

United Way of Southwest Missouri and Southeast Kansas

# EMPLOYEE CAMPAIGNS

A GUIDE TO PLANNING YOUR CAMPAIGN



United  
Way



United Way of  
Southwest Missouri  
& Southeast Kansas



## A MESSAGE FROM DUANE DREILING, EXECUTIVE DIRECTOR

### THANK YOU FOR MAKING AN IMPACT IN OUR COMMUNITIES

United Way of Southwest Missouri and Southeast Kansas annual campaign is about bringing people together to address our community's most important issues. As a United Way Campaign Coordinator, you stand alongside hundreds of other volunteers who are dedicated to making a measurable impact in the lives of people in our communities.

Thanks to successful workplace campaigns, the generosity of our donors, and the dedication of our volunteers, United Way of Southwest Missouri and Southeast Kansas is able to support 28 programs across 25 partner agencies throughout Jasper and Newton Counties in Southwest Missouri and Crawford, Cherokee, and Labette Counties in Southeast Kansas. But none of our work would be possible without partnerships with employers who understand the importance of supporting their local United Way.

This guide includes information, tips, and resources designed to help your campaign run smoothly, while making it fun, engaging, and successful. Also know that we are here to help. We encourage you to visit our website at [www.unitedwaymokan.org](http://www.unitedwaymokan.org) for additional resources or contact our offices in Joplin at 417.624.0153 or Pittsburg at 620.231.8140 for support from United Way staff.

Thank you again for your leadership and all you do for our communities.

  
**Duane Dreiling**

Executive Director,  
United Way of Southwest Missouri  
and Southeast Kansas

# ABOUT UNITED WAY OF SOUTHWEST MISSOURI AND SOUTHEAST KANSAS

## OUR MISSION

To improve lives and create lasting change by mobilizing the caring power of our communities to advance the common good in Southwest Missouri and Southeast Kansas

## OUR VISION

United Way of Southwest Missouri and Southeast Kansas works to improve the education, health, and financial stability of every person in our communities.

## OUR REGION

We serve Jasper and Newton Counties in Southwest Missouri and Crawford, Cherokee, and Labette Counties in Southeast Kansas. When you donate to United Way of Southwest Missouri and Southeast Kansas, those dollars stay local to help people right here at home.

## OUR GOALS

### EDUCATION

We fund programs that support school readiness, literacy, and academic success.

- Enter school ready to succeed
- Read proficiently by 3rd grade
- Make successful transition in and out of middle school

### HEALTH

We fund programs that promote healthy behaviors in our communities.

- Live a healthy lifestyle
- Avoid substance abuse
- Access to physical and mental healthcare
- Access to personal safety services for individuals and families facing threats to their well-being such as domestic violence, child abuse or neglect, and sexual assault

### FINANCIAL STABILITY

We fund programs that work to reduce the number of financially unstable families and individuals, support their financial independence, and promote workforce development.

- Community resources aimed at increasing employment skills
- Affordable childcare, healthcare, food, and other social services
- Resources for finding and maintaining affordable housing
- Financial literacy programs

# ABOUT UNITED WAY OF SOUTHWEST MISSOURI AND SOUTHEAST KANSAS

## PROGRAMS AND INTIATIVES

Born Learning Trail: A fun, interactive series of outdoor games, the Born Learning Trail helps adults and young children explore and learn together. The trail offers activities that build language and thinking skills fundamental to a child's succes in school and in life.

There are two Born Learning Trail locations:

Wildcat Glades, 201 Riviera Dr., Joplin, MO

Schlanger Park, 725 E. 4th St., Pittsburg, KS

Care Partner Network: United Way of Southwest Missouri and Southeast Kansas coordinates the Care Partner Network (CPN). The CPN is a collaboration of regional healthcare providers, social service agencies, and community-based organizations working together to better support the health and social service needs of individuals in our communities. [www.unitedwaymokan.org/carepartnernetwork](http://www.unitedwaymokan.org/carepartnernetwork)

Give 5 Program: A civic matchmaking program that connects current and soon-to-be retirees with meaningful volunteer opportunities in their community that best fit their skill sets and passions.

