YOU MAKE THE BIGGEST IMPACT

IU Team and Unit leaders are the important connection between people who want to help and people who need help. Your role as a campaign leader is one of the most important roles there is! In this guide you will find all the tips, how-to’s and ideas to make your campaign a success:

- Step-by–step instructions for planning your campaign
- Ideas to make your campaign fun and engaging
- Resources for additional information & ideas

Don't forget that the United Way staff is also here to help you. Each department on campus is different and unique. What works for one may not work for all. Want to bounce ideas off of someone, or have questions? Please reach out to us because we are here to help make you a success!

KEY CONTACTS

United Way Resource Development Staff
Sarah Taylor
*Resource Development Director*
sarah@monroeunitedway.org

Darcie Lowe, *Resource Development Assistant Director (IU Campaign)*
darcie@monroeunitedway.org

United Way Finance Staff
Chris Hazel, *Finance Director*
chris@monroeunitedway.org

United Way Executive Director
Barry Lessow
barry@monroeunitedway.org

United Way of Monroe County
441 S College Ave
Bloomington IN 47403
Phone: 812-334-8370
www.monroeunitedway.org

KEY DATES

**IU Campaign Training Session & Lunch**
September 10, 2015 11:30AM – 1:00PM
Peterson Room, IU Foundation

**Campaign Kick-Off**
September 16, 2015, 11:30AM – 1:00PM
Henke Hall of Champions
North End Zone, IU Memorial Stadium

**End of IU Campaign**
November 30, 2015

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Dear United Way Leaders,

It’s time to kick-off the 2015 Indiana University United Way campaign! I’m proud to again be serving as Campaign Manager for this year’s campaign.

The needs of our community served by United Way and its 25 partner agencies are diverse and continue to increase. But, we can help change our community for the better. Under your leadership, I am confident we can show the community that the people at Indiana University are about Fulfilling the Promise.

This manual is your guide to the campaign. It contains information about where to send completed pledge cards, how to use the online database to track your team’s and department’s progress, and tips on how to run a successful campaign.

The IU United Way website can also provide you with great information including a campaign toolkit where you can find images for your use, example emails you can tailor to your needs, and printable thank you cards so you can quickly thank those generous contributors. Make sure to bookmark and visit www.unitedway.indiana.edu often throughout the campaign.

Also, please do not hesitate to contact Darcie Lowe, United Way Resource Development Assistant Director and IU liaison at darcie@monrounitedway.org or (812) 855-4343 with any questions or concerns you may have about the campaign. She is ready to assist you with fundraising ideas, ways to increase your department’s involvement, or scheduling an agency speaker to visit your office.

Thank you for your dedication to the campaign. Contributions by the IU family comprise a major portion of the resources for many local organizations. Our efforts and donations have great power in our community.

Kirk White
Assistant Vice President for Strategic Partnerships
IU Campaign Manager

IU CAMPAIGN LEADERSHIP

IU Campaign Manager
Kirk White
Assistant Vice President for Strategic Partnerships

IU Campaign Co-Chair
Dennis Cromwell
Associate Vice President Enterprise Infrastructure

IU Vanguard Chair
Jim Grandorf
Clinical Professor of Accounting
Kelley School of Business
WHAT IS UNITED WAY?

United Way of Monroe County works with 25 certified member agencies and other partners to improve people’s lives and build a stronger community. By supporting agencies that work in education, financial stability, and basic services, United Way ensures that people in crisis can get the help they need right away and address the underlying issues they face. We help people in Monroe, Owen, and Greene counties get the education and financial stability that will help them from needing safety-net services in the future.

IU staff, faculty, and students raise more than half of all donations to United Way of Monroe County and its partner agencies and programs. For your continued efforts and for the incredibly generous commitment that you make to lead the campaign for United Way and your community, thank you!

United Way gifts are at work 24/7/365 making our community stronger. Your investment focuses on the building blocks of a better life – Education, Earnings & Essentials.

