Together WE CAN.

2022 CAMPAIGN GUIDE
PUTTING OPPORTUNITY IN THE HANDS OF EVERY QUAD CITIZEN.

United Way Q U A D C I T I E S
We’re on a mission to put opportunity in the hands of every Quad Citizen. United Way Quad Cities is one of the largest nonprofit funders in the Quad Cities, raising more than $6.7 million in 2021 and responsible for private investment into programs to improve education, income and health and advance equity. The money raised here stays here to help Quad Citizens.

In the last year, with a team of change-makers and an unstoppable community of local supporters like you, we funded opportunity for almost 78,000 Quad Citizens, and we’re just getting started.

HOW WE DO IT

We believe that access and opportunity can change everything. We work with the best people, projects and partners to find and fund sustainable solutions that advance equity and improves education, income and health outcomes in the Quad Cities. We foster social innovation, mobilize volunteers, drive business participation and spur the public and lawmakers to act.

OUR VISION

All Quad Citizens, regardless of race or ZIP code, have the opportunity and access to achieve their full potential.

RISE UNITED 2030 GOALS

We’ve collaborated with a broad spectrum of community partners to develop a set of 10-year goals in the areas of education, income and health. Through collaborative initiatives targeted community impact work, United Way and dedicated supporters like you can reimagine the future to ensure more students graduate prepared for success, more families are financially stable and more Quad Citizens live long, healthy lives.

EDUCATION
Increase number of students reading on grade level and have a pathway for success in college or career.

INCOME
Enable everyone to find and maintain work that provides financial stability and economic mobility.

HEALTH
Ensure Quad citizens have access to routine physical and mental health care.
WELCOME TO THE TEAM!

Thank you in advance for your efforts! By agreeing to lead your company/organization’s workplace campaign, you join a passionate and determined group of difference makers creating lasting change in the Quad Cities.

You are a frontline volunteer who raises awareness about the vital role United Way Quad Cities (UWQC) plays in the community. Together, with passionate supporters like you, we’re leading the charge to improve education, income and health — the building blocks of opportunity — for all Quad Citizens.

We hope this guide will provide you with the necessary resources to run your employee giving campaign. Please reach out to your United Way Relationship Manager who can provide additional support and guidance throughout your campaign.
1. MAKE IT YOUR OWN
The best piece of advice we can give you is to make it personal. Record and share a 1-minute video. Ask your company leaders to do one, too. Tell everyone why YOU and your organization are fundraising. Your coworkers who are donating to your employee campaign are often supporting YOU — and others making the ask — just as much as they’re supporting the cause. Give them a reason to help meet your goals. Nothing beats hearing it come from you.

2. SPREAD THE WORD
You have to let people know about your campaign! Social media is a great place to let the community know your organization cares about building a stronger Quad Cities. Also, be sure to email your coworkers. We know for a fact that emailing people directly is one of the best ways to inspire them to give. Make your friends and coworkers know they’re part of something big! And, be sure to tell us, too. We love to know and share what our supporters are up to. #UnitedWayQC

3. FIND OTHER WAYS TO SAY IT
Get some swag. Or make your own! Be creative. Wear a heart on your sleeve, post signage in common areas, or post images to social media to inspire conversations. Create art, hand out stickers, make t-shirts or shoot a video that educates people about challenges some of our neighbors face. You can do a lot to get people talking about opportunity and hope.

4. MAKE A SCENE
Take it to the parking lot and streets. Make it public! We’ve seen Ambassadors and organizations host mini-carnivals, lemonade stands, donut giveaways, walks and throw parties. The point is, you don’t have to hire a skywriter (I mean...not a bad idea), but do fun things that get attention and make people feel like they’re a part of doing good.

5. SHOW THAT YOU MEAN BUSINESS
You can show your commitment by giving up something you love (like coffee, wine or dessert). Or refusing to shave a mustache. Believe me, people are going to ask you about that. Let it become a topic of conversation! Or promise your colleagues something if they donate. Think about how excited people would be if you offered to upload an embarrassing photo of yourself — or your managers — every time you receive a donation!

6. PROVIDE UPDATES
A lot of people probably intend to give to your workplace campaign. They really do. But they forget. Maybe they’re swamped at work or want to talk to their partner at home. Maybe they want to wait until they get caught up. Campaign updates are a great way to remind people about the thing they intended to do anyway. And once your colleagues have already given, updates help keep them in the loop.

7. SAY THANK YOU
One more piece of advice: Thank everyone who gives to your organization’s campaign. Make those people feel like heroes, because they are. Shout it from the rooftops! Generosity inspires generosity... someone might see your thank-you and feel inspired to join in on the fun.

