



**UNITED WAY**  
Fox Cities

# WORKPLACE **CHAMPION GUIDE**

**UNITED  
IS THE  
WAY**

# UNITED FOR COMMUNITY

**THANK YOU** for *stepping up as a United Way Champion in your workplace!*

Whether you volunteered or were nominated, know the importance of your role. You significantly impact your community by supporting and facilitating your workplace’s giving campaign.  
This guide will help you maximize your time and effort. We’ve gathered tips from community members like you who have led successful workplace campaigns.  
Let’s get started!



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**UNITED WAY**  
**Fox Cities**

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# THANK YOU!

**Dear Champions,**

**Thank you so much for taking action in your community.**

We know how busy life can be, and that's why your commitment means so much. The time you dedicate to this role makes a real and positive difference in the Fox Cities every single day.

As a United Way Champion, you'll have the opportunity to demonstrate your leadership and project management skills. You'll also build meaningful connections with colleagues within your workplace and across other industries, all while helping make our region a better place to live and work.

Rooted in communities around the world, United Way has the reach and expertise to amplify your impact. With a comprehensive view, deep local knowledge, and a broad global network, we are your partner in mobilizing communities to create lasting change.

United Way Fox Cities is proud to work alongside people like you to help our community grow stronger. By focusing on youth opportunity, healthy community, financial security, and community resiliency, we are improving lives throughout the region.

**Your workplace campaign not only strengthens our community, it also brings your organization closer together. As a Champion, you help build a sense of pride, teamwork, and connection among your coworkers.**

We are deeply grateful for your support. Together, let's find new ways to energize your team and uplift our community.

Onward!



Lisa Kogan-Praska  
President & CEO  
United Way Fox Cities



# WHY UNITED WAY

*Because United Way Fox Cities brings people and partners together to mobilize our community to action so all can thrive.*

For more than 75 years, we've been here when it matters most, building a stronger, more caring community for everyone. United Is The Way™ to make a difference.

## BECAUSE UNITED WAY GETS RESULTS

United Way Fox Cities brings people, organizations, and resources together to create real, measurable change. Backed by decades of experience and rooted in local partnerships, we help you support the issues your employees and customers care about most, making a lasting impact where you live and work.

## BECAUSE GIVING TO UNITED WAY IS EASY

Most people give through payroll deduction, pledging in the fall to have a set amount taken from each paycheck the following year. United Way's materials are simple to distribute and easy to use. The United Way Fox Cities team is here to support you year-round and ensure your efforts are smooth, meaningful, and easy to manage. Our entire team is committed to helping you make a difference.

## WHEN YOU INVEST IN THE COMMUNITY THROUGH UNITED WAY FOX CITIES, YOU MAKE A POWERFUL DIFFERENCE

- **YOU CARE** about building a future where everyone has the opportunity to reach their full potential.
- **YOU SEE** that we are stronger together. United Way Fox Cities partners with local nonprofits to meet real, pressing needs in our community.
- **YOU KNOW** your gift stays local, helping make the Fox Cities a better place to live for everyone.
- **YOU MAXIMIZE** your impact. United Way brings together volunteers, community leaders, and people with lived experience to help direct funding where it will make the biggest difference.
- **YOU BENEFIT** from tax advantages. Qualifying donations may be deducted on your personal or business taxes.
- **YOU FEEL** proud knowing you're helping improve life for your friends, neighbors, coworkers—and maybe even your own family.
- **YOU UNDERSTAND** that anyone might need help at some point. United Way-supported programs serve people from all walks of life. In fact, one in three people in our area benefits from United Way Fox Cities.
- **YOU VALUE** collaboration. United Way works with businesses, schools, faith communities, local government, and other nonprofits to create solutions that last.
- **YOU BELIEVE** in long-term change. United Way doesn't stop at treating symptoms—we look at root causes and work toward real, lasting improvements.
- **YOU MATTER.** None of this happens without people like you giving your time, your voice, and your resources to lift up our community.

# HOW TO TALK ABOUT UNITED WAY

*Your “elevator pitch” is a quick way to share what United Way is and why it matters.*

United Way’s work is wide-ranging—because the needs in our community are, too. That can make it challenging to explain everything we do in just a few words.

This page includes sample messages and key actions to help you talk about United Way with confidence. Each one uses strong, clear language and is designed to be easy to personalize. Pick the version that feels most natural to you, and feel free to adapt it to fit your voice and experience.

