Welcome!
Campaign Workshop
June 27, 2019
Greg Vassios
United Way of the Midlands

“What is Community?”
Gail Graeve

“Campaign Season 2019-20”
Amy Richardson

“United Way Agency Partner”
Malorie Maddox

“#HatsOff4UnitedWay”
#HatsOff4UnitedWay

A social fundraising promotion for United Way of the Midlands

• Showcases how our community can come together to help others
• Engage individual donors
• To be announced at the Campaign Kickoff on August 29
1. Take a photo of yourself taking off a hat. Get creative!
2. Post it to social media and use the hashtag \#HatsOff4UnitedWay.
   Make sure to tag United Way of the Midlands and your company too!
3. Encourage others to participate so we can reach our goal to raise $25,000!
I'm sharing this photo to raise $1 for local nonprofits! You can join me by using the hashtag #HatsOff4UnitedWay and local companies will donate to United Way of the Midlands!
Alison Ingunza
United Way of the Midlands

“Emerging Leaders”
Emerging Leaders – Our Team

The Steering Committee consists of approximately 25 members who represent 15 different companies within the community, including HDR, Gavilon, Wells Fargo, OPPD, MUD, Greater Omaha Chamber, Deloitte, and Pacific Life.

Committees:
- Community Partnership
- Book Trust
- Events
- Membership
- Marketing & Communications
- Professional Development
Who We Are

• The Emerging Leaders are passionate professionals under 40 who are driven to make a difference through volunteerism, advocacy, and philanthropy.

• We look to engage the next generation of leaders to influence positive change in our community through the United Way.
Our Initiative – Book Trust

• Book Trust is a program that places books in the hands of elementary school students.

• Students receive a $7 monthly budget which allows them to select 2-3 books each month. At the end of the school year, students will own approximately 20-30 books which helps build their at home libraries.

• Book Trust is currently in 10 title one schools across the Omaha-Council Bluffs metro area.

• The Book Trust program has distributed more 135,000 books within our community.
Volunteering

• The Emerging Leaders have adopted Howard Kennedy Elementary school and each month we gather at the school to read and distribute the books to the student.

• At the end of year school year, we coordinate and participate in an End of the Year Celebration with the students and teachers.

• This year, we’ll be adopting a second volunteering school.
Events

• Women Empowering Emerging Leaders

• Rock out to Read

• Board Service Development

• Day of Caring / Day of Action

• Fidelity National Title Group Charity Golf Outing
Ia Hagan
United Way of the Midlands

“Women United”
• Membership is achieved by being a UWM donor at the Bronze Bridgebuilder Level $1500 and above

• Membership Benefits:
  • Committee Representation
  • Invitations to WU events throughout the year
  • Volunteer Opportunities
  • WU Initiative Development
Brayton Hagge
United Way of the Midlands

“Brief Overview of United Way and Campaign Headquarters”
UWM Investment Areas – A Circle of Support

BASIC NEEDS
- Housing Supports
- Physical and Mental Health Services
- Domestic Violence Services
- Food Supports
- 2-1-1 Referral Helpline

EDUCATION
- Life Skills
- Attendance
- Grade-Level Reading
- Mentoring Supports

FINANCIAL STABILITY
- Financial Education
- Job Skill Development
- Asset Development
UNITED STARTS WITH YOU

YOU + 40,000 OTHER DONORS + 700 ORGANIZATIONS + 13,000 VOLUNTEERS = 223,350 LIVES CHANGED!
UWM At A Glance

**LOCAL:** Your investments stay right here in the Omaha-Council Bluffs metro, where they help us achieve our greatest potential as a region and generate a higher quality of life for everyone.

**EFFICIENT:** Your donations go further. United Way of the Midlands invests **92 cents** of every dollar back into our community and is **ranked the 7th best United Way in the nation** for campaign performance out of approximately 1,200 United Ways.

**IMPACT-DRIVEN:** Experts and volunteers evaluate each nonprofit program before making investments, so your donations fund the programs that will make the biggest impact.

**RESULTS-BASED:** To hold ourselves and our partner agencies accountable, we collect program results, measure the impact and share the results with you.
Campaign Headquarters

UnitedWayMidlands.org/
Campaign-Headquarters
- BREAK -
Kris Howery & Caitlin Griger

“Executing a Successful Campaign Across Multiple Buildings”
Campaign Overview

- 3 Week Campaign (Oct.- Nov.)
  - 11,774 Employees/38 Locations
  - Omaha: 3 buildings, 1200 employees

- Same time each year, so employees know it’s coming – and look forward to it!

