

# ENGAGING EMPLOYEES THROUGH YOUR CAMPAIGN



United Way  
of Central Iowa



# WELCOME!

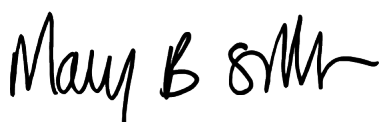
United Way of Central Iowa has been in our community for 105 years. In that time we have brought people together to see our way through economic challenges, wars, natural disasters, and so much more. And now once again we find our community challenged with an exceptional amount of need and uncertainty. But with support from organizations like yours, we can solve the complex puzzles that are central Iowa's toughest challenges. Things like ensuring every central Iowan has access to safe, affordable housing, quality, reliable childcare, the opportunity to graduate from high school with a plan for the future, and so much more.

As we look forward, we are focused on fostering a thriving community... one that is equitable, engaged, and empowered. Our strategic imperative, called UNITED to THRIVE, provides the framework for how United Way, with your support will impact the 5 Elements of a Thriving Community: Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, and Health & Well-Being.

Your United Way campaign can be an excellent an opportunity for your team to learn, have fun, and feel great as they make an impact on our community. Through this workbook, you will learn more about best practices in how to PREPARE, PLAN, CONDUCT, and CONCLUDE your company's campaign. You'll also experience how our organizations can work together to form new ideas and ways to educate and empower your employees. Most of all, United Way of Central Iowa staff are ready to help you and your employees know and feel how they are an integral part of our mission to improve lives within our community.

Thank you for your leadership during this year's annual United Way of Central Iowa campaign. You are a game-changer!

Sincerely,

A handwritten signature in black ink that reads "Mary B Sellers" with a stylized flourish at the end.

Mary B. Sellers  
President, United Way of Central Iowa

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# YOUR COMMITMENT TO UNITED WAY ALLOWS US TO...

## UNITE



We bring together donors, volunteers, businesses, nonprofits, faith-based leaders, community leaders, elected officials, experts, and those in need to address challenges in the 5 Elements of a Thriving Community: Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, and Health & Well-Being.

## STRATEGIZE



We get all the right people in the room to break down central Iowa's toughest challenges to their root causes and develop research-based, comprehensive strategies to make significant and sustainable change.

## TAKE ACTION



Once sound strategies are set, we take action. We invest in or create initiatives designed to make progress toward our goals. We convene coalitions, advocate for public policy, raise awareness, mobilize volunteers, and more.

## EVALUATE



We create metrics toward our success and continuously evaluate the results of our investments, holding every initiative accountable to make meaningful progress.

VOLUNTEER TO MAKE AN IMPACT

## FOSTER A LOVE OF READING

Building Literacy Kits is one of the many ways you and your workplace can volunteer to help our youngest central Iowans learn to read and foster a love of learning.

Volunteers who put together Literacy Kits share that it allows them to connect with employees they don't regularly work with, be creative, and practice a stress relieving activity that benefits others.

Completed kits are shared with childcare centers, schools, and other learning environments throughout the community.

[unitedwaydm.org/literacy-kits](https://unitedwaydm.org/literacy-kits)



*"With reading scores dropping significantly, [Youth Justice Initiative has] found the Literacy Kits to be a valuable resource. The kits have helped us host reading book groups with youth. The activities included help with guided participation and really get the young ones to engage – even kids who are reluctant to participate."*

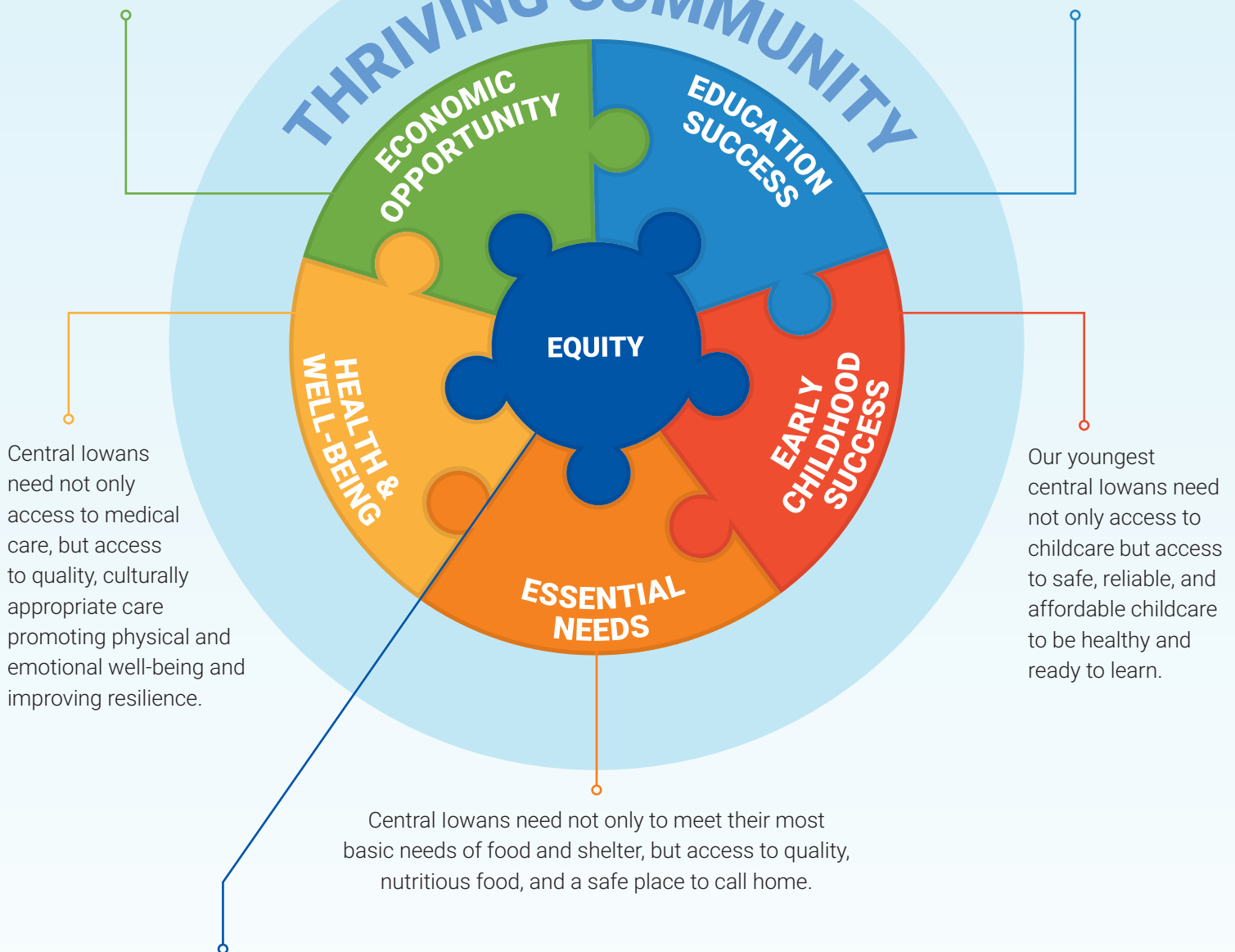
-Jennifer Hahn, Director of Youth Justice Initiative