[www.unitedwaymokan.org/give5program](http://www.unitedwaymokan.org/give5program)

Little Blue Bookshelf Project: Little Blue Bookshelves stocked with new or gently-used books appropriate for children up to 3rd grade are placed in the community where families and children visit. Children are encouraged to choose a free book to take home and keep. A list of locations can be found at [www.unitedwaymokan.org/littlebluebookshelfproject](http://www.unitedwaymokan.org/littlebluebookshelfproject).



Traditionally held in June around the longest day of the year, Day of Action is a coordinated event where United Way of Southwest Missouri and Southeast Kansas collaborates with employees of area businesses to pitch in and help local nonprofit organizations complete various projects.



# ABOUT UNITED WAY OF SOUTHWEST MISSOURI AND SOUTHEAST KANSAS

## WHAT WE DO

United Way of Southwest Missouri and Southeast Kansas brings businesses, individuals, and nonprofits together to connect our community for the common good. This means creating opportunities for a better life for all. We all benefit when a child succeeds in school, people are healthy, and individuals and families are financially stable.

## HOW WE DO IT

We focus on the building blocks for a good quality of life for all - Education, Health, and Financial Stability - while continuing to provide a safety-net of services that meet basic needs. United Way, along with our Partner Agencies, community experts, and volunteers, work together to identify the most important community needs and develop strategies designed to address the underlying causes. Our funding model ensures collaboration, efficiency, innovation, and accountability.

## WHY IT'S IMPORTANT

No single individual or organization can solve our community's issues alone. United Way brings together community stakeholders, contributors, and agency partners to create collaborative and innovative approaches to community issues.

## 30 SECONDS ON UNITED WAY

You never know when you might be asked to say a few words about United Way. Here's a 30-second pitch/elevator speech on what we do.

**United Way of Southwest Missouri and Southeast Kansas brings people and organizations together to find local solutions to the most critical issues facing our communities by focusing on education, health, and financial stability - the building blocks for a good quality of life.**

**United Way makes it easier to make a difference in your community because we all benefit when children succeed in school, people are healthy, and individuals and families are financially stable.**

**Your support powers United Way's work. It takes all of us working together to help keep our communities strong.**

# FREQUENTLY ASKED QUESTIONS

## **What is United Way of Southwest Missouri and Southeast Kansas?**

United Way of Southwest Missouri and Southeast Kansas is an independent, local, 501(c)3 nonprofit organization, established in 2011. Our independence allows us to focus our efforts on the needs of the counties we serve (Jasper, Newton, Crawford, Cherokee, and Labette) to strengthen education, health, and financial stability for all neighbors. We are a member of the United Way Worldwide network, which provides cost saving services, support, advertising, and brand recognition.

## **Who does the United Way of Southwest Missouri and Southeast Kansas team consist of?**

United Way of Southwest Missouri and Southeast Kansas is governed by a local volunteer Board of Directors who represent the communities we serve. See the Board of Directors at [www.unitedwaymokan.org/boardofdirectors](http://www.unitedwaymokan.org/boardofdirectors).

Day to day activities such as optimizing stewardship of all donations, managing direct programs and collaborations, volunteer activities, supporting agency partners, processing campaigns, and planning special events are handled by a small professional staff located in our Joplin and Pittsburg offices. See the Staff at [www.unitedwaymokan.org/ourteam](http://www.unitedwaymokan.org/ourteam).

## **Where does my contribution go?**

We serve both Southwest Missouri and Southeast Kansas. However, contributions stay local. Funds raised in Southwest Missouri stay in Southwest Missouri and funds raised in Southeast Kansas stay in Southeast Kansas.

Community Impact Funding: Gifts are allocated to local programs through approved Partner Agencies that impact the greatest needs in our communities.

Designations: Annual contributions may be designated to an approved local United Way Partner Agency or direct program. A benefit of being a member of United Way Worldwide is that we have a reciprocal program allowing our donors to contribute to any other United Way, and allowing those not living locally to donate to us.

# FREQUENTLY ASKED QUESTIONS

## **How does United Way of Southwest Missouri and Southeast Kansas decide how much to distribute to each agency?**

United Way of Southwest Missouri and Southeast Kansas coordinates Community Investment Panels comprised of local volunteers who invest their time to visit each Partner Agency and analyze the program application including program budgets, outcomes, and efficiency in meeting local needs. Funds are approved by the Board of Directors based on annual fundraising and are distributed monthly to approved Partner Agencies.

