

United Way of  
North Central Iowa



Campaign .....>

# PLAYBOOK

All the tools you need to run a successful workplace campaign  
together with United Way of North Central Iowa!



# Welcome to Team **UNITED!**



## Who is United Way?

United Way of North Central Iowa is a resource and human services organization. We are focused on the critical needs in **EDUCATION, FINANCIAL STABILITY** and **HEALTH** for all north Iowans. Simply put, we're people helping people.



In north Iowa, **30%** of our families are lacking access to basic resources to achieve a stable and healthy life.

## How can you help?

We're working everyday to ensure that every family has the tools and resources they need to thrive! As a Workplace Campaign, you are essential to helping people right here in north Iowa. The money your organization helps raise during our annual campaign goes towards helping people when they need it most. You're the coach for your campaign team!

Your work on your campaign helps build a community of opportunity and care around families in north Iowa.



## Everyone wins with a workplace campaign!



- A United Way campaign boosts **morale**, builds **teamwork** and promotes **positive values** for your company
- United Way campaigns are flexible and can be done virtual or in person
- We make it **easy** for you by providing you all the materials you need, videos, presentations, posters and even templates for emails, social media posts and pay stub inserts if you need them!
- Whether you have 1 employee or 1,000, your United Way Campaign changes lives, right here in north Iowa.

# What's the Game Plan?

## Huddle Up! 6 Weeks Before

- 🏈 Review your previous campaign performance, plan how to improve it
- 🏈 Meet with your CEO to confirm their commitment
- 🏈 Put together your campaign team
- 🏈 Meet with your United Way representative to plan your campaign goals and strategies
- 🏈 Develop your own campaign timeline with dates and goals
- 🏈 Visit United Way's online campaign toolkit for materials and ideas!

## Go Over the Plays! 4 Weeks Before

- 🏈 Plan your campaign theme and special events
- 🏈 Set dates for employee meetings and special events
- 🏈 Ask your United Way representative about speakers for employee meetings
- 🏈 Request materials, including pledge forms & brochures
- 🏈 Personalize pledge forms with contact information and prior year giving information for each employee –We can help with this!

## Get your team lined up! 2 Weeks Before

- 🏈 Promote your campaign and announce incentives
- 🏈 Conduct a leadership giving campaign
- 🏈 Send communications from the CEO endorsing the campaign

## It's game time! Kickoff your Campaign!

- 🏈 Launch your campaign
- 🏈 Make sure all employees get materials and have the options to give
- 🏈 Conduct special events and activities
- 🏈 Send follow-up emails every few days; remind staff about incentives

   **Remember! Giving is fun! Don't forget to have fun!**   

## Play Review! After your Campaign!

- 🏈 Collect all pledges and follow up with those not returned
- 🏈 Calculate results and submit final reports to UW
- 🏈 Announce results to your staff and celebrate results
- 🏈 Hold a campaign debrief with your team and summarize for next year

# TOP 10

## BEST PLAYS FOR A WINNING CAMPAIGN



- 1 **Time it right.** Plan it around a company activity like a team meeting or training.
- 2 **Kick off strong!** A launch event sets the tone for your campaign.
- 3 **Keep the campaign visible.** Plan to have a UW speaker at your staff meeting.
- 4 **Create a corporate match.** A corporate challenge match increases participation.
- 5 **Get leadership buy in.** When the leadership are the first to give, others follow.
- 6 **Make it personal.** A personalized ask is best, particularly from a friend or colleague.
- 7 **Promote and publicize.** Raise awareness of UW's work. Send updates and lean on UW staff for help.
- 8 **Plan a fundraiser, create fun events during your campaign.** Be sure to check in with staff as your campaign progresses.
- 9 **Celebrate your campaign's success!** Celebrate who helped and invite others to participate next year.
- 10 **LIVE UNITED! Keep your campaign awareness alive all year by volunteering and advocating for United Way!**



## HAIL MARY PLAYS FOR A LAST MINUTE TOUCHDOWN

### ONLY HAVE 60 SECONDS?

Here's a 60-second pitch on what we do and what it means to LIVE UNITED:

- United Way of North Central Iowa is working to advance the common good by focusing on education, financial stability, and health – the building blocks for a sustainable life.
- Everyone can win when kids succeed in school, families are financially stable, and people have good health. The goal is to create long-lasting changes that prevent problems from happening in the first place.
- United Way is not a short-term investment; it's about lasting change. We surround a community's most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- We have different points of view, but we are all UNITED for the common good. Together, UNITED, we can inspire hope and create opportunities for a brighter future.