# UNITED TO THRIVE

As United Way of Central Iowa looks to the future, the way we work in the community is evolving to reflect and respond to the changing needs of every central lowan. UNITED to THRIVE lays a path forward as we focus on fostering an equitable, engaged, and empowered community. A community where everyone has the opportunity to not only survive, but to THRIVE.

Central lowans need not only be self-sufficient but to be financially stable and have the opportunity to build wealth for their family and future generations.

Central Iowa students need not only to graduate from high school but should also have the opportunity to graduate with a plan for a successful future.



Equity considerations will continue to be a fundamental part of our strategy development, evaluation, and investment decisions across the 5 Elements of a Thriving Community and will influence all other aspects of our work.

# HOW UNITED WAY INVESTS

The funds raised by United Way of Central Iowa – more than \$23 million in 2022 – are invested in local programs and initiatives efficiently and effectively tackling the most urgent and current challenges people in our community are facing, which is why people like you help determine how those dollars are invested.

Volunteer committees comprised of corporate donors, community leaders, individuals from philanthropic and community organizations, and others work with United Way of Central Iowa's Community Impact team in the investment process. These are experts in central Iowa in the areas of Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, and Health & Well-Being who provide guidance and direction on investment decisions. Together, they carefully study each request for support and identify aligning programs from hundreds of nonprofits in Polk, Warren, and Dallas counties to determine which are showing positive results in creating impact in our community.

## MORE THAN DOLLARS

Each investment in a program or initiative is considered an investment in our future as a community. In addition to funds, selected programs receive insight, perspective, guidance, and direction from a cabinet of local experts and access to resources designed to help them continue their success. Funded programs are asked to achieve specific goals or measures, and are evaluated on progress to determine if funding will continue, increase, or decrease. Review the programs receiving funds from United Way of Central Iowa at [unitedwaydm.org/funded-programs](https://unitedwaydm.org/funded-programs).

## UNITED WAY OF CENTRAL IOWA SIGNATURE PROGRAMS

When a solution isn't already available in our community, United Way of Central Iowa proudly does the work to implement and manage an initiative, coalition, or program to address the issue at hand. Here are some of those initiatives:



**CENTRAL IOWA WORKS** connects employers seeking to fill jobs with talented workers looking to earn a living wage. This initiative is training 500 central Iowans for jobs in health care, coaching individuals returning from prison in gaining employment and helping them rebuild their lives, and supporting local retailers in creating clear career pathways and increasing retention. Learn more at [centraliowaworks.org](https://centraliowaworks.org).



**211 IOWA** provides expert, caring help to any Iowan who needs it. No matter the situation, 211 specialists listen, identify underlying problems, and connect people with resources or services in their local community that meet their need. Call 211 to find resources for food, rent assistance, legal services, crisis intervention, mental health, and more. This service is free and available anytime by calling 211, downloading the 211 Iowa app, and online at [211iowa.org](https://211iowa.org).



**BRIGHT BY TEXT** is a joint initiative with Bright by Text, a national parent texting platform that puts expert tips, educational games, local events and learning opportunities, and child development information directly into the hands of parents and care providers of children prenatal through age eight. Texts help make connecting and learning with children fun and nurtures positive relationships. Learn more at [brightbytextiowa.org](https://brightbytextiowa.org).



**OPPORTUNITY** is a collective impact initiative focused on addressing the root causes of poverty in central Iowa. Eight issue-focused work groups are working to remove barriers and create new opportunities. More than 2,000 nonprofits, businesses, and community members have signed on to support the plan. Learn more about it at [opportunitydsm.org](https://opportunitydsm.org).



**POWERED BY PURPOSE** is a free online resource designed to help people explore the meaning of purpose and how to implement purpose in life and work. The program offers an individual purpose journey, as well as a journey and resources for organizations to develop a purpose statement. Learn more about it at [poweredbypurpose.org](https://poweredbypurpose.org).

# RESPONSIBLE AND TRUSTWORTHY

United Way of Central Iowa has earned its 18th consecutive four-star rating—the highest available—from Charity Navigator, the nation’s largest independent evaluator of charities and nonprofit organizations. Charity Navigator’s four-star rating recognizes United Way’s sound fiscal management and commitment to accountability and transparency.

Charity Navigator evaluates nonprofits on a 100-point scale. United Way of Central Iowa earned a composite score of 100.0, including an incredible 100.0 score for both finances and accountability and transparency. In achieving the ranking, United Way joins a select group: Only 1% of the more than 8,000 charities evaluated have achieved 10 or more consecutive four-star evaluations.

# DEDICATED TO REBUILDING AN EQUITABLE FUTURE

United Way of Central Iowa strives to be a model of diversity, equity, and inclusion in all aspects of our work. We seek to represent and advocate for the many people who proudly make up our community, and we value and promote inclusiveness in all aspects of our work. We employ and promote individuals, recruit volunteers, and partner with programs that inclusively support the diversity of our local community.

In all levels of staff and governance, we are dedicated to providing equal opportunity. We believe each United Way of Central Iowa community member, donor, volunteer, advocate, and employee must have equal access to addressing community issues. We recognize we have the role, responsibility, and opportunity to partner across organizations throughout the community to close equity gaps.

Diversity, equity, and inclusion are at the heart of what it means to LIVE UNITED.