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| **EDUCATION** / Helping children, youth, and adults achieve their potential by:  
  • Entering kindergarten ready to succeed  
  • Graduating school with a purposeful plan  
  • Building job and life skills | • Support high-quality child care, after-school programs, healthy habits, and mentoring.  
  • Promote the development of children birth-to-five.  
  • Support efforts that help youth graduate high school with a viable plan for the future. |
| **EARNINGS** / Helping hard working families get ahead by:  
  • Gaining and maintaining stable employment  
  • Increasing and retaining income  
  • Building savings and assets | • Increase the number of Earned Income Tax Credit filings.  
  • Increase financial literacy and capability.  
  • Provide job-related supports needed by working families. |
| **ESSENTIALS** / Helping individuals and families meet basic needs with access to:  
  • Sufficient food  
  • A stable place to live  
  • Health care and wellness  
  • Crisis management skills | • Invest in programs to ensure everyone has the essentials.  
  • Support programs that increase health and wellness.  
  • Ensure our community is ready to help people recover from natural disasters. |

An investment in United Way is the single best way to help the most people in need in our community. To see your donation in action, visit monroeunitedway.org/MyImpact.

Current Collaborations

- 2-1-1
- ACA Enrollment Committee
- ACHIEVE
- Bank On Bloomington
- Born Learning
- Community Organizations Active in Disaster
- Dollars and Sense
- FamilyWize Discount Prescription Program
- Financial Stability Alliance
- Free Community Tax Service
- Kindergarten Countdown
- Let’s Read
- High School Plus Coalition
- Monroe County Youth Council
- Monroe Smart Start
- Real Men Read
United Way of Monroe County Member Agencies

- American Red Cross
- Amethyst House
- Area 10 Agency on Aging
- Big Brothers Big Sisters
- Boys and Girls Clubs of Bloomington
- Catholic Charities, Bloomington
- Community Kitchen of Monroe County
- Girls Incorporated of Monroe County
- Hoosier Hills Food Bank
- Indiana Legal Services
- LifeDesigns
- MCCSC School Assistance Fund
- Middle Way House
- Monroe County United Ministries
- Mother Hubbard’s Cupboard
- New Hope Family Shelter
- People and Animal Learning Services
- Planned Parenthood of Indiana
- RBB School Assistance Fund
- Rhino’s Youth Center
- Salvation Army
- Shalom Community Center
- Stepping Stones
- Stone Belt Arc
- Volunteers in Medicine

GIVING SOCIETIES & AFFINITY GROUPS

Some contributions to United Way of Monroe County qualify donors for membership in our giving societies.

The **Vanguard Leadership Giving Program** recognizes individuals who contribute **$1,000 or more annually**. A gift at this level signifies a commitment to strengthening our families and neighborhoods by creating sustained improvements in the lives of community members. Vanguards are invited to join at the following giving levels:

- Benjamin Harrison ($10,000+)
- Platinum ($5,000-$9,999)
- Gold ($2,500-$4,999)
- Silver ($1,000-$2,499)

Members of the same household may combine their gifts to participate in the Vanguard program.

Gifts that are matched by an employer will be recognized in the Vanguard program if the total gift is $1,000 or more. Vanguard donors may donate online or use the standard United Way of Monroe County campaign pledge card. Contributions can be made through payroll deduction, credit/debit card payment, direct billing, ACH withdrawals, cash or checks, or through the donation of stock.

The **Young Leaders Society** recognizes civic-minded individuals or couples under the age of 40 who make a combined annual gift of at least $500. These leaders demonstrate an early commitment to United Way of Monroe County and their community. Young Leaders may donate online or use the standard United Way campaign pledge card. Young Leaders may also participate in the Vanguard Leadership Giving Program.

**Loyal Contributors** are donors who have given to United Way of Monroe County at least 5 times in their lifetime. These loyal donors help sustain our organization and our community by continually doing their part.
CAMPAIGN MATERIALS & INSTRUCTIONS AT A GLANCE

Pledge Cards:
Campaign materials including pledge cards should be picked up at the pre-campaign training session at the IU Foundation, Sept. 10, 11:30am – 1pm. Large departments that require several boxes will have materials delivered to them.

If you were unable to attend the training, remaining materials will be available for pick-up at the kick-off event on September 16th. Any remaining materials will be distributed following the kick-off. Please make sure to distribute all of these cards to employees. If there are employees who don’t have a personalized card, please give them a blank card.

