



CAMPAIGN GUIDE

All the tools you need to run a workplace campaign.

LEADING
THE CHARGE.
INSPIRING
THE CHANGE.



United Way of
South Central Nebraska

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WELCOME!

THANK YOU for taking on this role as the United Way Champion in your workplace. Whether you volunteered, or were “voluntold” by someone else, know the importance of your role and the impact you can make. Your role is critical and far-reaching, with the potential to impact thousands of lives in our community.

This handbook is a guide to help you. We offer ideas, strategies, and resources to help make your campaign a success, whether it’s in-person, virtual or a combination of both. In addition to this guide, United Way of South Central Nebraska staff are ready to help in any way we can. Please do not hesitate to contact us if you have any questions or if there is anything we can do to help by calling (402) 461-8412 or jodi@unitedwayscne.org. You can also visit unitedwayscne.org for our campaign video or to download additional resources.

I would like to sincerely thank you for being a Champion and making an impact in our 2023 campaign. We are so thankful that you have supported us in doing this important work for more than 80 years.

With gratitude -



Jodi Graves
Executive Director

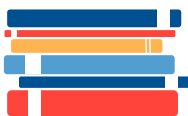


LEADING THE CHARGE.



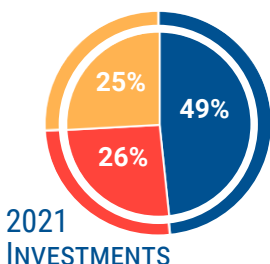
MORE THAN **25,000** PEOPLE IN ADAMS, CLAY, NUCKOLLS & WEBSTER COUNTIES WERE SERVED BY UNITED WAY FUNDING IN 2021

81,413 FREE BOOKS HAVE BEEN SENT TO KIDS IN OUR 4-COUNTY AREA THROUGH DOLLY PARTON'S IMAGINATION LIBRARY



UNITED WAY PROVIDES CRITICAL FUNDING TO **21** AGENCIES AND MORE THAN **45** PROGRAMS

100%
OF YOUR DONATION STAYS IN
SOUTH CENTRAL NEBRASKA



INSPIRING THE CHANGE.



REDUCING POVERTY **30%** BY **2030**

When you donate to United Way, you support programs like Bridging Forward, an innovative effort to engage all of us in putting individuals, families and this community on the road to stability.

TOGETHER WE WILL:

- Improve quality of life
- Increase our local workforce
- Reduce the need for public assistance

And realize our bold goal of reducing poverty 30% by 2030 in Adams, Clay, Nuckolls and Webster counties.

UNITED WAY FUNDED PARTNERS

Adams County Diversion
Area Substance & Alcohol Abuse
Prevention (ASAAP)
Boy Scouts—Overland Trails Council
CASA of South Central Nebraska
Catholic Social Services
Community Action Partnership of Mid-NE
enCourage Advocacy Center

Hastings Literacy Program
Hastings Respite Care
Healthy Beginnings
Horizon Recovery & Counseling—
Revive Ministries
Kenesaw United Child Care Coalition
Lutheran Family Services, Veteran Services
Maryland Living Center

MentoringWorks
RYDE Transit
Senior Action—Meals on Wheels
& Foster Grandparents
Special Children's Fund
STARS
TeamMates
YWCA of Adams County

UNITED WAY PROGRAMS



Dolly Parton's Imagination Library, sponsored by United Way of South Central Nebraska, provides a free, age appropriate, book every month to a child from birth to age 5.

United Way works in partnership with the US Marine Corp to ensure all children in our area will receive a gift during the holidays.



2-1-1 is a free hotline that connects individuals with information on support services. It is completely confidential and free to use 24 hours a day, 365 days a year, anywhere in the country.

Born Learning is an engagement campaign that helps parents turn everyday moments into fun learning opportunities.



United Way of South Central Nebraska is the Fiscal Backbone for The Community IMPACT Network of Adams, Clay, Nuckolls, & Webster Counties, bringing together a cross-sector collaboration of organizations to improve the well-being of children and families through community prevention efforts.

Wheels for Work

Hastings Ford Lincoln accepts donated vehicles and performs necessary safety repairs. The car is then donated to a family in need of a vehicle through United Way partner agencies.

It's important for ALL kids to start the school year with the right supplies. Supplies are collected from local businesses as well as individuals and distributed to area schools.



Student United Way at Hastings College works to inspire students to become leaders in the community through volunteerism and philanthropy.

SingleCare offers discounts on prescription drugs at participating pharmacies. This is not insurance. Rather, it is a program that offers discounts at participating pharmacies.



United Way of South Central Nebraska is the Fiscal Backbone for Communities for Kids—Adams County. C4K partners with public and private entities in communities to increase the quality and capacity of childcare in our area.



