



# 2015-2016 CAMPAIGN TOOLKIT








First and foremost, we want to thank you.

Thank you, not only on behalf of our organization, but on behalf of the whole community. The work you're doing with these campaigns is a key driver of positive change in our community.

**You are making a difference.**

Because of you...

-  Our kids are entering school ready to learn, and are then graduating from high school.
-  More families are stable and able to provide for their loved ones.
-  Our community is becoming healthier.

These are big, complicated issues that require a lot of people—people who care—in order to solve. Those caring people include you and your company.

United Way's mission is to Strengthen Our Community, and campaigns like yours bring that vision to life. They allow us to fund, facilitate and collaborate with programs in our goal areas of Education, Income & Health.

You're not in this alone. Your United Way staff is here to help you, whether it's keeping you informed about our results, helping you get materials, or answering your questions.

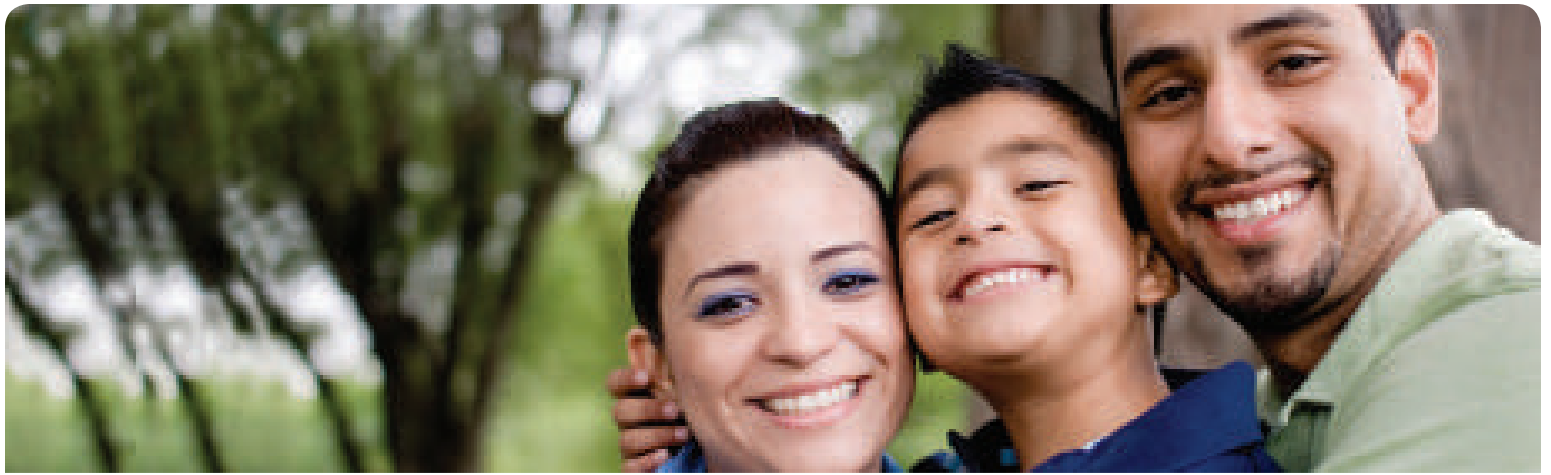
You play a big part in turning the tide for our community. So thank you for joining us. Together, we will create those opportunities and improve lives.

Thank YOU!

  
Joyce Volk  
2015-2016 Board Chair  
Agent,  
Joyce Volk Insurance Agency

  
Ashley McArthur  
2015-2016 Campaign Chair  
Media Relations Manager,  
Long McArthur

P.S. Learn more about how to get involved on the following pages...



## ABOUT SALINA AREA UNITED WAY

In the past 79 years, we've invested more than \$39 million to help children and families right here in the Salina area. We create positive, long-term change by bringing the right people and resources to the table to create fundamental change. Together with our partners, we identify and implement cutting-edge strategies and tools that are proven to solve big problems. We accomplish what none of us could do alone. Our work is driven by data and measurable results.



## CONNECT WITH UNITED WAY

You are the next generation of United Way's engagement efforts. By running a campaign at your company you will:

- Build and promote your company's philanthropic brand.
- Deepen employee satisfaction and engagement with your company and the community.
- Attract, recruit, and develop community-minded talent.
- Create a direct correlation between fundraising activities and community impact results.

This toolkit provides all you need to easily promote the cause and engage others in a new experience with giving, volunteering, and social components.