If you feel you are missing pledge cards or need more, contact Darcie Lowe, United Way Resource Development Assistant Director, at darcie@monroeunitedway.org or 812-334-8370.

Once you collect pledge cards, make sure the donor has signed the card and send cards to: (See directions below if pledge card contains cash or check.)

Kelly Cornett
Public Affairs & Government Relations
Bryan Hall 300
IUB

IU Giving Portal:
Employees can also visit the giving portal at unitedway.indiana.edu to set-up payroll deduction gifts. It is a good idea to include this link in your campaign emails to fellow employees.

Cash, Credit Card or Check Donations:
If you have pledge cards with cash or checks attached, please request accountable mail pick-up at https://mailsvc.indiana.edu/mailsvc/acctmail.asp.

Directions:
1. In the “pick-up from” section please put your department information.
2. In the “deliver to” section, click on “other”, and then select VPUR as the department, Bryan Hall, Room 300, Kelly Cornett, kelljone@iu.edu
3. Next, enter the reason as “send United Way pledge money to Bryan Hall.”
4. IU Mail Services will pick up and deliver the pledge card and money for you.

Credit Card: For security reasons, donors who wish to make a gift by credit card should go online to www.monroeunitedway.org/give and click the “Donate Now” button or call United Way directly at 812-334-8370.

Payroll deductions begin in January 2016 and run through December 2016.

Need more pledge cards? Have questions? Contact Resource Development Assistant Director Darcie Lowe at 812-334-8370 or darcie@monroeunitedway.org.
HOW TO RUN A WORKPLACE CAMPAIGN

#1: Giving Portal & Team/Unit Goals

A) Log-On
Visit the online giving portal at unitedway.indiana.edu, click the link “IU Campaign Cabinet & Unit Leaders Resources”, followed by clicking the log on link.

B) Find Your Goal
Once logged in, visit the reports tab, and then the Team Goal Progress Report. Select your Team to find your overall Team or unit goal by unit. Check back here throughout the campaign to determine your progress to your goal.

C) Find Your Donors
Run the Departmental Historical Donations Report to view past donors to your Team/Unit. Targeting email messages to these groups of donors to renew their gift from the prior year and help us thank them for that past support. A message to former donors who didn’t give last year is an effective way to send the right message to the right people. Visit the resource section at the end of the manual for example emails to get you started.

#2: Determine your campaign dates & enlist the help of a few coworkers

Having a beginning, middle, and end of a campaign are a must along with deciding WHO in your office will be part of planning and executing your campaign plans. Deadlines help define and drive the momentum of your workplace campaign. The length of your campaign can range from a few days, to a week or a whole month. Discussing what makes sense in your workplace should be one of the first things you do as a team (or decide if you are a team of one!). These dates will determine when you hold a kick-off, send reminder messages, hold an office special event, and establish a deadline for pledge cards to be turned in.

Our campaign will run: ____/____/_____ to ____/____/_____.
(All IU Campaigns must be turned in by November 30th.)

#3: Plan Campaign Timeline & Activities

Once you know your goal, have picked your team members and familiarized yourself with the giving portal, it’s time to decide how you will make your campaign fun and engaging. The scope and activity level surrounding your campaign is determined by the desired outcome, what you can take on as the unit leader, and what your team is willing to help you accomplish! And, don’t forget the personality of your office. What might work for one workplace might not work for yours. What do your co-workers like to do for fun? How do they prefer to receive information?
Elements of a United Way Workplace Campaign

• **Kick-off**
  Many offices hold a kick-off event or activity and some don’t. These can range from hosting snacks and coffee and having a United Way representative come speak briefly about United Way, to brown bag lunches with a speaker from one of our 25 member agencies. The sky is the limit and there is always something on any scale you can do to kick-off your campaign. The key is to make it known to employees what United Way is all about, what you will be doing for your United Way campaign, and how they can participate. Some departments have had success building a kick-off into an existing regular meeting where many staff members will be present.

• **Special Events**
  These activities are often great for raising some additional funds, doing something fun and helping raise awareness about the campaign.

  **Examples**
  Donate a few bucks to wear jeans on a Friday, hold a bake sale, enter a drawing for a prime parking spot for a week, or hold a chili cook-off.

