

UNITED WAY OF THE QUAD CITIES  
CAMPAIGN AMBASSADOR

YOUR GUIDE FOR PLANNING A GREAT  
**UNITED WAY CAMPAIGN**

















### 3. FACILITATE

- Keep your United Way representative involved and informed. They will be there every step of the way to assist!
- Highlight an organizational spokesperson (CEO, other senior leadership, or campaign team member) who can provide a personal testimony as to why the United Way campaign is important to them.
- Educate employees by promoting your campaign through a kickoff event, presentation rallies and other scheduled special events. Be sure to include your United Way representative.
- Have your CEO encourage leadership giving and promote donor networks including Tocqueville Society, Women United, African American Leadership Soci

# LEADERSHIP CIRCLE

United Way of the Quad Cities Leadership Circle recognizes our community's most committed individuals and families, the leaders who annually contribute \$1,000 or more to United Way.

Leadership Circle contributions advance the common good in our region and improve lives by focusing on education, income and health. These are the building blocks for a good life: a quality education that leads to a stable job, enough income to support a family through retirement and good health.

Donors can invest to United Way of the Quad Cities at a leadership level to join, or invest to one of our **Donor Networks**:

## WOMEN UNITED

### \$1,000+ INVESTMENT

Women United invests in quality early care and learning so every child in the Quad Cities is prepared for school. Investments focus on research-based strategies and programs. Members are also active in advocating and volunteering.

 **Learn more:**  
[unitedwayqc.org/womenunited](http://unitedwayqc.org/womenunited)

## TOCQUEVILLE SOCIETY

### \$10,000+ INVESTMENT

Tocqueville Society represents the highest level of philanthropic giving from individuals and families. These caring philanthropists make an outstanding commitment to transforming our region.

 **Learn more:**  
[unitedwayqc.org/tocqueville](http://unitedwayqc.org/tocqueville)

## AFRICAN AMERICAN LEADERSHIP SOCIETY

### \$1,000+ INVESTMENT

African American Leadership Society (AALS) embodies a culture of caring, community and investing. Members foster the next generation of African American leaders and create the conditions to live their best possible life.

 **Learn more:**  
[unitedwayqc.org/aals](http://unitedwayqc.org/aals)

## YOUNG LEADERS UNITED

### \$250+ INVESTMENT

Young Leaders United is a dynamic group of passionate, young Quad Citizens all about making connections – with a purpose. With Young Leaders United, you'll have opportunities to give back to the Quad Cities at events while meeting other ambitious and passionate young adults.

 **Learn more:**  
[unitedwayqc.org/youngleadersunited](http://unitedwayqc.org/youngleadersunited)

# SAMPLE CAMPAIGN TIMELINE

Organizations have different cultures, numbers of employees, locations, and other details that affect the length and focus of their United Way campaign. Assess what will work best for your workplace and begin planning based on those parameters. Don't forget to include time for advocacy and volunteer activities; both are an important part of your campaign.

Ideally, campaigns lasting two weeks have a good balance of impact and length. One exciting kickoff rally and/or 3-4 smaller rallies should provide your co-workers with key information they need to make an investment decision within the campaign time frame.

Shorter campaigns of a few days to one week can work when you are organized and have a track record of campaign success. These organizations likely have a highly engaged CEO and a strong connection to the community. You may hold one, all-encompassing rally, or 1-2 smaller rallies.

Larger organizations that need more time to engage a larger workforce can expect to hold between 5-10 rallies (or more for the largest corporations) and/or 2-3 special events. Spreading the fun over two weeks (or slightly longer) often works best in your organizational culture.



## HERE'S A BRIEF TIMELINE HIGHLIGHTING STEPS:

### 5-6 WEEKS OUT

- Review last year's performance and campaign materials with a United Way representative.
- Seek guidance for this year's campaign goals from the CEO.
- Attend the Let's Band Together: networking and know-how event on August 27 or meet with United Way campaign staff.
- Start recruiting your internal campaign team and hold the first meeting.
- Educate your team members on United Way's role in the community.

### 3-4 WEEKS OUT

- Develop a campaign plan.
- Decide on a theme and incentives, plus set kickoff and campaign wrap-up dates, volunteer activities, etc.
- Set a rally schedule, agenda and locations.
- Assign responsibilities and tasks to team members.
- Meet with your United Way representative and review and refine campaign details.

- Begin your leadership giving campaign; ask United Way representative to assist in identifying and soliciting leadership givers.
- Continue meeting with the campaign team.

### 1-2 WEEKS OUT

- Create energy, awareness and passion.
- Begin publicizing your campaign (posters, emails, flyers, employee newsletter).
- Send a CEO letter or email endorsing the campaign to all employees.
- Talk about United Way, the benefits of investing and your kickoff event to your co-workers.
- Review all plans for your kickoff event and pledging period with your campaign team.

### CAMPAIGN WEEK(S)

- Send a campaign kickoff email.
- Host your campaign kickoff event.
- Hold rallies, events, volunteer projects, etc.
- Distribute campaign materials during rallies, by email, and/or through your newsletter, website or online portal.

- Communicate progress to your United Way representative.
- Collect pledge cards, hold drawings and giveaways for participating employees.
- Be available to your campaign team and all employees to answer questions.
- Submit pledge envelopes with non-payroll investments – such as cash, checks, and credit cards – on a weekly basis during the campaign. (You can submit multiple envelopes throughout your campaign.)

### CAMPAIGN WRAP-UP

- Collect all remaining pledges and organization contributions.
- Arrange for the CEO to communicate the campaign's success and thank employees. Or, send a customized thank you based on the template provided by United Way.
- Contact your United Way representative and schedule a pick up of your pledge envelopes and excess materials.
- Document the campaign for next year's Campaign Ambassador.
- Thank your campaign team.