TAKE ON THE CHALLENGE TO CREATE CHANGE



# FOSTER EQUITY AT YOUR COMPANY

The 21-Day Equity Challenge is a powerful opportunity to develop a deeper understanding of how inequity and racism affect our lives and our community. The challenge is free and sends an email to registrants every day for 21 days, with each day focused on a specific topic like understanding privilege, housing and redlining, allyship, and more. The experience offers ways to take action and helps promote a lifelong commitment to fostering equity and inclusion in our community. Find out how your employees can get engaged with the 21-Day Equity Challenge at

[equitychallenge.org](http://equitychallenge.org)

# KEY PLAYERS IN YOUR UNITED WAY ENGAGEMENT STRATEGY

## RELATIONSHIP MANAGERS

United Way of Central Iowa's relationship managers are staff members who engage with companies and individuals year-round, providing opportunities to learn more about the impactful work United Way is accomplishing in our community.

- Assist employees and company leaders in planning and executing United Way campaigns at their workplace
- Conduct annual meetings with CEOs and leaders of local companies
- Connect company committees with opportunities to donate, volunteer, and advocate with United Way throughout the year
- Support the Loaned Executives

## LOANED EXECUTIVES

Companies 'loan' some of their best and brightest employees for three months to support our multi-million-dollar campaign. They receive intensive professional and personal development training in public speaking, project and account management, sales, working with diverse populations, interpersonal communication, and building community awareness.

- Serve as liaisons between United Way and company contacts
- Assist companies with campaign management
- Present the LIVE UNITED story at organizations' campaign kick-off celebrations and other events
- Provide resources and deliver needed materials
- Collect donations, pledge forms, and any unused materials after company campaigns conclude

## EMPLOYEE CAMPAIGN CHAIRS (ECC)

An ECC is someone who has been carefully selected to lead and coordinate the organization's workplace campaign.

- Serve as the organization's essential point-of-contact with United Way of Central Iowa
- Incorporate the campaign into the organization's culture
- Assemble and manage a campaign committee
- Track campaign progress and regularly inform the CEO and senior leadership
- Complete and submit pledge envelope(s) and reports all final campaign results to United Way of Central Iowa

## GET INVOLVED IN A BIG WAY

### A LOANED EMPLOYEE IS A WIN-WIN-WIN

United Way of Central Iowa's Loaned Executive Program benefits your employee, United Way of Central Iowa, and our community.

Support for the Loaned Executive Program, by either loaning an employee to United Way or by providing sponsorship funding, helps keep fundraising costs low to allow more of the dollars raised to be invested into programs improving lives.

Loaned employees will work as part of the United Way team from late August through mid-November. Consider someone you'll miss but know will return even more valuable to your team through learned experiences.



*"It's a wonderful opportunity. For me, I was able to take skills I had in my normal job and apply them directly to the needs of United Way through this position. It was a big confidence booster in many ways to know that I was able to make an impact in the community just by being me."*

- Roxann King, Loaned Executive  
from Principal



# UNITED WAY CAMPAIGN STRUCTURE



## **VOLUNTEER-LED COMMUNITY IMPACT CABINETS**

United Way of Central Iowa's Community Impact Cabinets are comprised of community leaders and experts who volunteer to be at the helm of the organization's work toward achieving its goals in the focus areas of Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, and Health & Well-Being.



## **UNITED WAY STAFF**

United Way staff and Loaned Executives provide direct support for Employee Campaign Chairs, Champions, and Ambassadors.



## **EMPLOYEE CAMPAIGN CHAIR (ECC)**

The Employee Campaign Chair (ECC) is the centerpiece of the workplace campaign. Supported by United Way staff, Loaned Executives, and their campaign committee, the ECC engages fellow employees in United Way of Central Iowa's giving, advocacy, and volunteerism efforts throughout the year, and specifically during the company's campaign.



## **CAMPAIGN AND ENGAGEMENT COMMITTEES**

Campaign and employee engagement committees coordinate and carry out a company's United Way campaign and other opportunities to engage with our organization.



## **COMPANY EMPLOYEES**

Inspired by the engaging work done through the committees, employees become donors, advocates, and volunteers for United Way of Central Iowa. Together, their individual contribution is amplified to make a powerful impact in our community.

# 10

## STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

1

### CEO CONTACT

Involve your CEO in all initial planning. Discuss budget, corporate gifts, and involvement throughout the campaign.

6

### CONDUCT CAMPAIGN

Create fun ways for employees to learn the importance of their gift and engage with United Way's mission. Host a United Way speaker.

2

### RECRUIT

Recruit committee members from across the company. Design a creative and fun campaign and identify campaign activities and tasks for each committee member to complete.

7

### LEADERSHIP GIVING

Recognize leadership gifts and host events for leadership donors and affinity group members.

**Tip:** Successful campaigns have heavy involvement from leadership, setting an example of participation and commitment to our community.

3

### REFLECT

Evaluate past campaign performances and calculate a goal. Your United Way rep can help, especially when it comes to incorporating new ideas.

8

### ASK

Ask new hires upon arrival, current staff and leadership, and retirees to be a part of your company's commitment in giving back through United Way by providing them with an opportunity to give.

4

### SET GOALS

Discuss the hard numbers and where you want to grow your campaign. Create volunteer opportunities.

**Tip:** Creating volunteer opportunities encourages everyone to get involved. Your United Way rep can connect you with opportunities that align with your company's mission.

9

### REPORT & THANK

Announce your final results to your company and United Way of Central Iowa in a timely manner. Thank everyone involved!

5

### PUBLICIZE

Share how, where, and when to pledge and incentivize giving. Use the Campaign Toolkit to help. Order Live United shirts — they create a great photo op!

10

### HAVE FUN

Engage your employees with fun AND meaningful activities, prizes, and volunteer opportunities.

# RUNNING A WORKPLACE CAMPAIGN

As the Employee Campaign Chair (ECC) for your organization, you—and the team of co-workers you assemble—are the centerpiece of the United Way campaign. You create lasting, positive change in central Iowa when you put together an engaging, meaningful, and FUN workplace-centered campaign.