## **What if I don't think I can afford to give?**

The decision to give is a personal one and no one should ever be pressured into giving. However, using United Way's payroll deduction option, you can invest a small amount each pay period and it will add up to a significant gift by year's end. Your investment combined with thousands of others will have a real, measurable impact in your community. Skipping just one \$5 cup of coffee per week can provide a month of food for six local families in need.

## **How can I be involved with United Way beyond my workplace campaign?**

There are many ways to stay engaged with United Way of Southwest Missouri and Southeast Kansas all year long. We offer initiatives like the [Give 5 program](#) for retirees, volunteer opportunities through our annual [Day of Action](#), as well as special events throughout the year which are great opportunities to help out and learn more about United Way's work in the community.

## **What if I have additional questions?**

United Way of Southwest Missouri and Southeast Kansas staff are happy to help answer any questions you may have. Contact our offices in Joplin at 417.624.0153 or Pittsburg at 620.231.8140. You can also find more information at our website: [www.unitedwaymokan.org](http://www.unitedwaymokan.org).



**COMMUNITY INVESTMENT PANEL VOLUNTEERS**

# CAMPAIGN BASICS: STRATEGIES FOR SUCCESS

United Way of Southwest Missouri and Southeast Kansas can provide the resources and assistance needed to implement strategies that will maximize your company's campaign success. As you begin preparing for your campaign:

- Contact your United Way representative for assistance with planning and preparation
- Visit our website at [www.unitedwaymokan.org](http://www.unitedwaymokan.org) for the Campaign Toolkit

## 1. AFFIRM TOP MANAGEMENT SUPPORT

- Talk to your company's leadership about approving a campaign committee, budget, and allowing use of company time for campaign meetings and activities.
- Ask top leadership to publicly support, endorse, and participate in the campaign events.
- Discuss the possibility of matching a percentage of employee gifts with a corporate contribution.
- Develop options for incentives that can be used to encourage participation and increased giving. Free PTO or vacation days are always popular.

## 2. RECRUIT A CAMPAIGN COMMITTEE

- Build a diverse campaign team that includes individuals from different departments and levels (i.e., management, administrative, etc.) within the company.
- Team members who have prior involvement with United Way are a great addition and can speak personally during the campaign.
- Invite your United Way representative to campaign planning meetings to answer questions and offer ideas.

## 3. DEVELOP A CAMPAIGN PLAN

- Set a campaign timeline. Most campaigns run in the fall with a duration of about two weeks to a month. However, campaigns can take place any time during the year.
- Set a campaign goal. Identify where potential for increases exist (dollars raised, participation, increased average gift, etc.) and set a campaign goal that focuses on these areas. Your United Way representative can offer help identifying your campaign goals.
- Outline campaign activities and determine which team members will be responsible for implementing them. Activities can include organizing the campaign kickoff, distributing and collecting pledge forms, special events, etc.
- Your United Way representative can help develop campaign strategies and approaches that best fit your company's culture.



# CAMPAIGN BASICS: STRATEGIES FOR SUCCESS

## 4. IMPLEMENT THE CAMPAIGN PLAN

### Promote the Campaign

- Promote the campaign with posters, flyers, and email blasts (find email examples in this guide). Include campaign communications in company newsletters, intranet, staff meetings, payroll stuffers, and through a memo from the CEO or top leadership.
- Work with your United Way representative to ensure you have the pledge forms, rack cards, and all other necessary materials needed for the campaign.

### Campaign Kickoff

- Start the campaign with your company's leadership team and campaign committee a week prior to the general kickoff.
- Make the kickoff event fun and engaging for employees. Be sure to communicate campaign goals, timeframe, activities, and incentives. Invite a member of the leadership team to the kickoff to communicate management support of the campaign.
- Invite your United Way representative to speak at the kickoff event(s).