ABOUT UNITED WAY

- In operation since 1941
- Fund more than 45 programs and 21 health and human service agencies in Adams, Clay, Nuckolls and Webster counties
- United Way of South Central Nebraska offers 8 programs of it's own including 211, Dolly Parton's Imagination Library, Born Learning trail, SingleCare Prescription Drug Discount Card, Student United Way, Stuff the Bus, Toys for Tots and Wheels for Work
- United Way of South Central Nebraska also acts as the Fiscal Agent for 2 initiatives, including the Community Impact Network of Adams, Clay, Nuckolls and Webster Counties as well as Communities For Kids-Adams County.
- Approximately 2,500 people donate to United Way of South Central Nebraska every year
- More than 25,000 people are served annually through our funded programs
- 100% of the money raised each year stays here
- The United Way of South Central Nebraska is autonomous; it is not regulated by United Way Worldwide.

The following are just some of the benefits provided by United Way Worldwide:

The United Way logo, name recognition and identification

NFL advertising spots, national PSA's and other public relations efforts

National Corporate Leader Programs, working with larger companies on a nation wide basis

National market research, comparative analyses and demographic data analyses

National Academy for Volunteerism (NAV) training courses

Networking between other United Ways, learning their "best practices"

Conferences, workshops and roundtables for developing skills, sharing information and vision

Consulting services and expertise through United Way Worldwide and regional staff

Federal, state and local government relations and issue management efforts

- United Way of South Central Nebraska has one full-time Executive Director and one full-time Community Coordinator
- The Board of Directors oversees an annual audit, an annual report and all financial transactions
- The Board of Directors sets goals, policies and procedures
- The Board of Directors controls all fund-raising and allocation decisions



2022-2023 UNITED WAY FUNDED PARTNERS

Adams County Diversion

Who We Are - Adams County Diversion is designed to allow first-time youthful offenders who admit their guilt, to have their case heard by a jury of their peers. Youth are referred into this program by the Adams County Attorney for sanctioning. Teen Court operates with teen volunteers who are trained and sworn in by the court. Confidentiality is a key component.

What We Do - This justice system encourages the individual who has engaged in harmful/illegal behavior to repair the harm they have caused using their skills and strengths. Volunteers are between the ages of 13 & 19 and must be students in an educational program in Adams County.

ASAAP

Who We Are - We strive to make a difference by educating and preventing the abuse of substances in individual lives and the lives of their loved ones. By preventing the abuse of substances, we hope this will affect our society in a very positive way.

What We Do - The Area Substance & Alcohol Abuse Prevention (ASAAP) is a multi-county coalition that works in the counties of Adams, Clay, Nuckolls and Webster Counties. Our mission is to prevent the abuse of alcohol and other substances through information, education and the support of the recovery community.

Boy Scouts of America - Overland Trail Council

Who We Are - The Scout mission is to prepare young people to make ethical and moral choices over their lifetimes by instilling the values of the Scout Oath and Scout Law in them. The Scouting program serves families with youth from Kindergarten to the age of 21.

What We Do - We are excited to announce that our Cub Scouting and Boy Scout programs are joining our Venturing and Exploring programs by being open to boys and girls. By welcoming both girls & boys into the program, even more youth will have access to the character development and values-based leadership that Scouting promises.

CASA

Who We Are - A CASA (Court Appointed Special Advocate) is a trained, citizen volunteer appointed by the Juvenile Court to ensure that the needs and interests of abused, neglected, uncontrolled or wayward children are being met. CASAs are assigned to dependent children who are under the Juvenile Court jurisdiction and are assigned at the discretion of the Juvenile Court.

What We Do - The mission of CASA of South Central Nebraska is to provide trained, court appointed, community volunteers to advocate for a quick, safe, permanent home for all abused and neglected children in Adams, Clay, Nuckolls, and Webster counties.

Catholic Social Services

Who We Are - Catholic Social Services was founded by Bishop Louis B. Kucera as Catholic Charities of Lincoln on January 5, 1932. Our office in Hastings opened in 1985 to provide food and clothing for the needy and homeless.

What We Do - Catholic Social Services serves families and individuals in need of emergency assistance with rent, utilities, food, and clothing. Families can be served directly from our onsite food pantry or one of the Mobile Food pantries sponsored by CSS. Catholic Social Services also partners with the Open Table to provide food to anyone, no questions asked, no judgments made.

Community Action Partnership of Mid-Nebraska

Who We Are - We provide case management and homeless prevention services. The Commodity Supplemental Food Program (CSFP) provides nutritious supplemental food to seniors, 60 years of age and older. The Mid-Nebraska Food Bank provides food to Emergency Food Pantries, where individuals and families in need can pick up food for their use. RYDE Transit provides low cost, curb to curb transportation by appointment in Hastings and Adams County. Weatherization support is also offered to reduce energy costs for low-income families, particularly the elderly, people with disabilities, and children while safeguarding their health and safety.

What We Do - Our mission is to provide essential programs that help individuals, families, and communities reach their fullest potential through advocacy and partnerships. Our dedicated staff provides access to opportunities in education, health, housing, nutrition, and transportation.

enCourage Advocacy Center

Who We Are - Our agency provides seven core services to victims and survivors: 24-hour crisis line; Emergency, confidential shelter; Emergency transportation; Medical advocacy and referrals; Legal advocacy and assistance with protection orders, harassment orders, and court accompaniment; On-going support and information; Education and prevention programming; such as women and teen support groups.