- Encourage employees to help us make a difference – every gift makes an impact, no matter the size!

- Capture enthusiasm for giving back, using the campaign as a way to bring employees together across all buildings.
Campaign Communication

- CEO video announcement
- Kick-off rally communicating the need and impact
- Email communications
  - E-way from United Way
  - Conagra national & local updates
- Others forms of communication
  - Digital, fliers, internal social media, word-of-mouth
- Incentives for reaching our goal:
  - Individual – Extra vacation day
  - Broad – Early out Fridays
Success Factors

• **Employee-Led Planning Committee**
  - 3-4 employee leads for each building
  - Planning Committee SharePoint

• **Diverse Programming**
  - Events across all 3 buildings
  - Fresh, high-impact programming
  - Non-event giving opportunities
  - Executive participation strengthens campaign

• **Consistent updates; thank-you message**
  - Share details without overwhelming employees
  - Express gratitude for their participation in the campaign
## Campaign Calendar

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 Campaign Kick-Off!</td>
<td></td>
<td>24 - Putt-Putt Competition, $5 Bldg 9, 1st Floor, 11-4 p.m.</td>
<td>25 - Succulent Build Bar, $5/$10 Bldg 6, 2nd Floor, 11-2 p.m.</td>
<td></td>
</tr>
<tr>
<td>- Ice Cream S3/ R8 Float S5 Bldg 11 Cafe, 12:30-2 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 Professional Headshots, $20 Bldg 9, 2nd Floor, 8-11 a.m.</td>
<td>30 - Bake Sale, $1+ Bldg 11 Cafeteria, 11-2 p.m. Bake sale donations</td>
<td>31 Happy Halloween!</td>
<td>1 - Professional Headshots, $20 Bldg 9, 2nd Floor, 8-11 a.m.</td>
<td>2 - Carnival Event, $1/play Bldg 6, 2nd Floor, 11-2 p.m.</td>
</tr>
<tr>
<td>- Holiday Greener closes, 4:00</td>
<td></td>
<td>Happy Halloween!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Pie Sale Pick Up, $5 Bldg 6, 1st Floor, 3:30-5:30p.m. First come, first serve</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Ongoing Throughout Campaign:
- Holiday Greener, ends 10/29
- Basket & Parking Spot Raffles
- Online Silent Auction
- Selfie Pie Face Jars
- Confr. Room Naming Jars
- Conagra T-shirt
- Heads or Tails, $5 $12:30 p.m.
- Conagra T-shirt
- Raffle Basket drawn, 2:00
- Raffle Parking drawn, 2:30
- Silent Auction closes, 3:00

### All Events Open to All Buildings

Omaha Leads for raffle tickets or questions:

**Bldg 11:** Becky Warner, Laurie Schank, Megan Allen, Andrea Sheridan

**Bldg 9:** Caitlin Griger, Kris Howery, Toni Merquardt, Trish Prinz

**Bldg 6:** Brad Cowan, Ashley Cunningham, Susan Mantel, Tiffany Johnson
Repeat the Big Wins
Challenges

- Large amount of cash on hand – Need EFT solution
- Campaign timing – falls right before the holidays
- Balance – robust events vs. competing priorities
## 2018 Special Events

<table>
<thead>
<tr>
<th>Fundraising Event/ Activity</th>
<th>$ Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Silent Auction</td>
<td>$3,677</td>
</tr>
<tr>
<td>Raffles: Baskets &amp; Parking</td>
<td>$3,265</td>
</tr>
<tr>
<td>Professional Headshots</td>
<td>$1,500</td>
</tr>
<tr>
<td>T-shirt Sale</td>
<td>$1,078</td>
</tr>
<tr>
<td>Holiday Pies &amp; Popcorn Sale</td>
<td>$907</td>
</tr>
<tr>
<td>Succulent Build Bar</td>
<td>$721</td>
</tr>
<tr>
<td>Bake Sale</td>
<td>$677</td>
</tr>
<tr>
<td>Root Beer Floats (Upstream)</td>
<td>$543</td>
</tr>
<tr>
<td>Holiday Greenery</td>
<td>$520</td>
</tr>
<tr>
<td>Carnival Games &amp; Prizes</td>
<td>$376</td>
</tr>
<tr>
<td>Putt-Putt Golf</td>
<td>$280</td>
</tr>
<tr>
<td>Selfie Pie Face</td>
<td>$152</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$411</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>$14,109</strong></td>
</tr>
</tbody>
</table>
QUESTIONS?
Nikole Roach & Carole Patrick

“Educate, Empower and Engage – VNA Proud and United Campaign”
Educate!
Engage!

