UNITED WAY
Mark Twain Area

WORKPLACE CAMPAIGN CHAIR TOOLKIT

Lead your workplace.
Strengthen your community.

Welcome, Campaign Chair!

Thank you for saying yes to leading your workplace United Way campaign. You'll help rally coworkers, share the United Way story, and make it easy for employees to give, advocate, and volunteer.

Your mission:

- **Inspire participation**
- **Share local impact**
- **Make giving simple and meaningful**
- **Celebrate your workplace's generosity**

Every conversation, pledge, and act of service helps build a stronger community.



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GET TO KNOW YOUR UNITED WAY



You may know the name. But do you know who we are and what we do?

Whether you're already familiar with United Way or just getting to know us, here's a quick look at United Way of the Mark Twain Area and the work you're helping support as a Workplace Campaign Chair. Our organization is only as great as the community that makes it what it is.

Who is United Way?

United Way of the Mark Twain Area is a local nonprofit organization working to increase the capacity of people to care for one another. We bring together people, businesses, nonprofits, volunteers and community leaders to address needs and create stronger communities. Ultimately, everyone in our community is part of United Way.

Our work is Local.

United Way serves Lewis, Marion, Monroe, Ralls and Shelby Counties. The people you're helping through your fundraising are your neighbors, families, children, coworkers and friends here.

What does United Way do?

Think of United Way as a connector, investor and community partner.

Connects
Brings people and organizations together around community needs.

Invests
Provides funding to local organizations and solutions.

Advocates
Helps raise awareness of issues affecting our communities.

Strengthens
Helps local nonprofits build their capacity to serve.

Creates
Supports collaboration and new approaches to challenges.

What do we priorize?

Providing support to **critical services** in our community and **opportunities for upward mobility**. We also respond to the local needs that impact people in our community - these are the top needs of the Community Health Improvement Plan:

- Access to & Affordability of Care
- Mental Health & Substance Use Disorders
- Housing & Homelessness
- Transportation
- Chronic Disease Prevention & Management
- Workforce Development

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YOUR COMPANY'S CAMPAIGN MATTERS

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Your company's workplace campaign is more than a fundraiser.

Every dollar your workplace raises helps United Way invest in local organizations, programs, and solutions that strengthen our communities. But your campaign raises something else that is just as important: AWARENESS. When you share a United Way story, invite United Way into your workplace, highlight a local agency, talk with coworkers about community needs, volunteer together, or simply explain why your workplace chooses to give through United Way, you help people better understand the needs, resources, and services available right here at home. Your role isn't just to help raise money. It's to help your coworkers see how giving together can make a difference – and to make sure they know that if they, their friends, or their families ever need help, there are local resources ready to support them.

Meet the people behind the impact

United Way is powered by:

Donors → provide the resources

Businesses → invest in their communities

Nonprofits → provide services and solutions

Volunteers → give their time and talents

Community Impact Advocates → help inform and champion the work

United Way → brings the pieces together











Together, we make more possible.

Your 30-Second United Way Explanation

Someone asks: **"What does United Way actually do and why do we support it?"**
Here's an easy answer:

United Way of the Mark Twain Area is a local nonprofit that brings people, businesses and organizations together to address needs right here in our communities. United Way invests in local solutions, supports nonprofits and helps strengthen our communities. Our workplace participates in the United Way campaign because when we give together, we help make great things happen in our local community.

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YOUR GIFT MAKES AN IMPACT

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Dollars donated to United Way get to work right here in our community.

As a Workplace Campaign Chair, you're giving your time and energy to bring people together around United Way. We want you to feel confident knowing – and sharing – exactly what that effort supports.

When you, your coworkers, or your business gives through United Way, those dollars go to work right here at home. United Way of the Mark Twain Area invests local dollars in nonprofits, programs, services, and community solutions throughout Lewis, Marion, Monroe, Ralls, and Shelby Counties.