Here's how to get started:

## PREPARE

- Learn about United Way of Central Iowa and UNITED to THRIVE. Know how we responded to the pandemic and continue to respond to current social movements.
- Participate in United Way's visit with your CEO to be informed of goals set for your workplace campaign.
- Assemble your Campaign Committee: include people from various departments and backgrounds.
- Analyze the previous year's campaign results.
- Set goals for total donations, participation levels, special event dollars raised, create timelines, and develop strategies and measures of success.
- Meet with your CEO to discuss goals and strategies, secure their endorsement, get approval for incentives, and confirm a corporate match or company gifts.
- Assign specific tasks to your team and schedule periodic planning and progress meetings.
- Meet with your United Way representative to discuss how they can support your company's campaign – virtually, in person, or both.
- Attend a United Way of Central Iowa Campaign Connect session to learn from other ECCs and local companies.
- Visit [unitedwaydm.org](https://unitedwaydm.org) to learn more, and access the online Campaign Toolkit for ideas, best practices, and resources for on-site or virtual campaigns.

## PLAN

- Make your campaign engaging by developing a fun theme and tying it back to United Way's mission. Determine length of your campaign.
- Develop leadership giving strategies to engage donors in United Way affinity groups to help increase your campaign total.
- Review resources, templates, and campaign materials available in United Way's campaign toolkit.
- Set a date for your campaign kickoff, schedule with leadership and your company, and invite your United Way representative to speak.
- Plan and schedule engaging events and opportunities to inspire giving back to our community. (See a list of great ideas available on page 15).
- Consider virtual opportunities, such as an online auction, to raise additional funds for the campaign.
- Work with your United Way representative to get United Way banners, balloons, posters, and stickers for the office and digital backgrounds and poverty simulations for hybrid or remote team members.
- Meet periodically with your United Way representative to review planning progress and invite them to participate in company activities.

Find template messages, materials, and resources to support your company's campaign at:  
[unitedwaydm.org/campaign-toolkit](https://unitedwaydm.org/campaign-toolkit)

## CONDUCT

- Educate employees by promoting your campaign through a kick-off event, presentations, and other special events. Use a multimedia approach, including emails, videos, intranet content, social media, posters, and displays—any place that’s convenient to reach your co-workers. Utilize United Way-produced videos, emails, and stories.
- Send a customized kick-off email to employees. Start with United Way’s template.
- Hold one or more kickoff event(s) with a United Way representative to share the goals, new initiatives, and incentives with employees. Highlight a corporate spokesperson (CEO, senior leader, or campaign team member) who can provide a personal reason why giving to United Way is important to them.
- Specifically ask co-workers to participate by donating, volunteering, or advocating.
- Have your CEO encourage others to join Lead United, Tocqueville Society, Education Leadership Initiative (ELI), Women United, United LEAGUE or LINC.
- Provide campaign brochures — printed or digital — to every employee.
- Provide details on how the pledge process works at the company.
- Participate in Day of Action volunteering or any United Way or workplace-sponsored community action activities.
- Allow all employees to access your campaign, including remote employees, new hires, and retirees; follow up with employees returning from parental leave, vacation, disability, and travel.
- Update employees on collective progress toward established goals.
- Keep United Way staff involved and informed.

## CONCLUDE

- Consider final push and close-out strategies to encourage last-minute commitments.
- Show donors the impact of their contribution and encourage them to stay engaged with United Way’s efforts throughout the year.
- Consider hosting a thank you event for all employees to attend.
- Send a letter or email from you and your CEO or senior leadership team thanking every employee for their contribution.
- Thank your campaign team.
- Document lessons learned, feedback, and results to ensure next year’s campaign goes smoothly with your internal committee and United Way representative.
- Fill out the pledge envelope and arrange for United Way to collect it, along with any surplus campaign materials. Do not wait for all campaign pledges to be gathered before turning in the envelope. Turn in multiple envelopes as pledges come in to ensure rapid processing of your co-worker’s pledge and the company’s results. If using eWay, notify United Way when your campaign is complete and the site should be closed.
- Develop a year-round United Way program with newsletter articles sharing community impact, volunteer opportunities, educational opportunities, orientation sessions for new employees, and more. Be creative while working within your organizational culture.
- Invite a United Way representative to speak to employees at any time during the year to share success stories and say thank you.

Use templates and resources for an in-person or virtual campaign provided by United Way of Central Iowa.

Find them at

[unitedwaydm.org/campaign-toolkit](https://unitedwaydm.org/campaign-toolkit)

# SAMPLE CAMPAIGN TIMELINE

Every company is different. Company culture, type of work, number of employees, number of employees who are working from home, location, and other details can affect the length, focus, and goals of a United Way campaign. Take time to **determine what will work best for your workplace**, and begin planning based on those parameters. **Include advocacy and volunteer activities**, as both are an important part of your campaign and engage those who may be unable to donate.

**Ideally, a campaign would last 1-2 weeks** to offer a balance of impact and length. Consider one exciting kick-off event and/or 3-4 smaller events to provide your co-workers with key information they need to feel motivated to make a donation decision within the campaign timeframe—and feel confident their donation will make a difference in central Iowa. Larger organizations needing more time to engage a larger workforce can expect to hold between 5-10 kickoffs/events (or more for our largest corporations) and/or 2-3 special events. Spreading the fun over two weeks often works best.

Campaigns shorter than two weeks can work if you are organized and have a track record of campaign success. Shorter campaigns succeed with a highly engaged CEO or company leader and a strong connection to contributing to the success of central Iowa in one of the 5 Elements of a Thriving Community: Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, or Health & Well-Being.

Here's is a brief timeline highlighting steps in your planning and execution phases:

## 5-6 WEEKS OUT

- Review last year's performance and campaign materials.
- Seek guidance for this year's campaign goals from the CEO, as culture and priorities may have shifted.
- Attend a Campaign Connect session, watch the recordings, or meet with United Way campaign staff.
- Start recruiting your internal campaign team and hold the first meeting.
- Educate your team members on United Way's role in the community.

## 3-4 WEEKS OUT

- Develop a campaign plan, which could be virtual, in-person, or both. Be creative in how to engage everyone.
- Decide on a theme and incentives, plus set kick-off and campaign wrap-up dates, volunteer activities, etc.
- Set a date for the kickoff, form an agenda, and decide platform or location.
- Assign responsibilities and tasks to committee or team members.
- Meet with your United Way representative and review and refine campaign details.
- Begin your leadership giving campaign; ask United Way staff to assist in identifying and soliciting leadership givers.
- Continue meeting with your campaign team.