Raffle items secured through VNA credit card points

United Way Video:
- Staff
- Donors
- UWM
- Social media (3,000+ views)
- Share video!
VNA Proud and United Campaign!

<table>
<thead>
<tr>
<th></th>
<th>Raised</th>
<th># donors</th>
<th>Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$22,720</td>
<td>122</td>
<td>--</td>
</tr>
<tr>
<td>2016</td>
<td>$22,897</td>
<td>149</td>
<td>+0.78%</td>
</tr>
<tr>
<td>2017</td>
<td>$21,351</td>
<td>108</td>
<td>-6.75%</td>
</tr>
<tr>
<td>2018</td>
<td>$27,514</td>
<td>140</td>
<td>+28.87%</td>
</tr>
</tbody>
</table>

Highest VNA staff donation EVER in 2018!
Karen Spurlock

“Planning a United Way Campaign on a Small Budget”
Rain and Hail’s United Way Campaign history

<table>
<thead>
<tr>
<th>Year</th>
<th>Misc activities total</th>
<th>Employee pledges</th>
<th>Corp gift match</th>
<th>Total</th>
<th>22 employee/pro rata</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$485</td>
<td>$5,419</td>
<td>$2,709</td>
<td>$8,613</td>
<td>$391</td>
</tr>
<tr>
<td>2016</td>
<td>$590</td>
<td>$7,773</td>
<td>$3,402</td>
<td>$11,765</td>
<td>$534</td>
</tr>
<tr>
<td>2017</td>
<td>$804</td>
<td>$6,925</td>
<td>$3,462</td>
<td>$11,191</td>
<td>$508</td>
</tr>
<tr>
<td>2018</td>
<td>$643</td>
<td>$6,463</td>
<td>$3,231</td>
<td>$10,337</td>
<td>$469</td>
</tr>
</tbody>
</table>
Where do I start?

1) Have a TEAM to help throughout the week – you can’t do it alone
2) Get your MANAGER’S SUPPORT – get them involved
3) Just ASK– sometimes employees just want to be asked
4) THANK them – you can never thank donors enough
5) Most importantly……. HAVE FUN!!!
• **Planning** – start early – it’s not something you can just throw together

• **Manager support** – get your manager on board – have managers challenge employees – employees think it’s fun to “beat” the boss – remember, it’s all for fun

• **Ask** – employees like to be asked to join in on the fun – or maybe even ask if they will consider donating – put out reminders throughout the week to turn in their pledge card

• **Thank them** – be sure to thank employee for playing the games or purchasing goodies throughout the week – they feel good about donating when they know it’s appreciated by their manager or UW campaign team

• **Have fun** – this is probably the MOST IMPORTANT part – when employees are having fun no one wants to miss out on it (and they forget how much money they are spending) 😊 – allow employees to get away from their desk and just watch others having fun – before you know it they will be joining in
United Way Campaign Themes

• Collaborate with your campaign team and GET CREATIVE.
• Come up with a theme that you can base all your games and activities on.

Here are some themes to get you started:

- Sports
- Seasons
- Halloween
- Holidays
- Super Heroes
- Hollywood
- Goin’ Places

- Circus
- Academy
- Awards
- Magic
- Sesame Street
- Disney Trivia

- Western
- Music
- Carnival
- Pets/Animals
- Candy bars
- Fun and Games
- Beach Bash

- Olympics
- Summertime
- Decades (50s, 60s, 70s..)
- Mardi Gras
- Mystery
- Hawaiian Luau
- U.S. States
- TV Game shows

- Back to School
- Song titles
- TV Shows
- United We Stand,
- United We Give
- Months of the Year
- Movies

Rain and Hail
A Chubb Company
United Way Campaign Games

• Come up with games that would be easy to do in a short amount of time. Pinterest is a great place for ideas or search for ‘Minute to Win It’ games.