What We Do - Besides the prevention and intervention work that SASA does, we recruit the efforts of the communities we serve to help us stop the violence. We cannot carry out our mission without the help of everyone in the community.

Hastings Literacy Program, Inc.

Who We Are - The Hastings Literacy Program offers adult education classes for GED Test Preparation, English as a Second Language, Basic Education in Math and Reading, and Career Pathways Employability Skills to individuals in our community.

What We Do - We give our students the tools they need to achieve their goals and become more productive members of society while improving their overall life situation. These goals include obtaining employment, improving a current employment status, and/or entering college.

Hastings Respite Care, Inc.

Who We Are - Hastings Respite Care is designed to provide short-term relief to parents or families of persons with special needs such as mental issues, cerebral palsy, autism, epilepsy, as well as the chronically ill and the elderly. Our Program recruits and trains people who are interested in sharing their time and energy to assist families with special needs members.

What We Do - Hastings Respite Care is an agency of the United Way of South Central Nebraska, and we serve families in the counties of Adams, Clay, Nuckolls, and Webster.

Healthy Beginnings

Who We Are - Healthy Beginnings offers help and encouragement for parents and families while lessening the opportunities for abuse and neglect. The Mission of Healthy Beginnings is to provide a cost effective nurse home visitation program that will improve pregnancy outcomes, child health, growth and development, and self-sufficiency for program eligible families.

What We Do - We provide weekly home visits for families prenatally, and these visits continue until the youngest child in the home turns three years old. Nurses weigh the children and provide developmental screening so that we can be sure that the child is developing appropriately. We provide support and role modeling to help make sure that children have the best care possible from their parents.

Kenesaw United Child Care Coalition

Who We Are - Kenesaw United Child Care Coalition is dedicated to quality care for all children in Kenesaw and its surrounding communities. We commit to providing a safe, nurturing environment in which children can grow and learn according to their individual needs.

What We Do - We are a fully licensed child care facility serving children ages 6 weeks to 12 years old. We also serve school-aged kids before and after school, as well as providing summer programs. We believe that investing in early childhood education will sustain Kenesaw for generations to come.

Lutheran Family Services - Military and Veteran Services

Who We Are - Lutheran Family Services of Nebraska's—Military and Veteran Services offers peer-driven, community-based networking. We offer financial, educational, employment, marital, and faith-based networking across South Central Nebraska. We partner with veterans to overcome any existing barrier that is halting the veteran from living the quality of life they deserve.

What We Do - We offer non-traditional behavioral health services connecting with not only the veteran, or military member, but their family as well. Anyone related to the veteran can seek services. This can include, but not exclude, a spouse, parents, siblings, aunt, uncle, etc.

Maryland Living Center

Who We Are - The Maryland Living Center provides client-centered case management in a supportive living and learning setting. Staff and youth collaborate to create an individual case plan which not only meets the needs of each youth but recognizes their innate talents and skills, empowering each youth to reach their highest potential.

What We Do - The Maryland Living Center is a Transitional Living Facility that aims to successfully transition homeless and aged-out foster youth, between the ages of 16 and 21, into independent living situations within 12-18 months.

MentoringWorks (formerly Big Brothers Big Sisters)

Who We Are - MentoringWorks is a committed group of volunteers, staff and board members who are passionate about delivering essential mentoring to meet the needs of young people in our community. Mentoring is one of the strongest and longest-lasting impacts you can make in a child's life!

What We Do - Our School-Based program matches 100+ high school students to mentor K-5th grade students at nine area elementary schools. Our Beyond School Walls program provides a mentored career experience in the workplace for 50+ high school juniors and seniors.

Revive Ministries

Who We Are - Revive, Inc. operates three homes capable of housing up to 31 individuals. Revive Ministries Inc. provides clean, sober living space for individuals to live while participating in Revive Ministries Inc. rehabilitation and counseling treatment programs.

What We Do - Revive Ministries Inc. currently conducts an alcohol/drug counseling and outpatient rehabilitation center with counseling at Horizon Recovery and Counseling Center.

Senior Action, Inc.

Who We Are - The agency operates two key programs: Foster Grandparent - The Foster Grandparent Program offers seniors age 55 and older opportunities to serve as mentors, tutors, and loving caregivers for children and youth with special or exceptional needs. MOW - Meals on Wheels volunteers deliver hot, nutritious meals to the homes of people who are homebound or unable to prepare the food for themselves either because of age, recent hospitalization or disability.

What We Do - Provide meaningful volunteer opportunities with programs and services in the community that enhance people's quality of life.

Special Children's Fund

Who We Are - Special Children's Fund assists with uncovered medical expenses incurred by children 18 and under who live in or receive services in Adams, Webster, Clay or Nuckolls counties. The mission of Special Children's Fund is to assure every child receives medical care promptly, prevent secondary problems related to a delay in health care, relieve financial stress and promote family unity.

