

UNITED WAY of GREATER MILWAUKEE & WAUKESHA COUNTY

2015

AMBASSADOR GUIDE

A guide to planning
your campaign



UNITED WAY AMBASSADORS

Maricha Harris
Silver Spring Neighborhood Center Inc.

Annemarie Scobey-Polacheck
Johnson Controls, Inc.

Andrew Ruehl
Wells Fargo

Lydia Ferri
Dynacare Laboratories

Maria Calarco
Froedtert Health



Thank you for being a United Way Ambassador

Dear Ambassador,

We have some exciting news to share. In February, United Way of Greater Milwaukee and United Way in Waukesha County merged to form United Way of Greater Milwaukee & Waukesha County.

In this new structure, we truly believe we will be able to drive greater impact, create better understanding, develop stronger relationships, and offer easier engagement with United Way throughout the region. United Way now invests in 220-plus programs at over 110 local agency program partners in our four-county region.

United Way's 2015 Community Campaign is kicking off and we thank you for coordinating your workplace giving campaign.

Sincerely,

ALEX MOLINAROLI
Johnson Controls, Inc.

CATHERINE JACOBSON
Froedtert Health

SUZANNE KELLEY
Waukesha County
Business Alliance

CORY NETTLES
Quarles & Brady LLP



Ambassador Benefits

- Career-building skills
- Networking opportunities
- Recognition within your organization
- Expert knowledge of the value of giving to United Way

Ambassador Role

- Work closely with your organization's leadership
- Work closely with your Loaned Executive
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you (if needed)
- Hold campaign kickoff and recognition events
- Promote the campaign throughout your organization
- Encourage leadership giving in your campaign
- Make your campaign fun
- Thank your donors and volunteers

United Way Ambassadors

engage co-workers in building a stronger community by planning, organizing and coordinating a successful United Way Campaign.

Key Dates

Ambassador Training

Wednesday, July 22 | 8 - 9:30 a.m.

Waukesha State Bank
1227 Corporate Center Drive, Oconomowoc

Wednesday, July 29 | 12 - 1:30 p.m.

United Way of Greater Milwaukee
& Waukesha County
225 West Vine Street, Milwaukee

Thursday, August 13 | 8 - 9:30 a.m.

Ruekert & Mielke, Inc.
W233 N2080 Ridgeview Parkway, Waukesha

Thursday, August 13 | 12 - 1:30 p.m.

United Way of Greater Milwaukee
& Waukesha County
225 West Vine Street, Milwaukee

Thursday, August 27 | 12 - 1:30 p.m.

United Way of Greater Milwaukee
& Waukesha County
225 West Vine Street, Milwaukee

Thursday, September 10 | 8 - 9:30 a.m.

United Way of Greater Milwaukee
& Waukesha County
225 West Vine Street, Milwaukee

Thursday, September 10 | 12 - 1:30 p.m.

Carroll University Graduate Center
2140 Davidson Road, Waukesha

Ambassador "101" Training Webinar:

Thursday, October 1, 12-1:00 p.m.

Loaned Executives Begin

Monday, August 3

Campaign Kickoff

August 25

Season of Caring

August – December

Give & Win™ Sweepstakes Deadline

Friday, November 13 by 5 pm

Community Celebration

Tuesday, December 15

Campaign Checklist



Denotes resources available at UnitedWayGMWC.org/CampaignToolkit

Plan Your Campaign

- Attend Ambassador training
- Meet with your CEO to confirm his or her commitment
- Meet with your Loaned Executive to develop campaign goals, strategies & timeline
- Review the previous campaign's performance, determine opportunities & challenges
- Visit the online Toolkit for campaign materials & ideas [Campaign Toolkit](#)
- Set dates for employee meetings & agency tours [Campaign Requests](#)
- Request materials [Available Materials](#) & speakers through your Loaned Executive
- Send communications from the CEO endorsing & announcing the campaign [Sample Communications](#)
- Promote your campaign special events & meetings [Fundraising Ideas](#)
- Hold a Leadership Giving Campaign [Leadership Giving Campaign](#)

Start Your Campaign

- Hold Kickoff Event with Loaned Executive and agency speaker
- Launch special events & activities [Fundraising Ideas](#)
- Make sure every employee receives materials & has an opportunity to give
- Publicize interim campaign results, community facts [Stories](#) [Sample Communications](#)

Finalize Your Campaign

- Collect pledges, calculate results & submit final report envelopes to United Way [Report Envelope Instructions](#)
- Review campaign results with your team & Loaned Executive
- Announce results to all employees
- Thank all contributors with a celebration event, letter or email from your CEO or a visit from a United Way representative
- Consider year-round activities

Leadership Giving

Leadership donors create lasting change while building personal, professional and philanthropic networks. In addition to their financial support, leadership donors are key volunteers and advocates for United Way.

