIREMENT

One way to be productive and happy in retirement is by giving back. According to a study by United HealthCare, giving back to the community reduces stress, improves mood, and physical health.



"We make a living by what we get, but we make a life by what we give."
— Winston Churchill

VOLUNTEER

Join thousands of other community members each year that are transforming our community! Get connected with over 110 local agencies that provide meaningful volunteer work through the Sheboygan County Volunteer Center. Search for volunteer opportunities that best fit your passion and skill-set.

More information:
uwofsc.org/volunteer



GIVE

A gift to United Way's Community Fund allows you to help more people than a gift to a single nonprofit can. 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.

More information:
uwofsc.org/donate



United Way of
Sheboygan County



Discussion

Questions? Ideas?

How can we support you?

The screenshot shows the United Way of Sheboygan County website. The header includes the United Way logo and the text 'UNITED WAY OF SHEBOYGAN COUNTY'. Navigation buttons for 'DONATE', 'SEARCH', 'GIVE', 'ADVOCATE', and 'VOLUNTEER' are visible. A secondary navigation bar contains 'COVID-19', 'NEWS', 'PROGRAMS', 'GET INVOLVED', 'ABOUT', and 'CONTACT'. The breadcrumb trail reads 'Home > Get Involved > Give > Campaign Toolkit'. The main content area features a dark blue box with the text 'EVERYTHING YOU NEED TO COMPLETE A SUCCESSFUL CAMPAIGN.' and a photograph of a smiling woman wearing a white t-shirt with 'I LIVE UNITED' printed on it. Below the image, there is a paragraph of text: 'We want you to have a successful campaign, as well as an enjoyable experience as a Campaign Coordinator. Contact us to request printed copies of the items below or for other campaign inquiries. Materials update every spring.' To the right of this text are three buttons: 'Give', 'Advocate', and 'Volunteer'.

www.uwofsc.org/get-involved/give/campaign-toolkit/

United Way of
Sheboygan County



UNITED WE RISE



United Way of
Sheboygan County

A large, vibrant sunflower with yellow petals and a brown, textured center, positioned in the upper right corner of the page.

Thank you

United Way of Sheboygan County Development Team Contacts

Kate S. Baer, Executive Director of United Way of Sheboygan County, kate@uwofsc.org

Emily Kaiser, Director of Donor Engagement, emily@uwofsc.org

Katelyn Piper, Director of Community Development, katelyn@uwofsc.org

UNITED WE RISE



United Way of
Sheboygan County

A large, vibrant sunflower with bright yellow petals and a dark brown, textured center, positioned in the upper right corner of the page.

Thank you

RESOURCES

Online Campaign Toolkit: www.uwofsc.org/get-involved/give/campaign-toolkit/

Virtual Campaign Ideas: [PDF Document](#)

Ambassador Guide: [Click here](#)