What We Do - Special Children's Fund is a locally born program that is assuring local children receive necessary medical care. Special Children's Fund is managed by an all-volunteer board which is dedicated to the well-being of all families.

STARS

Who We Are - The STARS (Striving Towards Attendance Realizing Success) program is a school and family-based initiative that provides intense intervention to stop excessive absences among students. This program is designed to access the needs and risk associated with both the student and family to help re-engage them into the school system.

What We Do - S.T.A.R.S. initiative is a collaborative, comprehensive, and preventive effort to improve the growth of students educationally, emotionally and socially. The program utilizes an attendance arbiter as well as a staffing team consisting of the County Attorney's office, school personnel, and local mental health providers to help engage problem-solving.

TeamMates

Who We Are - TeamMates match caring adults in our community with students in 6 - 12th grade. We aim to support their match for the longevity of their school career as well as offer support and possible scholarships for their post-secondary education.

What We Do - TeamMates Mentoring Program was founded in 1991 by Dr. Tom and Nancy Osborne. We are an in school only mentoring program that matches students in 6 - 12th grade for one hour a week with a caring adult in the community.

YWCA of Adams County

Who We Are - The YWCA of Adams County strives to improve the economic self-sufficiency of women and families in Adams, Clay, Webster and Nuckolls counties by providing multiple education programs and opportunities. Programs include a free after-school program for middle and high school youth, Girls In Action, summer lunch program, dinner program on Tuesday and Thursday nights, School of Dance, youth outreach and education programs, career closet, resume assistance and a myriad of educational and diversity opportunities for women of all ages, creed, economic and social status.

What We Do - The YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom, and dignity for all.

CAMPAIGN BEST PRACTICES

KICKOFF:

- Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are also available to talk about the impact of gifts made to United Way of South Central Nebraska.

UTILIZE AVAILABLE RESOURCES:

- The Workplace Campaign toolkit is available online at unitedwayscne.org/campaigntoolkit. This toolkit includes sample email messaging, video links, pdfs of collateral materials and more.
- Your United Way Team can guide you through all steps of running a digital campaign as well as help you set a goal, train your team or help with whatever you need.
- Need something that is not available in the online tool kit? Ask and we would be happy to get it!

COMMUNICATIONS:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Have your Campaign Committee make individual asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well. People give to people!

INCENTIVES:

- Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- Consider using their completed pledge forms as a bonus entrance into the raffle.

KICKOFF:

- If possible, consider having in person events to launch the campaign to promote donation options and have a little fun.
- Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO, or have a virtual day of impact.
- Encourage employees to participate in virtual volunteer opportunities on their own, or as a company. Opportunities include writing encouraging notes to health care providers, teachers, or making videos of yourself reading books to be shared with local non-profit agencies supporting children.
- Popular campaign events include dress down days, potluck lunches, silent auctions and bake sales.

GIVING SOCIETIES:

- When asking for donations, remember that United Way Giving Societies are a way for employees to extend their impact and deepen their engagement with our work. Leadership Circle Giving Levels are:
 - ◇ Tocqueville Society (\$10,000 +)
 - ◇ Pillar (\$5,000–\$9,999)
 - ◇ Cornerstone (\$1,000–\$4,999)
 - ◇ Foundation (\$500–\$999)

RECOGNITION AND THANKS:

- Send thank you cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator or other team members to employees that donate.
- Highlight givers of a certain level on a team call or monthly e-newsletter.
- If possible, host an event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

MAKE IT S.O.C.I.A.L.

S SHORT & SWEET

Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

O OVERALL GOALS

Clearly state your goals—dollars raised, number of participants, average donation, volunteer hours.

C COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I IMPACT

Provide impact equations—what does my donation do?

- \$3 a paycheck enables a student to participate in interactive STEM programs.
- \$40 a paycheck provides an unemployed person the training necessary to find a job and succeed in a career.
- \$100 a paycheck provides a young student the opportunity to attend a quality preschool.

A ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc., are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

L LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.

CAMPAIGN FAQ'S

Q: HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: United Way of South Central Nebraska provides our pledge form online for the convenience of your employees. Individuals can enter payroll deduction, credit card, and ACH gifts.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please contact your tax preparer.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place from October to December, but they can happen at a time that is best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTIONS START?

