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## KEY DATES

**IU Campaign Kick-Off**

Sept. 19, 2022, 11:30 am – 1 pm

Indiana Memorial Union, Frangipani Room

**IU Campaign Payroll Deduction Deadline**Dec.14, 2022

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# 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 to United Way is an effective way to impact other’s lives:

### 10 Ways Your Gift to United Way of Monroe County Creates Change

1. **Your gifts create results.** Gifts to United Way help people become self-sufficient members of our community. Your support helps United Way address today’s needs and work to reduce dependency on safety net needs in the days ahead.
2. **Your gifts stay local**. Contributions stay in our community. People living in Monroe, Owen and Greene counties receive United Way funds, either by direct support of United Way member agencies or through special outreach projects, programs and initiatives.
3. **Your gifts help the most people.** Your gifts to United Way have a broad outreach. When combined with those of your friends and neighbors, they touch 1 in 3 people in our area each year.
4. **You put the “fun” in fundraising.** United Way campaigns can be a fun, morale-building effort among your peers and co-workers and are used as team-strengthening exercises, which benefit not only your workplace, but others outside of your organization.
5. **Your gifts bring people together.** Gifts to United Way bring together business, government, education, and social services to address the most pressing community needs for the long term. Your gifts create a bridge for those who need a little help toward a better future for themselves and their children.
6. **Your gifts inspire others to do more.** Feel good about giving, knowing that your donations directly help those who need help the most. We all want to know that we’re making a difference and helping create change - this is the perfect avenue for building a sense of community and purpose.
7. **Your gifts demonstrate your care for our community.** Your gifts help United Way focus on people and issues close to home: food, housing, health care, emergency services, children and youth, employment, people with disabilities, and older adults in our three-county region - in other words, the big issues. Your gifts demonstrate your own commitment to the health of our community.
8. **Your gifts are used efficiently.** Low administrative and fundraising costs mean more money goes to services in the community. Donations are wisely invested in high-quality, results-oriented programs through the social service sector, and projects reach people in high-need areas of the tri-county region when emergency situations arise.
9. **Your gifts create a partnership.** You want your neighbors to enjoy the quality of life that comes from a caring community. For more than 60 years, United Way of Monroe County has been here, working in partnership with others in the community to improve people’s lives.
10. **It’s the right thing to do.** Simply put, giving to United Way is the right thing to do for the long-term health of our community. Your contributions ensure that people have an opportunity to break the cycles of poverty, violence, and hopelessness and replace them with self-sufficiency, security, and hope.

# THE IMPACT OF YOUR DONATION

United Way and our 23 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 your gifts create change.

* **$1 per week** buys a warm winter coat to a student in need
* **$2 per week** provides a flu shot to five patients
* **$3 per week** feeds someone in need one warm, nutritious meal per week
* **$10 per week** provides one-on-one tutoring to a child for an entire school year
* **$20 per week** keeps 10 households in their homes through rent assistance

For more examples, visit our website: [www.monroeunitedway.org/dollarimpact](http://www.monroeunitedway.org/dollarimpact).

# FREQUENTLY ASKED QUESTIONS

**Who runs United Way?**

A volunteer [Board of Directors](https://www.monroeunitedway.org/board) and professional [staff](https://www.monroeunitedway.org/staff) ensure that United Way is working effectively and efficiently to improve people’s lives. Hundreds of local volunteers help make United Way a dynamic, growing, and responsive organization.

**How much of my contribution is actually applied 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 2021-2022, this allowed 87¢ 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 respective fundraising initiatives.

**How are campaign funds distributed?**

The United Way Community Impact Committee consisting of United Way [Board members](https://www.monroeunitedway.org/board) 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](https://www.monroeunitedway.org/scan) 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 [over 60 years of experience](https://www.monroeunitedway.org/history) in Monroe County, United Way focuses on people and the issues close at hand: food, housing, health care, substance misuse treatment, emergency services, children and youth, employment, earnings stability, and older adult programs. 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 into community services.