Here's how the dollars your workplace helps raise are put to work in our communities:

Community Impact Agency Payments – Dollars invested directly in local nonprofit agencies through United Way's Community Impact process. United Way's Community Impact Committee looks at community needs, needs of agencies, the impact of agencies and more to determine where dollars are directed. - **$266,000**

Direct Services to Agencies & Community Members – Funding and resources that directly support local agencies and community members through United Way initiatives, partnerships and services. - **$71,900**

****a portion of these dollars are raised outside of the campaign**

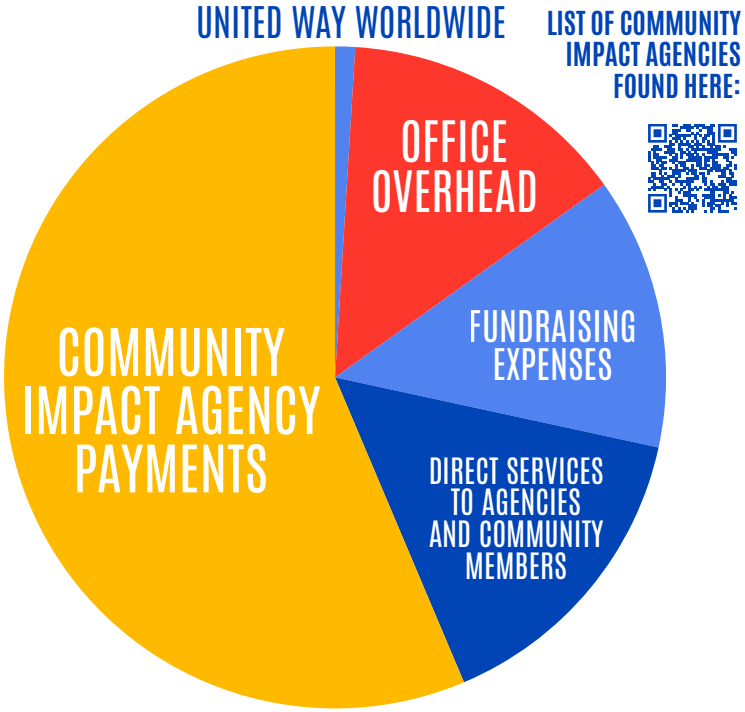
Fundraising Expenses – The costs associated with raising the dollars that make our community investments possible–including campaigns, events, communications and donor engagement. - **$62,700**

Office Overhead – The essential costs of operating the organization–things like technology, insurance, accounting, rent, supplies and other administrative needs. - **$66,700**

United Way Worldwide – Dues and related support that connect our local United Way to the larger United Way network and its resources. This year, our membership resulted in receiving scholarships in the amount of $3,500+ to attend national conferences. - **$4,600**

If you have more questions or encounter people with questions, our fiscal year budget, 990, and annual report can be downloaded from our website here:

https://unitedwaymta.org/about-us



Based upon all revenue/expenses through our annual campaign & special projects and programs.

THE BIG PICTURE

Your donation doesn't disappear into a national organization. United Way of the Mark Twain Area is a local, independent 501(c)3 serving our five-county area. Our annual campaign raises dollars that are invested in local nonprofits and community needs. When you give, you help make local impact possible.

PEOPLE GIVE → UNITED WAY INVESTS → LOCAL ORGANIZATIONS & COMMUNITY MEMBERS BENEFIT

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WHERE UNITED WAY FUNDING COMES FROM

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Our community invests in our community through United Way.

United Way of the Mark Twain Area is powered by dollars that are given locally from people, businesses, and community partners who believe everyone deserves the opportunity to thrive. Funds raised through these sources support local programs, partnerships, and services across our five-county area. This showcases an approximate breakdown of where dollars come from.

Employee Gifts through Workplace Campaigns - $165k

Nearly 45% of the dollars raised at United Way is through gifts given by local community members during their company's workplace campaign. This showcases the importance and value of the campaign and how much your energy and effort positively impacts the good together we can make happen in our community through United Way.

Individual Campaign Donations - $60k

People across our community make personal gifts because they want to help address local needs and strengthen the place they call home. These are gifts that come directly to our organization from local community members (not through a special event or workplace campaign).

