



combined health
agencies drive



United Way of Lincoln
and Lancaster County

THE SALVATION
OF THE STATE IS
WATCHFULNESS
IN THE CITIZEN



100 YEARS OF BEING THERE.

United Way Campaign Toolkit



Planning Your Campaign

3 tips to help you build your campaign.

1.

Gain leadership support and involvement

- Ask your senior leadership to provide visible support for your campaign.
- Ask a representative from your senior leadership team to speak at major campaign events.
 - Ask senior leadership to send a personal letter or email to employees.

2.

Create your plan

- Establish your committee, strategize and set goals.
- Select key individuals from different levels, departments and locations to be on your committee.
 - Connect with your United Way/CHAD representative for ideas and strategies.
- Review last year's campaign results for new opportunities. Ask coworkers what kind of speaker they would be interested in hearing.
- Develop a campaign strategy that fits your organization's size and culture. Engage everyone at all levels and departments of your business.

3.

Promote and educate

- Sharing the valuable impact of United Way and CHAD will make individuals more likely to donate.
 - Employee meetings are an ideal way to share information — offer incentives for attendance.
 - Promote the campaign in advance of the start date.
 - Maintain a visual presence — display posters, send daily emails, post facts and send regular campaign updates.



Good things to know

The better you understand the advantages of giving to United Way,
the better you'll be able to encourage others to give as well.
Here are a few key concepts to become familiar with.

The United Way Impact Fund

United Way's effectiveness stems from the United Way Impact Fund. When a gift is made to United Way without any restrictions, the money is added to the United Way Impact Fund along with the gifts from thousands of others. This pool of dollars allows United Way to direct the funds to Lincoln's highest priority needs. In essence, this is the best way for a donor to ensure that their dollars are directed to where they're needed most.

Health, Education and Financial Stability

To ensure every dollar has maximum impact, United Way has requirements that agencies must meet in order to receive funding. The most basic of these requirements is the need for programs to fall within one of three strategic focus areas: Health, Education and Financial Stability. These areas are identified as the three pillars to a successful life. An individual who falls short in any one of these three areas risks the other two pillars being impacted adversely.

ENGAGE. EMPOWER. GRADUATE.

This initiative is a joint undertaking by Women United (WU) and Emerging Leaders United (ELU). Together, we're identifying and addressing the disadvantages that children and families face in local elementary school communities. By partnering with Community Learning Centers located within these targeted schools, we are giving students and their families the opportunity to succeed in school and life regardless of circumstances.

STABLE. STRONG. SUCCESSFUL.

Stable. Strong. Successful. is an initiative that will provide targeted programs at a neighborhood level, ensuring that families will have access to much-needed resources and support to stabilize their home life. By donating to this initiative, your dollars will assist in the prevention of chronic absenteeism and change the future for these students. Stable homes. Strong families. Successful students.



100 Years of Being There

United Way is celebrating 100 years of being there for the Lincoln and Lancaster County community. While we'd love to take the credit for all the ways we've been there, the truth is, it's been you. It's been you and your colleagues chipping in through workplace campaigns. It's been neighbors taking care of one another so that every community member has the chance to thrive. We're committed to being there for each other, because that's just what we do as members of Lincoln and Lancaster County.

Ways we've been there for each other in the last year:

- 5,208 students in United Way funded mentoring programs developed a positive relationship with at least one adult, a key indicator of their future success.
- 40,559 shelter nights were provided to those facing homelessness through United Way funded partners.
- Nearly \$340,000 was raised and distributed through the Lincoln Resettlement Fund to wrap support around families resettling in Lincoln and Lancaster County.
- \$519,950 in rental assistance and \$124,881 in utility assistance was provided to community members facing economic instability.
- 6,948,270 pounds of food were distributed by United Way funded partners to community members facing hunger. Additionally, 1,549,074 meals were served.
- 7,299 students served in United Way funded academic programs, providing a strong foundation for their academic futures.