## 1-2 WEEKS OUT

- Create energy, awareness, and purpose around the campaign.
- Begin publicizing (posters, emails, flyers, newsletters).
- Send a CEO letter or email endorsing the campaign to all employees.
- Enlist internal ambassadors to talk with co-workers about United Way, the benefits of giving, and invite others to the kick-off event/virtual meeting.
- Host leadership giving educational sessions to learn more about membership and benefit opportunities
- Review all plans for every element of the campaign with your campaign committee.

## CAMPAIGN WEEK(S)

- Host your campaign kickoff then send a campaign kickoff email.
- Host learning opportunities, events, volunteer projects, or other ways to engage employees.
- Distribute campaign materials.
- Communicate your collective progress both with your co-workers and United Way.
- Collect pledge forms. Hold drawings and giveaways for participating employees.
- Be available to your campaign committee and all employees to answer questions.
- Submit pledge envelopes with non-payroll gifts—such as cash, checks, and credit cards—on a weekly basis during the campaign. (You can submit multiple envelopes throughout your campaign).

## CAMPAIGN WRAP-UP

- Determine how to safely collect all remaining pledges and corporate contributions.
- Arrange for the CEO to communicate the campaign's success and thank employees.
- Contact your United Way representative to collect pledge envelopes and excess materials or to let them know your eWay site can be closed.
- Document the campaign for next year's ECC.
- Thank your campaign team.

## SAMPLE KICKOFF AGENDA

This sample agenda covers a 15-20 minute kickoff and can easily be done virtually. Adjust in any way that best fits your timeframe and campaign goals.

- Why I Support United Way: 2 minutes  
*Company Spokesperson*
  - Share a story of why you choose to LIVE UNITED
  - Might run a United Way or company-produced video
- United Way's Role within the Community: 5-7 minutes  
*United Way representative*
  - Shares the work of United Way of Central Iowa
- Impact of Contributions: 3-5 minutes  
*United Way representative*
  - Tell the United Way story/program
  - Highlight real life stories
  - Might run a United Way video
- Invitation to be UNITED to THRIVE: 1-2 minutes  
*United Way representative*
  - Ties it all together
- Leadership Ask, Next Steps, and Thank You: 3-5 minutes  
*Company Spokesperson*
  - Pledge process (forms or online)
  - Goals for this year's campaign
    - Employee campaign
    - Corporate match or contribution
  - Participation or raffle drawings, etc.
  - Thank you!

## Submit Pledge Envelopes A.S.A.P.

This allows United Way of Central Iowa to cash checks and charge credit cards in a timely manner.

Doing so also reduces risk associated with storing cash and sensitive employee information in your workplace.

**Questions?** Call Pledge Processing at 515-246-6572

## LEARN WHY PEOPLE GIVE BACK



## THE COMMUNITY IMPACT

*"I got involved with United Way of Central Iowa because of the community impact it has. I believe there is so much to be done around educating people in the community about what is happening, the resources available to them and how to go about accessing those resources, as well as thinking about how to support future leaders of our community.*

*There are so many ways to get involved with United Way. A first step could be finding where volunteer options are available or what [element] really plays to your passion on their website. United Way focuses on so many different aspects and provides people with a lot of opportunities to get involved.*

*United Way of Central Iowa is a top-notch organization and they have a significant impact here in central Iowa."*

- Nancy

# CAMPAIGN IDEAS

Themes and special events are a great way to create excitement and energy for your campaign week. Finding a unique way to connect campaign fun with United Way of Central Iowa's mission ensures a well-rounded experience full of enthusiasm, education, and community impact.

## PUZZLES/GAMES

**Theme:** You're an Important Piece of the Puzzle, The Big Picture, Make Every Move Count  
- Tie in United Way's puzzle or puzzle pieces metaphor

**Learning Opportunities:** United to Thrive, advocacy efforts, 211, Central Iowa Works

**Special Events:** Scavenger hunt, Rubik's Cube/crossword/wordsearch competition

**Incentives:** Escape room leadership event, custom puzzle

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## BACK TO SCHOOL

**Theme:** ABC's of Caring, Team [company name]  
- Kickoff with a pep rally and end with graduation

**Learning Opportunities:** Education Leadership Initiative, Bridges to Success, Read to Succeed, Bright by Text

**Special Events:** Spelling bee, science fair, prom royalty, kickball/foursquare competition

**Incentives:** Gift card "diploma", afternoon of recess/field trip

**Volunteering:** School/classroom supply drive, notes of encouragement

## BOOKS

**Theme:** Join the Story, Once Upon a Time  
- Each day a different classic or childhood book

**Learning Opportunities:** Education program panel, Women United, Vision to Learn

**Special Events:** Book club/swap, guess the famous line, build a Free Little Library

**Incentives:** Library (gift) card

**Volunteering:** Book drive, literacy kits, magic reading carpets, Book Buddy

## FOOD/COOKING

**Theme:** Cook'n it up for United Way, Feed the Need, Baking a Difference

**Learning Opportunities:** Hunger simulation, 5-2-1-0, Summer Meal Meet Ups, Giving Gardens

**Special Events:** Senior leader grilled cheese competition, chili cook off, drink/dessert carts, potlucks

**Incentives:** Take and bake meals, team dinner, restaurant/grocery gift card, create a company cookbook

**Volunteering:** T-shirt bags, protein drive (canned meat, peanut butter), Giving Gardens

## 100% VIRTUAL

**Theme:** Zoom Away with United Way  
- Zoom or Teams - ZOOM Away with United Way, TEAMwork

**Learning Opportunities:** ALICE Simulation, lunch and learn

**Special Events:** Home office meme competition, TikTok challenge, holiday vendor fair for employee direct sales businesses (% goes back to UW)

**Incentives:** Log off early, Executive MTV Cribs home tour

**Volunteering:** Virtual notes of encouragement, interview readiness, advocacy letter writing

## TRAVEL

**Theme:** Give Around the World, (sun)Rise to the Challenge, Soar United, Up Up and United Way  
- Each day is a different destination