You don’t need to know everything. What matters most is sharing why you care. When you speak with sincerity and energy, you might just inspire someone to learn more.

## BRAND PROMISE:

**United Way Fox Cities mobilizes our community to action so everyone can thrive.**

## PURPOSE:

**For over 75 years, United Way Fox Cities has mobilized our communities to action so all can thrive. Whenever there is a need in the Fox Cities, United Way is there. We bring a comprehensive approach to every challenge, actively listening and responding to local needs. From strengthening local resilience to advancing health, youth opportunity, and financial security, we’re working towards a future where every person in every community can reach their full potential.**

## KEY ACTIONS:

**Unites people and resources** to do more together than any one group could alone

**Meets immediate needs**

**Prioritizes lasting change**

**Focuses on local impact**

**Invests in what works** to create measurable impact

**Collaborative, building strong partnerships** with nonprofits, businesses, local government, and the community

**Leads with hope and a belief in shared responsibility**

**Centers people** in all we do

**Listens** to deeply understand

# CAMPAIGN BEST PRACTICES

Here are five proven ways to create and run a successful campaign.

## 1. PREPARE: CREATE A ROADMAP TO SUCCESS

- **You know your workplace culture best.** United Way campaigns are flexible and easy to customize. We'll help you tailor your campaign to match your workplace's goals, philanthropic interests, timeline, and available resources. Please contact your United Way Fox Cities representative for support with planning and carrying out any of the ideas in this guide.
- **Start by recruiting your campaign team.** Think about colleagues from key departments and various roles who bring energy, creativity, and a passion for community.
- **Focus on leadership support.** Employee participation and giving levels are significantly higher in workplaces where the CEO and leadership team are visibly engaged. Whether it's a personal email, an intranet announcement, or a keepsake letter, leadership involvement can be a key driver of success.
- **Gather your messaging.** Campaign materials and resources are available in the Campaign Toolkit at [unitedwayfoxcities.org](http://unitedwayfoxcities.org). United Way Fox Cities' social media pages are also a great place to find current stories and inspiration.

## 2. ENGAGE: MAKE GIVING PERSONAL & MEANINGFUL

- **Be the first to pledge**—and then thank those who follow your example.
- **Connect your United Way campaign to your workplace's mission, values, or corporate social responsibility (CSR) goals** to deepen the impact and make it more meaningful for your team.
- **Make it relevant.** Help employees see how every donation makes a difference in our community. Share real-life examples of what \$5, \$10, \$25, or \$50 per week can do. (A few examples are listed below.) Ask: Would you be willing to give that amount to help someone in the Fox Cities?
- **Invite questions.** Become knowledgeable about United Way's work, and connect with your United Way Fox Cities contact person to help answer any that come your way. When employees understand the mission, they are more likely to feel confident in giving and sharing the message with others.
- **Launch your campaign with energy.** Kick things off with a brief event, an all-staff message, or a leadership announcement. Have a leader share why your workplace supports United Way, outline campaign goals, and highlight any incentives for participating.

**\$5**  
per week

Helps provide diapers for a parent working to meet their baby's basic needs  
Contributes to hygiene kits for individuals experiencing homelessness  
Supports a healthy meal for a child in an afterschool program

**\$10**  
per week

Helps fund grocery deliveries for homebound seniors  
Contributes to mental health support services for someone in crisis  
Provides school supplies so a student can start the year ready to learn

**\$25**  
per week

Supports safe shelter and services for a survivor of domestic violence  
Helps cover transportation to medical appointments or job interviews  
Contributes to early childhood development programs that set kids up for success

**\$50**  
per week

Helps a family move toward stable housing  
Supports job training and financial coaching that lead to long-term self-sufficiency  
Provides hope through wraparound services that help people move from crisis to stability