That's what it means to LIVE UNITED





# FAQ



## HAVE QUESTIONS? WE'VE GOT ANSWERS!

**? Where does my money go?**  
 Your contributions fund community collaborations, nonprofit agencies and programs focused on the most significant community needs in North Central Iowa. The money we raise here, stays here.

**? What if I want to give directly to my favorite agency?**  
 Donor designation allows you to designate funds to other United Ways, affiliated agencies, non-affiliated agencies and three impact areas. Donors may designate a portion or the full amount of your contribution to any 501(c)3 organization.

**? How do I know United Way is efficient with my donation?**  
 United Way of North Central Iowa is committed to accountability and transparency when investing donor dollars. Each partner agency funded is fully vetted and reviewed by highly trained community volunteers before your contribution is invested.

**? Who decides which programs get funded?**  
 A Community Impact Team is assembled by volunteers and citizens just like you! This team reviews applications and hears presentations from programs requesting funding. **Any donor**, like you, can serve in this process to make those funding decisions.

**? Why should I participate in the United Way Campaign?**  
 A: Your investment in UW helps families and individuals in need right here in north central Iowa. Your involvement helps build a strong and caring community for us all.

**? Why choose the United Way Community Impact Fund?**  
 United Way provides an opportunity for your one gift to support a variety of local needs. The problems in your community are interrelated and it makes sense that the solutions are interrelated. By contributing to the Community Impact Fund your gift along with thousands of individual donors, becomes a force for change in the community.

**? What if I can't afford to give?**  
 By using United Way's payroll deduction plan, you can invest a small amount each pay period and see it add up to a significant gift by the end of the year. Giving only \$5 a week can add up to over \$260 which provides 2 weeks of childcare so a single parent can go to work.



## HANDLING OBJECTIONS

**"I already give directly to a charity."**

Thank you for giving! Together we can accomplish more than anyone can alone or through a single charity. United Way is looking at the big picture to create long-term change in north central Iowa.

**"I've heard some negative things about United way."** Every United Way is local and independent, including your United Way of North Central Iowa. A volunteer board of directors comprised of professionals and leaders in north central Iowa make decisions about investments for our region and UWNCI has never experienced any financial abuse.

**"I don't think the money stays in our region."** All money raised in north central Iowa, stays right here in north central Iowa.

**"Times are tight, I don't think I have money to spare."** Every gift, no matter what size helps provide vital services to people in our community that most need our help. A small amount out of each paycheck joined by thousands of other donors creates life-changing conditions for those in need. You can also sign up to volunteer your time with United Way and make an impact that way.

# Time for Campaign Tailgating Success!

## Ideas to make your campaign fun!

### Pick the right cheer! Campaign Theme Ideas

- Live United
- Company milestone or anniversary
- Superheroes
- Reality TV – Amazing Race, American Idol
- Carnival Theme – ring toss, putt putt, etc.
- Driving results – car/race theme
- Mardi Gras
- Hawaiian luau
- Game/Trivia night/Game show
- Hollywood – Oscars, movies, walk of fame
- Sports/Olympics
- Tailgating
- Travel/around the world
- Decades – 60's, 70's, 80's
- Halloween, Thanksgiving, or any holiday
- Back to prom
- Fiesta



### Stock up for game time! Campaign Incentive Ideas

- Gift Cards - retail, groceries, gas, oil change, etc.
- Personal paid day off
- Sleep-in pass
- Early-out pass
- Long lunch pass
- Jeans/casual day pass
- Special parking spots
- Tickets to sporting/cultural events
- Company gear and logo items
- Lunch/dinner with boss
- Donuts and coffee
- Pizza party
- Movie tickets
- Gift basket
- Boss performs your work for half a day
- Weekend getaway
- Gym membership



### Get your tailgate ready! Special Events for fundraising

- Office Bingo
- Bake Sale
- Tailgate Party
- Hawaiian Luau Luncheon
- Hula hoop contest
- Office Olympics
- Employee Raffle
- Walkathon
- CEO Car Wash
- Dress Down Day
- Breakfast or Lunch Potluck
- Office Scavenger Hunt
- Talent Contest
- Chili Cook Off
- Costume Party
- Jump Rope Contest
- Push Up Contest
- Golf Tournament







**YOU GIVE EVERYONE THE OPPORTUNITY TO WIN  
WHEN YOU GIVE TO UNITED WAY OF NORTH CENTRAL IOWA**

## United Way of North Central Iowa Impact Stats



**973** North Iowa children participated in high-quality United Way Education Initiatives.

**767** North Iowans were impacted by Financial Stability Initiatives.

**20,315** North Iowans were impacted by Health Initiatives.

**1,679** Volunteer Hours were donated. A value of \$47,919 given back to North Iowa.

**3,336** 211 Referrals were given to individuals seeking basic needs assistance.



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