8. ENJOY IT
You’re doing a really incredible thing, and you can’t do it wrong. Know that every $30 you raise is going to bring opportunity to someone who really needs it. You’re bringing better health to families, giving adults a chance to earn an income that supports their family’s basic needs and ensuring that kids succeed in school. You’re changing lives and futures. Have fun!
STEPs To A SuCCeSSfuL CAMPAIGN

PLAN
Meet with your United Way Relationship Manager to review past campaigns and opportunities to boost campaign success.

- Set campaign dates. Allow plenty of time to create strategic messaging and plan a communication timeline.

- Consider going paperless and use e-Pledge! e-Pledge is an online campaign management tool that fits seamlessly into your existing United Way campaign. It’s a more efficient, secure & engaging way for your employees to give. (See page 12)

- Assemble a campaign team to help distribute campaign messaging across each department or business unit. A good ratio is one campaign team member per every 25 employees. Meet with your team regularly to share campaign messaging and plans, and to recruit volunteers to help with campaign events.

- Set a campaign goal that your campaign team and employees can rally behind. This could be a monetary or participation goal, depending on what works for your organization.

- Identify opportunities for campaign events where the United Way message can be shared with a large audience.

EXECUTE
- Use your planned messaging to launch the campaign. Consider hosting a campaign kick-off event where your organization’s leadership can share the importance of philanthropy to the organization.

- Hold events to share information on the issues facing our community and how United Way is positively impacting the Quad Cities. Schedule a company volunteer event for employees to feel the impact of their giving.

- Build and maintain excitement with campaign materials and videos.

- Utilize the campaign team members to keep the campaign top of mind during team meetings, conference calls, or when making personal asks.

- Continue to meet with the team regularly to discuss strategies and needs.

WRAP UP
- Finalize campaign results and share with your United Way Relationship Manager.

- Payroll deduction information should be submitted to HR or your payroll processing department.

- Consider sending a thank-you note to the entire company, or individual donors.

- Thank your campaign team.

- Plan for next year. Gather feedback about the campaign from your committee and colleagues and leave notes and resources for next year’s campaign team.

- Celebrate your results!
CAMPAIGN BEST PRACTICES

KICKOFF:
• Plan a pep rally over breakfast or lunch.
• Have a senior executive and United Way representative speak at the event.
• Show a United Way speaker video to demonstrate impact of donations.

UTILIZE AVAILABLE RESOURCES:
• The Workplace Campaign toolkit is available online at UnitedWayQC.org/campaigntoolkit. This toolkit includes sample email messaging, video links, PDFs of collateral materials and more.
• Your United Way Relationship Manager can guide you through all steps of running a campaign as well as help you goal set, train your team and more.
• Need something that is not available in the online tool kit? Ask your Relationship Manager!

Success Starter
Russell hosts an annual kickoff luncheon for team members that features presentation from United Way Leadership and their implementing partner. The message is focused on the impact United Way is making in individual lives and our community and the importance of getting involved to advance our work.

COMMUNICATIONS:
• Consolidate and coordinate outgoing communications to avoid overwhelming people.
• Promote any corporate match, corporate gifts or other incentives to increase contributions.
• Face-to-face encouragement is always better than email. People give to people. Campaign team members should ask their peers in team meetings or one-on-one conversations to consider making a gift to the campaign.
CAMPAIGN BEST PRACTICES

EVENTS:
• Host events after the campaign is launched and donation options have been clearly communicated.
• Popular events include dress down days, theme dress days, potluck lunches, silent auctions and bake sales. Your United Way Relationship Manager can provide you with messaging and talking points for these events.
• Consider a campaign theme and have events.
• Encourage employees to participate in volunteer opportunities with United Way on their own, or as a company.

INCENTIVES:
• Popular prizes include a day off with pay, rewards or raffles for unique experiences.
• Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

Success Starter

BITCO created a strategic communications timeline that educated and inspired employees to give through a variety of platforms during their 12-day campaign. This included company wide emails from the CEO, a campaign focused intranet page, three videos sent to various groups from United Way’s President and CEO and more.

Success Starter

Lee Enterprises and Russell hold block parties to celebrate their campaign successes. Activities included a pie-in-the-face booth for their Senior Leadership, food, s’mores, music, a cornhole tournament championship and more.
DAYS OF IMPACT:
A United Way Day of Impact is a volunteer project that provides the opportunity to strengthen your team and the community through impactful experiences. Thanks to organizations and individuals dedicated to these projects, we work to achieve long-term results that help our community thrive.

DAY OF IMPACT FEATURES:
• Use the registration link to capture data and track hours and economic impact.
• We communicate between service provider and company to arrange logistics.
• Event signage, check-in, and refreshments as needed are provided.
• Volunteer opportunities for groups of all sizes in one place.

HOW DOES A DAY OF IMPACT WORK?
• Submit a request for a Day of Impact at UnitedWayQC.org/volunteer.
• An engagement team member will reach out to you within 1-2 business days following your submission.
• United Way uses your interests and requirements to identify the right project for your group.
• You receive a calendar hold containing project details, contacts, and a custom registration link.
• A United Way team member will join you on the day of your project to ensure your experience is successful.