### 3. MOTIVATE: CREATE SPECIFIC EVENTS THAT INCREASE ENGAGEMENT

- **Offer Lunch & Learn sessions or schedule an engaging United Way-led presentation** to help employees learn more about the work of United Way and the impact of your support.
- **Work with your United Way representative to plan engaging, year-round events** that are fun for your workplace and help promote community impact.
  - **Volunteer as a group.** We can help find opportunities to fit your group size and schedule.
  - **Host special event fundraisers** like kickball or cornhole tournaments, penny wars, silent auctions, basket raffles, 50/50 raffles, bake sales, chili cookoffs, or themed dress-up days. There are some special considerations if you are planning a raffle. Please refer to our Raffle Guidelines on page 8 and reach out to your contact person for planning assistance.
  - **Offer incentives** to encourage participation, such as casual dress days, coffee gift cards, or prize drawings. Be sure to promote the United Way Fox Cities Campaign Vehicle Sweepstakes as an added way to generate excitement.
- **Create a friendly competition.** Whether it's between departments, floors, locations, or branches, a contest can spark engagement. Track who raises the most money, reaches the highest participation rate, or signs up the most volunteers.
- **Keep challenges achievable.** For example, asking someone to give \$2 per week often sounds more manageable than \$100 per year.

### 4. ASK: PEOPLE GIVE BECAUSE THEY CARE, AND BECAUSE SOMEONE SIMPLY ASKED THEM.

- **Create personal connections.** It is one of the most important parts of a successful campaign. A positive attitude and genuine outreach go a long way. Think creatively and use all available communication channels to make the ask feel visible and inviting.
- **Share your own story.** Why you choose to give to United Way is one of the most effective tools you have. A personal message, especially from a colleague or friend, can make all the difference. Use what you know about your team to make emails and messages feel authentic and relevant.
- **Make sure every employee has the opportunity and access to give.** Consider offering incentives for completing pledge forms, whether on paper or online. Start with people who already give. Their early participation helps create a ripple effect and builds momentum across your workplace.
- **Remember your retirees.** Retirees can be a meaningful part of an engaging campaign. United Way Fox Cities values staying in touch with them, and we may ask for your help in keeping that connection.

### 5. THANK: RECOGNIZE EVERYONE'S CONTRIBUTION

- **Heartfelt appreciation is powerful** and means more than you might know. Say thank you when you collect pledge cards. For electronic campaigns, acknowledgments are automatically generated, but a follow-up thank-you email adds a personal touch.
- **Thank everyone who considers giving**, even if they ultimately don't. Acknowledging their time and attention shows respect.
- **Send a CEO thank-you message.** A short note from your CEO to all employees who participated helps reinforce the impact of their support.
- **Celebrate with a thank-you event.** Take time to publicly recognize participants, share campaign results, and highlight ways to stay engaged year-round. This could be part of an existing meeting or a standalone event.
- **Recognize those who volunteered** on the campaign committee or gave their time and talents to support the community—not just those who made a financial gift.



# RAFFLE GUIDELINES

*What you need to know about raffles and legal fundraisers.*

As United Way Fox Cities is a 501(c)(3), we are able to apply for an annual raffle license to assist with our fundraising efforts. Wisconsin law provides that only charitable organizations can obtain a raffle license in Wisconsin. Individuals and businesses do not qualify for a raffle license. A nonprofit/not-for-profit/charitable organization could not loan their raffle license to an individual or business to conduct a raffle.

Any funds raised from raffles conducted under a licensed organization's raffle license can only be used to support the charitable purpose of the licensed organization. Unlicensed raffles constitute illegal gambling and can subject the participants to criminal penalties.

As a raffle license holder, United Way Fox Cities is able to assist your organization with holding raffles on our behalf. Examples of these raffles would be a 50/50 raffle or a container raffle. A container raffle would be the typical raffle you see with raffle baskets with tickets that are purchased and deposited into a container.

If your organization is interested in hosting a raffle with the proceeds going to United Way Fox Cities, please reach out to our Resource Development staff at [connect@unitedwayfoxcities.org](mailto:connect@unitedwayfoxcities.org).

There are different engaging activities that you can hold at your organization without a raffle. See below for a list of examples. United Way Fox Cities staff are happy to assist you during your campaign planning process to help determine successful engagement activities for your group!

**Silent Auctions:** This can be done online and is legal because only the highest bidders are paying for the items.

**Auctions:** Please note that this does require a licensed auctioneer.

**Wine Pull:** Offer a variety of bottles of wine for a fee and allow the purchaser to choose one at random. Everyone is paying for and receiving something of value in return. Note that the sale amount cannot be greatly inflated. For example, if you have 50 bottles of wine—35 are \$5–\$8 bottles, 10 are \$10–\$20, and 5 are over \$20—your average price should be \$10–\$15 a bottle.