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 98% of funds raised stay in the community.

**What records should a donor keep to meet IRS rules?**

Campaign donors should keep a copy of their online receipt or 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 gratefully acknowledge all pledged gifts.

**Can I give to the Community Action Fund, but exclude a certain agency?**

No, donating through e-Pedge does not have this ability.

**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 and its needs.

Have additional questions? Visit our full FAQ’s online at: [www.monroeunitedway.org/faq](http://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](https://www.monroeunitedway.org/donorchoice) 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.](https://www.monroeunitedway.org/pledgecard) 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.

**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 6%, 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 for designations, United Way staff will discuss other funding options with the donor.

# CAMPAIGN TOOLKIT

Visit our online toolkit to find electronic copies of most of our campaign materials. You can also find sample campaign emails, social media posts, web banners, photos, logos, printable thank you notes, and more! Visit [www.monroeunitedway.org/IUToolkit](http://www.monroeunitedway.org/IUToolkit).

United Way provides promo tools from our Online Toolkit, which can be accessed as needed:

* Thank-you cards
* Sample campaign emails
* Digital graphics
* Other items by request or as available

# 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 company’s campaign becomes their campaign and creates a fun activity to look forward to each year. The options are endless, but here are a few to get your creativity going.

**United Way 007**

Clues are emailed 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.

**Scavenger Hunts**

Throughout the campaign, emails are sent with pictures with hidden items. The individual who finds the most items wins a prize at the end of the campaign.

**Step Challenge**

Have your department head pledge a gift if all of the employees in the department can reach a certain number of steps within a month, a week, or however long you want.

### SPECIAL EVENTS

Special Events are a great way to raise awareness and extra funds while having fun in the workplace. They can be held both in person and online. Below is a short collection of ideas, but the sky is the limit so think about what would interest your co-workers for a safely distanced or online event.

**Drawings**

Enter everyone who has already donated into a drawing each week.

**Cutest Pet Contest or Talent Show**

Employees submit pictures of their animals or videos of themselves performing a talent. Only employees who have donated can enter. The winner receives a prize.

**Trivia**

Host a trivia event. Anyone who has already donated may participate. Encourage people to donate even just $1 so that they can join in. This can be adapted virtually to Zoom Trivia.

**Supply Drive**

Several local United Way agencies have Amazon wish lists. Decide as a department which agency or agencies you would like to support.

SAMPLE EMAILS

Visit our online campaign toolkit to download these messages so you can easily cut and paste. <https://www.monroeunitedway.org/IUToolkit>

**Sample 1: Kick-off Email**

**Subject:** Rebuild Community, Rebuild Hope

IU’s United Way 2022-23 campaign, **Rebuild Community, Rebuild Hope**, is kicking off! Join me in learning how you can help create lasting change. To pledge, please visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give).

Even before the pandemic, nearly 50% of our community teetered either right above or fell below the poverty line. By supporting United Way, you will help friends and neighbors weather life’s storms and thrive.

Giving to United Way is the best way to help the most people in need. One gift of any size has the power to transform lives across the community when joined with the gifts of coworkers, friends, and neighbors.

As little as a $2 a week donation can buy a week’s worth of early childhood meals and snacks. And $5 a week can provide people with four months of city bus transportation to and from work.

Thank you for your compassionate and generous response to this year’s fall fundraising drive. Together, we can **Rebuild Community, Rebuild Hope**!

Thank you!

Sample 2: Campaign Progress Email

Subject: Congratulations!

We’ve reached XX% of our United Way campaign goal. Please don’t forget to make your donation by December 14 so that we can achieve our final goal of $XXX,XXX.

If you haven’t done so yet, please join me by making a gift to United Way of Monroe County. Your donation stays local and will help friends and neighbors weather life’s storms and thrive. To pledge, please visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give).

I’m proud to be part of this exciting effort that means so much to thousands of individuals and families who benefit from our combined campaign gifts. Every single gift has the power to **Rebuild Community, Rebuild Hope!**

Thank you!