  **RESOURCE:** For plenty of special event ideas to get the ball rolling, visit [www.monroeunitedway.org/campaigntoolkit](http://www.monroeunitedway.org/campaigntoolkit) and to download our workplace campaign idea book.

• **Incentives**
  Incentives can be very helpful and a super way to get people involved in a campaign. These can be incentives to attend meetings, return pledge cards, or to give. They can be raffles, giveaways, early bird contributions, competitions between departments just to name a few!

  Incentives shouldn’t be expensive and can be a simple token, or something donated by an employee or a company.

  **Examples**
  Tickets to an event
  Magazine subscription
  Gas card
  Movie tickets
  Gift cards
  Baked goods
  Coffee served to your desk each day for a week
  Yard service
  Casual dress days
  Organization logo items – shirts, toys, mugs, etc.
  Pizza party

**We will hold the following special events to enhance our campaign:**

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
**#4: Messaging & Campaign Communications**

This is where your marketing person can come in handy. Decide how you will announce the important info about the campaign at your workplace with instructions of how employees can participate. Do you have an intranet where you can post information? Can your senior staff send an email to all staff inviting them to participate in the campaign?

**You will want to make sure that the information people need to know reaches them, including:**

1. Beginning & end of campaign dates
2. Dates of any special events or kick-off event/activity
3. Deadline to turn in pledge cards
4. Who to turn pledge cards into
5. Online giving portal link
6. How to donate by credit card
7. Why giving to United Way is a good thing & how donating helps our community!

Make sure you have the essential campaign supplies from United Way.

**Remember to keep the campaign visible around the workplace!**

- Posters
- Pledge cards
- Campaign table tents
- Website banners and images for electronic communication or for print on demand (website, intranet, email, etc.)
- Print on demand thank you notes
- Let us know what other items might be helpful

**Campaign Messages:**

The most basic campaign messages should be:

1. A kick-off email to be sent at the beginning of the campaign,
2. A follow up midway through with an update and reminder, and
3. An end-of-campaign message right before the close of your campaign.

Do you have a larger campaign and want to get fancy? Make a list of past donors and send one message to them thanking and acknowledging past support. Then send a different email to new/prospective donors asking for their participation in the campaign. Recognizing past support can help renew gifts that were made by employees during the prior year’s campaign.

**RESOURCE: Not sure what to write?** Visit our campaign toolkit online at [www.monroeunitedway.org/campaigntoolkit](http://www.monroeunitedway.org/campaigntoolkit) for sample emails and sample text for your website. Feel free to copy entirely or edit to your needs!

**TIP: Be the expert!** You will probably receive some questions from co-workers. Be prepared with an answer by visiting our FAQs and What is United Way section in this handbook to familiarize yourself with United Way. To read more about United Way of Monroe County, you can also visit our website: [www.monroeunitedway.org](http://www.monroeunitedway.org)

**Got a question you can’t answer?** Just send us an email at darcie@monroeunitedway.org or give us a call at 812-334-8370.
Thank Donors:
Generous donors are far more likely to give again next year if you help us say thanks! We will send a note once we receive their gift after processing, but that can take a while to reach us. You can make donors feel more appreciated if you send a thank you note right away!

RESOURCE: Download printable thank you cards from the online toolkit: www.monroeunitedway.org/campaigntoolkit.

#5: Campaign Wrap-Up

Pledge Card Collection/Payroll Deduction:
Once you collect pledge cards, make sure the donor has signed the card and send cards to:
(See directions below if pledge card contains cash or check.)

Kelly Cornett  
Public Affairs & Government Relations  
Bryan Hall 300  
IUB

Cash, Credit Card or Check Donations:  
If you have pledge cards with cash or checks attached, please request accountable mail pick-up at https://mailsvc.indiana.edu/mailsvc/acctmail.asp.

Directions:
1. In the “pick-up from” section please put your department information.  
2. In the “deliver to” section, click on “other”, and then select VPUR as the department, Bryan Hall, Room 300, Kelly Cornett, kelljone@iu.edu  
3. Next, enter the reason as “send United Way pledge money to Bryan Hall.”  
4. IU Mail Services will pick up and deliver the pledge card and money for you.