**Games of Skill:** Guessing the number of jellybeans in a jar, bean bag toss, hole-in-one contest, darts, shooting pool, etc. (Poker and card games are not games of skill and are not legal.) Note that you cannot mix a skill-based game with a chance-based drawing/game.

**“Golden Ticket” Games:** Sell items and one or more predetermined items has a prize associated with it. Examples are selling suckers with dots on the bottom of the stick, selling candy bars with prize notices inside, or selling balloons where one or more has something inside. Note that the sale amount cannot be greatly inflated. For example, do not sell a regular candy bar for \$20. You want to sell them for an amount that will allow your organization to raise funds and cover your costs.

**100 Envelope Wall:** Sell 100 envelopes for a specific amount each, all with something of value inside, such as gift cards for various amounts. The same price requirements as the “Wine Pull” and “Golden Ticket” apply.



# CAMPAIGN GOALS

Use this worksheet to help set your workplace's goals.

	Last Year's Results	This Year's Goals
<b>Participation Rate Goal (%)</b>	_____	_____
<b>Estimated Number of Donors</b> (Multiply your total employees by your participation goal.)	_____	_____
<b>Average Gift Amount Goal</b>	_____	_____
<b>Total Employee Giving Goal</b> (Multiply your number of donors by your average gift amount.)	_____	_____
<b>Company Contribution</b>	_____	_____
<b>Special Event Contributions</b>	_____	_____
<b>Total Workplace Campaign Goal</b>	_____	_____

# DIGITAL GIVING OPTIONS

Two easy ways to run a digital giving campaign; choose the option that best fits your team.

ePLEDGE	1-2-3 EASY
<b>Best for 50+ employees</b>	<b>Best for less than 50</b>
<b>Perfect for organizations with multiple locations in and out of the Fox Cities area</b>	<b>Perfect for organizations with a single location in the Fox Cities area</b>
<b>Set up by United Way</b>	<b>Set up by Champion</b>
<b>Highly customizable</b>	<b>Less customizable</b>
<b>4-6 weeks lead time and file of employee information needed</b>	<b>Approximately 1 week lead time</b>
<b>Credentials created in advance of donation</b>	<b>Donors register to donate</b>
<b>Customizable pledge types</b>	<b>Customizable pledge types</b>

No matter which digital campaign option you choose, you can count on a few things:

- 1. It will be easy** for your employees to use.
- 2. You'll have access to reporting tools** to track participation and results.
- 3. Support is always available.** Your United Way Fox Cities representative is here to answer questions and help you choose the best option for your workplace.

# CAMPAIGN TIMELINE

## PREPARATIONS BEFORE KICKOFF

### NOTES

- ☐ Meet with your United Way Fox Cities contact person to review past campaign results and explore upcoming campaign themes and materials.
- ☐ Develop campaign goals and identify opportunities and challenges.
- ☐ Draft strategies to meet these goals and improve on last year's results.
- ☐ Determine workplace pledge entry method:
  - ☐ Digital Giving (ePledge)
  - ☐ Paper Pledge Forms
  - ☐ Both
- ☐ Determine campaign start and end dates. The most effective campaigns are best kept to 1-2 weeks. Starting and ending a campaign with a clear kickoff and wrap up are important factors when creating your time frame.
- ☐ Meet with your CEO or Senior Manager to gain their support for the campaign. Discuss corporate match and/or corporate gift.
- ☐ Review and approve your budget. (if applicable)
- ☐ Recruit a campaign team representing key departments and all levels of your workplace. Educate your team members on United Way's role in the community.

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

## 6 WEEKS BEFORE KICKOFF

### NOTES

- ☐ Submit employee information spreadsheet (for digital campaigns only).
- ☐ Finalize goals and strategies with your CEO and campaign team.
- ☐ Create the campaign plan (dates, theme, events, and incentives). See page 13.
- ☐ Assign tasks to your team: communications, event, coordination.

## 4 WEEKS BEFORE KICKOFF

### NOTES

- ☐ Notify your United Way Fox Cities contact person of the campaign materials and additional United Way resources you'll need.
- ☐ Schedule impact experiences and workplace presentations with your United Way Fox Cities contact person.

