



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 fight for every person in our community.
View the online toolkit at 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

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

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

CAMPAIGN PROCESS

PLANNING AND PREPARATION

- Meet with your United Way representative
- Attend a campaign coordinators 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 and set goals
 - Determine timeline
 - Create communications and gather any campaign materials
 - Discuss engagement pieces such as events, Emerging Leaders, Retiree Giving Programs
 - Schedule campaign kick-off event, United Way Speaker, and any engagement 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 (review 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 the 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, make announcements at staff meetings, use payroll stuffers, and 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

Campaign Tool Kit

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

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



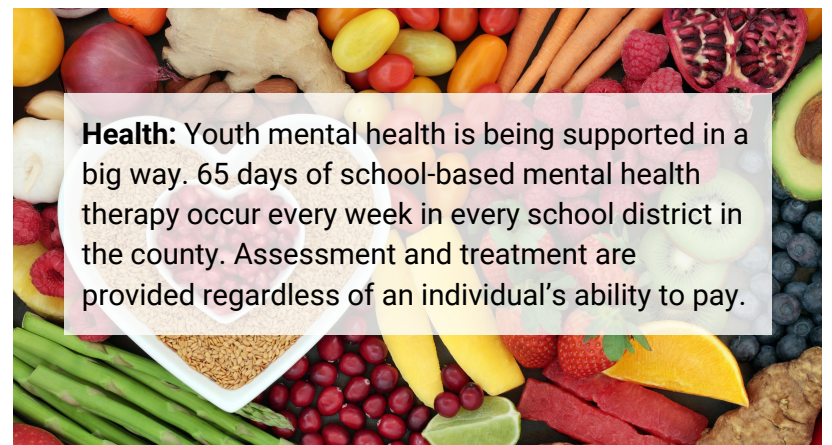
United Way of Sheboygan County

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

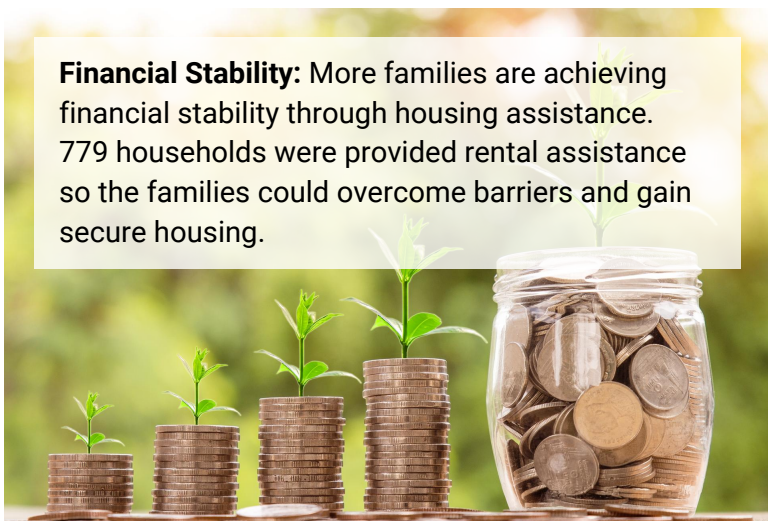
At United Way, we focus on advancing the common good by creating opportunities for a better life for all. Advancing the common good is less about helping one person at a time and more about changing the system to help us all. We all benefit when a child succeeds in school, when individuals and families are financially stable, and people are healthy.



Health: Youth mental health is being supported in a big way. 65 days of school-based mental health therapy occur every week in every school district in the county. Assessment and treatment are provided regardless of an individual's ability to pay.

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

Financial Stability: More families are achieving financial stability through housing assistance. 779 households were provided rental assistance so the families could overcome barriers and gain secure housing.



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. No individual or organization can solve our community's problems alone. United Way brings together community stakeholders, contributors, and agency partners to create collaborative and innovative approaches to community issues. Working together, we can provide emergency services, basic needs, and create opportunities in the areas of education, income and health.



Education: More youth are set up for success. 3,654 children were taught leadership and life skills through the Boy and Girl Scouts programs.

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



HOW YOU CAN HELP

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.

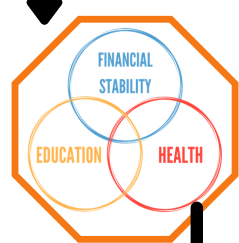
THE BEST WAY TO GIVE

A gift to United Way is any gift directed to our Community Action Fund, one of our community impact initiatives, or the Volunteer Center. 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.

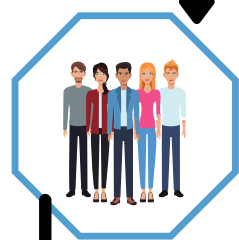
Community Action Fund Donation



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. All of the programs who receive funding are paid out monthly.



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



Funding is invested in 40 programs at 21 agencies and two 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 Fund is Important:

A gift to United Way's Community 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.

BENEFITS OF DONATING THROUGH UNITED WAY	Community Action Fund	Designated Agency
Funding stays local and is based on program performance and overall impact on our community.	✓	
Rigorous program oversight and support is provided by United Way staff and volunteers year-round.	✓	
Agencies are visited by United Way staff and volunteers to ensure program progress and success.	✓	
Quarterly reviews of agencies' financials are conducted.	✓	
Opportunity exists to double donations through challenge grant matches sponsored by companies and foundations.	✓	
Donate conveniently through workplace campaign and payroll deductions.	✓	✓
Donation is distributed directly to nonprofits.	✓	✓