Success Starter
Virtual Options Available
Contact your United Way Relationship Manager to find out more about virtual volunteer options available to those who cannot leave their home or office.
When you become a sponsor of United Way events, campaigns or other initiatives, you provide critical support to improve education, income and health in the Quad Cities. You’ll receive public recognition for your commitment to putting opportunity in the hands of all Quad Citizens and may experience an increase in positive media coverage as a result.

We offer a wide range of sponsorship opportunities to choose from including:

• **Programs & Initiatives**: Support and invest in the most impactful strategies, initiatives and partnerships to strengthen education, income and health opportunities. For instance, by sponsoring a Campaign Associate, you help provide critical support to the United Way staff so we can continue to improve the outcomes in our community.

• **Day of Caring**: These large-scale volunteer engagements (Fall and Spring) leverage the collective power of our corporate partners and the community to help students perform better, allow families to earn and save more, and keep our community healthy. Sponsorships range from $5,000 - $25,000 and include reserved volunteer spots, recognition at the event and more!

• **Donor Network Events/Special Events**: United Way hosts various special events in-person or virtually throughout the year along with numerous donor network events from happy hours to speaker series.

If you are interested, consult your Relationship Manager to help find the sponsorship package that is right for you.
Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?
A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: HOW CAN EMPLOYEES GIVE?
A: United Way offers a number of options, including payroll deduction, e-pledge, cash, check, credit card and stock. Your United Way Relationship Manager can help you navigate which options are right to offer to your group.

Q: CAN WE COLLECT DONATIONS ONLINE?
A: United Way Quad Cities offers a free online giving platform to collect your employee donations. This platform offers various levels of customization depending on your company’s size and needs and can collect payroll deduction, credit card, and e-checks gifts. For more information, or a demonstration of the site, contact your United Way Relationship Manager.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?
A: Yes. For additional information, please visit UnitedWayQC.org.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?
A: Most campaigns take place from August to November, but they can happen at a time that is best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?
A: Payroll deduction usually runs from Jan. 1 – Dec. 31. However, United Way does not set your payroll schedule; it is a company decision.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?
A: As a service to donors, we make it possible to specify a non-profit program to receive your donation. However, the direct investment of your dollars designated to United Way Quad Cities goes further to strengthen education, income and health – the building blocks of opportunity – in the Quad Cities.
Determine the dates for your campaign and set fundraising and/or participation goals.

Meet with your United Way Relationship Manager to create new strategies for your campaign.

Learn about e-Pledge. Consider going paperless and make giving easier for your coworkers!

Utilize a campaign team to help with communication, special events and fundraising.

Coordinate campaign messaging and develop a timeline for company-wide distribution.

Implement a Day of Impact, either onsite, offsite or virtually to demonstrate the impact of United Way.

Host a general employee kickoff event with company leadership in attendance as speakers.

Host employee education meetings and events throughout the campaign.

Share progress toward goals throughout the campaign.

Announce and celebrate your results.

Thank your donors and campaign team for their support.

CONTACT:
Email info@unitedwayqc.org
or call 563.355.4310
Give your employees an efficient, secure way to donate to United Way with e-Pledge.

WHAT IS e-PLEDGE?
e-Pledge is an online giving portal that allows you to collect employee pledges efficiently and securely. United Way builds and manages the portal, saving time and energy for you and your company. Features include:
- Multiple giving methods – payroll deduction, credit/debit card, bill later
- Ability to track department or location
- Customized, real-time reports available as spreadsheets or PDFs
- Ability for designations

ADVANTAGES FOR DONOR
- Secure: Employees will receive a link that allows them to sign in and create their own password
- Convenient: Employees will see last year’s pledge and use a calculator to determine this year’s gift
- Confidential
- Simple process: Donors can simply choose pledge method, select pledge amount, click communication preferences with United Way; submit gift, receive immediate confirmation

ADVANTAGES FOR COMPANY
- Free! There is no charge to your company.
- Efficient: Your staff is no longer physically distributing and collecting pledge cards.
- Downloadable CSV reports to import into payroll system.
- Accurate: No manual data entry from pledge cards
- Environmentally friendly: No more paper pledge cards
- Secure: Safely store employees’ data and reduce the number of people who have access to pledge information
  - Java based
  - Data secured behind United Way Quad Cities firewall
  - Banking information and card numbers are not stored in the United Way database.
  - Credit/debit card transactions are handled by CyberSource, a third-party processor who is PCI compliant.

IS THIS OPTION RIGHT FOR YOU? NEXT STEPS:
- Confirm the basic requirements:
  - Majority of employees have work emails. You can supplement with paper pledge cards for those who don’t have emails.
  - Employees have access to email and internet.
  - Schedule your employee group meetings and kick off your campaign.

For more information or questions, email info@unitedwayqc.org or call 563.355.4310.
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