### Make the Ask

- Make sure everyone is given the opportunity to contribute. Use the campaign kickoff, department meetings, and one-on-one conversations to encourage participation. The number one reason why people say they didn't give is because they weren't asked.
- Personally distribute and collect pledge forms. Ask everyone to return their pledge form, even if they choose not to give.
- Be prepared to answer questions about United Way. Most commonly asked questions are included in this guide, and your United Way representative can answer any other questions employees may have.
- Show employees the impact their contributions can make. Giving goes up when people know their gift is making a real difference.

### Monitor and Report Progress

- Send out reminders to encourage people to turn in their pledges.
- Keep a running total of dollars raised as pledges are collected and provide regular updates to employees.
- Make personal follow-ups with individuals who have not turned in their pledge forms.

# CAMPAIGN BASICS: STRATEGIES FOR SUCCESS

## 4. IMPLEMENT THE CAMPAIGN PLAN cont.

### Campaign Wrap-Up

- Ensure all pledges are turned in. Collect payments for those who opted to make a one-time gift with a check or cash.
- Schedule a meeting with your United Way representative to finalize the campaign, pick up the campaign envelope, extra campaign supplies, etc.
- Report your final campaign results to employees and leadership.
- Thank everyone! Send thank you emails, ask the CEO or top leadership for a thank you message to communicate to employees, hang thank you posters, and don't forget to thank the committee for their help.
- Hold a final campaign committee meeting to evaluate your efforts and make recommendations for next year.

### Tips for Year-Round Engagement

- Continue to share United Way updates and news with employees so they can see the impact of their contributions.
- Work with your United Way representative to arrange a volunteer project to further engage employees.
- New hire and retiree packets can be used to introduce new staff to United Way and allow retirees to continue their involvement. Talk to your United Way representative about these materials.



LEGGETT & PLATT CAMPAIGN KICKOFF

# FUNDRAISING SPECIAL EVENT IDEAS

An exciting and creative campaign can be the key to generating enthusiasm and interest among employees. A campaign that is fresh and fun can create awareness about how donations to United Way help the community while raising extra funds at the same time.

Here are a variety of example event ideas to make your campaign exciting and effective.

Company-Wide "Garage Sale": One man's trash is another man's treasure. Everyone has old stuff they would like to get rid of. Host a company-wide "garage sale" and sell items colleagues no longer want while raising money for United Way.

Photo Guessing Contest: Ever wonder what colleagues or company executives looked like when they were babies - or even better - when they were in high school? Employees bring their baby pictures or prom night pictures to work and contestants pay to try and match employees to their picture. Offer a great prize for the most correct answers. This game will raise funds and create some good laughs.

Employee or Company Trivia Contest: "Mystery" employees offer little-known or unusual facts about themselves for others to guess. All featured participants place a clue in their office to help others guess their identity. Or try a company trivia contest to see who knows the company history best. Charge a small fee and award a prize to the employee who guesses the most correct answers.

Scavenger Hunt: Teams of colleagues, armed with a list of items that need to be found, collected, discovered, or answered, are given an afternoon to collect the items and answer the questions. All entries are judged for accuracy, creativity, and assigned points. Prizes are awarded to the winning teams.

Car Wash: Employees donate a set amount to have their car washed by company VIPs.

Tailgate Party: Hold a pay-per-plate cookout during lunch. Cook brats, burgers, and hot dogs with condiments, chips, soda, water, and other tailgate favorites.

Do Some Good For United Way And Yourself: Each department in your organization would host a special event to raise money and better the health of your employees. Ideas could include: yoga classes, stress reduction seminars, personal trainer consultations, and healthy heart cooking classes. Charge a small fee to attend the classes.

Dress Down Year-Round (Or For At Least A Day): Offer a "dress down for United Way" or a "Jeans Day" program where employees would purchase the right to dress down. These small fees could really add up across the company.

# FUNDRAISING SPECIAL EVENT IDEAS CONT.

B-I-N-G-O: Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an email to all users, and, of course, they will win a donated prize.

Bake Sale: Each employee or department would donate an item for a bake sale. All items would be sold in a main area with all proceeds going to United Way – and maybe matched by the company.

United Way "Well Wishers": A wishing well could be constructed in your company's lobby or break room where people could drop their spare change. The change from the wishing well would be tallied and go towards the United Way campaign, proving that a little change can make a lot of sense.