**Learning Opportunities:** Central Iowa Works (CIW), Central Iowa Returning Citizens Achieve (CIRCA)

**Special Events:** Beach sand volleyball tournament, paper airplane contest, snack/drink cart

**Incentives:** Sunglasses, luggage, trip to local park/patio, complete a passport for a prize

**Volunteering:** Travel-size toiletry drive, welcome home care baskets

## CARS/RACING

**Theme:** We're Driving Results, Be A Driving Force for United Way

**Learning Opportunities:** Transportation Simulation

**Special Events:** Auction parking spots, remote control car contest, motorcycle/car show

**Incentives:** Executive wash car

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

# CAMPAIGN IDEAS CONTINUED

## CONSTRUCTION

**Theme:** Under Construction, Building a Better Community

**Learning Opportunities:** OpportUNITY, Essential Needs, poverty simulation, LINC, housing

**Special Events:** Structure building contest out of canned goods, road sign contest (ex. STOP Hunger, ONE WAY to a Better Community), Lego building, hard hat decorating

**Incentives:** Break room upgrade

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## MUSIC

**Theme:** Hit Play with United Way, Be a Rock Star for our Communities

**Learning Opportunities:** Powered by Purpose

**Special Events:** Karaoke/Masked Singer contest, name that tune

**Incentives:** StubHub/Concert Venue tickets, Record/Music store gift cards

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## SPORTS/OLYMPICS

**Theme:** Life is not a Spectator Sport, Swing into Action  
- Five Olympic rings, baseball/golf/tennis

**Learning Opportunities:** 5 Elements, Affinity Groups

**Special Events:** (mini) golf tournament, jersey day, ping pong or jump rope competition, field day, bags tournament

**Incentives:** Summer party at a local park, tailgate lunch

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## SUPERHEROES

**Theme:** Be a Community Hero, Everyday Heroes

**Learning Opportunities:** Powered by Purpose, HOPE for Stable Families, VITA

**Special Events:** Costume/photo contest, stair climb/5k

**Incentives:** Executive wears a cape/mask for the week

**Volunteering:** Reference the Central Iowa Volunteer Hub for ideas

## THEMES:

- Where there's a YOU, there's a WAY
- Dynamic Duos: United Way and You
- Bingeing/Streaming with Purpose (Binge-worthy TV shows)
- Give Back For The Future (Back to the Future)
- The Force of Giving (Star Wars)
- Be a Kind Neighbor (Mr. Rogers)
- What's Raised Here, Stays Here (Vegas)
- Detecting Progress, Mission Possible (007/Sherlock Holmes/Clue boardgame)
- In it to WIN it! (Game shows)
- Be a United Way Star, United at the Drive-In (Hollywood/movies)

## SPECIAL EVENTS:

- LIVE UNITED Shirt Day – purchase shirt, wear every Friday for rest of the year
- Auction Item Ideas – reach out to vendors, utilize services you already offer (ex. free product/service, ride with leader for a day)
- Flock someone's yard with flamingos – pay to remove and flock someone else

## INCENTIVES:

- PTO
- Floating holiday
- T-shirt

## IDEAS FOR MY COMPANY

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# RESOURCES AND MATERIALS AVAILABLE

Running a United Way campaign in your workplace is a commitment. Now, more than ever, your dedication and hard work will be even more rewarding. Being part of a campaign committee is a great way to create new relationships and strengthen your bond as a team, while helping improve lives in central Iowa. Here is a summary of the resources and materials available to support you. Find them and more at [unitedwaydm.org/campaign-toolkit](https://unitedwaydm.org/campaign-toolkit).

**BROCHURES** that detail the campaign, our work, and ways to get involved can be requested from your United Way representative. The primary campaign brochure is a must-read for everyone in your organization.

**PLEDGE PROCESSING** for both paper forms and eWay, an online platform, along with guidance on how to use them effectively for your company.

**CAMPAIGN VIDEOS** can make a meaningful impression as they vividly highlight United Way's work. Our options allow you to:

- Give an introduction to United Way and why your investment matters
- Provide success stories from individuals who have overcome challenges with the help of United Way
- Explain United Way's work

**UNITED WAY MERCHANDISE STORE** offers dozens of items available for purchase to help draw attention to your campaign and reward participation. From coffee mugs to water bottles, signs to brochures, lapel pins to plaques, it's here.

**DIGITAL RESOURCES** including, but not limited to:

- Logos
- Brand guidelines
- Infographics
- Presentation slides
- Stories
- Blogs
- Photos

**SAMPLE COMMUNICATIONS** are pre-written templates to help you craft emails, letters, presentations, etc., for your workplace campaign. Don't miss a review of these materials to help jumpstart your campaign.

**POSTERS** can be downloaded or provided by your United Way representative.

**OTHER RESOURCES:**

- Social Media Guide
- Fact-A-Day content
- Your Gift Matters handout
- Virtual campaign resources

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GET HELP REACHING COMPANY GOALS

## HELP US, HELP YOU, HELP OUR COMMUNITY

Does your company have specific goals around community engagement or employee engagement? United Way of Central Iowa is eager to partner with you to explore ways to help reach those goals throughout the year. Opportunities like sponsoring specific programs or initiatives, hosting donation or volunteer events at your workplace, or creating specific opportunities tailored to your employees are possible. We're here to help.

Athene, for example, places a strong emphasis on supporting education. The company sponsors and hosts Stuff the Bus, a community book drive that's brought thousands of books back into early learning centers and schools; sponsors Vision to Learn, a program that provides two free pairs of glasses to students throughout the region to help them see better in school; and provides a variety of opportunities for employees to engage with United Way's mission through donation and volunteering throughout the year.



# GROW GIVING THROUGH AFFINITY GROUPS

United Way of Central Iowa's affinity groups engage our community's most committed individuals and families, the game-changers who contribute at a leadership giving level (\$1,000) or pledge to step-up to the entry-level amount, throughout the entire year -- not just during your campaign. Work with your United Way rep to get ideas on how they can be a stronger part of your company's overall engagement strategy.

## **LINC** \$250 + Investment

LINC's young professional members connect through volunteerism and giving back to our community to support essential needs, such as food and housing. Donate \$250+ through your United Way campaign, and you'll receive exclusive opportunities to volunteer, and attend social and professional development events. [unitedwaydm.org/linc](https://unitedwaydm.org/linc)

**Company Alignment: Engaging young leaders, impacting essential needs, volunteerism**

## **UNITED LEAGUE** \$250 + Investment

United LEAGUE aims to engage Black and African American donors and allies in the work of addressing disparities in Economic Opportunity. With a young professional giving level at \$250, a seasoned professional giving at \$1,000, and step-up options. Members receive a variety of benefits and exclusive social and volunteer events.

