

Welcome & THANK YOU!

You are essential to the success of United Way of Siouxland. Your leadership in this year's campaign will help us build a stronger, healthier Siouxland community. Together—we rise!

See our online **Campaign Toolkit** with information to take your campaign to the next level. With videos, pledge forms, tips, tools. Available 24/7.

Call on your United Way team members for questions and support at:: 712-255-3551.

Office hours: Mon - Fri 8:00 am - 5:00 pm.

THE NEED IN SIOUXLAND

More than **675 domestic assaults** were reported last year.

Nearly **1 in 3 families cannot afford** the average child care cost of **\$183/week**.

15% of adults did not graduate high school.

64% of children entering kindergarten did not meet literacy benchmarks last year.

Suicide is the leading cause of death for youth in South Dakota and Nebraska and #2 in Iowa.

DONATIONS...

Empower people to take charge of their well-being, **one step at a time**

Connect parents with qualified providers, fostering a safe and nurturing place where children can thrive, **one family at a time.**

Equip motivated people with the skills they need to reinvent themselves, **one challenge at a time.**

Allow young people to enter school feeling confident, connected, and ready to learn, **one lesson at a time.**

Link people with the resources they need to begin a journey of healing, **one day at a time.**

CAMPAIGN TOOLKIT RESOURCES

unitedwaysiouxland.com/campaign-toolkit

Engaging Videos

One story at a time. Video

My story in Siouxland. Videos

Campaign Materials

Pledge Forms (English & Spanish)

Fillable PDF Pledge Forms

Local Success Stories

Speaker / Tour Request Form

Donation Impact Examples

"Making Tough Choices" Poverty Simulator

Giving Card Details

United Way Branded Merchandise

Employee Recognition Certificates

Additional Fun Campaign Ideas



One story at a time.



Employee Campaign Manager Guide



OUR MISSION:

To unite the caring power of our community.

United Way of Siouxland

701 Steuben Street

Sioux City, IA 51101

712-255-3551

unitedwaysiouxland.com



United Way of Siouxland

YOUR ROLE

Your help is essential in uniting the caring power of our community. With the help of committed volunteers like you, United Way will have many, many stories of hope to tell.

Whether you represent a small business, a major corporation or a nonprofit agency, you join hundreds of local businesses and organizations showing their commitment to our community by running United Way workplace campaigns. Participating in a United Way campaign gives your organization the opportunity to learn firsthand about the needs in Siouxland and to experience rewarding team-building activities.

KEY RESPONSIBILITIES

- Develop a strong campaign team, create an effective strategy include goals, dates, etc.
- Plan a fun event to kick off your company campaign
- Encourage leadership and employee participation
- Have a funded program speaker talk to employees
- Consider a team volunteer project
- Educate others about the impact United Way of Siouxland has **in our community**
- Remember to **THANK EVERYONE**

SAMPLE RALLY AGENDA

Welcome (Employee Campaign Manager)	1 minute
CEO Endorsement (Live, via Zoom or pre-recorded)	1 minute
United Way Overview	
Staff Member or Volunteer	2 minutes
Campaign Video	3 minutes
Agency Speaker Story	3 minutes
Announce Company Goals and Incentives	
Explain Pledge Forms (UW Staff/Volunteer/ECM)	4 minutes
Thank You (Employee Campaign Manager)	1 minute
Total (approximately)	15 minutes

CAMPAIGN TIMELINE

While no two workplace campaigns are alike, here are some basics to help make your campaign run smooth.

Prior to your Workplace Campaign

Meet with your United Way team member to get your campaign packet.

- Meet with your CEO or Leadership Team to determine a **theme, timeline, goals, pledge forms or ePledge, strategies and incentives for your workplace campaign**
- **Create a team** from various departments to assist with your campaign
- Plan and schedule a **leadership event**
- Set up times and locations for **kickoff event and leadership events**
- **Secure funded program speakers, pledge forms, campaign materials, and any incentives or prizes**
- **Communicate One story at a time.** early and often

During Campaign

- **HAVE FUN!**
- Hold **kickoff event**
- Provide pledge forms or ePledge information to **everyone!**
- **Follow up** with employees
- Hold **special events** to raise additional money and to increase employee engagement
- Remind everyone that **donations support programs in Siouxland**
- **Report progress** regularly

Wrap up

- **THANK everyone** involved with the campaign including: donors, team members, leadership, etc.
- Post the results of your campaign for everyone to see
- Fill out your pledge envelope including your corporate donation form
- Contact your United Way team member to pick up your packet by the **November 6 Early Bird Deadline**
- RELAX!

HAVE FUN!

Create a campaign theme around “One story at a time.” Ask people to share their story about how United Way helped them.

FUN ACTIVITY IDEAS

Fall Festival-Wrap up your campaign with a super fun event for all employees to attend. A Fall Festival with carnival games and pumpkin carving contest. Charge nominal amounts to participate in the games, award small inexpensive prizes.

Cut-A-Tie-Each employee is given a necktie measured to the same length. Each tie is marked off 1” apart for a possible 24 cuts. Employees pay \$1/inch to cut someone’s tie. They can cut as many neckties as they wish for \$1/inch. Employees compete to find the longest neckties and cut them. The employee with the longest necktie at the end of the day WINS! Each employee collects the money for cuts to their necktie. Award a prize to the winner.

Comfy/ Sports Attire Day-Have employees pay \$5 to wear comfy clothes or their favorite team attire for the day.

Massages-Work with a volunteer Massage Therapist to come in and give a 10 minute massage to employees for \$10.

Spare Change for a Purpose-Place empty jars around and ask employees to deposit spare change in the jars. This can be a competition among departments. Paper money can count against you, so watch for sabotage by other competitors. Consider early time out before a holiday as a prize.

Online Auction-Encourage employees to donate handmade items, goods and services, home-cooked meals, special books, etc. and host an online auction.

Proceeds from activities donated to United Way.

More ideas : unitedwaysiouxland.com/campaign-toolkit

