

AMBASSADOR GUIDE

A GUIDE TO PLANNING YOUR CAMPAIGN



UNITED WAY AMBASSADORS

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Greater Milwaukee
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WHAT IS AN AMBASSADOR?



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As the campaign ambassador for your organization, you will be the face of United Way to your co-workers. Your role is to provide your colleagues with all the information they need to understand what United Way is and why their donation helps create lasting change in their community.

All you need to do is follow these three easy steps:

- **Spread the word.**
 - People are looking for ways to give back to their community. You have the chance to explain the benefits of giving to your United Way workplace campaign. What can you say? How can you spread the word? [See pages 3](#) for details.
- **Just ask.**
 - Ask your colleagues if they would like to support the work of United Way by donating to the 2019 Community Campaign. Remind them that no donation is too small. [See pages 4 and 5](#) for the details on what your dollars can do.
- **Say thanks.**
 - A simple thank you goes a long way. Let everyone know you appreciate their contribution. But wait, there's more! [Turn to page 6](#) to learn what else your team can do to support their community.

What you can do

As an ambassador, you will:

- Attend an ambassador training session or webinar.
- Partner with your loaned executive to develop an effective campaign plan.
- Recruit a campaign committee.
- Organize events.
- Distribute United Way materials.
- Hold a campaign kickoff.
- Promote the campaign throughout your organization.
- Work closely with your organization's leadership team, including promoting leadership giving.
- Make the campaign fun! ([See page 7 for tips](#))

What is a loaned executive?

A loaned executive is an area professional loaned or sponsored by local businesses to help United Way with their annual Community Campaign. They are here to assist you with everything you need to make your campaign successful. They can help with strategies and themes. They can supply promotional and educational materials. They can organize agency speakers for your kickoff event. Partner with them to make the most of your campaign.

WHY SHOULD SOMEONE SUPPORT UNITED WAY?

Change does not happen alone. Over 1,500 corporate partners, 50,000 donors, and 220 local programs all fight together for lasting change in our four-county community.

United Way fights...

- ...**for young people to delay becoming parents until adulthood.** Since 2009, the community's teen birth rate (15-17 year-olds) has declined 65%.
- ...**for literacy.** Since 2015, over 229,000 books have been distributed to children through My Very Own Library and Build My Bookshelf. An average of 6,710 students per year have received books with a total investment of \$1.3 million.
- ...**for the safety of people experiencing intimate partner violence.** Since 2009 an average of 9,500 people were served per year in intimate partner violence prevention programs with 96% gaining knowledge about safety planning and their rights and options in the legal system.
- ...**for families facing economic challenges to maximize their tax returns.** In 2017-18, 14,987 tax returns were filed under the United Way-funded Volunteer Income Tax Assistance program and \$6,950,917 dollars were returned to the local economy.
- ...**for the basic needs of individuals in the community.** Since 2009 over 400,000 individuals and families struggling to meet their basic needs received food, transportation, legal, and housing assistance at the most vulnerable time of their lives.

United Way works across our four-county region and convenes resources, volunteers, experts, and other service providers for short-term relief and long-term success.

Company benefits

- **Connection to the community.** Through a United Way campaign, employees have a way to give to the community and learn about services that are offered to those in need.
- **Employee satisfaction and retention.** Seventy nine percent of people prefer to work for a socially responsible company.
- **Individual recognition.** United Way offers great opportunities for people to build their personal, professional, and philanthropic networks.

Telling our story

Here are some messages you can share when telling the United Way story:

- We all have a stake in creating a healthy, prosperous community. We all win when a child succeeds in school, when a neighbor is safe, when families have good health, and when workers have solid jobs.
- A donation to United Way is not a short-term investment; it's about lasting change. We fight for those whose voice we don't always hear, and those whose names we do not know.
- We target the root causes of issues and respond to immediate basic needs.
- With your support, we did some amazing things last year:
 - **Our community is healthier.** Last year, over 115,535 people were connected to quality and affordable health and dental care.
 - **More youth are succeeding in school.** Last year, over 79,315 students received youth development programming to keep them on track for the next grade level.
 - **More families are achieving financial stability.** Last year, over 48,206 adults accessed training and educational programs to connect them to employment.
- United Way also helps increase the capacity and efficiency of our program partners through technical assistance and training, as well as connecting them to volunteers and other resources.