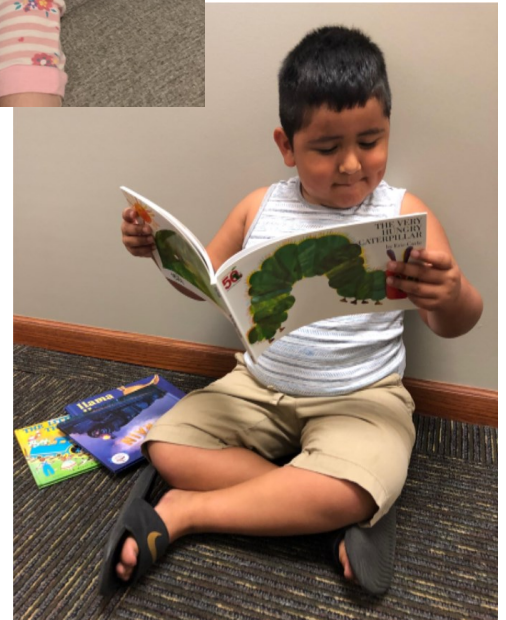
A: Payroll deduction usually runs from January 1–December 31. However, United Way does not set your payroll schedule so you are free to use whatever schedule works for you.

Q: HOW DO WE CONTACT YOU TO GET STARTED?

A: We would love to talk about a plan that meets your needs! Our contact information is:
Phone number—402-461-8414
Email—jodi@unitedwayscne.org

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: Absolutely! As a service to donors, we make it possible to specify a non-profit program to receive your donation. A list of United Way Funded Partners can be found on the back of the pledge form. However, the direct investment of your dollars designated to United Way of South Central Nebraska goes further to strengthen education, income and health—the building blocks of opportunity—Adams, Clay, Nuckolls and Webster Counties.



United Way
Of South Central Nebraska

INCENTIVES & SPECIAL EVENT IDEAS

While your campaign goals should focus on traditional employee solicitation, it's also okay to have a little fun! Many companies incorporate extra events into their campaign to encourage participation and boost results. Take advantage of the following ideas as incentives for employees to turn in pledge cards, ways to increase gifts and participation, or tools to educate and inform.

Incentives:

- Vacation/PTO day
- Early dismissal on a Friday
- Sporting event tickets
- Concert tickets
- Gift certificates
- Movie passes
- Prime parking space
- Dinner for 2 at a popular restaurant
- CEO/President of the company delivers
- Coffee each morning for a week
- T-shirt Giveaways
- Jeans day

Additional examples of special events that can boost your campaign and increase participation:

Basket Raffle - Each department donates one or two themed baskets to be raffled off. Tickets can be sold within the company and the community. Have fun with the themes!

Baby or Pet Picture Match Game - Invite employees to try their luck matching baby and/or pet pictures to pictures of managers or other employees. Award the entry with the most right answers. Charge employees \$2 per ballot.

Backyard/Parking Lot Bar-B-Que - Determine costs of set-up. Set a sale price for the bar-b-que. Pre-sell tickets to the event and donate all proceeds to United Way. The event may also be set up as a potluck picnic with everyone bringing a dish to share. Make sure you have plenty of meat and fixings, buns, drinks, paper products and of course a grill! You may also want to set up a volleyball net, Frisbee and some music to set the mood!

Bakery Cart or Bake Sale - Wheel a cart of bagels, doughnuts, danishes and coffee and juice through the office in the morning, or a cart of brownies, cookies, cupcakes, pies and other sweet treats in the afternoon. People can contribute money to United Way in exchange for the goodies.

Boss Cooks for You - Have a special breakfast/lunch at which top managers cook for all donors. Food is one of the best motivational tools to attract a big crowd. Tasty treats almost always bring smiles to those attending your event.

Brown Bag/Agency Lunch - Invite several United Way Agency Partners for a "Lunch & Learn," allowing them to speak about their initiatives and how employee donation dollars really make a difference in the community. Ask employees to make a donation after, and raffle off a prize to all of those who participate.

Garage Sale - Find a volunteer willing to loan a garage space or use your work site after hours. Two or three weeks before the sale, have employees bring in sale items which volunteers price and sell the day of the event. Advertise within the company and nearby neighborhoods.

Guess How Many - Guess the number of jellybeans, M & M's, Hershey Kisses, or other treats in a jar. Buy chances to guess. Winner with the closest guess receives the jar of treats.

Silent Auction - Gather gift items and create bid sheets, being certain to provide a minimum bid for each item.

Wall of Fame - Put pictures on wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years.



SAMPLE COMMUNICATIONS

The following can be used in emails, individual letters, employee newsletters and flyers sent from the CEO, Employee Campaign Coordinator or can be inserted into a company communications. If these do not fit your needs, please ask your United Way staff person for more information. We're here to serve you!

EMAIL 1: ANNOUNCEMENT OF COMPANY CAMPAIGN

Subject: **We Need Your Support**

Dear Colleagues (OR PERSONALIZE),
Please mark your calendars for (DATE) – our official United Way campaign kick-off! Our employee campaign coordinators are (Campaign Managers). With your support, we can make sure Central Nebraska is a place where everyone has a chance to live a quality life.

Today, neighbors struggle to make it day to day and many families are one flat tire or one emergency room visit away from crisis. United Way unites people like you and me around tough issues, like poverty, and fights for change on a scale no single individual or organization can do on their own.

All of us at (Company Name) have the power to do good for our community. Please join me in lifting up others so they have a chance to succeed. Together, to live better, we LIVE UNITED.