Credit Card: For security reasons, donors who wish to make a gift by credit card should go online to www.monroeunitedway.org/give and click the “Donate Now” button or call United Way directly at 812-334-8370.

****PLEASE TURN IN YOUR PLEDGE CARDS TO KELLY AS YOU RECEIVE THEM.****

#6: Share your Campaign & Be Recognized!
We want to hear about your campaign and would love to see it as well! Remember to snap pictures of any great moments or United Way on display at your office. We will even come take a picture of you and your group to share on our media outlets. Either email photos to us or email our staff to arrange for a photo to be taken. Remember, #YourDonationHasPower.
RESOURCES

Why Give to United Way?
You may be asked this question or want to write about it to your fellow co-workers. Here is a quick list of 10 reasons why donating through United Way is a great idea!

10 Reasons to Contribute to United Way of Monroe County

1. **United Way is results oriented.** Programs are funded based on results. United Way helps people become self-sufficient members of our community. We address today's needs and work to reduce tomorrow's.

2. **United Way is local.** Contributions stay in our community. The Board of Directors is made up of local volunteer leaders who make the decisions about where funds can do the most good in Monroe, Owen, and Greene counties.

3. **United Way helps the most people.** Services funded by United Way have a broad reach – touching 1 in 3 people each year.

4. **United Way campaigns are fun.** United Way campaigns are fun, build morale, and strengthen teams. Running a campaign is an efficient use of resources.

5. **United Way brings us together.** United Way brings together business, government, education, and social services to address community needs.

6. **United Way inspires people to do more.** Everyone feels good about giving, knowing that their donations directly help those who need help the most.

7. **United Way cares about our community.** United Way focuses on people and issues close to us: food, housing, health care, emergency services, children and youth, employment, people with disabilities, and older adults.

8. **United Way is efficient.** Low administrative and fundraising costs means more money goes to services in the community. Donations are wisely invested in high-quality, results-oriented programs.

9. **United Way is a dependable partner.** For almost 60 years, United Way of Monroe County has been here, working with you to improve people's lives. We want all of our neighbors to enjoy the quality of life that comes from a caring community.

10. **United Way – It's the right thing to do.** Simply put, giving to United Way is the right thing to do. Your contributions ensure that people have an opportunity to break cycles of poverty, violence, and hopelessness and replace them with self-sufficiency, security, and hope.

CAMPAIGN TOOLKIT

Visit our online toolkit to find electronic copies of most of our campaign materials. Also find sample campaign emails, social media posts, web banners, photos, logos, printable thank you notes and more! [www.monroeunitedway.org/toolkit](http://www.monroeunitedway.org/toolkit)
**THE IMPACT OF YOUR DONATION**

United Way and our 25 partner agencies do so many things and touch so many lives, sometimes it’s hard to cover it all! Below are a few examples of how much good your donation can do.

For more examples, visit our website: www.monroeunitedway.org/dollarimpact.

$1/week ($52 annually) provides:
- Two people with bus transportation to a new job for a month.
- 33 bags of groceries to low-income families.
- A day of housing for an individual beginning the recovery process from alcohol or drug addiction.
- A victim of domestic violence with one hour of legal consultation.
- School supplies for five students from low-income families.

$5/week ($260 annually) provides:
- An at-risk child with two weeks of full-day summer camp.
- 26 flu vaccines for high-risk, low-income patients.
- A person with development disabilities the opportunity to attend a hands-on learning activity.
- A full day of food and shelter for 5 people in the aftermath of a natural disaster.
- A classroom of kindergarteners with 5 free books each and a Real Men Read mentor for the school year.
- 2 low-income women with a digital mammogram screening.

**FREQUENTLY ASKED QUESTIONS**

**Who runs United Way?**
A volunteer Board of Directors and professional staff ensure that United Way is working effectively and efficiently to improve people’s lives. Hundreds of local volunteers help keep United Way a dynamic, growing, and responsive organization.

**How much of my contribution actually goes to program services?**
Administrative and fundraising costs are kept very low because of the large number of volunteers involved in raising and allocating funds. In 2014, this allowed 83¢ of every dollar to be used for programming. Without United Way support, agencies would need to spend more of their own money and energy on their own fundraising.