Local Businesses and Companies - $80k

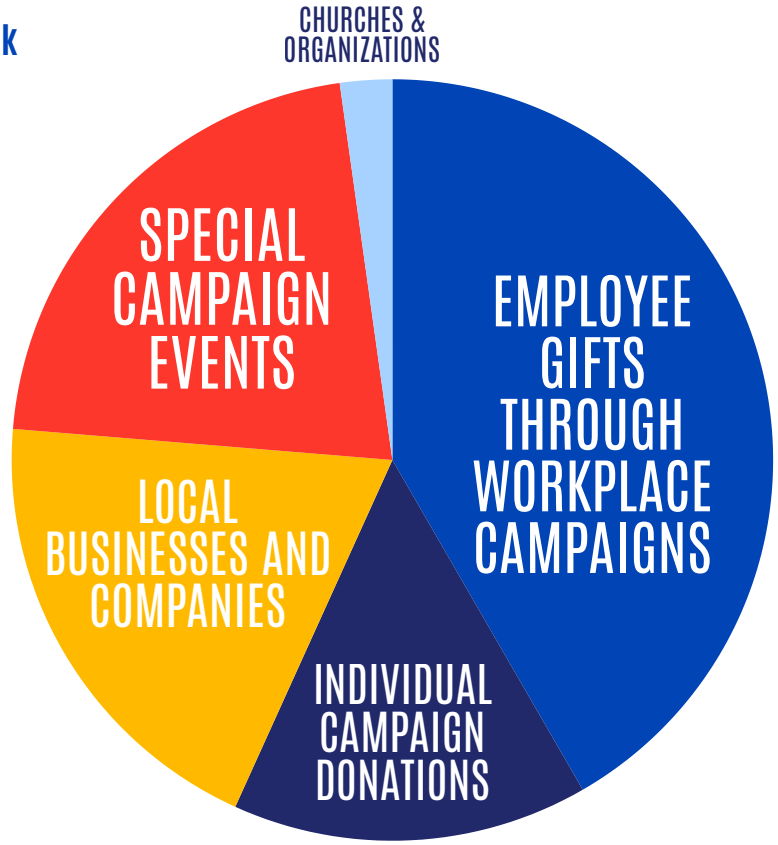
Local businesses contribute by making direct gifts to the United Way Campaign annually. Some local businesses match $1 to $1 or a portion of their employees gifts to the campaign as well which also accounts for part of this gift amount.

Special Campaign Events - $85k

United Way hosts a variety of events that benefit the United Way's Annual Campaign. These events include our annual Golf Tournament, Mom Prom, Evening of Philanthropy, Annual Meeting, and more.

Churches & Organizations - $9k

United Way is blessed to receive financial support from local organizations and churches to support our mission within the community.



Beyond the Campaign - $70k in 2025:

United Way also raises and oversees dollars designated for specific community needs, projects, and partnerships. These funds are separate from our annual campaign and are not included in the campaign breakdown above. This includes initiatives such as Tri-County Alliance, the Community's Giving Week Fund, Hogs for Hunger, and other special projects that allow United Way to respond to needs, fill gaps, and bring resources together for our community. These dollars also come from local indivduals, businesses, foundations, churches and more.

Our dollars come from the local community and go right back to work in the local community. The more individuals, businesses, churches, organizations, and events that give, the more impact we can make – and people are more likely to give when they're asked, so let's make the ask.

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ONE WORKPLACE. A LOT OF IMPACT.



Workplace campaigns allow employees to come together around one shared goal: MAKING THEIR COMMUNITY STRONGER.

HOW TO RUN A WORKPLACE CAMPAIGN

1. **CONNECT WITH LEADERSHIP**
   Confirm leadership support, campaign dates, company giving, and employee engagement opportunities.

2. **BUILD YOUR TEAM**
   Invite a few coworkers to help. Include employees from different departments, shifts, or locations when possible.

3. **SET YOUR GOAL**
   Choose a dollar goal and/or participation goal that gives everyone something to work toward.

4. **SHARE THE STORY**
   Help employees understand what United Way does and why their participation matters. United Way has some great tools to help with this including posters, videos, and more.

5. **MAKE THE ASK**
   Give every employee an opportunity to participate.

6. **CELEBRATE**
   Thank employees, announce results, and celebrate what your workplace accomplished together.

A first-time donor matters.

A payroll deduction matters.

A corporate gift matters.

A $5 gift matters.

A fundraising activity matters.

A workplace challenge matters.

A shared United Way story matters.

An employee choosing to participate matters.

A conversation about United Way matters.

A company coming together for its community matters.

When those actions are combined across an entire workplace - and then across workplaces throughout the entire area - the impact grows.