Penny Wars: A departmental contest to collect the most pennies can add some fun to the campaign, and raise some money too. Add a little twist to the game by making pennies "positive," while silver change and paper money are counted against you. Loads of fun-spirited cheating and late night penny bottle stuffing can help raise some significant money.

Sports Team Day: Employees can make a contribution to United Way for the ability to wear their favorite team's t-shirt or jersey.

Video Game Olympics: Hold a digital golf, bowling, or other sport tournament. Employees pay to enter and compete for a prize... or just bragging rights.

Pet Photo Contest: Employees post a picture of their pet(s) on the bulletin board. Co-workers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet, and funniest pet. Award all winning pet owners a prize for their pets (cat food, dog bones, etc.).

Dance Contest: Raise funds while generating plenty of laughs.

Races: Running, Walking, Typing, Eating, etc. Employees donate to participate.

Guess The Weight Of The Department: Build camaraderie by inviting co-workers to pay a set amount to predict the total weight of the department. Perhaps the lowest weight wins a prize or department lunch.

Slim Into Shape: Hold a two-month contest at work for everyone who wants to lose weight. Each person pays a set amount for every pound lost or gained. Secure donated prizes for those who attain their weight loss goals.

Potluck Lunch: Individuals or departments can sign up to bring an item. Employees can contribute to United Way to enjoy a delicious homemade lunch and great company.

# FUNDRAISING SPECIAL EVENT IDEAS CONT.

Talent Contest: You never know what talents you may uncover.

Cornhole Tournament: Entry fee charged for a single elimination Cornhole tournament. Play over lunch hour or break times throughout the campaign. Winner receives a prize, traveling trophy, or just bragging rights for the year.

"Hair-Raiser": Voting with their money, employees vote which executive staff will have to shave their head. Alternatively, convince an executive staff to shave their head if the campaign reaches a specific goal. Could also substitute taking a pie in the face, kissing a pig, etc.

Hoop It Up: Conduct a company wide or departmental basketball tournament using a portable basketball hoop in the main lobby/or outdoor lunch/break area. Just like college basketball's March Madness tournament, teams would knock each other out until the Final Four compete for the office title. Employees all pick a team to take the title. All correct guesses are entered into a raffle to win the portable basketball hoop.

50/50 Raffle: Invite employees to buy a ticket for a chance to win money. Once raffle tickets are sold, select a winner. 50% of the ticket sales go to the winner and 50% goes to United Way.

Guess The Number: Fill a clear jar with pieces of candy. Employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the jar of candy.

## Incentive and Prize Ideas

- Free vacation/PTO day
- Pizza party/Free lunch
- Sports or concert tickets
- Reserved parking space
- Gift cards (restaurant, gas, etc.)
- Longer lunch period
- "Come in Late" coupon
- Free oil change
- Weekend getaway
- Dinner for two at local restaurant
- Movie passes
- Lottery tickets
- Grocery store gift certificate
- Company promo items (mugs, t-shirts, etc.)
- BBQ grill, cooler, or other prizes (either purchased or donated)



POWERFLAME CORNHOLE TOURNAMENT

# SAMPLE CAMPAIGN COMMUNICATIONS

The following are examples of messages you can send via memos or emails to enhance your company campaign.

## Introduction Message

### **Announcement of Campaign - from Campaign Coordinator:**

Dear (EMPLOYEE NAME):

Investing in our community is important to (COMPANY NAME) and right now we can demonstrate our support by participating in the United Way of Southwest Missouri and Southeast Kansas annual workplace campaign.

In this very challenging time, our community needs our support more than ever. Together, we have a significant opportunity to create a brighter future for everyone, especially children, families, and individuals who are struggling to meet basic needs and face barriers on their journey to self-sufficiency.

In the next few days, you'll receive information about our annual United Way Campaign. I encourage you to please support United Way's campaign to the fullest. If you have any questions about the campaign or United Way, please let me know.

### **Announcement of Campaign - from CEO, President, Executive Director, etc.:**

Dear (EMPLOYEE NAME):

Did you know that United Way of Southwest Missouri and Southeast Kansas is the leader in tackling the most challenging issues facing our community? Did you know that community volunteers distribute the money raised by United Way? And that partner agencies must meet strict criteria for funding?

