Please update your Zoom first and last name. We will begin shortly!
Welcome!

• Campaign Basics
• United to Thrive
• Available Resources
• Campaign Ideas
How to Run a Campaign

Geena Staiert - Corporate Engagement Manager
Campaign Support

- United Way Staff
- Loaned Executives
- Employee Campaign Coordinator (ECC)
- Campaign Committee
Prepare, Plan, Conduct, Conclude

**Prepare**
- Learn about United Way’s work
- Recruit your committee
- Discuss goals
- Consider your pledging platform

**Plan**
- Develop an engaging theme
- Review resources
- Create a communications schedule
- Request UW speakers, banners and posters

**Conduct**
- Host a kickoff
- Participate in interactive educational events
- Use a multimedia approach
- Have fun!

**Conclude**
- Make a final push for commitments
- Host a thank you event
- Evaluate what worked
- Develop a year-round strategy
Campaign Resources

Joy Talmon - Corporate Engagement Manager
Campaign Resources

• Campaign Toolkit: [unitedwaydm.org/campaign-toolkit](http://unitedwaydm.org/campaign-toolkit)
  • Sample agendas, event ideas, communications, etc.

• eWay
  • 3-week advance notice to set up

• Pledge Forms, Brochures, Posters, Banners

• United Way Staff and Loaned Executives
  • Companies who utilized UW Staff with at least one speaking opportunity averaged 46% participation compared to 27% overall.
United to Thrive

Mary Sellers, President
United Way of Central Iowa
MAKE LASTING COMMUNITY IMPACT WITH UNITED WAY

United Way brings together all sectors of our community to identify key challenges, agree upon effective strategies, and work together, in a UNITED WAY, to effectively make progress.

Together, we look at the big picture and are able to identify gaps and leverage points that no individual entity can see or address on their own.
1 in 4 central Iowa households are “housing burdened,” spending at least 30% of their income on housing.

ESSENTIAL NEEDS
Central Iowans need not only to meet their most basic needs of food and shelter, but access to quality, nutritious food, and a safe place to call home.

HOUSING
1 in 4 central Iowans are “housing burdened,” spending more than 30% of their income on housing, impacting their ability to afford healthy food, quality childcare, and the opportunity to build wealth. For Black central Iowans, this number increases to 1 in 2 households.

UNITED WAY FUNDS PROGRAMS
preventing homelessness, providing legal assistance to avoid foreclosures and evictions, and offering supports needed to attain affordable, stable housing.

UNITED WAY SUCCESSFULLY ADVOCATED
for passage of a bill exempting hunger-fighting organizations from state sales taxes. Now Iowa’s food banks and pantries can purchase up to an additional one million pounds of food to serve Iowans experiencing hunger.

IOWA
received more than 105,000+ contacts in 2021.
EARLY CHILDHOOD SUCCESS

30% fewer childcare providers are in central Iowa than five years ago.

Our youngest central Iowans need not only access to childcare, but access to safe, reliable, and affordable childcare to be healthy and ready to learn.

CHILDCARE

Iowa leads the nation in number of families with parents or guardians working outside the home, yet Iowa has 30% fewer childcare providers than it did five years ago. Childcare is typically the #1 expense of a central Iowa family’s budget, costing more than a mortgage or college tuition.

UNITED WAY FUNDS PROGRAMS

to provide high-quality, affordable childcare to families living in low-income households.

UNITED WAY SUCCESSFULLY ADVOCATED

for policy changes to allow more families to remain on the state’s Child Care Assistance program, reducing the cost of quality care and keeping parents in the workforce.

Students reading proficiently in third grade are 4x more likely to finish high school.
EDUCATION SUCCESS

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.

READING

The percentage of central Iowa's third graders who are reading proficiently is at 53%, a 15-year low and a 23% drop in the past two years.

For third graders whose households face more significant systemic barriers, more than 80% are not reading at grade level.

UNITED WAY COLLABORATES to deploy "place-based" strategies that target specific neighborhoods and areas of central Iowa that have significant levels of need across all five elements.

UNITED WAY WORKS WITH SCHOOLS and partners to improve reading scores and provide wrap-around supportive services to our most vulnerable students.

In the past two years, central Iowa's third grade reading proficiency scores have dropped 23%.

60% of children in some central Iowa neighborhoods live in extreme poverty.
ECONOMIC OPPORTUNITY

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

EXTREME POVERTY

In central Iowa, 4.5% of those who are employed are living in extreme poverty. In certain areas of our community, over 20% of individuals with jobs are living in extreme poverty.

UNITED WAY SUPPORTS TRAINING

and other resources for people to secure good jobs providing sufficient income and opportunities to build wealth.

50% of U.S. adults say they put off or skipped some sort of healthcare in the past year because of the cost.

United Way advocates for job seekers and employers through programs like Central Iowa Works, which meets unique needs to provide pathways to good employment in high-demand fields, such as healthcare, logistics, and customer service.
HEALTH & WELL-BEING
Central Iowans need not only access to medical care, but access to quality, culturally-appropriate care promoting physical and emotional well-being and improving resilience.

24% of Iowa teens contemplated suicide last year.

UNITED WAY FUNDS PROGRAMS
addressing healthcare barriers like fees, transportation, health screenings, and more

MENTAL HEALTH
Nearly 1 in 4 of Iowa's eleventh graders said they had seriously contemplated suicide in the last 12 months, and half said they had a plan for how they would carry it out.

