



WORKPLACE CAMPAIGN GUIDEBOOK

By hosting a United Way workplace campaign, your team is creating lasting, positive change in the Ozarks. We can't wait to see what we will accomplish this year, together!



Our Mission:

United Way of the Ozarks unites **people, resources** and **ideas** to enhance lives in the Ozarks.

WHY UNITED WAY?



At United Way of the Ozarks, we have **deep roots** in our community, driving solutions and tackling **big challenges**. United Way brings people together to build **strong communities** where everyone can get a quality education, a good job, and live a healthy life.

Our focus is two-fold: **We champion our community's children and provide pathways out of poverty.**

But we **don't do it alone**. Thanks to workplace leaders like you, we are seeing results. Your **charitable contributions**, volunteerism, and advocacy are helping us move the needle.

Whether you are new to United Way of the Ozarks, or have been involved for years, **you** play an important role as a **catalyst** for positive **change**.

UNITED WAY'S COMMUNITY FUND

Giving to United Way's Community Fund is the most powerful way to invest in your community.

	United Way's Community Fund	Designated to a Specific Agency
Community needs are assessed, and the most critical issues are identified.	✓	
Funding stays local and is based on program performance and overall impact on our community.	✓	
Intentional program oversight is provided by United Way staff and volunteers year-round.	✓	
Opportunities exist to double donations through grant matches sponsored by companies and foundations.	✓	
Agency financials are vetted annually.	✓	✓
You can donate conveniently through workplace campaign and payroll deduction.	✓	✓
Your donation is distributed directly to nonprofits.	✓	✓

THE BEST WAY TO GIVE.

A gift to United Way's Community Fund ensures your dollars go farther than a gift to a single nonprofit can.

United Way's community investment strategy involves identifying gaps and reducing duplication in services.

Your gift to United Way's Community Fund ensures your donation is invested where the need is greatest. Donations are monitored to ensure programs are effective, meet current community needs and are financially stable and sustainable.

IMPACT AREAS

CHAMPIONING CHILDREN.

PROVIDING PATHWAYS OUT OF POVERTY.



WE ARE TRUSTWORTHY & EFFECTIVE

- At United Way, we invest in programs that produce results at agencies that manage their money wisely.
- We have been awarded the highest transparency seal through Guidestar.

Platinum
Transparency
2023

Candid.

WHAT YOUR DOLLARS CAN DO

Every gift, no matter the size, makes a difference. When we each do our small part, it adds up to create a profound impact in our 14-county region.

IN 2022, UNITED WAY DONORS...

PROVIDED **2,705 YOUTH**

WITH THE SUPPORT OF A CARING, CONSISTENT ADULT RELATIONSHIP.

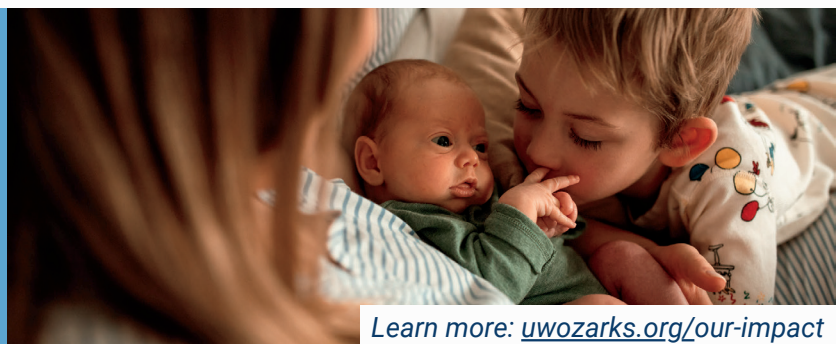


HELPED **658 UNHOUSED INDIVIDUALS** MOVE TO **STABLE HOUSING.**



PROVIDED **3,155 PEOPLE**

WITH MENTAL HEALTH COUNSELING REGARDLESS OF ABILITY TO PAY.