Sincerely,
(CEO NAME)

EMAIL 2: ENCOURAGEMENT

Subject: **Who Will You Be A Hero For?**

(Business Name) is currently running our **2023 United Way Campaign**. We have been given an opportunity to band together with United Way to make an IMPACT in our community for those most in need. Whether it's feeding children, providing a warm meal for senior citizens, or mentoring at risk students, our dollars will address our community's most daunting issues. Change doesn't happen alone. We need you to decide, will you make an impact?

Here are some **quick facts** about what United Way of South Central Nebraska is and does:

- 501(c)3 nonprofit organization
- Helps strengthen our community in the areas of health, education, and financial stability
- Serves 4 counties (Adams, Clay, Nuckolls and Webster)
- Your donation stays right here in South Central Nebraska

Sincerely,
(CEO and/or Coordinator)

EMAIL 3: WHAT AN AMOUNT CAN DO

Subject: **How can I make an IMPACT?**

Hi everyone,

Here are some quick facts of how your dollars create change!

Giving...

\$1 a week provides 26 hours of one on one tutoring for a local child.

\$3 a week delivers a two month food package to 156 clients.

\$5 a week helps an elderly couple with propane to heat their home.

\$10 a month provides 2 months of fuel assistance for a child receiving weekly cancer treatments in Omaha.

Will you make an IMPACT?

Sincerely,
(CEO and/or Coordinator)



SAMPLE COMMUNICATIONS

EMAIL 4: ENCOURAGEMENT/UNITED WAY IMPACT

Subject: **MAKE AN IMPACT. GIVE. ADVOCATE. VOLUNTEER.**

United Way envisions a world where all individuals and families achieve their human potential through education, financial stability and healthy lives. We can be a hero by forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources and by inspiring individuals to work together against their community's most daunting social crises.

You have helped foster community-wide solutions including:

- Helping children succeed
- Strengthening families
- Empowering healthy lives
- Comforting those in crisis

When you decide to make an IMPACT in your community, it affects thousands of lives in our area. Your support will make a significant difference in our community by improving the lives of our neighbors, families and friends.

Sincerely,

(CEO and/or Coordinator)

EMAIL 5: SHARE THE VIDEO

Subject: **Make an IMPACT**

Hi (Employee Name),

Check out the latest United Way video!

<https://youtu.be/tDf72c18JO4>

Or scan this code!

Sincerely,

(CEO and/or Coordinator)



EMAIL 6: PROGRESS REPORT

Subject: **United Way Progress Report!**

Congratulations team!

We've reached ___% of our goal! Please turn in your pledge cards by (date), so that we can achieve our final goal of (amount). I'm proud to be part of this exciting effort to create opportunities for a better life for all. I'd be happy to answer any questions you have about giving to United Way.

How will you make an IMPACT?

Sincerely,

(CEO and/or Coordinator)

EMAIL 7: RESULTS AND THANKS

Subject: **We Did It!**

Dear (Employee Name),

We raised _____ this year! I am extremely proud of you and the level of commitment shown by all of us at (business name). Thank you!

I am delighted that (company) is a part of the important work that United Way does to address what matters most to our community—helping our most vulnerable—helping our children achieve their potential, families become financially stable and everyone live healthy. You help build a better life for everyone.

How will you make an IMPACT?

Sincerely,

(CEO and/or Coordinator)



UNITED WAY CAMPAIGN SUPPLY ORDER FORM

Company: _____

Campaign Coordinator(s): _____

Email Address: _____ Phone: _____

Date Supplies Needed: _____ Total # of Employees: _____

Does your company use their own pledge forms? Yes _____ No _____

THE BASICS—FREE

Quantity

Pledge Forms _____
 Brochures _____
 Campaign Posters _____
 Goal Posters _____
 "Casual Day for UW" Stickers _____
 Pens _____
 LIVE UNITED Stickers _____

OTHER INCENTIVE SUPPLIES (Pricing on back)

Quantity

Amount Due

1. Live United T-shirts	_____	_____
2. Cap	_____	_____
3. Lip Balm & Sunstick	_____	_____
4. Cinch Sack	_____	_____
5. Blanket	_____	_____
6. Tumbler	_____	_____
7. Balloons	_____	_____
8. Cooler	_____	_____
9. United Way Stickers	_____	_____
10. Hot/Cold Pack	_____	_____
11. Outdoor Wellness Kit	_____	_____
12. Event Cup	_____	_____
13. United Way Flag	_____	_____
14. Thermometer Poster	_____	_____
Total	_____	_____

SCHEDULE A SPEAKER

We encourage you to schedule a United Way and/or affiliated representative to help educate employees about United Way and the agencies we partner with.

I would like to schedule a(n):

- ☐ United Way Representative
☐ Agency Representative
☐ Both

Date: _____ Time: _____

Location: _____

Contact: _____

SPECIAL REQUESTS

PLEASE EMAIL YOUR ORDER TO:

JODI@UNITEDWAYSNE.ORG



1.