[unitedwaydm.org/united-league](https://unitedwaydm.org/united-league)

**Company Alignment: Engaging Black employee resource groups, promoting financial literacy, economic opportunity for every central Iowan**

## **EDUCATION LEADERSHIP INITIATIVE** \$1,000 + Investment

ELI fights for middle school youth to make it to high school and graduate by investing in quality after-school programs, supportive services, and career mentoring opportunities. Members can attend events to learn about the impact of their gift, network with community leaders, and volunteer. [unitedwaydm.org/eli](https://unitedwaydm.org/eli)

**Company Alignment: Education, mentorship, connecting with youth, preparing young adults for the future**

## **WOMEN UNITED** \$1,000 + Investment

Women United leads the charge for central Iowa's youngest children by investing in quality early care and learning. Members can volunteer to build children's reading skills, advocate for policies that improve childhood success, and attend events to learn and network.

[unitedwaydm.org/women-united](https://unitedwaydm.org/women-united)

**Company Alignment: Female leadership, early education, supporting women, supporting working families, childcare**

## **LEAD UNITED** \$1,000 + Investment

LEAD UNITED members team up to make central Iowa better for everyone. Donate \$1,000+ through your United Way campaign, and you'll receive exclusive opportunities to learn about issues and the impact of your dollars through tours and webinars, as well as participate in family volunteer events.

[unitedwaydm.org/lead-united](https://unitedwaydm.org/lead-united)

**Company Alignment: Community-wide impact in all 5 Elements**

## **TOCQUEVILLE SOCIETY**

**\$10,000 + Investment**

Tocqueville Society represents the highest level of philanthropic giving from individuals and families. These caring philanthropists make an outstanding commitment to transforming our community. Members enjoy special networking and volunteer opportunities.

[unitedwaydm.org/tocqueville](https://unitedwaydm.org/tocqueville)

**Company Alignment: Engaging leadership to be a powerful influence in our community's future in all 5 Elements, creating a better workforce for tomorrow**

# LET US RECOGNIZE YOU!

The annual LIVE UNITED luncheon is United Way of Central Iowa's single largest event, bringing together nearly 1,000 central Iowans who work hard each year to help us foster a thriving community. During the event, we celebrate our collective successes and recognize individuals and organizations who have demonstrated an extraordinary commitment through giving, advocacy, and volunteering with the annual LIVE UNITED awards.

Did your company shine in one or all of these categories? We want to hear about it. Nomination forms are shared close to the end of the year via email. Reach out to your United Way representative to let them know you are interested in submitting a nomination. Do you know a great individual who works hard to serve our community? Nominate them!

## LIVE UNITED AWARD CATEGORIES

### LIVE UNITED CHAMPIONS

The LIVE UNITED Champion Awards honor organizations of all sizes that have made an exceptional impact in our community over the past year by engaging with United Way of Central Iowa, and inspiring their employees, partners, and others to do so by Giving, Advocating, and Volunteering to improve lives focusing on Equity and the Five Elements of a Thriving Community.

**SPIRIT OF CENTRAL IOWA:** One nominee for a LIVE UNITED CHAMPION Award will be selected as the recipient of our biggest annual recognition for an organization, the Spirit of Central Iowa Award – during its year-round commitment to United Way and the central Iowa community.

### LIVE UNITED LEADERS

The LIVE UNITED Leader Awards honor individuals who have made an exceptional impact in our community over the past year through their engagement with United Way of Central Iowa by Giving, Advocating, and Volunteering to improve lives focusing on Equity and the Five Elements of a Thriving Community.