Learn more: uwozarks.org/our-impact

Take Your Campaign Online:

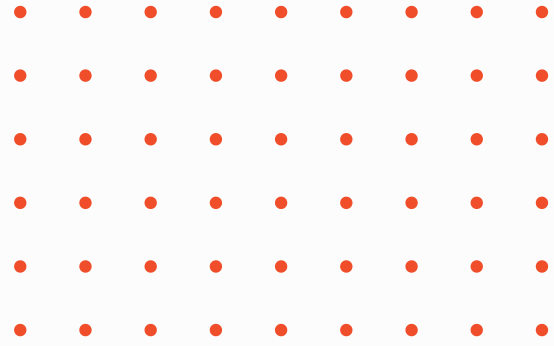
United Way's Mobilecause platform allows employees to make pledges or gifts through a secure, personalized website. Many companies using an online platform have experienced increased participation.

Benefits:

- Reduces administrative costs
- Provides timely reporting
- Makes communication easy
- Ensures confidentiality



FREQUENTLY ASKED QUESTIONS



Why should I donate to United Way, when I could donate directly to another agency?

Think of United Way as your community investment specialist. You probably wouldn't invest your dollars in the stock market without first consulting a financial advisor. United Way observes community needs, identifies gaps in services and vets nonprofit agencies to ensure program efficacy. When you invest in your community through United Way, you know your donation is being invested wisely, where it will have the greatest impact.



But I already give to a charity...Isn't that enough?

We all have organizations and groups we support as individuals to make a difference. But there is some work we can only accomplish together, as a community. When you give through United Way, we improve more lives in more ways than any single agency can. Your gift to United Way this year goes beyond one agency, supporting 21 programs at 14 nonprofits, meeting our community's most critical needs.

How is United Way accountable?

Accountability is one of our core values at United Way. We strive for excellence and transparency in everything we do. Our volunteer board of directors is responsible for defining our vision and ensuring results. Program and agency allocations are evaluated and approved by a team of dedicated volunteers on our community investment committee. To confirm the integrity of our internal operations and controls, an outside auditor conducts an annual financial audit.

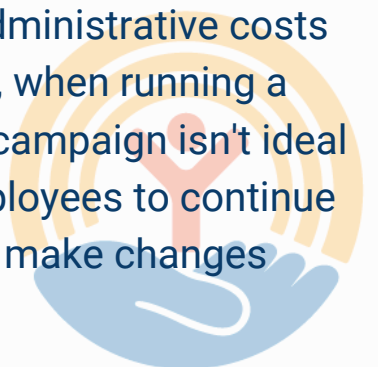


Try a Rollover Campaign:

A **rollover campaign** takes your company's employee giving from last year's campaign and automatically rolls it over to this year's campaign including gift amount, type of pledge, and any designations, unless changes are specified by the employee.

Benefits:

- Reduces administrative costs
- Saves time, when running a traditional campaign isn't ideal
- Allows employees to continue their gift or make changes





SPECIAL EVENTS & FUNDRAISERS



Hosting special events as a part of your campaign is a fun way to build camaraderie & get everyone involved!



BACK YARD BBQ OR CHILI COOK OFF

Invite team members to prepare their best bbq or chili recipes! Set a price, and sell bowls of chili or plates of bbq; all proceeds going toward your campaign. Ask employees to vote for their favorite recipes, and award the winners!

FLOCKING FUNDRAISER

This fundraiser involves pranking your team members with a load of rubber ducks! Once a co-worker is "flocked," they can make a donation to "flock" someone else. United Way has all you need to run this hilarious fundraiser!

COMPANY CORNHOLE TOURNAMENT

Teams of two make a donation to enter the tournament, and compete to win. Winning teams can participate in UWO's community-wide tournament in August! United Way has cornhole boards and a list of rules for your convenience.

CASUAL OR SPIRIT DAYS

Every Friday, encourage employees to purchase coupons for a "casual" or "spirit" wear day! Consider giving stickers that say, "Casual/Spirit Day for United Way," to promote the fundraiser and get co-workers excited to join in.

FOOD TRUCK FUNDRAISER

Brockrito food truck will set up shop at your place of business for an employee lunch, and donate 10% of sales back to the United Way workplace campaign! It's a win-win! Contact your United Way representative to schedule a date.



Offering incentives boosts employee morale and campaign success!



LUNCH WITH AN EXECUTIVE

Consider offering employees a special lunch with an executive leader of your team if they give at a certain level. This incentive is especially meaningful for larger organizations with a wide range of departments.



PAID TIME OFF

Consider offering a few extra hours of paid time off for employees who give at a certain level! Organizations can provide parameters for using extra paid time off that works for them.