**How are campaign funds distributed?**
The United Way Community Investment Committee, consisting of United Way Board members and other volunteers, reviews applications from member agencies that seek funding to support community programs. These volunteers use priorities from the most recent community needs assessment to decide where funds can have the greatest impact.
What is the value of giving to United Way when I can donate directly to an agency?
With nearly 60 years of experience in Monroe County, United Way focuses on people and the issues close to us: food, housing, health care, emergency services, children and youth, employment, earnings stability, and older adults. Services funded by United Way have a broad reach – touching 1 in 3 community members each year.

When you give to United Way of Monroe County's Community Action Fund, you invest in high-quality, results-oriented programs managed by United Way's member agencies. Nonprofits are also able to use United Way allocations from the Community Action Fund as matching funds for state, federal, and private grants. Because our member agencies don't need to spend as much money fundraising, more money goes to services in the community.

United Way also offers resources, materials, professional development opportunities, and technical support to strengthen the ability of all local agencies to serve their clients most effectively. Low administrative costs here and reduced fundraising costs at our member agencies mean that more money goes to services in the community.

United Way helps all local agencies serve their clients most effectively by providing resources, materials, professional development opportunities, and technical support.

What records should a donor keep to meet the new IRS rules?
Campaign donors should keep a copy of the completed pledge form for their tax records. They will also need a copy of their pay stub, W-2, or similar document showing the amount withheld and paid. They should consult their tax advisor for more information. United Way will send a receipt for all cash, check, credit card, and stock donations over $250, and tries to gratefully acknowledge all gifts.

Can I give to the Community Action Fund, but exclude a certain agency?
Yes, whether donating online or completing a printed pledge card, you can specify which agency should not receive your donation.

What can I say to my co-worker who doesn't want to give to United Way because Planned Parenthood is a member agency?
Planned Parenthood provides valuable health services to the community and United Way funds only their health and education services: cancer screenings, infertility counseling, teen peer education, and basic health services such as diabetes testing. The majority of Planned Parenthood's clients live at or below 150% of the federally mandated poverty level. On the pledge form, donors can indicate that their funds should not be distributed to any particular member agency.

How much of a donation stays local?
Over 98% of your gift remains in your community helping families, neighbors, and co-workers. We voluntarily pay dues to our state and national associations in exchange for valuable information and referral services, consultation, supplies, trainings, and grant opportunities. Networking with other United Ways allows us to share ideas, materials, and other resources. As always, all of our decisions are made locally by staff members and a volunteer board of directors who know this community.

Have additional questions? Visit our full FAQ page at: www.monroeunitedway.org/faq
DONOR CHOICE QUESTIONS

Can I designate a particular agency to receive my donation?
The Community Action Fund helps donors address a wide range of community issues with one gift. As an additional option, United Way offers a Donor Choice program, which allows contributors to direct all or part of their gift to a specific member or non-member agency or a United Way in another county. Directions are on pledge cards. In order to keep processing costs low for our donors, designated gifts must be at least $25 per organization or they will be directed to the United Way Community Action Fund.

What are the standards for member and non-member agencies?
Member agencies must meet strict standards of governance, program effectiveness, and financial accountability; they are evaluated regularly as part of a volunteer-driven certification process. Agencies that aren’t members are not monitored by United Way, but we do verify their tax exempt status.

Can I focus my giving on certain priorities?
Yes, donors can give to any or all of our three Priority Funds - Education, Earnings, and Essentials. These funds will be distributed by the Community Investment Committee to the member agencies meeting goals in that area. Simply follow the instructions when donating online or in the Priority Fund section on your printed pledge card.

Does United Way assess processing fees?
There is no fee for member agencies to receive designations. Non-member organizations are assessed a 12% fee on all donations to reimburse United Way’s processing expenses. This is very low compared to most agencies’ internal fundraising costs, and we establish eligibility at no charge. Non-cash designations are reduced by an allowance, currently 7%, to account for uncollectible pledges.