OUR WORKPLACE GOAL

Dollar Goal: $_____

Participation Percentage Goal:_____%

Employees Participating: _____

Campaign Dates: _____

Employee Gift Goal: $ _____

Employer Gift Goal: $ _____

Campaign Activities:_____

_____

_____

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CAMPAIGN TIMELINE & COMMUNICATION

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Share continually about the campaign to increase participation

SEVERAL WEEKS BEFORE – Build Awareness

Put up posters about United Way throughout the workplace.
Send an introductory email announcing the upcoming campaign and campaign dates.
Share your workplace's dollar and employee participation goals.
Begin sharing United Way stories, videos or information with employees.
Ask company leadership to publicly show their support for the campaign.

CAMPAIGN KICKOFF – Make the Ask

Send a kickoff email with clear instructions on how employees can give.
Host a brief United Way presentation at a staff meeting, luncheon or shift meeting.
Have a United Way representative or Community Impact Advocate speak to employees.
Distribute pledge cards or share your electronic giving link.
Announce any campaign incentives, challenges or special activities.

DURING THE CAMPAIGN – Share Progress + Impact

Send updates showing dollars raised and employee participation.
Update a goal thermometer or progress tracker in a visible location.
Share a United Way impact story, agency spotlight or Community Impact Advocate video.
Celebrate milestones such as reaching 50% of your goal.
Hold a fun campaign activity, fundraiser or participation challenge.

FINAL DAYS – Create Urgency

Send a "all chance" email or employee message.
Share exactly how close your workplace is to reaching its goal.
Remind employees of the campaign deadline and how to give.
Challenge employees to reach one final participation milestone.
Ask supervisors or team leaders to make sure everyone has had an opportunity to participate.

CAMPAIGN CLOSE & CELEBRATION – Submit, Celebrate + Say Thank You

Collect final pledge cards, payroll deduction information, gifts and campaign totals.
Complete and submit all required campaign information and materials to United Way.
Send a thank-you message to employees, your campaign team and workplace leadership.
Announce your final dollars raised and employee participation.
Share photos, campaign highlights or a favorite moment from your workplace campaign.
Celebrate what your employees accomplished together.

Campaign Chair Tip:
Whenever possible, include your workplace's campaign dollar goal, participation goal, and current progress in campaign communications.

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SEVERAL WEEKS BEFORE

Ensure employees know the campaign is happening and why.

A successful campaign starts before the official kickoff. Begin building awareness several weeks out so employees know the campaign is coming, why your workplace participates, and how United Way makes an impact right here at home. A few simple communications now will help make the campaign familiar when it's time to make the ask. Encourage committee members to start talking about why the United Way Campaign is important.

Copy, paste and personalize!

Subject: Coming Soon - Our United Way Workplace Campaign

Dear _____,

Our workplace is proud to once again participate in United Way of the Mark Twain Area's Annual Campaign - this year it is the LIVE HERE GIVE HERE Campaign!

United Way brings people, businesses and organizations together to address needs right here in our communities. Through our workplace campaign, we have an opportunity to join together and help make that local impact possible.

This year, our goal is to raise $_____ with _____% employee participation. Our campaign will run from _____ through _____... On _____, we will have _____ so you can learn more about United Way.

Watch for more information soon about how you can participate. We're excited to see what we can accomplish together!

Thank you!
NAME
TITLE



Use the posters provided by United Way to build awareness and help employees become familiar with the campaign. We're happy to provide as many posters as you need!

Share video stories from United Way Community Impact Advocates with your employees to help them see and understand the real, local impact of United Way. Available on YouTube.

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CAMPAIGN KICK-OFF

Make it meaningful. Make it easy to give.

It's time to officially launch your campaign and make the ask. Make giving simple by clearly explaining how employees can participate, while giving them an opportunity to hear why their support matters. Whether it's a quick presentation, an impact story, or a fun workplace challenge, your kickoff should make employees feel informed, invited, and ready to give.

Copy, paste and personalize!

Subject: Our United Way Campaign Starts Today!

Dear _____,

Today is the official kickoff of our United Way Workplace Campaign!

Our goal is to raise $_____ with _____% employee participation. Every gift–no matter the amount–joins with others to support United Way's work throughout Lewis, Marion, Monroe, Ralls and Shelby Counties.