Share our success stories

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

Connect on social media

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

    @UnitedWayGMWC #UnitedWayGMWC

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 **35**
youth mentoring activities

IMPACT:
89%

of surveyed youth aged 12 and older from United Way-funded youth development programs improved on knowing how to have fun without using alcohol or other drugs.

\$10
A WEEK



PROVIDES **8**
days in a shelter, plus case management and support services

IMPACT:
88%

of surveyed adults and families from United Way-funded emergency shelters felt their housing would improve after leaving the shelter.

\$25
A WEEK



PROVIDES **1,300**
adaptive play toys to improve motor skills

IMPACT:
97%

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

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.



Community Fund: The best way to give

We know that our community's issues are broad and vast; they're an enormous challenge for one single nonprofit to address. We also know many of these issues are interrelated— issues like health concerns, education road blocks, and financial struggles.

United Way elevates these issues and calls everyone in our four-county communities to action.

A gift to United Way's Community Fund is the most efficient and powerful way for you to invest in your community. Why?

- **Your donations stay local.** United Way invests in programs that impact Milwaukee, Waukesha, Ozaukee, and Washington Counties.
- **Your donations are efficient.** Donor dollars are leveraged to meet the most pressing needs in our community.
- **Your donations are effective.** United Way only invests in programs at agencies that are in good financial health. Those programs' results are measurable, sustainable, and meet current community needs.

Match your money

When you give to the Community Fund, your donation may qualify for matching funds, increasing your impact 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.



Donor Networks

Donor Networks help you create lasting change while building personal, professional, and philanthropic relationships. In addition to financial support, leadership donors are key volunteers and advocates for United Way.

Networks:

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

Learn More at
UnitedWayGMWC.org/DonorNetworks



Women United Mentoring Series



Technology United Career Fair



Retire United Day of Action

Thanks to the many sponsors of our Donor Network events and programs, including Harley-Davidson Motor Company, Vesta Senior Network, BMO Harris Bank, MillerCoors and the Milwaukee Business Journal.

RALLY YOUR HANDRAISERS. VOLUNTEER WITH US.

You want to make a difference. We make it easy. Ignite the power of your teams year-round through volunteerism with United Way. Whether you need a project for a team of 2 or 200, on-site at your workplace or out in the community, we offer a wide variety of meaningful experiences to help you better engage and connect with your employees.

Here are just a few of the ways you can volunteer with United Way:

Collect needed items

- Host a collection drive for things like school supplies, winter apparel or health and hygiene items. We provide the collection bins and supply lists.

Host an on-site project

- Volunteer from the comfort of your own office. Organize a snack pack assembly line, pack hygiene kits, or make sandwiches.


Roll up your sleeves in the community

- Read books to local children, play board games with older adults, spend time harvesting a community garden, or join United Way at one of our 15+ signature events.

Leverage your employees' skills

- Encourage team members to use their professional talents for good. From financial budgeting to mock interviewing there are many ways to share your company's expertise to make a difference.

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



Landmark Credit Union builds stronger teams through volunteerism.

In 2016, Landmark Credit Union hosted a small, on-site sandwich-making volunteer event during their campaign at their New Berlin headquarters, unsure what to expect or how it would be received by staff. The results were fantastic! With senior leaders making sandwiches next to support staff, the simple effort connected employees in a whole new way.

Wanting to expand their impact and create even greater employee engagement in 2017, they rallied branch staff to decorate the sandwich bags ahead of the packing event. With United Way's support, Landmark has been able to implement unique volunteer options that resonate with their employees and enhance their workplace culture all year-long.

SECRETS TO SUCCESS

Fundraising ideas for successful engagement

Below are just some ideas of fun, engaging activities to use as inspiration while planning your workplace campaign.



Pedal go-kart race

Competitive events always add a splash of fun and excitement to campaign activities. Waukesha County employees team up and compete in a pedal go-kart race as part of their annual campaign kickoff.



Donut eating contest

Zizzo Group of Milwaukee got creative by having a donut eating competition as part of their campaign.



Human sundae

Employees of Firestone Building Products of Waukesha donated money towards the leaders they wanted to see turned into a human sundae by their teammates to benefit United Way.

Add personality to your campaign

- **Choose a theme:** A creative theme can really personalize your campaign and engage the entire team. It could be a 50s theme, or a favorite TV show or movie theme. Remember, keep it in good taste! Decorate the break room. Hold a potluck lunch where employees have a chance to wear clothing that supports the theme. Build your entire campaign around your theme.



