

United Way of Greater Milwaukee & Waukesha County

AMBASSADOR GUIDE

A GUIDE TO PLANNING YOUR CAMPAIGN



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UNITED WAY AMBASSADORS



Thank you for being a UNITED WAY AMBASSADOR

Dear Ambassador,

Thank you for investing your time and resources to make our community a better place to live.

With your leadership in designing and running your company's employee campaign for the United Way of Greater Milwaukee & Waukesha County, you join us in the fight for the health, education, and financial stability of every person in our local community.

Whether this is your first time as an Ambassador or you're a seasoned veteran, this guide will help you conduct a successful campaign from start to finish.

Thank you for joining our team of problem solvers, hand raisers, and game changers. We look forward to working alongside you to make your company's employee campaign a success this year. The United Way staff and Loaned Executives are here to help you every step of the way.

We have one life. To live better, we must Live United.



Amy Lindner
President
United Way of Greater Milwaukee
& Waukesha County



RUNNING A WORKPLACE CAMPAIGN

A United Way workplace campaign is an engaging way to bring your entire organization together around the common goal of helping people right in our community. Together, you'll impact important issues facing local children, youth, and families while creating a sense of teamwork that strengthens your own workplace.

When the campaign is over, we'll continue to be your year round partner for volunteer opportunities and community involvement.

Resources mentioned in this guide are available at:
UnitedWayGMWC.org/Campaign-Toolkit

AMBASSADOR BENEFITS

- Strengthen your relationships with co-workers
- Demonstrate your leadership skills
- Recognition within your organization
- Networking opportunities
- Gain an expert understanding of the value of giving to United Way

AMBASSADOR ROLE

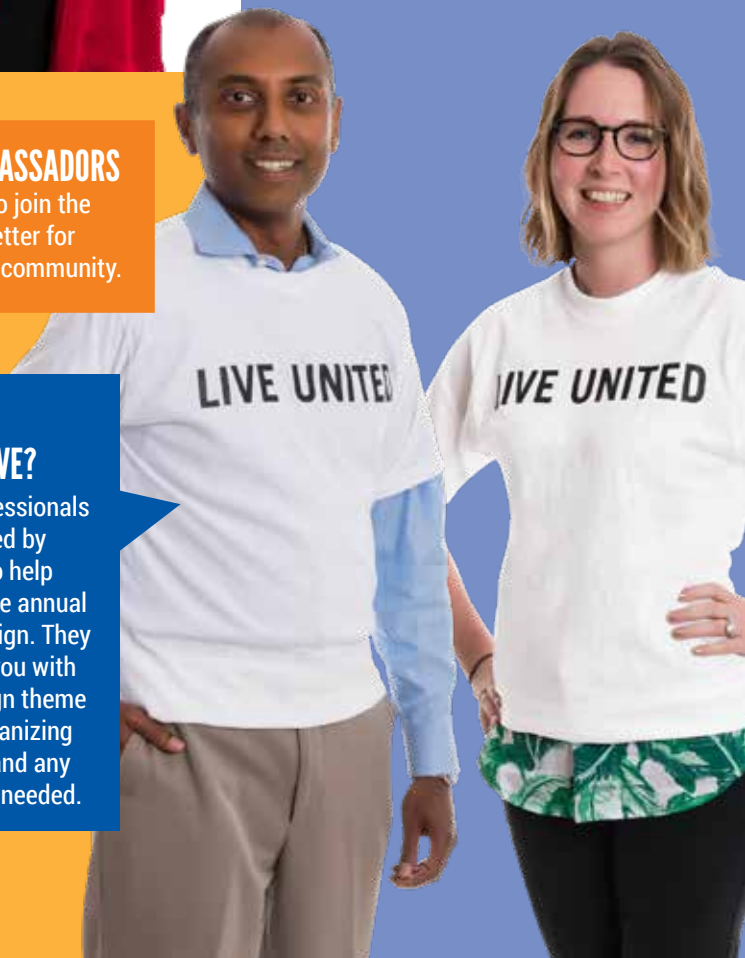
- Work closely with your organization's leadership
- Attend an Ambassador Training session or webinar
- Partner with your Loaned Executive to develop an effective campaign plan
- Recruit a campaign committee
- Distribute materials and organize events
- Hold a campaign kickoff
- Promote the campaign throughout your organization
- Encourage leadership giving
- Make your campaign fun
- Thank your donors and volunteers

UNITED WAY AMBASSADORS

inspire coworkers to join the fight to make life better for every person in our community.

WHAT IS 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, and any additional support needed.