## COLLECTIVE IMPACT PUTS IT ALL TOGETHER

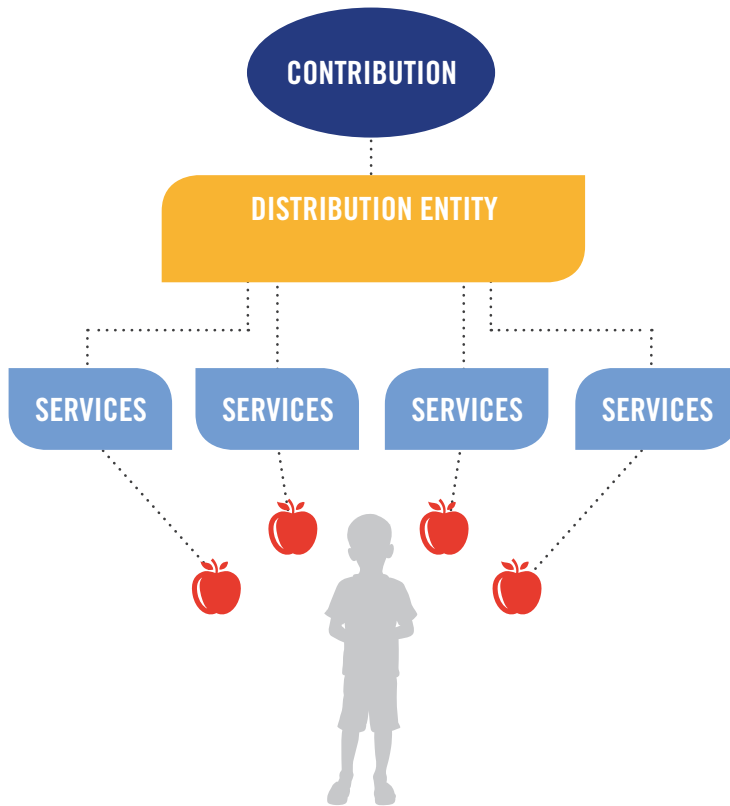
The approach we use is known as "collective impact" — when people share the same vision, the same goals and the same measurements for success. And we're seeing results where they count most: more kids succeeding in school, more families working their way to economic stability and healthier citizens.

For community-focused Salinans, Salina Area United Way is a powerful catalyst working to improve and enhance the lives of local children and their families. We're unifying the resources of like-minded partners to focus our collective resources towards our common goals.

# WHAT IS “COLLECTIVE IMPACT”?

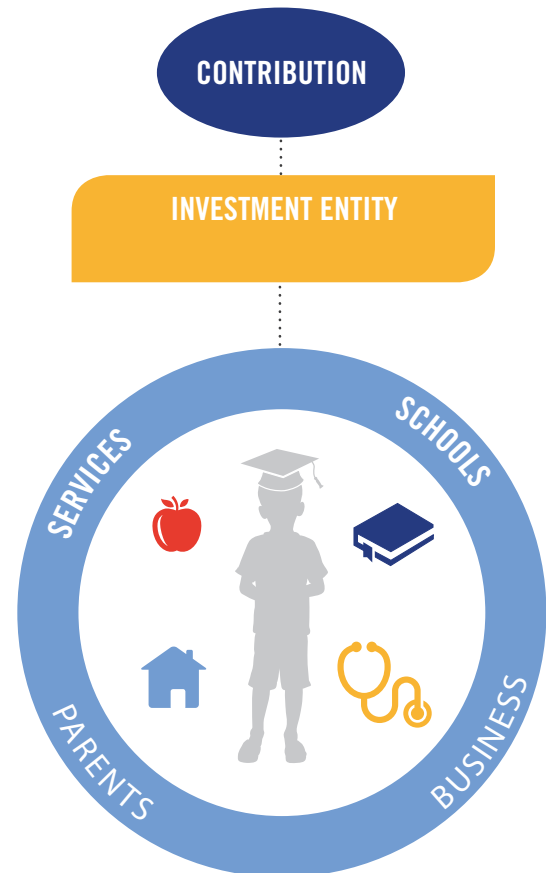
A proven, more effective framework for solving complex social issues in a community.

## Traditional Pass Through Models



Traditional models don't provide the structure for coordination or communication and may lead to overlap or gaps in services.

## Collective Impact Framework



Working within a Collective Impact framework, nonprofits, business and community leaders, government, schools and parents coordinate services to holistically serve the needs of a child for the long term.

## What does this new framework mean for Salina Area United Way?

It allows us to put our expertise to work, bringing the right people and right resources together to better elevate local children and their families to succeed today and in the future.