## 2 WEEKS BEFORE KICKOFF

### NOTES

- ☐ Create energy and awareness. Begin publicizing your campaign. (Utilize your workplace's preferred channels of communication).
- ☐ Begin your LEAD United recruitment. Talk to your United Way Fox Cities contact person for more information.
- ☐ Prepare your CEO video, email, or letter to your employees. See your United Way Fox Cities contact person for examples.

## 1 WEEK BEFORE KICKOFF

### NOTES

- ☐ Test your online platform (for digital campaigns only).
- ☐ Send your CEO video, email, or letter to your employees.
- ☐ Review event kickoff with your campaign team.
- ☐ Continue publicizing your campaign.

## KICKOFF WEEK

### NOTES

- ☐ Host your workplace-wide campaign kickoff event.
- ☐ Present information about United Way to all employees in presentations and staff meetings. Your United Way Fox Cities contact person can also come in and present.
- ☐ Distribute pledge forms to all employees (for paper pledge campaigns).
- ☐ Be available to your campaign team and employees to answer questions.
- ☐ Continue building awareness and growing enthusiasm.
- ☐ Track and share progress.
- ☐ Capture the excitement with lots of photos of employee engagement and participation. Share them on social media and tag United Way Fox Cities!
- ☐ Thank your CEO for their support.
- ☐ Thank **every employee** for participating in the campaign.

Campaign Timeline continued →

# CAMPAIGN TIMELINE *(continued)*



## CAMPAIGN WRAP-UP

### NOTES

- ☐ Collect all pledge forms (for paper pledge campaigns). Ask your campaign team to follow up with colleagues who may not have their forms. Collecting forms from every individual, regardless of if they will donate, confirms that every employee had the opportunity to give.
- ☐ Announce your final campaign results.
- ☐ Thank every employee for their contribution, again (verbal recognition, letter, email, small gift, celebration event, etc.).
- ☐ Conduct a campaign debrief with your team and your United Way Fox Cities contact person. Develop a summary for next year's campaign.



## YEAR-ROUND

### NOTES

- ☐ Start a year-round communication program. Share United Way updates and news throughout the year to communicate the impact of their contribution.
- ☐ Subscribe to our email newsletter, follow us on Facebook, Instagram, and LinkedIn to stay up-to-date.
- ☐ Participate in other United Way events and initiatives to increase employee engagement (reference the engagement calendar on page 17 of this guide for more ideas and resources).
- ☐ Promote your own internal special events for year-round engagement (casual day, food events, volunteering opportunities, drives).
- ☐ Use New Hire and Retiree packets to engage new employees outside of campaign season and allow retirees to continue their involvement.

# INCENTIVES

*Turn goals into results with these proven incentive ideas*

## USE INCENTIVES TO:

- Encourage first-time donors to make a gift
- Promote attendance at meetings or campaign events
- Persuade colleagues to turn in their pledge form by a certain date
- Encourage a pledge increase or leadership gift

## INCENTIVES IF YOU DO HAVE A BUDGET:

- Candy
- Celebration or department lunch
- Gas and car wash certificates
- Gift certificates
- Movie passes
- Salon/Spa services
- Tickets to local sporting or theater events
- Treats (Cookies, fruit, ice cream)
- Weekend getaways
- Vacation time

## INCENTIVES IF YOU DON'T HAVE A BUDGET:

- Car started and windows scraped every day for a week in the winter
- Casual day stickers
- Workplace merchandise/apparel
- Donated items
- Gift certificates from vendors or local merchants
- Pass for a long lunch
- Pass for a sleep in or late start day
- Pot luck lunch
- Prime parking spaces
- Traveling trophy for the department(s) with the highest participation or percentage increase

## WHERE TO GET INCENTIVES:

- Your workplace
- Your vendors
- Local businesses
- Managers or other employees

## RAFFLES:

Please contact your campaign representative if you are planning to hold a raffle. Some guidelines are shared on page 8.

# SWAG & CO-BRANDING

*New and easy options to order United Way Fox Cities gear and co-brand your t-shirts*

See our flyer on swag and co-branding for more details. Please contact your campaign representative with questions or if you need United Way logos for your vendors.

# CAMPAIGN MATERIALS AND RESOURCES

*Digital, print, and display items to help you share information and promote your campaign.*

We're here to help you make your campaign a success. United Way Fox Cities offers a range of customizable materials to help you communicate key messages, build excitement, and increase participation. Whether you're planning an in-person event or sharing updates digitally, we have what you need to keep your team informed and inspired.