What types of non-member agencies are eligible to receive donor designations?
Organizations must have Section 501(c)(3) designation from the IRS; have local impact or a local presence; work in the areas of human service, the arts, or the environment; and be able to document a minimum one-year record of service. Federations, religious congregations, government units, and capital drives are not eligible. If the organization is not eligible, United Way staff will discuss options with the donor.
IU CAMPAIGN QUICK CHECK LIST

☐ Attend the United Way of Monroe County IU Campaign Training Session Sept. 10th at the IU Foundation and the Campaign Kick-Off on Sept. 16th at the Henke Hall of Champions.

☐ Define roles and responsibilities within your team/unit including key volunteers to run the campaign and any special events.

☐ Log on to the Giving Portal to find your goal and giving histories.

☐ Determine campaign activities & dates and create campaign calendar.

☐ Plan how you will promote and communicate the campaign through communications, incentives, and fun workplace activities. You can also schedule guest speakers from United Way and partner agencies to stop by your office. Contact Darcie Lowe to schedule at darcie@monroeunitedway.org.

☐ Start your campaign!

☐ Send reminder and update messages about United Way and your campaign to your co-workers keeping it fun & informative. Remember you can segment your messages to current donors, lapsed, and new donors. Sit back and feel great about helping people in your community!

☐ Collect pledge cards & turn into Kelly Cornett on a regular basis throughout the campaign.

“Sometimes it can be beneficial to ask that all pledge cards be turned in, even if people don’t donate.”

☐ THANK DONORS! Saying thanks is a big deal because their donation is a big deal. Print off thank you notes from the campaign toolkit and drop a little personal thank you on donor’s desks, or come up with your own way of saying thank you.

☐ Keep track of donations and report results at the conclusion of the campaign. Everyone will want to know how much good they did.

☐ Share your campaign with United Way of Monroe County with pictures, on your website and social media. Don’t forget to “like” our facebook page (www.facebook.com/MonroeUnitedWay)! If you didn’t take any pictures, contact United Way to set up a time to have a picture taken.

☐ Start planning for next year!
SPECIAL EVENTS & CAMPAIGN THEMES

Themes
You can personalize your campaign to your workplace or establish a theme that generates related activities or special events. By involving more employees, your team’s campaign becomes their campaign and creates a fun activity employees will look forward to each year. The options are endless, but here are a few to get your creativity going.

Be a Lifesaver
Write “Be a Lifesaver, Please Give” on a sticker and wrap it around a roll of Lifesavers. Continue the theme throughout the campaign by providing facts and real-life stories about people who have been helped by the “lifesavers” in the community.

Chip in for United Way
Place chocolate chip cookies on employees’ desks with a note attached announcing the start of the campaign and asking employees to “Chip in for United Way”.

United Way 007
Clues are given to employees in the form of riddles. The department of the individual who figures out all the riddles receives a prize at the end of the campaign.

Special Events
Special Events are a great way to raise awareness, extra funds and have fun in the workplace. Below are a short collection of ideas, but the sky is the limit and think about what would interest your co-workers.

A-Dollar-an-Inch Contest
Department heads participate in an all-day competition to see who ends up with the shortest tie. Employees who turn in their contribution cards cut an inch off their favorite leader’s tie. Prizes are awarded for the shortest tie, the ugliest tie, and the quickest to lose their tie.

Candy Jar Guessing
Fill a jar with candy or other items and display it in the office or employee break room. For $1 per chance, the employees can guess how many items are in the jar. At the end of your campaign, the employee that has the closest guess wins the jar and its contents.

Casual Day
Sell Casual Day stickers that allow employees to dress casually on certain days. Employees purchase stickers for $8 for a week or $2 a day depending on how many casual days your office wants to host.

Chili Cook-off
Have a chili cook off for all those people who think they make the best chili. Let the judges decide who has the Best in the Midwest. Offer prizes for the winner and gifts for the other participants. Why should the judges be the only ones enjoying the feast? Charge admission and have a chili lunch for your department’s campaign kickoff.

Funniest Home Video Contest
Invite employees to create their own home or work videos. Charge an entry fee at a viewing party. Offer a prize for the best video and have the audience vote to see who wins.
Happy Halloween!
Plan a Halloween theme and hold a pumpkin carving contest. Find a local business to donate pumpkins for your event. Individuals or groups can enter carved pumpkins.