## YOUR MAP TO SUCCESS

A successful engagement effort is all about preparation and collaboration. We understand that you go above and beyond your normal job duties to advocate for United Way and your community. To help you out, we've created this timeline to ensure success and help you find your P.E.A.C.E. (Plan, Educate, Ask, Celebrate, Engage).

### PRE-CAMPAIGN

- Meet with your United Way representative
- Connect with the previous coordinator
- Set campaign dates
- Provide electronic employee data
- Set campaign goals (number of participants, dollars to be raised, leadership givers, number of engagement events)
- Get support from CEO, communications/marketing manager

### TIPS

- Schedule a LIVE UNITED tour
- Request letter from CEO top level management to endorse campaign
- Volunteer with your steering committee

## CAMPAIGN (RECOMMENDED 2-6 WEEKS)

- Host kickoff event
- Send reminders to donate
- Get the word out about special events
- Invite your UW rep to present at meetings & Special events
- Collect donations and pledge forms

### TIPS

- Have a United Way Fair or networking event
- Host a bake sale, nacho bar, or chili cook-off
- Create giving options like “Give-A-Day” where donors can pledge a vacation day

## POST CAMPAIGN (1-2 WEEKS)

- Collect donations and pledge forms
- Announce Results
- Wrap-up meeting with United Way rep
- Create a year-round engagement calendar (see page 8)
- Thank your donors & committee!

### TIPS

- Creating a year-round engagement plan keeps employees involved and builds momentum for the next campaign
- Recap the campaign with your committee to allow for ease of planning

## CELEBRATE (ALL YEAR LONG!)

- Announce Results
- Potluck lunch
- Post results & celebrations on social media
- Host a coffee bar to say “Thanks-a-latte” for participating
- Invite a United Way rep to deliver campaign reports
- Invite colleagues to United Way events throughout the year

# YEAR ROUND ENGAGEMENT

Your dollars are hard at work in this community all year long, and you can be involved all year long, too when you **Give, Advocate and Volunteer.**

## INFORM (RETURN ON INVESTMENT PRESENTATIONS)

- Advocate for United Way's work in the community.
- Your United Way Team is happy to share results!

### EXAMPLES

Share results on table tents or posters in your breakroom or as an infographic that's emailed to all employees.

## ENGAGEMENT & VOLUNTEERING

- Set up an organization or department volunteer activity.
- Feature United Way & any United Way activities involving your workforce campaign in your newsletter.
- Post your activities on social media platforms.

### EXAMPLES

Dolly Parton's Imagination Library Book Drives



\$25 =  
12 books

## CAMPAIGN (SEE MAP TO CAMPAIGN SUCCESS)

- Use the following strategy for success:
  - Plan
  - Educate
  - Ask
  - Celebrate
  - Thank
  - Engage
- Invite United Way reps to present at staff meetings.

### EXAMPLES

Follow us...so you can stay in the loop with UW events.

- SalinaAreaUnitedWay
- @UnitedWaySalina

## THANK YOU

- Send formal appreciation letter(s).
- Host recognition event(s).
- Encourage attendance at annual United Way events.

# ASK. THANK. INFORM.





## FAQS

### **WHY SHOULD I INVEST IN THE SALINA AREA UNITED WAY IF I DON'T BENEFIT FROM ANY OF THE SERVICES?**

We all benefit from a thriving community. Children who can read by third grade are more likely to graduate from high school and move on to college or career. Financially stable families keep Salina's economy healthy and reduce debt and crime. And everyone deserves good health to live a productive, happy life.

### **IS MY UNITED WAY DONATION TAX-DEDUCTIBLE?**

Yes! Your gift is tax-deductible if you itemize on your tax return, subject to IRS restrictions.

### **HOW MUCH OF MY GIFT GOES FOR SERVICES VERSUS ADMINISTRATIVE COSTS?**

We take pride in operating with maximum efficiency and effectiveness. We have a staff of four employees, and are proud to say our administrative expenses are only 6.7%.

### **HOW MUCH OF MY MONEY STAYS IN SALINA?**

All of it! Every dollar raised is re-invested into programs, collaborations, and initiatives right here in Salina. Less than 1% of the money we receive is sent to United Way World Wide to allow us the privilege of using the United Way brand.



## YOUR UNITED WAY TEAM

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Our job is to help you be successful as a Campaign Coordinator as you champion our mission. Call us anytime for additional support on your campaign journey.

Additional resources—such as this guide, pledge forms and posters—can also be found online. Downloading is free, easy and just a click away at [unitedwaysalina.org](http://unitedwaysalina.org).



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**STAY**  
**CONNECTED**



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[@unitedwaysalina](https://twitter.com/unitedwaysalina)

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