CAMPAIGN CHECKLIST

✓ Before the Campaign	Target Date
Attend United Way ambassador training.	
Secure CEO/senior management support.	
<ul style="list-style-type: none"> ➔ Determine your participation goal, monetary goal, and incentives. 	
Recruit a team to help with the campaign; assign tasks.	
Meet with your Loaned Executive to discuss campaign strategies and develop a calendar of events.	
<ul style="list-style-type: none"> ➔ Review the previous campaign's performance, opportunities and challenges. ➔ Determine your campaign plan and time frame. ➔ Schedule your kickoff, United Way speaker and any special events. 	
Promote the campaign and distribute your calendar of events.	
Send a Campaign Kickoff letter from your CEO endorsing the campaign.	
<ul style="list-style-type: none"> ➔ Invite retirees to your kickoff event. 	
During the Campaign	
Hold kickoff event with Loaned Executive and agency speaker.	
Distribute pledge forms and campaign materials to all employees.	
Hold a Leadership Giving or Loyal Contributor (10+ year donors) event.	
Keep the campaign alive by sharing success stories, community facts, and photos via your intranet.	
Conduct special events, lunch and learn sessions, and other activities.	
Monitor your progress towards your goal.	
Follow up with individuals that have not returned their pledge form.	
Send reminders about campaign events, incentives, and deadlines.	
After the Campaign	
Collect all pledge forms.	
Follow up on any corporate contribution or employee match.	
Calculate the results, review results with your committee members, and prepare final report envelope for your Loaned Executive.	
Announce results to all employees.	
Post campaign photos on your corporate social media networks.	
Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.	
Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a United Way representative.	
Talk to your Loaned Executive about how United Way can continue to improve its service.	
Throughout the Year	
Keep employees updated on United Way activities.	
Promote volunteer opportunities.	
Attend United Way events (Campaign Kickoff, Closing Celebration, P5 Awards, LINC activities, and Women's Brunchon).	
Share success stories.	
Schedule an agency tour for your employees.	
Host a drive.	
Offer lunch and learn sessions.	



DONOR NETWORKS

Donors can create lasting change while building personal, professional, and philanthropic relationships when they join a donor network. In addition to their financial support, leadership donors are key volunteers and advocates for United Way.

NETWORKS:

- Diversity Leadership Society
- Emerging Leaders
- IT United
- Jane Bradley Pettit Society
- Leadership Society
- LINC
- Retire United
- Tocqueville Society
- Women United

COMPANY BENEFITS

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

Learn More at UnitedWayGMWC.org/DonorNetworks

MAKING THE ASK

- Ask co-workers you know first, then enlist them to spread the news.
- Start off with people who already give; their participation will build momentum.
- Promote payroll deduction. It's easier to give (consistently) in small amounts.
- Encourage your organization to make a corporate contribution in addition to the employee campaign.

UNITED WAY'S COMMUNITY FUND

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

	United Way's Community 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 for your donation to be matched through challenge grants sponsored by companies and foundations.	✓	
Donate conveniently through workplace campaign and payroll deduction.	✓	✓
Donation is distributed directly to nonprofits.	✓	✓

THE BEST WAY TO GIVE.

A gift to United Way's **Community Fund** allows you to help more people than a gift to a single nonprofit can.

United Way experts look for gaps and duplications so **Community Fund** dollars go to the needs everyone is aware of but also to those needs less obvious but no less important.

Your gift to United Way's Community Fund ensures that your donation is invested where the need is greatest. Donations are monitored to ensure programs are effective, meet current community needs, and are financially stable and sustainable.



MATCH YOUR MONEY

When you give to any of our focus areas – health, education, or financial stability – a special initiative within the Community Fund, your donation may qualify for matching funds, increasing the investment even more.

WE ARE TRUSTWORTHY & EFFECTIVE

At United Way of Greater Milwaukee & Waukesha County, 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. In 2014, Forbes named United Way as one of five All-Star Charities for efficiency.



SHARE OUR SUCCESS

Sharing success stories and videos at your workplace is a great way to show the impact of donor dollars in the community.

Find them at UnitedWayGMWC.org/Campaign-ToolKit



Gabby is one of many children in our local community you're fighting for when you support United Way.

USE SOCIAL MEDIA

Use your corporate and personal social media accounts to broadcast your support of United Way. Share photos of your activities. Talk about your campaign. Your clients and customers will appreciate seeing what you're doing to support your community.

@UnitedWayGMWC #UnitedWayGMWC



TELL THE UNITED WAY STORY

Be an Advocate!

- United Way recruits people and organizations who bring passion, expertise, and resources needed to get things done.
- Giving to United Way's Community Fund is the most efficient and most powerful way for you to invest in our community. We invest nearly 90 cents of every dollar raised into community problem solving – and that far exceeds national standards.
- 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.
- United Way is:
 - **Effective.** We only invest in programs at agencies that are in good financial health and in programs with results that are measurable, sustainable, and meet current community needs.
 - **Efficient.** Donor dollars are leveraged with others to meet the most pressing needs in our community.
 - **Local.** We invest in 220-plus programs at over 110 local agency program partners in the areas of health, education, and financial stability located in Milwaukee, Waukesha, Ozaukee, and Washington County.