CAMPAIGN MARKETING TOOLKIT	Print	Digital	Canva Template
All-In-One Brochure (with pledge form)	•	•	×
211 Rack Cards	•	•	×
211 Posters	•	•	×
Impact Flyer (by-the-numbers & focus areas)	•	•	×
New Hire/Retiree Envelopes	•	×	×
Employee Recognition Stickers	•	×	×
Banner graphics for landing pages and emails	×	•	×
Fullscreen size graphics for presentations & announcements	×	•	•
Social media templates	×	•	•

Please order your printed materials as early as possible to ensure timely delivery. Visit the Campaign Resources section on our website to access the full toolkit. Our marketing team is happy to support special requests for templates or United Way-branded graphics. Contact us at [hello@unitedwayfoxcities.org](mailto:hello@unitedwayfoxcities.org) for assistance.

## DISPLAY ITEMS

Please reserve display items with your United Way Fox Cities contact person. The items may be reserved for one week. (Mon.-Fri.)

- **Feather flag** (indoor/outdoor, 2 available)
- **Retractable floor-standing banner** (indoor, 2 available)
- **Campaign sweepstakes vehicle**

# REPORTING INFORMATION

*Track your campaign progress.*

As a Champion, you have access to real-time reporting so you can track the progress of your campaign from start to finish. Run reports easily in just four simple steps:

## 1. Log into Your ePledge Account

It's the same site where you would login to make your pledge!

## 2. Change Your View

Click "e-Pledge Administrator" in the upper left corner of the Welcome Page.

## 3. Select and Run Your Report

Under Reports, select the report you'd like to run and customize it how you see fit – including if you'd like a PDF, spreadsheet or both!

## 4. Download Your Report

Go to "My Outputs" and download your reports.

There are several different reports you can run, but the two most helpful are:

### RESPONSE REPORT

- This report shows all employees who have "responded" to the campaign by making a pledge or selecting "No Gift".
- Does not, by default, show pledge amounts.
- Can customize this report to show those who have NOT responded to campaign.
- Can customize to show last year's gift in addition to this year's gift.

### TRANSACTION REPORT

- By default, will show current year pledge amount and pledge type.
- Similar to the Response Report, but removes some reportable fields and adds other reportable fields.



For more detailed instructions visit [unitedwayfoxcities.org/campaign-reporting-information](https://unitedwayfoxcities.org/campaign-reporting-information) or scan the QR code.



# A HEARTFELT THANK YOU

*Celebrate every gift, every effort, every person.*

Thoughtfully thanking those who supported your campaign is a meaningful and important part of your workplace giving journey. When people feel appreciated, they're more likely to stay engaged—and even inspire others to get involved.

## THANK LEADERSHIP FOR THEIR SUPPORT

Strong campaigns often start at the top. Be sure to recognize your executive leaders for backing the campaign, and for any extra effort to secure corporate gifts or match employee contributions.

## THANK THOSE WHO DONATED, VOLUNTEERED, OR PARTICIPATED

At United Way Fox Cities, we value every act of generosity—no matter the size. Acknowledge each employee who gave, attended an event, or lent a hand. Every effort helps move our mission forward and strengthens our community.

## THANK YOUR CAMPAIGN TEAM

Your campaign team plays a key role in your success. Whether they promoted events, encouraged peers, or handled logistics, each team member contributed in a meaningful way. Take time to thank them for their enthusiasm, creativity, and commitment.

## UNITED WAY SAYS THANK YOU, TOO

United Way Fox Cities also mails thank-you cards directly to donors. Please help us stay connected by sharing donor information with us as part of your post-campaign process. This allows us to express our appreciation and keep supporters informed about their impact.

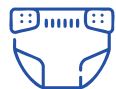
Need ideas for how to say thank you? Reach out to your United Way Fox Cities contact for samples, tools, and support. We're happy to help.



# ENGAGEMENT CALENDAR

*Ideas to keep your team connected all year long.*

## SEPTEMBER



### RAISE AWARENESS

**Diaper Need Awareness Week** falls in September. Schedule a volunteer opportunity at the Kimberly-Clark Eastern Wisconsin Diaper Bank or host a diaper drive at your workplace.