Last year, employees at (COMPANY NAME) raised (\$ AMOUNT) to strengthen and support our community through United Way. Our generosity helped make a direct impact in the lives of more than 50,000 of our family, friends, and neighbors. Our community benefited from United Way supported programs that helped more children succeed in school, provided access to healthy foods for hungry families, provided safe shelter for those faced with domestic violence, and helped more families become and remain financially stable.

United Way is the most effective and efficient way for you to do the most good and help the most people who truly are in need. This is why I support United Way and (COMPANY NAME) offers you the ease of payroll deduction to donate to United Way.

Please take time this year to learn more about how United Way is making our community a better, stronger place to live, and consider joining me and many other employees who pledge a gift.

# SAMPLE CAMPAIGN COMMUNICATIONS CONT.

## **Announcement of Campaign - from CEO, President, Executive Director, etc.:**

Dear (EMPLOYEE NAME):

Here at (COMPANY NAME) we know that a healthy community is one where people step up to help each other, especially when times are difficult. For many years, United Way of Southwest Missouri and Southeast Kansas has been there for our community, including our co-workers and family members.

(COMPANY NAME) supports United Way not only because it demonstrates our commitment to the community, but because it's a smart investment – they deliver results with programs that help people every day and by working on the underlying causes of problems for a better tomorrow.

This year's campaign theme is (CAMPAIGN THEME). We have set a goal to raise (\$ AMOUNT) and will be hosting several events over the next few weeks. During our campaign, you'll be hearing more about ways you improve lives when you give, advocate, and volunteer with United Way. Giving a gift to United Way is one of the easiest, most convenient ways to make a difference in thousands of lives. In fact, United Way funded programs directly served over 50,000 individuals in our region last year; likely, someone you know benefited directly from your donation.

The choice to participate is, of course, a personal one, however I hope you will consider making or renewing your gift when approached. Your gift could make a difference in the life of a child, a veteran, a student with special needs, or someone in your very own life. If you choose to give, simply complete the pledge form and return it to (NAME/DEPARTMENT) by (DATE). I want to thank each one of you for considering a contribution.

## **Announcement of Campaign - from Campaign Coordinator**

This year our United Way campaign begins on (DATE). We have many fun and interesting activities planned. The United Way campaign is our opportunity to extend a hand and help our neighbors in need. I am excited about our shared effort in the coming weeks and encourage your involvement and support. Stay tuned for more details.

## **Announcement of Campaign - from Campaign Coordinator**

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

On (DATE), we will be kicking off (COMPANY NAME's) United Way campaign. By giving to United Way of Southwest Missouri and Southeast Kansas, you can change the world, right here at home. Last year, our company raised (AMOUNT) to help numerous nonprofit programs address some of our community's most pressing problems. This year, we are going to follow that with even more success!

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 CAMPAIGN COMMUNICATIONS CONT.

## **Announce Campaign Kickoff - from Campaign Coordinator**

Dear (EMPLOYEE NAME):

Bring your enthusiasm to (COMPANY NAME'S) United Way campaign kickoff! Everyone is invited to participate in a (EVENT – DATE-TIME-LOCATION). Hear about how your contributions work to create opportunities for a better life for everyone in your community.

## **Announce Campaign Kickoff - from Campaign Coordinator**

Dear (EMPLOYEE NAME):

You are invited to a/the (EVENT NAME) as we kickoff (COMPANY NAME's) (YEAR) United Way campaign.

Date:

Time:

Location:

Don't miss this opportunity to learn how your 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 of Southwest Missouri and Southeast Kansas is focusing on the local needs and share some stories of how the money is being put to good work. Together, we change lives and make our communities stronger.

## **Kickoff Event Invite - from CEO, President, Executive Director, etc.**

Dear (EMPLOYEE NAME):

Mark your calendars. (COMPANY NAME) United Way campaign will kick off on (DATE). This year's campaign will run through (DATE). Our Campaign Coordinator (NAME) has some fun and interesting activities planned for our participation and support.

(COMPANY) knows that a healthy community supports a healthy workforce. It takes the whole community working together to bring about lasting change. By focusing on common goals that are the basic things we all need for a good life – we will create a better tomorrow for everyone.