Incentives to encourage involvement

- **Thank you drawing:** Collect a variety of gifts – either donated, purchased, or intangible goods such as vacation days, lunch with the CEO of your company, etc. To encourage employees to pledge, every contributor to United Way is entered into the drawing.



Sports and competition

- **Office Olympics:** Fire up the Olympic torch (or grill) and let the games begin. Have a tricycle or office chair race. Use items around your work location for golfing, shooting baskets, etc. Have spelling contests, typing contests, competitions to develop the most persuasive or most complimentary memo, etc. Combine the event with a cookout as an incentive and design award medals to display in the cubicles of winners.



The classics

- **Silent auction:** The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company merchandise, etc. Employees are invited to donate items as well, and all proceeds go to United Way.
- **Front row parking:** Hold a drawing for front row parking spots for a year, or during the winter months.
- **Trivia contest:** Employees pay a fee to answer a daily trivia question and the first one with the correct answer wins a small prize.
- **Potluck:** Post a sign-up sheet for employees to bring entrées, salads, and desserts to ensure a variety of good food. Decorate the room with a theme for a nice touch.



WORKPLACE CAMPAIGN CHECKLISTS

<input checked="" type="checkbox"/> Before the Campaign	Target Date
<input type="checkbox"/> Attend United Way ambassador training.	
<input type="checkbox"/> Secure CEO/senior management support.	
<input type="checkbox"/> Determine your participation goal, monetary goal, and incentives.	
<input type="checkbox"/> Recruit a team to help with the campaign; assign tasks.	
<input type="checkbox"/> Meet with your loaned executive to discuss campaign strategies and develop a calendar of events.	
<input type="checkbox"/> Review the previous campaign's performance, opportunities, and challenges.	
<input type="checkbox"/> Determine your campaign plan and time frame.	
<input type="checkbox"/> Schedule your kickoff, United Way speaker, and any special events.	
<input type="checkbox"/> Promote the campaign and distribute your calendar of events.	
<input type="checkbox"/> Send a campaign kickoff letter from your CEO endorsing the campaign.	
<input type="checkbox"/> Invite retirees to your kickoff event.	

<input checked="" type="checkbox"/> During the Campaign	Target Date
<input type="checkbox"/> Hold kickoff event with loaned executive and agency speaker.	
<input type="checkbox"/> Distribute pledge forms and campaign materials to all employees.	
<input type="checkbox"/> Hold a leadership giving or loyal contributor (10+ year donors) event.	
<input type="checkbox"/> Keep the campaign alive by sharing success stories, community facts, and photos via your intranet.	
<input type="checkbox"/> Conduct special events, lunch and learn sessions, and other activities.	
<input type="checkbox"/> Monitor your progress towards your goal.	
<input type="checkbox"/> Follow up with individuals that have not returned their pledge form.	
<input type="checkbox"/> Send reminders about campaign events, incentives, and deadlines.	

<input checked="" type="checkbox"/> After the Campaign	Target Date
<input type="checkbox"/> Collect all pledge forms.	
<input type="checkbox"/> Follow up on any corporate contribution or employee match.	
<input type="checkbox"/> Calculate the results, review results with your committee members, and prepare final report envelope for your loaned executive.	
<input type="checkbox"/> Announce results to all employees.	
<input type="checkbox"/> Post campaign photos on your corporate social media networks.	
<input type="checkbox"/> Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.	
<input type="checkbox"/> Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a United Way representative.	
<input type="checkbox"/> Talk to your loaned executive about how United Way can continue to improve its service.	

<input checked="" type="checkbox"/> Throughout the Year	Target Date
<input type="checkbox"/> Keep employees updated on United Way activities.	
<input type="checkbox"/> Promote volunteer opportunities.	
<input type="checkbox"/> Attend United Way events (Campaign Kickoff, Closing Celebration, P5 Awards, LINC activities, Women's Brunch, and more).	
<input type="checkbox"/> Share success stories.	
<input type="checkbox"/> Schedule an agency tour for your employees.	
<input type="checkbox"/> Host a drive.	
<input type="checkbox"/> Offer lunch and learn sessions.	

Resources for your campaign can be found at: UnitedWayGMWC.org/Campaign-Toolkit



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