## OCTOBER



### ENGAGE UP-&-COMING LEADERS

Host an **in-person information session** about your campaign. United Way Fox Cities' Resource Development staff would be happy to join you.

## NOVEMBER



### HIGHLIGHT GIVING TUESDAY

Encourage your teammates to **join the movement of radical generosity by promoting Giving Tuesday**, held on the Tuesday following Thanksgiving.

## DECEMBER



### ENTER TO WIN

December marks the **last call to qualify for the sweepstakes vehicle!** Remind your teammates of the upcoming deadline in December. Check [UnitedWayFoxCities.org](http://UnitedWayFoxCities.org) for more details.

## JANUARY



### SAY THANK YOU

Find **thoughtful and meaningful ways to thank your teammates** for engaging in this year's United Way campaign.

## FEBRUARY

# 211

### SHARE THREE NUMBERS

**February 11 is National 211 Day.** Share social media content from United Way Fox Cities to inform your teammates about this community resource.

## MARCH



### CELEBRATE COMMUNITY

**Celebrate standout campaigns and share the good happening in our community**, online or in person.

## APRIL



### ENCOURAGE VOLUNTEERING

**April is National Volunteer Month.** Encourage your teammates to explore their passions at United Way Fox Cities and throughout the community.

## MAY



### BREAK THE STIGMA

**May is Mental Health Awareness Month.** Promote all the mental health resources available in our community.

## JUNE



### GATHER FOR GOOD

Launch campaign season by **attending United Way Fox Cities' Campaign Kickoff** and learn about your United Way and how it supports your community.

## JULY



### PLAN AHEAD

**It's a great time to start planning for your next campaign.** Recruit others to join the effort with you.

## AUGUST



### JOIN THE FUN

**Launch campaign season** by working with your teammates to develop fun and engaging activities promoting your organization's kickoff.

# CONTACT US

*We're here for you!*

## RESOURCE DEVELOPMENT TEAM

### **Alicia Frank**

Associate Director of Resource Development  
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920-735-5468

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## SUPPORT

### **General Campaign Questions**

[connect@unitedwayfoxcities.org](mailto:connect@unitedwayfoxcities.org)

### **E-Pledge Questions**

[andar@unitedwayfoxcities.org](mailto:andar@unitedwayfoxcities.org)

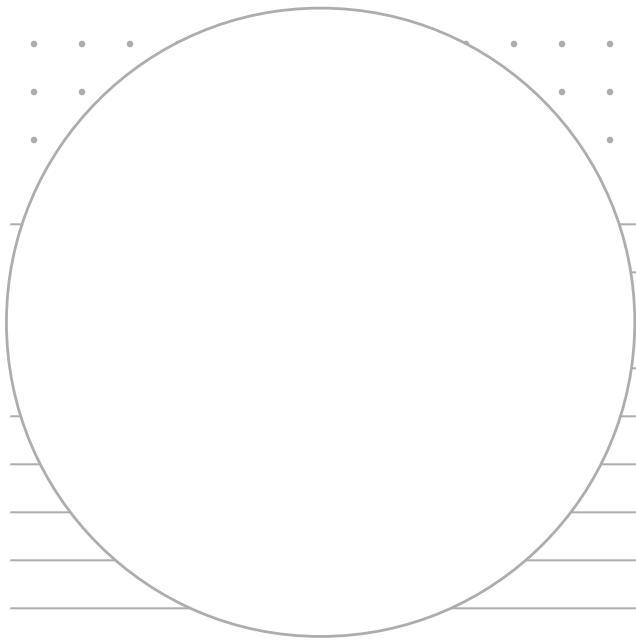
### **Volunteer Information**

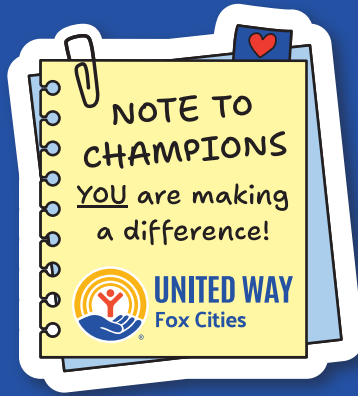
[engagement@unitedwayfoxcities.org](mailto:engagement@unitedwayfoxcities.org)

### **Marketing**

[hello@unitedwayfoxcities.org](mailto:hello@unitedwayfoxcities.org)

## Notes & ideas

[illegible]



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