UNITED WAY WORKS WITH LOCAL ORGANIZATIONS
to eliminate barriers and promote physical, social, and emotional well-being for central Iowa children, families, and adults.
BIG-PICTURE FOCUS
COMMUNITY-LEVEL IMPACT

**GIVE**
United Way combines your contribution with donations from others and invests in proven programs making a real, measurable impact. UnitedWayDM.org/give

**ADVOCATE**
United Way brings together partners and passionate individuals to advocate for every Iowan through policy and regulation changes at the state and local level. UnitedWayDM.org/advocate

**VOLUNTEER**
United Way coordinates volunteer activities for thousands of central Iowans to support initiatives across our community. Find volunteer opportunities with a variety of community partners at UnitedWayDM.org/volunteer
Campaign Ideas
Cayla Nord - Corporate Engagement Manager
Campaign Ideas
Campaign Ideas

Campaign Dates
August 29 - September 27

Grand Prize Draw
October 4

All proceeds will be donated to the United Way of Central Iowa.

KICKOFF PANCAKE BREAKFAST
Wednesday, September 4

Employees who fill out a pledge card or at the pancake breakfast will be entered into a drawing for a chance to win a prize.

CAMPAIGN CLOSING:
CHILI BAR
Friday, October 4 • 11am

TIERS OF GIVING

JACKPOT 20
Buy a United Way T-shirt for $20 and wear on the first Thursday of each month through 2019.

JACKPOT 52
Donate $2 a paycheck and receive a $6 food credit for 42% off Gift Shop coupon, entry into drawing for prizes, and a United Way T-shirt. This level receives 5 drawing entries.

JACKPOT 130
Donate $5 a paycheck and receive a $6 food credit for Woodrow Market, 40% off Gift Shop coupon, entry into drawing for prizes, and a United Way T-shirt. This level receives 10 drawing entries.

JACKPOT 390
Donate $15 a paycheck and receive parking for 12 months in the South parking lot, a $6 food credit for 40% off Gift Shop coupon, entry into drawing for prizes, and a United Way T-shirt. This level receives 20 drawing entries.

JACKPOT VACATION INCENTIVE
Donate money and get a vacation day to use before 12/31/2020. Maximum 6.5 days. Vacation incentive days are not eligible for payout upon termination. Part-time & seasonal employees are not eligible for vacation incentive.

VACATION DONATION LEVELS

<table>
<thead>
<tr>
<th>Gift Level</th>
<th>Vacation Days Earned</th>
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</thead>
<tbody>
<tr>
<td>Manager</td>
<td>For every $200</td>
</tr>
<tr>
<td>Supervisor/</td>
<td></td>
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<tr>
<td>Specialist</td>
<td>For every $200</td>
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<tr>
<td>Front Line</td>
<td>For every $150</td>
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Campaign Ideas

2019 AGENDA

OCT. 28

Kickoff
9:05-10 a.m.
Multipurpose Room
United Way and volunteers will bring you a taste of what the day will be like. Scavenger Hunt!

Pie in the Face Fundraiser
10:10 a.m.
Pavilion
Pie the face of a volunteer to support the kids at the Children’s Home!

OCT. 29

Wellness Experience: Yoga
8-8:45 a.m.
Pavilion
Sign up for a morning of meditation and wellness. Enjoy a guided yoga session to start your day.

Learning Experience: Boys & Girls Club
10-11 a.m.
2:04
Find out more about the Boys & Girls Club and their programs. Learn about the benefits of membership and how to get involved.

Trivia Lunch
12-1 p.m.
Multipurpose Room
Test your knowledge with trivia questions and prizes. Enjoy a casual lunch and friendly competition.

United Way Scavenger Hunt

How to join:
1. Go to the first station, show your ticket to the volunteer, and get a hint. The hint will be in the form of a riddle.
2. Solve the riddle to find the next location. Each location will have a different hint.
3. The first person to complete the scavenger hunt wins a prize.

United Way of Central Iowa does not allow local alcohol. Here’s your chance!

UNITED WAY SCAVENGER HUNT

WANT TO LEARN MORE ABOUT WHAT UNITED WAY OF CENTRAL IOWA DOES AND AN EASY LOCAL ALCOHOL? HERE’S YOUR CHANCE!

WANT: One hint is provided next to each photo. No other hints will be given.

YOUR NAME (First & Last)

Tuesdays

MWF

Sat.

8:30-9:30 a.m.

5 Piece of a clue will include a riddle.

10:10 a.m.

LH Shriver

United Way Scavenger Hunt is a great opportunity to connect with others, support local organizations, and engage in a fun and rewarding activity. Each station will provide you with a riddle or clue, and the first person to solve all the clues will win a special prize.

Scavenger Hunt

Put on your thinking cap and join the United Way Scavenger Hunt. You'll be challenged to solve a series of riddles and clues to find the next location. It's a great way to explore the area and learn about the United Way's impact in the community.
Campaign Ideas

GAME ON! PLAYBOOK

DONATION GIVING

TEAM

ASSISTANT COACH

MIA

GAME-ON! TRYOUT SCHEDULE

GAME-ON! SEPTEMBER SCHEDULE

HALFTIME LUNCH, Thursday, September 22

THE BIG SHOW FINALE, Thursday, September 29

PRIZE BOWL

“NEW THIS YEAR”

LEADERSHIP CIRCLE

“FAST FIRST 30 BONUS”

“JUST FOR KICKS!”

“TAKING IT TO THE MAT!”

“EXERCISE YOUR BRAIN!”

“LET’S PLAY FOR UNITED WAY—HERE’S HOW YOU CAN GET IN ON THE ACTION!!!”

“THE BALL IS IN YOUR COURT!”

“GIVE US YOUR BEST SHOT!”

2016 UNITED WAY RAFFLE PRIZES

QUESTIONS? Please feel free to play along in the year’s campaign playbook. If you’re confused or have questions, send us an email!
Leadership and Affinity Events

WOMEN UNITED
20 YEARS OF IMPACT

Become a member. Help us continue making lasting, positive change in Early Childhood Success for years to come.
Questions?
Thank You!