You can participate by: [INSERT DIRECTIONS ON HOW TO GIVE, INFORMATION ON ANY SPECIAL EVENT OR MEETING WHERE THEY CAN LEARN MORE]

Our campaign runs through _____. We hope you'll consider joining your coworkers and helping us LIVE HERE. GIVE HERE.

Thank you!
NAME
TITLE

At United Way, we are always happy to come in and talk to your employees during a special meeting, sit at table and visit with those who stop by, etc. Reach out to schedule!



Make giving easy and accessible. United Way can provide Workplace Campaign Contribution Cards for every employee, with each employee encouraged to return a card even if they choose not to give. For online giving, consider offering a designated enrollment time or having someone available to help employees sign up. Many workplaces also incorporate United Way giving into their annual HR benefits enrollment process.

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DURING THE CAMPAIGN

Keep the momentum going and employees engaged.

Once your campaign is underway, keep United Way visible and the momentum going. Share progress, celebrate milestones, tell local impact stories, and create a little fun along the way. Regular reminders and updates help employees stay connected to the campaign and see what you're accomplishing together.

Copy, paste and personalize!

Subject: We're Making Progress! United Way Campaign Update

Dear _____,

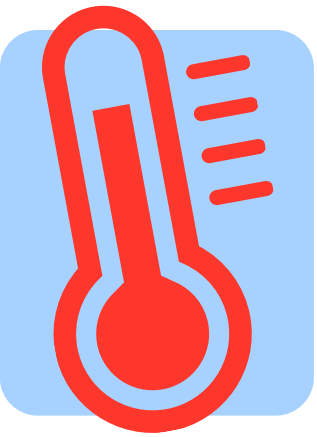
Our United Way campaign is underway, and we're making progress toward our workplace goal!

So far, we've raised $_____ toward our $_____ goal, with _____% of our employees participating. Thank you to everyone who has already given!

There's still time to join us. If you haven't participated yet, you can give by [HOW TO GIVE - INCLUDE INSTRUCTIONS, WHERE TO GO, HOW TO PLEDGE AND DEADLINE].

Every gift helps us move closer to our goal–and helps create impact right here in the communities we call home.

Thank you!
NAME
TITLE



A campaign thermometer keeps your goal visible and lets employees see the progress they're making together. United Way can provide a poster-size thermometer or a large vinyl banner for outdoor display.

Campaign incentives, activities, and fundraisers can add energy and encourage participation while keeping United Way visible. Whether it's a friendly challenge, jeans day, special lunch, or small incentive, a little fun can help bring employees together around a shared goal.

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THE FINAL DAYS

One final reminder can make a difference.

As your campaign wraps up, give employees one final opportunity to participate. Share your progress, remind everyone of the deadline and how to give, and celebrate how close you are to your goal. **A friendly final reminder helps ensure everyone has had the opportunity to be part of the campaign.**

Copy, paste and personalize!

Subject: Last Chance to Participate in Our United Way Campaign!

Dear _____,

Our United Way Workplace Campaign ends _____!

We've raised $_____ toward our $_____ goal and reached _____% employee participation. Thank you to everyone who has already helped us get this far!

If you've been meaning to participate, there's still time. Please submit your gift or pledge by _____ using _____.

Let's finish strong and see what our workplace can accomplish together!

Thank you!
NAME
TITLE

Make it personal. Encourage campaign committee members, supervisors, and current donors to share why they give and personally invite others to participate. If an employee has a connection to United Way, ask if they would be comfortable sharing their story and how United Way has impacted them or someone they know. **Personal stories help employees see that United Way supports real people – including people they work alongside every day.**

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CAMPAIGN CLOSE & CELEBRATION



Celebrate the effort. Thank your team. Share the impact.

Close your campaign with gratitude. Thank employees, campaign volunteers, and workplace leadership for the time, energy, and generosity they contributed, and celebrate what you accomplished together.

Then, help us officially close out your campaign by returning your Campaign Report Form and donor information to United Way, including dollars pledged, donor names and gift amounts, number of employees, and number of donors. This information helps us plan for incoming campaign dollars, recognize Leadership Donors who give $500+, and complete required United Way Worldwide reporting.

Copy, paste and personalize!

Subject: Thank You! Look What We Accomplished Together for United Way!

Dear _____,

Our United Way Workplace Campaign has officially wrapped up, and we have a lot to celebrate!

Together, our workplace raised $_____ with _____% employee participation.