• The internet is my best friend for ideas. 😊

• Charge to play the game or activity. We charge $1/play as many times as they want.

• Keep score so you can award prizes at the end of the week.

• Name the games to go with your “Theme”. It makes it more fun!

• Here’s an example of one day’s activities.
<table>
<thead>
<tr>
<th>Event</th>
<th>SB</th>
<th>Cost</th>
<th>Supplies needed</th>
<th>Prize</th>
<th>Comments/Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Game: Chutes &amp; Ladders</td>
<td>TO</td>
<td>$1/game</td>
<td>ladder, numbers, bean bags, score pad, rules</td>
<td>1st Place: $20 2nd Place: $10</td>
<td>Put 1 hour and 1/2 hour cert with prizes</td>
</tr>
<tr>
<td>Hi Ho Cherry-O Guessing Game</td>
<td>JG</td>
<td>$1/guess</td>
<td>red candy of some sort Jar</td>
<td>jar with candy</td>
<td>need container for guesses and sheets of paper</td>
</tr>
<tr>
<td>Get out of Jail Free</td>
<td>AD</td>
<td>$1/day</td>
<td>Certificates</td>
<td></td>
<td>limit of 15 days</td>
</tr>
<tr>
<td>Jeans Day cert</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Candy Land ~ all week</td>
<td>KM</td>
<td>$1/item .50 for crackers/cookies</td>
<td>Peanuts, cookies, boxed candy, veggies/dip, apples/dip, microwave popcorn, crackers/cookies</td>
<td>dots to choose from prize box</td>
<td>Take cart around in the afternoon</td>
</tr>
<tr>
<td>Concession stand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yahtzee</td>
<td>KS</td>
<td>$1/play</td>
<td>dice, scorecards</td>
<td>$10/gift card+1/2 hour lunch</td>
<td>Play around 2:00 each day</td>
</tr>
<tr>
<td>Hungry Hungry Hippo</td>
<td>VK</td>
<td></td>
<td>Yogurt, muffins, bananas, grapes, juice - 2/$3.00 Egg Scramble, Oatmeal, Breakfast Sandwiches - $3.00</td>
<td>dots to choose from prize box</td>
<td>Take cart around in afternoon with snacks from concessions stand</td>
</tr>
</tbody>
</table>
Guess the number of items in the jar and win the jar and all the goodies!!
$1 / guess

Chutes and Ladders

Rules of the Game:
- Get 6 bean bags to toss
- Toss into “rung” of ladder and get that number of points.
- Bean bag must be completely inside of rung.
- Winner with most points at end of day wins!

Rain and Hail
A Chubb Company

Fun and Games Schedule

Monday, Oct. 1
9:30—Kickoff Rally—training room
2:00 Tic Tac Toe—conference room
2:00 Yahtzee—hallway

Tuesday, Oct. 2
8:00 Hungry Hippo Breakfast Cart
10:00 & 2:00—Chutes and Ladders—Hallway
2:00 Yahtzee—Hallway
All Day—Hi Ho Cherry-O—Front desk

Wednesday, Oct. 3
5:00 Hungry Hippo Breakfast Cart
10:00 & 2:00—Battleship—conference room
12:00—Pie in Your Face Meal Deal
2:00 Yahtzee—Hallway

Thursday, Oct. 4
8:00—Hungry Hippo Breakfast Cart
10:00 & 2:00—Mousetrap—conference room
2:00 Yahtzee—Hallway
2:30 Jenga Party—training room

Friday, Oct. 5th
8:00 Hungry Hippo Breakfast Cart
10:00 Yahtzee—Hallway
12:00—Yetti in My Spaghetti lunch
1:00 Bingo
1:30—Winner announcements

ALL WEEK
Get out of Jail Free Concession Stand

Get out of Jail Free Concession Stand
You sunk my battleship!!!