**Award prizes in various categories:**
- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

Throw a Halloween costume party at the end of your campaign to display the pumpkins and announce the dollars raised by employees. Also give prizes to the employee sporting the best costume.

**Scavenger Hunt**
Employees participate in a scavenger hunt that requires them to find unusual items from around the neighborhood or office. You can plant items with selected employees for others to discover. Teams of four pay a group entry fee. If each team member is from a different department, automatically award them ten bonus points. The goal is to accumulate as many points as possible in one hour. If a team arrives late, assess a penalty of two points per minute (or fraction thereof). Have a prize for each member of the winning team.

**SAMPLE EMAILS**

**Sample 1: Senior Staff Kick-off Email**

**Subject: Can we Count on You to LIVE UNITED?**
Our 2015 Indiana University United Way campaign is kicking off! Join me in learning what it means to LIVE UNITED and how we can help those in need in our community through the annual United Way campaign.

United Way of Monroe County and its 25 partner agencies work together to address the most pressing issues facing our community focusing on Education, Earnings and Essentials. Those make the foundation of a successful life for all.

It takes an entire community to make a difference and we need you. Giving to United Way is the best way to help the most people in need in our community! One gift of any size has power to transform lives across the community.

As little as a $1 a week donation can provide two people with bus transportation to a new job for a month, or $2 a week can provide 70 bags of healthy groceries to low-income families. Giving just a little accomplishes a lot.

Thank you for caring about our community and supporting this year’s United Way of Monroe County annual campaign. Together, we can beat the $XXXX that we raised last year and do even more for those in need.

Sincerely,

(Senior Staff Name)
Sample 2: Employee Campaign Coordinator Emails

Subject: How would you like to make a real impact in your community?

On (DATE), we will be kicking off our Indiana University United Way Campaign. By giving to United Way, you can change the world, right here at home. Last year, we raised (AMOUNT) to assist United Way of Monroe County and 25 local nonprofit agencies address some of our community's most pressing problems. This year, we are hoping to accomplish even more!

This is a great opportunity for you to get involved and change a life by building the strongest community possible. I will be contacting you soon with more details. Thanks in advance for your participation.

Sample 3: Announce Campaign Kickoff – from Employee Campaign Coordinator:

You are invited to a/the (EVENT NAME) as we kickoff our 2015 IU United Way campaign.
   Date:
   Time:
   Location:

Don’t miss this opportunity to learn how our contributions make it possible for United Way programs to help people in our own community. (NAME OF UNITED WAY STAFF/VOLUNTEER) will be joining us to explain how United Way works in our community and what our contributions are doing to make a difference. Together, our donations have power!

Please RSVP by XXXX.

Sample 4: United Way Campaign Progress Email:

Congratulations!

We’ve reached _____% of our goal. Last week’s (SPECIAL EVENT NAME) was a great success thanks to your participation and (insert highlight from the event).

Please don't forget to turn in your pledge cards by (DATE) so that we can achieve our final goal of (AMOUNT).

I’m proud to be part of this exciting effort the means so much to thousands of people in our community that are provided the support they need through United Way of Monroe County. If you have any questions about donating, I’d be happy to answer them!
Sample 5: The Power of Your Gift Reminder Email

Every day your gift helps people in our community who struggle to have the necessities of life. Every day your gift works to help our children be successful in school, our families become financially stable, and everyone have the essentials like food, housing health care, and help during a crisis.

A donation of $2/week can help a child, who may not eat all weekend, receive a backpack full of food to make it through.

Your donation has power!

Sample 6: Thank you for LIVING UNITED!

Because of your generosity, we raised (total campaign dollars your department raised) to make this a better community for everyone! We also reached (XX) percent participation.

I thank you for being a part of Indiana University’s United Way campaign this year. Together, we are turning the stories around for thousands of people. That is no small task and takes a little bit from all of us to make those positive changes for so many.

Feel great, pat yourself on the back, and know that every day this year, your donation is making the day of someone who is having a rough time a whole lot better.

Sincerely,

(Department Leader Name or ECC)
Let’s get kids ready for school success.

Let’s help people get & stay ahead.

Let’s strengthen nonprofits working for our community.

Let’s keep our neighbors healthy & strong.