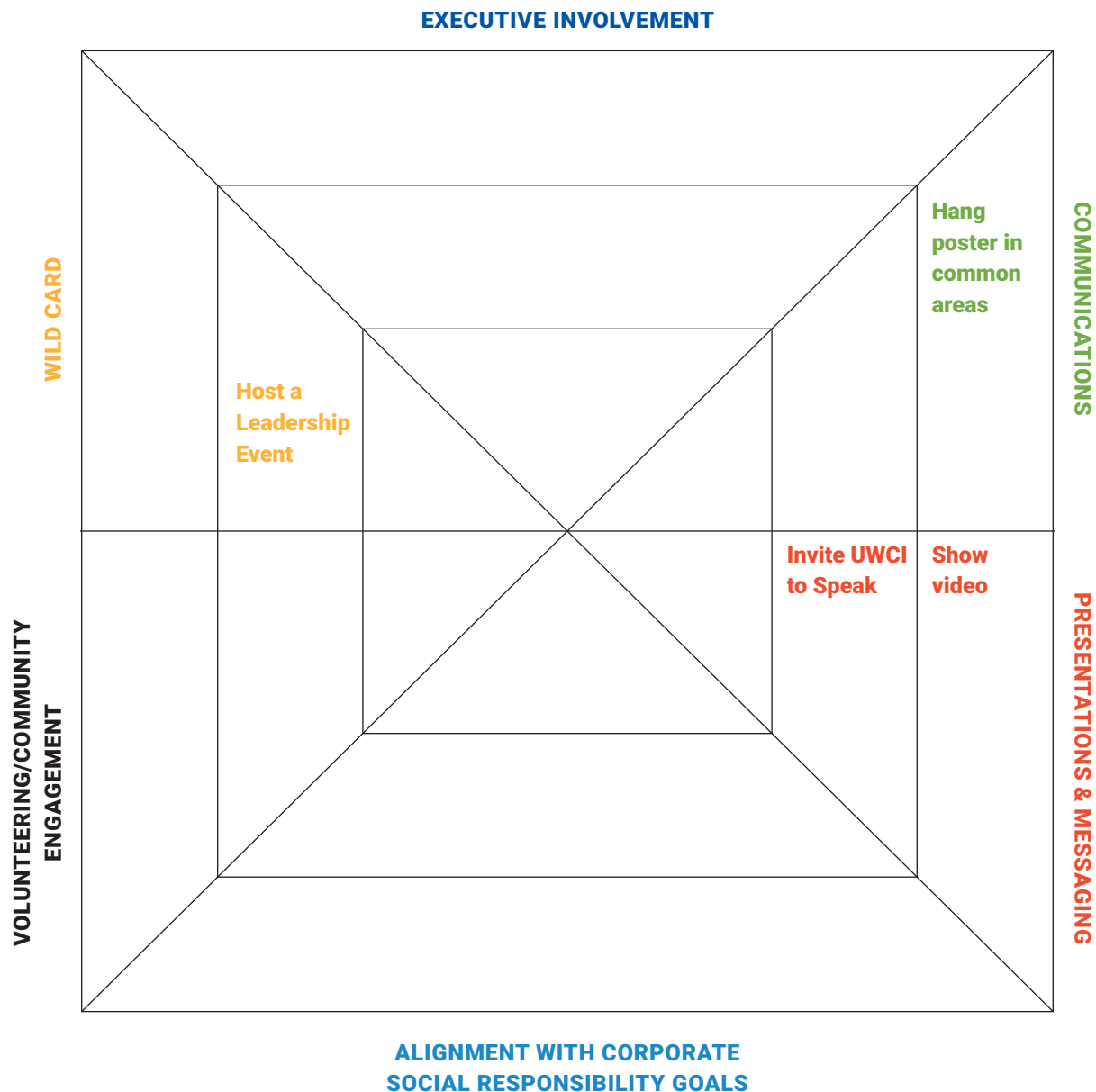


# WHAT'S ON YOUR RADAR ACTIVITY

## IMAGINE YOUR IDEAL CAMPAIGN ENGAGEMENT STRATEGY

Looking at the following segments (Executive Involvement, Communications, Presentations & Messaging, Alignment with Corporate Social Responsibility Goals, Volunteering/Community Engagement, Wild Card), think about activities that could help you create your ideal campaign within each area. For example, under Communications, it would be ideal to host a United Way presentation for each shift in each department; within Volunteering/Community Engagement, it would be ideal for a team 10 of employees to volunteer at a local food bank or elementary school.

**How to Use the Square of Engagement:** Plot your ideal ideas within the 3 levels of the square. The center, inner square level is for the ideas that may be challenging to implement, but could have a great impact (i.e. CEO assigns someone from each department to



# CURRENT UNITED WAY EXPERIENCE ACTIVITY

## WHAT DO YOUR EMPLOYEES CURRENTLY EXPERIENCE BEFORE, DURING, AND AFTER YOUR COMPANY CAMPAIGN?

**DIRECTIONS:** Think about every United Way touchpoint your employees currently experience (ie: Start of campaign email; posters in the break room; presentation during safety meeting; volunteering; follow-up email on community impact) and plot on the Experience Box where you think it would fit best.

### Has a great impact...

Employee feels good about experience

Start of Campaign  End of Campaign & Beyond

### Not much impact...

Employee has neutral or negative feeling about experience

Start of Campaign  End of Campaign & Beyond

# IDEAL UNITED WAY EXPERIENCE ACTIVITY

## WHAT DO YOU WANT YOUR EMPLOYEES TO EXPERIENCE?

**DIRECTIONS:** Plot out your campaign activities using the current activities that have a great impact, campaign ideas, 2-3 best practices you want to implement or grow, and the 2-3 activities from the What's on your Radar Activity you want to incorporate.

**Most Impactful**

Start of Campaign  End of Campaign & Beyond

# WORKPLACE CAMPAIGN GOAL SETTING

Refer back to your last-year feedback and results and then meet with your CEO or company leader to discuss your goals and initial plans for this year's campaign.

## LAST YEAR'S CAMPAIGN RECAP

## THIS YEAR'S WORKPLACE CAMPAIGN GOALS

# \_\_\_\_\_

**# of Donors**

# \_\_\_\_\_

% \_\_\_\_\_

**Employee Participation Rate**

% \_\_\_\_\_

\$ \_\_\_\_\_

**Special Event Dollars**

\$ \_\_\_\_\_

\$ \_\_\_\_\_

**Employee Dollars**

\$ \_\_\_\_\_

\$/ \$ \_\_\_\_\_

**Leadership Donors/Dollars**

\$/ \$ \_\_\_\_\_

\$ \_\_\_\_\_

**Corporate Dollars**

\$ \_\_\_\_\_

# \_\_\_\_\_

**Average event attendance**

# \_\_\_\_\_

# \_\_\_\_\_

**# of volunteer hours**

# \_\_\_\_\_

# \_\_\_\_\_

**# of donation drive items**

# \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

\$ \_\_\_\_\_

**TOTAL CAMPAIGN DOLLARS RAISED**  
(Special Event + Employee Gift + Company Match + Corporate Gift)

\$ \_\_\_\_\_

# BUILDING YOUR CAMPAIGN PLAN

**DIRECTIONS:** Fill in the blanks below to plan out your campaign.

Start Date \_\_\_\_\_

End Date \_\_\_\_\_

Number of Employees \_\_\_\_\_

Pledge Collection Type:

- United Way Paper Pledge     
  eWay     
  Company Portal  
 Company Paper Pledge     
  Other

Who is collecting pledges? \_\_\_\_\_

My Committee Members

*(Ask individuals from different departments to champion the campaign in their department)*

- 1** \_\_\_\_\_      **2** \_\_\_\_\_  
**3** \_\_\_\_\_      **4** \_\_\_\_\_

## WORKPLACE CAMPAIGN COMMUNICATIONS PLAN

What	When	How	Who is Responsible
Pre-Campaign Communications			
Campaign Start			
Announcement			
Special Events			
Presentations			
Reminder Email			
Reminder Email 2			
Last Chance to Submit Your Pledge			



# READY. SET. GO!

Through the power of donors, volunteers, businesses, advocates, partner nonprofit agencies, and YOU, we are fostering an equitable, engaged, and empowered community. A community where every central lowan has access to the essential resources that give them the chance to meet their basic needs, lead healthier lives, ignite a love of learning through a quality education, and feel confident and safe because of their financial stability.

Your commitment to United Way of Central Iowa allows us to collectively respond to current needs; (re)build a strong foundation a person needs to thrive; reimagine a new and better future for each of us; and continue to recover from lasting effects of the pandemic together.

Thank you for your commitment, dedication, time, and positive energy.

Now, go change the game!