T-Shirt—\$7.00
Specify Size

2.



Cap—\$6.50

3.



Lip Balm & Sunstick—
\$1.70

4.



Cinch Sacks—\$8.45
Pack of 4

5.



Fleece Blanket—\$17.50

6.



Tumbler—\$12.50

7.



UW Balloons—\$48.00
Pack of 200

8.



Lunch Cooler—\$11.05

9.



UW Stickers—\$24.25
Roll of 100

10.



Round Hot/Cold Pack—
\$9.25, Pack of 4

11.



First Aid Kit—\$3.75

12.



Can Coolie—\$3.50
Pack of 4

13.



United Way Flag—\$35.00

14.



Thermometer Poster
\$18.75, Pack of 10

***Limited Availability**

**Please allow 1–2
weeks for delivery.**

Check out these real-life examples of how your donation impacts your community around the clock:

YOU ARE HELPING PEOPLE

11:00 am – A family with a teenager skipping school receives the support needed to help get their child back to attending school successfully through **STARS**.

10:00 am – A child is given a voice in the court system by a **CASA** volunteer.

9:00 am – **enCourage Advocacy Center** takes in a woman and her two children after a night of abuse, giving them a safe place to stay and to learn what steps to take to start over.

8:00 am – A single father is able to make it to his new job thanks to the **RYDE** bus provided by **Community Action Partnership**.

7:00 am – A **Hastings Respite Care** worker arrives at a home to provide short-term relief to parents of a special needs child.

12:00 pm – A senior citizen receives a warm meal provided by **Meals on Wheels**.



1:00 pm – A family, who has donated in the past, is recently unemployed and makes a visit to **Community Action Partnership** for help with their electric bill so it won't be shut off.

2:00 pm – A woman who has lost her medical insurance uses **SingleCare** and receives a discount on much needed medication.

3:30 pm – A school student has a place to go after school thanks to the Zone program provided by the **YWCA**.

4:00 pm – A **Hastings Literacy Program** volunteer helps an individual study for their upcoming GED test.

5:00 pm – A youth receives valuable mentoring through the **MentoringWorks** Program.

6:00 pm – A man in recovery from addiction attends a meeting after seeing his counselor at **REVIVE Inc.** and celebrating 8 months of abstinence from drug use.

Your GIFT to the United Way of South Central Nebraska works around the clock, 365 days a year, impacting people in your community.

Instead of focusing on one cause, we support 20 local agencies to help improve community conditions.



THE JOURNEY OF YOUR DONATION



CHOOSING TO TAKE ACTION

The journey of a donation begins with one person (like you) deciding to make a difference.



POOLING OUR RESOURCES

Your donation to United Way of South Central Nebraska is combined with donations from thousands of other individuals. Those donations are then combined with corporate support from local businesses, enabling everyone to make the greatest difference possible in our community.

MAKING THE BIGGEST DIFFERENCE

Your investment in our community is then directed, by a volunteer committee, to local programs that are addressing our community's most pressing needs. These 40+ local programs are focused on improving the education, income and health in South Central Nebraska.



EDUCATION



INCOME



HEALTH

BUILDING A BETTER COMMUNITY

Destination: Your donation becomes food, housing, mentoring, and many other needed services in our community. Together, we can make a difference, but it all starts with your donation. Thank you for choosing to be part of the solution through United Way of South Central Nebraska.

UNITED WAY MYTH BUSTERS

I heard that...

...United Way spends way too much on salaries and other administrative costs.

Actually, approximately 92 cents of every dollar goes to United Way Funded Agencies and Programs, which is much more than the amount recommended by BBB Wise Giving Alliance of 65 cents, and even better than the amount of 75 cents required by the U.S. Government for organizations participating in their giving program, the Combined Federal Campaign. United Way of South Central Nebraska has an Executive Director and a Community Coordinator and still relies heavily on volunteers to help run the organization – allowing every opportunity we have to invest the most money possible in our local community.

...a colleague/friend/family member doesn't like United Way because his boss made employees donate to the campaign.

United Way has never – and will never – condone this sort of fundraising on our behalf. Once employees are asked to donate, we leave it at that. We never want employees to feel intimidated or threatened to participate in our campaign. Of course, gentle reminders to turn in their campaign paperwork (even if the amount is \$0) are ok. Always remember that donations are a personal matter and people must take many things into consideration before making the choice to donate.

...my sister called United Way for help with her utility bill, and they wouldn't help her.

United Way does not offer direct assistance to the residents in our community. Instead, we allocate our funds – your donations – to those organizations that are best equipped to meet the needs of our residents and ask them to distribute the funds. Even though you might be receiving the help of Catholic Social Services, enCourage Advocacy Center, Community Action Partnership of Mid-Nebraska, YWCA or Lutheran Family Services, know that United Way dollars make their work possible. United Way is also happy to help direct individuals to an agency that might be best suited to help with your needs.

...the money raised by United Way of South Central Nebraska is sent to United Way Worldwide, and they take their cut and then decide how to distribute the money locally.