Rules of the Game:
- You receive 10 ping pong balls
- Toss ball through the hole on board and land in labeled hole to “sink” ship
- Points are earned by “sinking” ships:
  - 4 hole ship: 15 points
  - 3 hole ship: 10 points
  - 2 hole ship: 5 points

2 slices pizza
Salad
Drink
Dessert
Meal Deal - $6
Other Fund Raiser/Games Ideas
(or anything you can get away with charging $$) 😊

- Poker run
- Penny Wars
- Ice cream social
- Dress down certs
- Candy bars
- Concessions
- Husker Board
- Bake Sale
- Lunch meal deal
- Chocolate fountain
- Ladder Golf

- Raffle items
- Themed baskets
- Pumpkin carving
- Breakfast cart
- Putt Putt golf course
- Massage chair
- Email Bingo
- Baby photo contest
- Cup Stacker game
- Dessert cart

- Scavenger hunt
- Guessing game
- Graveyard golf
- Latte’s
- Lollipop pull
- ‘Wine’ & Cheese party
- Wrapped candy bars with prizes inside
- Root Beer floats
- Craft fair

And don’t forget the healthy options so more will join in!!!
Prizes ideas

• Gift certificates – Target/Restaurants/Gas/Groceries
• Company promotional items
• Jeans day certs
• Extended lunch certs
• Snooze day – allow to come in late
• Early out certificate – allow to leave early
• Movie passes
• Car wash
• Coolers
• Massage
• Front row parking space
• Anything…. Just get creative – they don’t have to be big prizes
Other Notes

- Guest speaker from United Way
- ‘Thank You’ lunch on Friday
- Office donates most supplies and all proceeds go to United Way
- Set a goal of how much you want to raise for your office
- Goal Chart – this gives the employees a visual of how much is raised to date (themed to the UW Campaign’s theme)
- Reminders, reminders, reminders – be sure to put reminders on desk throughout the week (i.e. Payday, Loaves of bread (to raise “dough”), Hugs (kisses), Lifesavers)
- Prize Box – have items throughout the week (breakfast cart, candy, etc.) with dots and if they get item with dot they get to choose from prize box.
- Don’t forget to jot down what worked and what didn’t
- Rule of thumb: if it works, do it again but no more than 2 years. If it didn’t work, ditch the idea. 😊
- Invite retirees back to join in on the campaign
Maureen Graziano

“Double the Effort. Quadruple the Return.”
2017 vs. 2018

2017
• No engagement
• Low participation
• Manual process

2018
• High engagement
• Record participation
• Online giving
• Raised more than 5X than prior year
How we did it...

- Held kick-off celebration
- Scheduled fun events/competitions
- Prize give-aways
Kick-Off Celebration
Flash Giving

Raised nearly $20,000 on day one
Held Fun Events/Competitions

- Putt Putt Competition
- Chili Cook-off
Rock, Paper, Scissors Tournament
Tim Sully and Dawn Olijnek

“Nonprofit Employee Giving”
About Siena/Francis House

The Siena/Francis House welcomes, shelters and empowers individuals experiencing homelessness to navigate their own path to safe and appropriate housing.

• Emergency Shelter
• Meal Program
• Rehousing and Reintegration Services Program (Case Management)
• Miracles Addiction Recovery Program
• The Siena Apartments
• United Way-funded programs since 2016
• 2018 was our first campaign
Challenges and Opportunities

- Nonprofit
- Small-ish organization/number of staff
- Traditional incentives don’t apply here
- No corporate match
- Employees are already philanthropic
- Staff likes food
Goal and Plan

- Our message: Community
- Goal: 100 percent contact/ask
- Tied staff’s giving to the importance of SFH-United Way of the Midlands partnership

- Met with Community Ambassador in advance
- Launched campaign during monthly staff meeting
- Community Ambassador attended
- Prepared the staff for the ask
- Invited staff ideas
- Provided “prize drawing” incentives for all participants
Actions

• Community Ambassador presented and brought marketing materials
• Provided a paper pledge form to each person at staff meeting
• All papers turned in by the end of the day (even zero pledges) were eligible for prize drawing
• Employee-initiated chili feed/potluck with freewill donation
Results

• Quick campaign
• 100% contact
• 43/45 employees said yes
• Gave in a variety of methods
• Chili feed raised $81
• Total pledges and gifts over $5,000

Questions?
Greg Vassios
United Way of the Midlands

“Upcoming United Way Events”
Upcoming UWM Events

• Campaign Leader Training #2 – July 11
• Women United Lunch and Learn – August 21
• Campaign Kick-Off – August 29
• Emerging Leaders Golf Tournament – September 6
• Day of Caring – September 20
• United Way Annual Meeting – October 18
• Blue Collar Boxing – November 27
• Holiday Helpers – November & December
Thank You!

Join us for Happy Hour at Beacon Hills