UNITED WAY
Fox Cities

## WORKPLACE CAMPAIGN

# CHAMPION GUIDE

# UNITED IS THE WAY™



# THANK YOU!

**Dear Champions,**

**United Way Fox Cities is proud to work alongside people like you to strengthen our community.**

We know how busy life can be, which is why your commitment means so much.

We also know each of you has your own reason for caring. Maybe you've seen how much a supportive community matters when life doesn't go as planned. Whatever brings you to this work, we appreciate you.

As a Workplace Champion, you don't need to have all the answers or convince everyone to give. Your role is to bring your coworkers together around a shared purpose and make it easy for them to make a difference.

**Thank you for building a workplace and a community where people care for one another.**

Onward!

Lisa Kogan-Praska
President & CEO
United Way Fox Cities




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# WHY UNITED WAY

***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.***

People in our community are facing rising costs, housing challenges, childcare gaps, and mental health needs. These are our neighbors, coworkers, friends, and family members.

When a community comes together, real change is possible.

With United Way, your one gift meets many needs. Your dollar stretches further to improve access to food, housing, childcare, mental health support, and other basic needs.

Community voices guide every investment. A dedicated group of local volunteers works with the Community Impact team to review data, gather input, and collaborate with partners to stay responsive to what matters most.

We believe we are stronger together. By bringing people and organizations together around shared goals, we can build a stronger, more caring community for everyone.

# HOW TO TALK ABOUT UNITED WAY

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

Because your donation touches our community in so many ways, United Way can be challenging to explain in just a few words.

> **United Way's greatest strength is bringing an entire community together around what matters most. United Way unite donors, volunteers, nonprofits, businesses, and community leaders to tackle our community's biggest challenges and greatest opportunities.**

**SHARE YOUR WHY**

Stories and impact figures are helpful, but your personal reason for giving is often what people remember most! When you share why this work matters to you, you just might inspire someone else.

## 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.**

# IMPACT AREAS

***Your gift comes to life every day across four impact areas.***

**YOUTH OPPORTUNITY**
Helping children and young people succeed through early learning, literacy, mentoring, and opportunities to thrive.

**HEALTHY COMMUNITY**
Improving access to healthcare, mental health support, nutritious food, and other resources that help people live healthy lives.

**FINANCIAL SECURITY**
Supporting pathways to stable housing, employment, and financial well-being.

**COMMUNITY RESILIENCY**
Strengthening our community through the 211 helpline, resource navigation, emergency response, and recovery efforts.

# UNITED WAY'S REFRESHED BRAND

In 2025, United Way introduced a refreshed brand. Before you update any of your company's campaign materials, **please download the latest logos and graphics from the Brand Kit.**




✗ Old




✔ New

# CAMPAIGN MATERIALS & RESOURCES

You don't have to create everything from scratch. There are materials available to make your job easier, including a campaign brochure, Why United Way, and By-the-Numbers. Please feel free to also use content from United Way's emails and social media.

View **Campaign Materials**

Follow us on **LinkedIn**, **Facebook**, and **Instagram**

## DISPLAY ITEMS

Please reserve display items with your United Way Fox Cities representative. The items may be reserved for one week (Monday-Friday)

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

# CAMPAIGN BEST PRACTICES

Every workplace is different, and there is no one-size-fits-all approach to a United Way campaign. The most successful campaigns reflect your workplace culture and make it easy to get involved.

## BEFORE YOUR CAMPAIGN

Meet with your United Way Fox Cities representative to explore resources, review goals, and set up your giving options.

Recruit a few coworkers to help promote the campaign, organize activities, and encourage participation.

Schedule a United Way presentation or volunteer opportunities to help employees connect with their impact.

Set up a clear campaign timeline and share key dates early, so everyone knows what to expect.

**Champion Tip: Leadership support makes a difference. When employees see leaders participating and sharing their reasons for giving, they're more likely to engage.**

## DURING YOUR CAMPAIGN

- Keep communication simple and focused on the difference we're making together.
- Share stories, photos, and videos that bring community impact to life.
- Create opportunities for connection through special events, friendly competitions, volunteer activities, or incentives.
- Remember your retirees. Many care deeply about the community and appreciate opportunities to stay involved.
- Share your gratitude and celebrate participation along the way.

**Champion Tip: Keep challenges achievable. For example, asking someone to give $2 per week often sounds more manageable than $100 per year.**

## CAMPAIGN WRAP-UP

- Thoughtfully thank those who supported your campaign.
- United Way Fox Cities sends thank-you cards directly to donors whenever possible. Sharing donor information helps us properly recognize and thank your generous employees.
- Share campaign results and celebrate what your workplace accomplished together.
- Recognize campaign committee members, volunteers, and others who made your campaign a success.

**Champion Tip: Remind your employees that their support doesn't end when the campaign does. Their gifts will meet community needs all year long.**

## YEAR-ROUND

- If a United Way story or update makes you feel something, share it with your coworkers throughout the year.
- Attend community events like Day of Caring.
- Look for opportunities to connect coworkers with the issues and causes they care about.
- Stay connected with your United Way Fox Cities representatives for stories, resources, and engagement ideas.

**Champion Tip: When employees hear stories and see impact throughout the year, Campaign season feels like a natural step. Your United Way team can help you keep that connection going.**

# A NOTE ABOUT RAFFLES

If your company offers raffles to raise funds for United Way Fox Cities during your campaign, please contact us. We have updated our raffle information to ensure that we are in accordance with all State of Wisconsin regulations regarding the use of our raffle license.

**Click here for our raffle guidelines.** Please reach out with questions and let us know how we can help.

# GIVING OPTIONS

We strongly encourage digital giving through United Way Fox Cities whenever possible. It's a secure option for employees, and it makes campaign management easier for Champions.

When you choose a digital campaign, you can count on:

1. An easy giving experience for employees
2. Access to real-time reporting tools
3. Ongoing support from United Way when you need it

# CONTACT US


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