COMPANY SWAG

Consider rewarding employees with special company swag! Not only will team members feel recognized, but they will feel proud to represent their company out in the community.



A PARTY FOR 100% PARTICIPATION

Consider setting a goal of 100% participation and host a company-wide celebration if you meet this goal. Employees will find fulfillment in working toward this goal together!



PUBLIC RECOGNITION

Consider recognizing your campaign participants on your company website and social media. Be sure to tag us @uwozarks, and we will give a special shout-out to your organization!





DONOR AWARDS & RECOGNITION

At United Way, we celebrate fundraising leaders committed to creating lasting, positive change in the Ozarks.

INDIVIDUAL GIVING RECOGNITION LEVELS

\$10,000+ Alexis de Tocqueville Society

\$5,000 - \$9,999 Community Visionary

\$2,500 - \$4,999 Community Champion

\$1,000 - \$2,499 Community Owner

\$500 - \$999 Emerging Community Owner

TOP 10 EMPLOYEE CAMPAIGN MANAGERS

This award recognizes Employee Campaign Managers for their outstanding leadership. These individuals work tirelessly, inspiring their co-workers to join the effort in making the Ozarks a better place to live, work and play.



PILLAR AWARDS

The Pillar Awards are presented to individuals or organizations that represent the highest commitment to sustaining a United Way culture within their organization.

Corporate Humanitarian of the Year

This award recognizes a company that goes above and beyond in giving, volunteering and advocating to create positive change in the Ozarks community.

Outstanding Community Service

This award recognizes a United Way partner agency, collaborator, or funding organization that epitomizes the mission and values of United Way: accountability, collaboration, impact and inclusivity.

Outstanding United Way Volunteer

This award recognizes an individual who has gone above and beyond through volunteer service to their community. They constantly ask, "How can I help?" and they serve with joy and kindness.

Award winners are recognized during our campaign kickoff event in August and earn acknowledgment in the Springfield Business Journal.



For promotional materials
& media kit questions.



Amber Alcorn

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CONTACT INFORMATION

We are here to help your
workplace campaign run
smoothly and successfully!

YOUR ACCOUNT MANAGERS



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CAMPAIGN CHECKLIST





Denotes resources available at uwozarks.org/workplace-campaigns

✓ Plan your campaign

Target Date

	Review the workplace campaign guidebook and online media toolkit.  Media Toolkit	
	Meet with the United Way team to review last year's campaign, determine opportunities & challenges, and discuss strategies.	
	Recruit a co-employee campaign manager or planning committee (if necessary).	
	Set a monetary goal, determine incentives for giving and brainstorm special events. Meet with your organization's leadership to get his/her personal endorsement.	
	Send a note from your organization's leadership to all employees endorsing and announcing the upcoming campaign.	
	Promote your campaign! Get your team excited about your fundraising goal, and distribute your calendar of events. Utilize the online media toolkit to promote your campaign.  Media Toolkit	

✓ Execute your campaign

	Host a virtual or in-person kickoff event. Invite the United Way team, and share your company's story...why do you give? Consider inviting retirees to this event.  Media Toolkit	
	Find a creative way to recognize your leadership donors (\$500+). You can request a list of leadership donors from the United Way team.	
	Make sure every employee has the opportunity to give. Provide employees with a paper pledge form, a link to your online campaign portal, and/or communication to rollover their pledge from last year.	
	Throughout your campaign, host special events, lunch & learn sessions and other activities! The United Way team is available to help with these and provide ideas.	
	Throughout the campaign, share your progress and participation on social media! Tag us  Media Toolkit @uwozarks. Use the online media toolkit to promote and share progress internally with your team.	

✓ Finalize your campaign

	Collect pledges, calculate results and submit final report envelopes/spreadsheets to your United Way representative. Funds from all workplace campaigns should be turned in before March 31, 2024.	
	Review campaign results with your committee members and United Way representative. Announce results to all employees.	
	Thank all donors with a celebration event, and a letter/email from your organization's leadership.	



ACCESS THE ONLINE MEDIA TOOLKIT!



GIVE.

ADVOCATE.

VOLUNTEER.

**United
Way**



United Way of the Ozarks

UWOZARKS.ORG 417-863-7700