Thank you to everyone who gave, participated in an activity, helped with the campaign or took time to learn more about United Way.

What we accomplished together will become part of something even bigger as United Way puts those dollars to work throughout our local communities.

Thank you for choosing to LIVE HERE. GIVE HERE.

Thank you!
NAME
TITLE

Report forms for United Way can be downloaded from
https://unitedwaymta.org/annual-campaign

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CAMPAIGN EVENT FUNDRAISING IDEAS



Add a Little FUN to Your FUNdraising! Some event and other ideas!

Beyond employee giving through payroll deduction or pledge cards, special events and small fundraisers can be a great way to add some fun and visibility to your United Way Workplace Campaign. They give employees another way to participate, build excitement around your workplace goal, and create opportunities to talk about United Way and the impact your team is making together.

- **Fundraising Lunch –** Host a chili lunch, taco bar, cookout, soup lunch or breakfast and ask for a donation to eat. Can even have it as a time for people to make pledges.
- **Bake Sale –** Employees bring baked goods and all sales benefit the campaign.
- **Silent Auction –** Ask employees or local businesses to donate items, baskets or experiences.
- **Penny War –** Departments compete by collecting coins or dollars.
- **Jeans/Casual Day –** Employees make a donation for the opportunity to dress casually.
- **Office Bingo –** Sell bingo cards and offer donated prizes.
- **Department Challenge –** Departments compete to raise the most money or achieve the highest participation.
- **Boss Challenge –** Set a fundraising goal that results in a manager taking a pie in the face, wearing a funny costume, doing an employee's job or completing another fun challenge.
- **Potluck Competition –** Chili cook-off, soup contest, dessert contest or other friendly competition with donations for tasting or voting.
- **Basket Raffle –** Departments create themed baskets and employees purchase chances to win.
- **Spare Change Challenge –** Place collection jars around the workplace or have departments compete.
- **Trivia Competition –** Charge teams to enter and offer a donated prize.
- **Guessing Game –** Fill a jar with candy or another item and charge for guesses.
- **Coffee & Treat Cart –** Sell coffee, donuts, popcorn, snacks or afternoon treats.
- **Employee Talent or Craft Sale –** Employees donate handmade items, baked goods, artwork or other creations to sell.
- **Theme Day –** Employees donate to participate in a fun dress-up or themed workplace day.
- **Compliment Grams –** Sell candy, snacks or small treats employees can send to coworkers with an appreciation note.
- **Parking Spot Auction –** Auction off a prime parking space for a week or month.
- **Lunch with Leadership –** Raffle or auction a lunch with the CEO, president or leadership team.

PRO TIP: Make it a United Way Week!

Instead of planning one large fundraiser, **spread the fun throughout your campaign!** Plan several small activities, challenges or treats during a **United Way Week** to keep employees engaged, build momentum and create more opportunities to participate.

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SAMPLE CAMPAIGN INCENTIVES



A Little Incentive Can Go a Long Way

A little extra motivation can make giving even more fun! Workplace incentives are a great way to encourage participation, create excitement and give employees one more reason to get involved in your United Way Campaign. Incentives don't have to be expensive or elaborate – often, simple workplace perks can be the most popular! Many workplaces also include tiers or drawings for these incentives.

- **Paid Day Off –** Every donor is entered into a drawing for a PTO day.
- **Leave Early/Sleep-In Pass –** Donors receive or can win the opportunity to leave early or arrive late.
- **Jeans/Casual Day Pass –** Give donors one or more casual dress days.
- **Preferred Parking –** Reserve the best parking space for a donor for a week or month.
- **Extended Lunch –** Give donors a longer lunch break on a designated day.
- **Free Lunch or Breakfast –** Provide a meal for employees who participate.
- **Gift Card Drawing –** Every employee who gives is entered into a drawing for donated restaurant, gas or retail gift cards.
- **Company or United Way Swag –** Offer shirts, tumblers, hats or other merchandise.
- **Corporate or Leadership Match –** The company or leadership at the company matches employee giving up to a designated amount.
- **Early-Bird Drawing –** Employees who pledge by an early deadline are entered into a special drawing.
- **Participation Milestone Reward –** If the workplace reaches 75%, 90% or 100% participation, everyone receives a workplace perk.
- **Department Reward –** The department with the highest participation earns lunch, breakfast, a casual day or another perk.
- **Boss Does Your Job –** A donor drawing winner gets to hand one of their routine duties to the boss for a set period.
- **Prize-a-Day –** Give away a small prize each day of campaign week, with participating employees eligible to win.
- **Experience Incentives –** Consider tickets, a hotel stay, restaurant certificates or other experiences.
- **Recognition –** Recognize donors or participating departments on a campaign board, internal newsletter or employee communication when appropriate.
- **Simple Thank-You Gift –** A small treat, snack or handwritten thank-you can be just as meaningful as a larger prize.