Leadership Giving Groups include:

- Leadership Society
- Emerging Leaders
- Women's Leadership
- IT United
- Diversity Leadership Society
- Tocqueville Society
- Jane Bradley Pettit Society

Learn more at UnitedWayGMWC.org/DonorNetworks

What's a Loaned Executive?

They are area professionals loaned or sponsored by local businesses to help United Way with the annual community campaign. They are here to assist you with:

- Materials
- Campaign theme and strategies
- Organizing agency speakers (or to serve as your speaker)
- Additional support as needed

eWay: Take Your Campaign Online

eWay is an online pledging software that allows employees to pledge through a personalized website. You can include your company logo, CEO endorsement letter, photo, incentives and donation instructions. Many companies using eWay have experienced increased participation and gifts.*

Benefits

- Reduced administrative costs
- Timely reporting
- Email communication
- Confidentiality
- Automated payroll deduction files

*Note: There is a transaction cost associated with the use of this software. Learn more at UnitedWayGMWC.org/eWay.

United Way's Community Impact

Giving to United Way's Community Impact Fund is the most efficient and most powerful way for you to invest in our community.

	United Way's Community Impact Fund & Special Initiatives	Designated to Agency
Community needs are assessed and the most critical issues are identified	✓	
Funding stays local and is based on program performance and overall impact on our community	✓	
Rigorous program oversight is provided by United Way staff and volunteers year-round	✓	
Agencies are visited by United Way staff and volunteers to ensure program compliance and progress	✓	
Quarterly reviews of agencies' financials are conducted	✓	
Opportunity exists to double donations through challenge grant matches sponsored by companies and foundations	✓	
Donate conveniently through workplace campaign and payroll deduction	✓	✓
Donation is distributed directly to nonprofits	✓	✓



United Way's Impact

Our focus is on Education, Income and Health. United Way advances the common good by creating opportunities for a better life for all. United Way also invests in our community through special grants and initiatives. United Way impacts people throughout our 4-county region.

Trustworthy & Effective

- At United Way, we invest in programs that produce results at agencies that manage their money wisely.
- We have been recognized nationally and locally for our high rate of efficiency and consistently receive a four-star rating by Charity Navigator – its highest ranking.
- Nearly 90 cents of every dollar raised is invested into our community.



Why giving to the Community Impact Fund is so important.

By investing in United Way's Community Impact Fund you not only help local people, but your gift is used to address our communities most critical issues like homelessness, financial stability, infant mortality, early childhood education and teen pregnancy.

Through the Community Impact Fund we drive lasting community change through the strategic focus areas of Education, Income and Health.

Match your money

When you give to the Community Impact Fund you have the opportunity to have your gift matched by local companies and organizations, making an even greater impact. Find out more: [Giving Incentives](#)

Giving Trivia

In 2002, a donation of \$1,200 could buy the following for 60 families:

- 7.5 gallons of gas
- 1 loaf of bread
- 1 pound of ground beef
- 1 dozen eggs
- 1 gallon of milk
- 1 pound of bananas
- 1 pound of ground coffee

To have the exact same impact today, how much do you think a donor would need to give?

Answer: \$2,274

ONLY HAVE 30 SECONDS?

Tell people this:

- United Way helps people — it's that simple.
- United Way recruits people and organizations who bring passion, expertise and resources needed to get things done.
- Giving to United Way's Community Impact Fund is the most efficient and most powerful way for you to invest in our community.
- Our focus is on Education, Income and Health — the building blocks for a good quality of life.
- United Way is driving lasting community change.

A GIFT FOR GIVING

GIVE & WIN Sweepstakes

When you give a new or increased gift of \$25, \$50, or \$75 to United Way's Community Impact Fund you'll be automatically entered for a chance to win one of six fabulous prizes!

[Giving Incentives](#)



Impact Coupons

When you give a gift of \$100+ to United Way's Community Impact Fund you'll receive Impact Coupons with dozens of local deals at restaurants, venues and services.

[Giving Incentives](#)

Some companies prohibit the use of incentives. Contact your H.R. Dept. regarding your company policy.

Good to know!

Here are a few pieces to keep in mind as your organization gears up to give.

Tips for a Successful Campaign

Get Donors Interested

78% of people are more likely to give a financial donation if they first have a positive engagement experience.

- **Share the story:** Educate employees by inviting an agency speaker to share a story about the positive impact that donor dollars have on our community. Contact your Loaned Executive or United Way staff to schedule a speaker.
- **See impact in action:** Experience how important United Way-funded programs are to the community by touring an agency. [Campaign Requests](#)
- **Volunteer during Season of Caring:** Strengthen your team and community by participating in a fall volunteer project. [Campaign Requests](#)

Make the Ask

Research shows that the #1 reason people don't give to United Way is because they were never asked.

- **Ask for the pledge:** With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.
- **Answer questions and handle concerns:** Answer questions honestly and if you don't know the answer ask your United Way representative.
- **Leverage incentives:** Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking and gift cards are great incentives. Don't forget the Give & Win Sweepstakes and Impact Coupons. [Giving Incentives](#)
- **Say thank you:** Regardless of what the donor decides, thank them for their time.