Not true. Every United Way is an independent, autonomous organization, with its own Board of Directors and Allocations Committees. United Way Worldwide does not exercise any control over how we allocate our funds to the community. We do pay membership dues to United Way Worldwide (1% of the amount we raise each year) and those funds provide marketing materials, supplies, and training opportunities for the staff and board. The United Way of South Central Nebraska Board of Directors has voted to use their own personal donations to cover the United Way Worldwide dues ensuring that all of your donation stays right here.

...you support X organization. There is no way I want my money to go to that place.

United Way of South Central Nebraska funds 21 organizations in Adams, Clay, Nuckolls and Webster Counties, and our local Allocations Committee feels they all do a great job meeting the tremendous needs in our community. However, we also know that not everybody feels the same way about each organization. Please don't let your feelings about one organization stop you from donating to United Way. Instead, feel free to designate your donation to the organization of your choosing. This way, you have total control over where your money goes.



TOP 10 REASONS TO GIVE TO UNITED WAY

#10. IT'S A WRITE OFF! That's right! Your donation to United Way may be **TAX DEDUCTIBLE**! You've got to love that!

#9. YOU ARE NOT ALONE! Giving to United Way is the most powerful way to give to your community. Your donation multiplies **community impact**, combining your gift with others. We can **collectively accomplish** in one year with our gifts to United Way more than any one person could accomplish in a lifetime towards achieving a healthy, **stronger community**.

#8. MORE BANG FOR YOUR BUCK! With a single donation to United Way, **you can help** numerous people, agencies and programs in **your community**. United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done.

#7. THE KIDS ARE WATCHING! We are always telling our kids to share. You are a role model. Teaching children about philanthropy creates community awareness, social responsibility and how to be a good neighbor. These are **IMPORTANT LIFE SKILLS** they can carry into adulthood.

#6. IT WON'T BREAK YOUR BANK! You might be wondering "**How much should I give?**" You would be amazed at how giving up a soda and a candy bar a week over a year can really **make a big difference** in someone's life. Dollars add up to create real impact.

#5. STAYS IN YOUR OWN BACK YARD! The money you donate to United Way of South Central Nebraska supports **LOCAL** programs and agencies. Dollars raised in your community, stay in your community to help build a better place for us all to live, work and raise our families. This truly is **neighbor helping neighbor**.

#4. YOUR MONEY...YOUR WAY! A donation to United Way can be customized to target any non-profit agency or population segment you choose. For example, you might want to help children and youth succeed, promote self-sufficiency for the elderly, sustain people in crisis or help families in need. This allows your financial gift to become **personal and meaningful to you**.

#3. IT'S GOOD FOR YOU! There have been recent studies that show that philanthropy has health benefits, including boosting the immune system and releasing endorphins that improve your mood. So don't give 'til it hurts...**give 'til it feels good!**

#2. YOUR MONEY IS SAFE! The United Way of South Central Nebraska has strict state and federal guidelines we must follow. In addition, the programs we fund are accountable for the results they achieve. Community volunteers review and monitor Partner Agencies and programs for effectiveness. Funding decisions are based on the performance and impact these agencies and programs have on community needs. **We insure that your money is being spent wisely.**

And the #1 reason is...

Strength in Numbers! The strength of our community depends on the strength of your local United Way. The strength of United Way depends on **YOU!**



WHY UNITED WAY?

STAFF AND ORGANIZATIONAL DEVELOPMENT

United Way provides employee growth opportunities and builds teamwork within your organization. It also brings together employees from all levels and departments who might not otherwise have the opportunity to work together.

CORPORATE RECOGNITION

Your support is acknowledged in United Way materials and at public events, gaining you positive exposure for your efforts. You benefit from an enhanced community image which can help your marketing and employment efforts.

CONNECTION TO YOUR COMMUNITY

Supporting United Way not only provides a means for your employees to give, but an opportunity to volunteer and learn about services they, or someone close to them, may need. Your employees many benefit from services provided by United Way funded programs, creating a stronger, healthier work force.

EMPLOYEE SATISFACTION

Supporting United Way is fun—boosting employee morale and increasing job commitment.

KEEP YOUR DONATIONS IN YOUR COMMUNITY

United Way funds are raised and invested locally to create lasting change. The money you and your employees donate is a direct link to the community, making it a better place to live, work and do business.

RESULTS

United Way of South Central Nebraska is able to forge partnerships, focus resources and unite the community to tackle the root causes of problems.

SUPPORTING UNITED WAY IS EASY AND REWARDING

- We work with your company, respecting your time, work environment and culture.
- United Way volunteers will help your employees understand the impact their participation makes and why your company supports the community through United Way.
- From posters, to brochures, to pledge forms; United Way provides all the materials you need.
- United Way representatives will pick up your pledge forms.

**LEADING
THE CHARGE.
INSPIRING
THE CHANGE.**



United Way
Of South Central Nebraska

*Thank
you!*