Reasons we need to continue to be there for each other:

- Of the 10 leading causes of death for Americans, 7 are chronic illnesses.
- Last year, LPD received 641 calls for service specifically for the mental health of children ages 7-18. Eighty-five of those calls were about suicide. These calls are not isolated to a particular zip code, but are coming from every neighborhood in our community.
- 42% of Lincoln families with children under age 6 live in poverty or near poverty. In Lincoln, 78% of children live in households where all parents are in the workforce.
- In 2022, 51% of all calls from Lincoln and Lancaster County to United Way's 2-1-1 helpline were for rental and utility assistance. It's safe to say that folks in our community are struggling to stay in their homes and keep the lights on.
- Data compiled by Feeding America tells us that right here in Lancaster County, just over 33.5 thousand residents are food insecure. That includes 1 in 7 children.

Leadership Giving

Every donor, giving at any level, helps our partner agencies provide critical services to those in need. But leadership givers lead the movement for change in our community, empowering everyone to join in and do what they can to help. There are multiple levels of leadership giving, starting at \$500 annually. The leadership giving levels are located within the United Way/CHAD Campaign Brochure. We encourage leadership givers to direct their donations to the United Way Impact Fund or the **ENGAGE.EMPOWER.GRADUATE.** initiative. There are various ways to engage your workplace in leadership giving but below are some ways to do so:

Emerging Leaders United (ELU) - ELU is a level of Leadership Giving designed to engage the next generation of community leaders committed to creating change in Lincoln and Lancaster County. Members are in their 20s, 30s and 40s.

Women United (WU) - WU is a level of Leadership Giving designed to publicly recognize the impact women have on the economic viability and quality of life in our community. The committee honors women who make annual Leadership Giving contributions to the United Way Campaign.



Kickstarting your workplace campaign

Workplace campaigns are the bedrock of the United Way/CHAD campaign. Those who haven't given before often don't understand the potential impact their dollars could make in the lives of thousands in our community. It's important to give added attention, encouragement and education to these first-time donors. Equally important is reminding existing donors of the difference they're making. Here are a few ways to get started:

Consider a virtual opportunity to create awareness*

- Create a special lunch and learn session.
- Consider having employee meetings virtually.
- Make virtual special event opportunities available to assist in fundraising.

*Contact your United Way/CHAD staff member to assist in any virtual opportunity.

Create a "Signature Wall"

Ask employees to add their signatures to a visible wall in your workplace once they have made their pledge. Start with your leadership team.*

*Can be adapted to intranet or company message board.

Enlist the help of an agency speaker

Nobody understands the value of a donation better than those who receive assistance from our funded agencies.

We have a very talented group of speakers each year who are available to come to employee meetings or any other events you have to share their story and the importance of the United Way Impact Fund.

Conduct a lunch and learn

- Invite current leadership givers to bring a non-leadership giver to lunch and provide a speaker on the benefits of giving to the United Way Impact Fund.
- Feature Emerging Leaders United or Women United members from within your organization to speak about the benefits of being a member of their group and the **ENGAGE.EMPOWER.GRADUATE.** initiative.

Offer incentives

- A catered breakfast or lunch at work.
 - Ice cream party
- Prize drawing — any employee who gives is entered into a drawing for a prize.
- If a certain percentage of employees donate, an executive agrees to dress in a funny costume.
 - Offering a jeans day(s).
- Each donor receives a treat for making Lincoln a "sweeter" place to live.
- New donors are entered into a raffle for a parking spot.
 - Additional vacation day(s).
 - A longer lunch.
 - A late start/leave early.
- Coupons (included in this toolkit).

Provide examples and visuals

- Help employees understand the impact of their dollars all year through a company newsletter or monthly email.
- Provide real-life scenarios on what their dollars will buy:
 - What it means to you — \$25 buys dinner for two at a restaurant.
 - What it means to those in need — \$25 buys a hot meal for eight homeless people or a flu shot for someone with a chronic health condition.

Thank your donors with a...

- BBQ.
- Thank you note.
 - Branded gift.
- Recognition on social media.
- Shoutout in the company newsletter.
 - Recognition meal.
 - Gift certificate.



Events

Successful campaigns have two things in common: good planning and employee participation. Special events are opportunities to add something extra to your campaign and should be strategically scheduled during a time that will complement, not compete with, normal employee donations. Not only do events raise extra funding for United Way, but they can be a great way to raise company spirit. Use this as an opportunity to further educate your employees about United Way and CHAD and most importantly, have FUN!