LIVE UNITED All Year Long

We provide you with all the tools you need to show donors how United Way is using their gift, months after they've given.

- **Share facts and updates:** Send fun facts and stories via emails, newsletters, the intranet or a bulletin board. [Sample Communications](#)
- **Connect on social media:** Advocate for United Way by posting photos of your employee volunteers in action or your special event.
[@UnitedWayGMWC](#)
[/UnitedWayGMWC](#)

New Event Ideas

Fundraising Ideas

Milwaukee County's Indoor Golf Course

Build a golf course with holes in hallways, cubicles and unusual spaces. Each hole represents an area landmark (e.g. the Domes). Golfers pay to participate. Donated prizes are awarded for both high and low scores.



Caterpillar Inc.'s First-Ever Chicken Wing Eating Contest

Each participant was required to raise \$500 for the United Way campaign to compete. All dressed in costumes (including a chicken!) as they were cheered on by the audience.

American Family Insurance Sends Smiles Throughout The Office

Brighten someone's day by sending them a smile! Purchase helium balloons for \$2 each. Balloons are delivered with the sender's personalized message. The person that sends the most smiles receives a special prize.



What your dollars can do

Your gift, no matter what size, makes a difference. Plus, the dollars you donate to United Way's Community Impact Fund stay right here in our community. For the cost of everyday items and activities, you can provide urgent and life-changing resources that impact people throughout our four-county region.



\$1
WEEK

PROVIDES

- Supplies for 12 teens participating in an eight-week pregnancy prevention program
- One weekly bus pass for three adults to attend education programs
- One hand-held magnifier for a person with low vision



\$2
WEEK

PROVIDES

- One crib for an infant living in a shelter
- Preparation class and fees for one GED student
- One month's worth of fresh produce for 10 families



\$5
WEEK

PROVIDES

- Blankets for 40 disaster victims
- Workbooks for 25 families attending financial literacy classes
- Three beds for a family who previously experienced homelessness



\$10
WEEK

PROVIDES

- Bus passes for 25 individuals with low-income to attend interviews and appointments
- A hot meal for 86 men living in a shelter
- One semester paid internship for two college students



\$20
WEEK

PROVIDES

- Twelve hours of case management for individuals with disabilities or mental illness
- Thirty weeks of home instruction for two families to prepare preschoolers for kindergarten
- Attendance to a 10-week summer day camp for one child

For more on what your gift can do go to UnitedWayGMWC.org/ImpactCalculator



Do-Good & Volunteer

United Way creates customized volunteer opportunities for groups of any size, on- or off-site, with community organizations that are making a difference. Workplace Volunteerism

To learn more or start planning your project contact:

Karissa Gretebeck

kgretebeck@unitedwaygmwc.org • 414.263.8160

Company Benefits

- Build stronger teams
- Boost employee morale & commitment
- Improve employee retention & future recruitment
- Allow individuals to utilize their skills & strengths
- Create opportunities to develop future leaders

Thanks again!

Company Billboard Recognition

Give a corporate gift and/or run an employee workplace campaign and your company will receive a billboard thank you:

- Each company is featured for one week on three to five digital billboards located on major area freeways.
- During that week, your company's name will appear approximately 300-600 times.

An Evening at the Marcus Majestic Cinema

Increase your company's giving to United Way's Community Impact Fund; Education, Income, Health or special initiatives in 2015 by 10%* or more for a chance to win a four-star movie experience at the Marcus Majestic Cinema in Brookfield. Up to 15 companies will be chosen to receive 6 tickets. Feel like stars with complimentary food and beverages, networking, and movie viewing!

*Minimum increase of \$1,000 in overall giving required.



Be recognized on our website and in the *Milwaukee Business Journal* for Corporate Giving, Employee Giving and Combined Recognition results if you meet specified goals.

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Boston Store



INTERCONTINENTAL MILWAUKEE



The Pfister

ROUNDY'S

Thank you to our print sponsor



Your Company Name

Lives United. You can too.

UnitedWayGMWC.org

United Way



Value:
Up to \$4,000

Ambassador Recognition

United Way appreciates all of our 1,200+ ambassadors. To thank you and recognize your efforts, those who attend Ambassador Training (page 2) and complete at least 5 of the activities listed below will be entered into a drawing for prizes. (In 2014, this included weekend getaway packages and retail gift certificates). In addition, the top 50 ambassadors and their guest will be invited to the Marcus Majestic Theatre in 2016 for cocktails, a 5-star dining experience and movie premiere (Winners will be announced in February).

- Have a pre-campaign meeting with the Loaned Executive
- Invite a United Way staff member or Agency Program Partner to speak to employees
- Host a Leadership, Loyal Contributor and/or Retiree event
- Hold a special event activity
- Participate in a volunteer project
- Ensure each employee receives an individual ask
- Increase participation
- Increase overall dollars raised
- Report results and thank donors



UnitedWayGMWC.org



United Way