We all win when our children are successful in school and life. We all win when our families are financially stable. And we all win when everyone is healthy and engaged. Come find out how your investments change lives in your community. (COMPANY) is proud to support the United Way of Southwest Missouri and Southeast Kansas. See you at the kickoff!



# SAMPLE CAMPAIGN COMMUNICATIONS CONT.

## **Campaign End Date Announcement - from CEO, President, Executive Director, etc.**

Dear (EMPLOYEE NAME):

United Way of Southwest Missouri and Southeast Kansas is about making investments that strengthen the region by addressing the root causes of problems. They are focused on changing conditions and bringing about long-lasting change for our entire community.

Your contribution to United Way will go to support the proud tradition of helping people who struggle to make ends meet. It will also be turned into investments in the building blocks for a good life – Education, Health, and Financial Stability. Investments that make sure our children are successful, our families are financially stable, and people are healthy and engaged.

(COMPANY NAME) is proud to support the work of United Way of Southwest Missouri and Southeast Kansas through a corporate contribution and by endorsing the employee campaign. If you have already submitted your pledge form, thank you.

(COMPANY NAME) United Way campaign will be wrapping up on (DATE) and we are asking that all pledge forms be returned by this date. We hope to announce the total amount of all employee contributions by (DATE). Thank you for supporting our community!

## **Invitation to Give**

### **Accept the Challenge: Company Match**

Dear (EMPLOYEE NAME):

Because (COMPANY NAME) believes in investing in our community, we will match your United Way donations by contributing an additional (MATCH DETAILS). Join with us to help make a difference in our community.

### **RE: The Power of Your Gift**

Everyday your gift helps people in our community who struggle to have the necessities of life. Everyday your gift works to help our children be successful in school, our families become financially stable, and everyone make healthy choices. A donation of \$2/week can help provide a month of food for families in need. Your gift really does make a difference!

### **RE: How Your Donation is Used**

Part of giving back to your community is giving of your time and your talents. Your donation supports numerous nonprofit programs and services. Contact United Way of Southwest Missouri and Southeast Kansas or visit their website at [www.unitedwaymokan.org](http://www.unitedwaymokan.org) and find out about possible volunteer opportunities. (If your company offers any special incentives to employees to volunteer – give specifics)

# SAMPLE CAMPAIGN COMMUNICATIONS CONT.

## Campaign Progress Reports

### **RE: United Way Campagin Progress**

Congratulations (COMPANY NAME) employees! We've reached \_\_\_\_\_% of our goal. Last week's (SPECIAL EVENT NAME) was a great success thanks to your participation and (put in highlight from the event). Please 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 to create opportunities for a better life for all. Please stop by and say hello. I'd be happy to answer any questions you have about giving to United Way.

## Post Campaign Messages

### **Congratulations**

Congratulations (COMPANY) employees! Thanks to all of you, our total employee contributions this year for our United Way campaign was (\$ AMOUNT). That's a record setting year and is (xx%) above our goal. Your contributions to United Way of Southwest Missouri and Southeast Kansas help improve lives right here in our own community.

Together, we can get results and accomplish more than any single group can on its own. These are results that ripple out to the community. Your generosity is greatly appreciated. I am proud to be part of a team that is committed to building a stronger community for everyone.

### **Thank You - from CEO, President, Executive Director, etc.**

We have just finished our United Way campaign and I'm happy to report it was very successful! Because you gave generously, we were able to raise (\$ AMOUNT) to help make sure the vital services in our community can continue to be there for our friends, neighbors, and colleagues.

I am extremely proud of you and the level of commitment shown by all of us at (COMPANY NAME). Thank you!

### **Thank You - General - from CEO, President, Executive Director, etc.**

Thank you for your generosity in supporting this year's annual United Way employee campaign. This year ( # ) employees contributed (\$ AMOUNT) to this year's campaign.

I am proud that (COMPANY NAME) is a part of the important work that United Way of Southwest Missouri and Southeast Kansas does to address what matters most to our community; helping our most vulnerable, helping our children achieve their potential, families become financially stable, and everyone living healthy lives. The donations you make to United Way help build a better life for everyone. Everyone knows donations are critical to United Way's work.

Whether you're a donor, a volunteer, or both, thank you for taking an active role in making our community a healthy, vibrant place to live and work.