GIVE MORE THAN A GIFT- VOLUNTEER!

We know that volunteering as a group enhances teamwork, strengthens morale and demonstrates your organization's commitment to creating a better local community.

To learn more or start planning your project, contact:
Karissa Gretebeck
 kgretebeck@UnitedWayGMWC.org
 414.263.8160

Resources are available at UnitedWayGMWC.org/CampaignToolkit

79% of employees prefer to work for a civically engaged workplace that offers them opportunities to volunteer with their colleagues.



JOHNSON CONTROLS VOLUNTEER CENTER

Thanks to a generous contribution from Johnson Controls, we have renovated the ground floor of our Schlitz Park building into an epicenter of community engagement. The Johnson Controls Volunteer Center expands upon the already existing United Way volunteer programs to focus on additional ways for corporations, individuals, and families to give back to our community through the gift of their time and talents.

Opening August 30, 2018.

Benefits for Your Workplace:

Build Your Team: Engaging current and prospective employees in a volunteer project strengthens talent retention, boosts morale, and provides staff development opportunities.

Build Your Business: Community involvement helps you reach a broader audience.

Build Your Reputation: Community focus strengthens you as an industry and community leader with stakeholders, employees, and customers.



VOLUNTEER EVENT IDEAS



VIRTUAL VOLUNTEERISM

Promote a unique volunteer opportunity that employees can do from the comfort of their own desk or phone!

- **Notes of Encouragement** - Based on themes associated with health, education, and financial stability, volunteers will write a personalized note to a local community member.
- **Vello Tutoring** - Working professionals who lack time during the workday to travel to a school can virtually tutor students in reading just 30 minutes per week.

ON-SITE

Do good without even leaving the office through *Service To Go*:

- Host a kit packing party for personal care items, birthday boxes, or reading bundles
- Coordinate a supply collection drive for school supplies, winter apparel, or health and hygiene items
- Organize a sandwich-making or snack pack assembly line

LEVERAGING YOUR PRODUCT

Roll up your sleeves and do what you do best:

- Consider a product or service that you offer. Can it be used to help others?
- Whether you are a transport company, mattress manufacturer or sell financial planning products, you can do good through your product - let us help!

SKILL-BASED

Use your professional talents to make a difference:

- Serve as an interview or resume-writing coach at the annual *Women's and Men's Job Seminars*
- Become a financial budgeting coach at the *Financial Empowerment Seminar*
- Share your professional expertise and career advice with local youth at the annual *IT United Career Fair*

IN THE COMMUNITY

Raise your hand and join us at one of United Way's 15+ signature events:

- Help local children pick out books to stock their home collections at *My Very Own Library*
- Serve as an advocate and guest champion at *Project Homeless Connect*
- Prep and pack freezer meals with your team alongside local chefs at *Fill The Freezer*

WHAT YOUR DOLLARS CAN DO

Your gift, no matter what size, makes a difference. Plus, the dollars you donate to United Way's Community 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 local community.

\$5
A WEEK



PROVIDES **260**
adaptive play toys to
improve motor skills

IMPACT:
94%

of children who were surveyed from United Way-funded disabilities programs displayed developmental improvement in motor skills.

\$10
A WEEK



PROVIDES **70**
youth mentoring activities

IMPACT:
93%

of youth ages 12 and older who were surveyed from United Way-funded youth development programs had goals and dreams for their future.

\$25
A WEEK



PROVIDES **19**
days in a shelter, case management,
and support services

IMPACT:
93%

of the adults and families who were surveyed from United Way-funded emergency shelters felt that their basic needs were met.

THE VALUE OF UNITED WAY

Donors want their gifts to make a difference but often don't have the expertise to know if agencies are effective at their work. United Way offers donors a unique service to help make the greatest possible impact.

Experts from across the community lead our organization and provide continual oversight of our work so donors know their gifts will be used well. United Way helps our local community where it's needed most.



Company Recognition

Give a corporate gift and/or run an employee workplace campaign and your company will be recognized on electronic billboards throughout the community.

- 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.



**Value:
Up to \$4,000**

Business Journal Recognition



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.

Ambassador Recognition

All ambassadors who experience an increase in their company's campaign will be entered into a prize drawing for hotel packages, restaurant certificates, and more! In addition, the top ambassadors and their guests will be invited to the Marcus Theatres' BistroPlex, the restaurant that serves movies, for a cocktail reception, a dinner, and a movie premiere.

An Evening at the Cinema

Increase your company's giving to United Way's Community Fund by 10% or more for a chance

to win a four-star movie experience at Marcus Theatres' BistroPlex. Up to 15 companies will be chosen to receive 6 tickets. Feel like stars with complimentary food and beverages, networking, and movie viewing!

**bistro
plex**



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Thank you to our print sponsor



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