Remember, not every special event has to be elaborate.

Air buds (Paper airplane contest)

Charge employees \$5 for every paper airplane they enter into the contest. Whoever throws their airplane the furthest receives a grand prize.

“Take this!” (Pie in the face)

Get those frustrations out and better your community all in one throw! Put the honor of launching a pie in the direction of your CEO's face up for grabs with a silent auction.

Up in lights (karaoke)

It's showtime! Bring a karaoke machine into the office and get the CEO or leadership team to channel their inner Celine on a Friday afternoon. Charge employees \$20 to put a song on the setlist and \$5 to watch the show.

Dress the boss day

Have a sharp-dressing boss? Not today you don't! Employees can contribute to make the boss wear a particular item of clothing of their choosing for a day. (Note: If he/she has a meeting to which they don't want to wear the item that day, then the boss must make a charitable contribution in order to take the item of clothing off for that meeting.

Book or garage sale

We're cleaning house! Ask employees to bring in used books or garage sale items to work and have an in-office yard sale! All proceeds from the swap-meet sales go to United Way.

Slipper day/pajama day

Ever wish you could just wake up and roll out of bed? Today's your lucky day, dreamers! Employees who contribute a certain amount on this day get to stroll into work wearing their sleeping gear. It's time to rise, shine – and stay comfy!

Pumpkin carving contest

Ready – Set – Carve! Put your best foot (or carving tool) forward and get ready to get messy. Entrants pay to enter the carving contest, to be judged by their coworkers or manager. May the jack-of-all-lanterns win!

Watcha' got cookin'? (Collaborative cookbook)

Have employees submit their favorite recipes. Assemble the recipes into a cookbook, get it printed and bound at a local printer (ask for a pro bono or discounted rate) and sell the books to employees and their families. (Pssst. These make great gifts!)

Is that all you got? (Push-up contest)

Time to put those muscles to the test. Put up a grand prize and charge entrants \$5 to participate in a push-up contest. Allow observers to place a \$1 wager on who they think will win and pledge \$1 per push-up for the contestant they're backing. Those who choose correctly get to go home half an hour early.

Come in Late.

Must be approved by



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Skip a Meeting.

Must be approved by



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Parking Space.

Must be approved by



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Flee @ 3.

Must be approved by



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Casual Day.

Must be approved by



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Two Hour Lunch:

Must be approved by



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agencies drive



Meet our Coordinator Coaching and Education Committee

Suzanne Borovich

Ameritas

sborovich@ameritas.com

Susan Hoover

Nelnet

susan.hoover@nelnet.net

Sherry Stevenson

Community Volunteer

bobnsherrystevenson@gmail.com

Stay up to date with the Campaign Coordinator Newsletter

We're sending out a periodic email newsletter filled with inspiration and updates to help you find success on the campaign trail. Use the QR code below to sign up.



Online toolkit

Utilize our online toolkit complete with a digital version of this booklet, various campaign materials, personal stories, fundraising ideas and to request a speaker!

Visit unitedwaylincoln.org and look for the Campaign Resources link in the top right corner.

United Way/CHAD staff

The staff at United Way of Lincoln and Lancaster County and CHAD are here to support you.

Workplace Campaigns - Resource Development Team

Michelle Bring

Sr. Director of Marketing and Resource Development

mbring@unitedwaylincoln.org

Starlet Borecky

Assistant Director of Resource Development

sborecky@unitedwaylincoln.org

Stacey Dvorak

Resource Development Manager | Corporate Relations

sdvorak@unitedwaylincoln.org

Mark Feit

Lincoln Director, CHAD

mfeit@chadnebraska.org

Jim Schiefelbein

Resource Development Manager | Business Accounts

jschiefelbein@unitedwaylincoln.org

Labor Liaison

Heather McKenzie

hmckenzie@unitedwaylincoln.org

Volunteer Engagement and Events

Kenzie Hansen

khansen@unitedwaylincoln.org

Marketing

Peter Schnake

pschnake@unitedwaylincoln.org