**Sample 3: Reminder Email**

**Subject:** Your Gift Makes a Difference

Your gifts to United Way work around the clock, every day of the year. When you can’t be present to serve a homeless person a warm meal, or drive a senior to a medical appointment, United Way is there working in your stead.

Did you know:

* **$2 per week** provides a flu shot to five patients
* **$3 per week** feeds someone in need one warm, nutritious meal per week
* **$20 per week** keeps 10 households in their homes through rent assistance

Please join me and other coworkers in supporting the IU United Way campaign to **Rebuild Community, Rebuild Hope**. Your donation has never been more important to this community. Make your donation today at [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give).

Thank you!

**Sample 4: Email to Repeat Donors**

**Subject:** Thank you for supporting United Way

I hope this email finds you well. First, I’d like to thank you for being a regular supporter of the IU United Way campaign. Your donations over the years have gone directly to our community to help friends and neighbors weather life’s storms and thrive.

I’m emailing you to remind you to make this year’s donation before the payroll deduction deadline on December 14. Visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) to make your donation.

This year, the United Way campaign theme is **Rebuild Community, Rebuild Hope**. Your donation will make a real difference in the community! Just $2 per week provides a flu shot to five patients, $3 per week feeds someone in need one warm, nutritious meal per week, and $20 per week keeps 10 households in their homes through rent assistance.

Thank you for your continued support of United Way! Together, we can Rebuild Community, Rebuild Hope.

**Sample 5: Email to Lapsed Donors (has donated in the past, but did not donate last year)**

**Subject:** Rebuild Community, Rebuild Hope

I hope this email finds you well. First, I’d like to thank you for supporting the IU United Way campaign in the past Your donation(s) has/have gone directly to our community to help friends and neighbors weather life’s storms and thrive.

I’m emailing because, according to our records, we have not heard from you yet this year. If your donation has crossed in the mail with this message, we ask your patience. Just a reminder that pledges do not automatically renew, and we’ll need to hear from you before the payroll deduction deadline on December 14 in order to count your pledge in this year’s fund drive. Please join me again by visiting [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) to make your pledge.

Your donation will make a difference in the community! Just $2 per week provides a flu shot to five patients, $3 per week feeds someone in need one warm, nutritious meal per week, and $20 per week keeps 10 households in their homes through rent assistance. Together, we can **Rebuild Community, Rebuild Hope**. Please help.

Thank you!

**Sample 6: Email to New Donors**

**Subject:** Join us to Rebuild Community, Rebuild Hope

I hope this email finds you well. I’m emailing to invite you to join me in supporting the IU United Way fundraising campaign, **Rebuild Community, Rebuild Hope**.

United Way is the only organization that IU supports by allowing employees to make donations through payroll deduction. United Way supports 23 partner agencies and works tirelessly to address needs in our community such as homelessness, food security, education, and mental health.

Giving to United Way is the best way to help the most people in need. One gift of any size has the power to transform lives across the community when joined with the gifts of coworkers, friends, and neighbors.

* **$2 per week** provides a flu shot to five patients
* **$3 per week** feeds someone in need one warm, nutritious meal per week
* **$20 per week** keeps 10 households in their homes through rent assistance

Please join me again this year by making your donation before the payroll deduction deadline December 14. Visit [www.unitedway.indiana.edu/how-give](http://www.unitedway.indiana.edu/how-give) to donate.

Thank you!

**Sample 7: Thank You Email**

**Subject:** Thank You!

Thank you for your generous donation to this year’s IU United Way campaign. Because of your generosity, and that of our coworkers, we raised $XXX, which will impact the lives of thousands of individuals and families in our area. We also reached XX% percent participation in the campaign this year. You can feel good about all the transformative change your support helps create!

Together, we are changing the stories of thousands of people, which is no small task. It takes a little bit from all of us to make those positive changes for so many, both families and individuals.

Feel great, pat yourself on the back and know that every day this year, your donation is helping **Rebuild Community, Rebuild Hope.**

Thank you!