CAMPAIGN CHAIR TIP

You don't always have to spend money to create a great incentive. Start by asking, **"What workplace perk could we offer that employees would enjoy but costs us little or nothing?"** PTO drawings, preferred parking, casual days, extended lunches and leadership challenges can create excitement without taking dollars away from the campaign.

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GIVING BASKETS & 100% GIVING

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Giving isn't always about dollars. There are many ways to LIVE HERE. GIVE HERE.

At United Way, we understand that not everyone chooses to give financially. Not everyone feels like they can give financially. Some people prefer to donate a needed item, give their time, or serve their community in a hands-on way. We believe all of those forms of giving matter.

UNITED WAY GIVING BASKETS



Our **Giving Basket Program** provides workplaces with an easy way to collect needed items for United Way Community Impact Partner Agencies throughout the year.

United Way can provide your workplace with a **collection basket, a schedule of monthly needs, and signage** to make participation simple. Employees can purchase and donate specific items that directly support individuals and families being served by local agencies. We can then coordinate the drop off or pick up of these items.

It's an easy, tangible way for employees to give how they would like to give - and it still makes the mission of United Way come to life within our community.

BECOME A 100% GIVING WORKPLACE

We love recognizing businesses, teams, and departments where **100% of employees participate in giving**–but 100% giving does **not** mean 100% of employees must make a financial donation to United Way.

An employee can participate by:

- **GIVING** financially to the United Way Campaign
- **DONATING** a needed item through a United Way Giving Basket
- **VOLUNTEERING** through United Way or one of our Community Impact Partner Agencies during the year

The goal is simple: Give everyone an opportunity to participate in a way that is meaningful to them.

When every employee finds a way to give back, your workplace can proudly celebrate **100% participation in making our community stronger. We will even provide you an award to display.**



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CAMPAIGN CHAIR QUICK CHECKLIST



Everything you need to plan to launch and wrap up your United Way Campaign.

PLAN

- ☐ Confirm campaign dates with leadership
- ☐ Recruit your campaign team
- ☐ Set a dollar and/or participation goal
- ☐ Confirm company gift or employee match
- ☐ Decide how employees will give
- ☐ Request materials from United Way
- ☐ Plan kickoff, activities & incentives

BUILD AWARENESS

- ☐ Put up United Way posters
- ☐ Announce campaign dates & goals
- ☐ Share United Way stories/videos
- ☐ Ask leadership to show support
- ☐ Encourage employees to share why they give

KICK IT OFF

- ☐ Send kickoff communication
- ☐ Explain exactly how employees can give
- ☐ Distribute pledge cards/giving link
- ☐ Share the United Way story
- ☐ Announce activities & incentives
- ☐ Give every employee an opportunity to participate

KEEP IT GOING

- ☐ Track dollars & participation
- ☐ Share progress with employees
- ☐ Update your campaign thermometer
- ☐ Share local impact stories
- ☐ Hold activities/challenges
- ☐ Celebrate milestones

FINISH STRONG

- ☐ Send a final reminder
- ☐ Share progress toward your goal
- ☐ Remind employees of the deadline
- ☐ Make one final personal ask
- ☐ Collect outstanding pledges/gifts

CLOSE + CELEBRATE

- ☐ Calculate final dollars raised & participation
- ☐ Gather donor names & gift amounts
- ☐ Record total employees & total donors
- ☐ Complete the Campaign Report Form
- ☐ Submit required information/materials to United Way
- ☐ Thank employees, leadership & your campaign team
- ☐ Announce & celebrate your results!

NEED HELP? JUST ASK!

United Way can provide materials, pledge cards, posters, videos, speakers, ideas and support throughout your campaign.

LIVE HERE. GIVE HERE.

Thank you for leading your workplace and making local impact possible.