

# United Way of Lake County Campaign Toolkit

## Contents

Campaign Best Practices	2
Campaign Event Ideas	2
For Businesses/Government	2
For Schools	3
How to use your United Way team	3
Campaign Checklist	4
BEFORE THE CAMPAIGN	4
DURING THE CAMPAIGN	4
YEAR ROUND	5
Template campaign emails	5
Email 1: Campaign Preview	5
Email 2: Campaign Launch	6
Email 3: Education Spotlight	6
Email 4: Health spotlight	7
Email 5: Financial Stability spotlight	8
Email 6: Last call	9
Email 7: Thank you	9
Appendix - About United Way of Lake County	10
MISSION:	10
VISION:	10
About Community Impact	10
Frequently Asked Questions	11

## Campaign Best Practices

- **Make it grassroots.** Seek volunteers for a planning committee to plan campaign events, and then divide and conquer! Set up subcommittees to plan each event. Also, leverage the members of the group to spread word throughout the campaign and encourage their colleagues to participate.
- **Set the right tone.** A successful campaign is not one where employees are required to participate in campaign activities and pledging, but instead one where they are inspired to do so. Share examples of why giving is important.
- **Activate your leaders.** Ask your managers to rally their teams and, most importantly, share their personal reasons why they give.
- **Set a goal.** It doesn't have to be a financial goal. It can be participation-based, such as how many employees filled out their pledge forms regardless of amount given.
- **Get the competitive spirits flowing.** Encourage friendly competitions between teams, departments, sites, etc. to see who can get your company closer to the goal. Provide incentives for new donors, those who have increased their gift or those who have given for multiple years in a row.
- **Mark your calendars.** Send out calendar invites for any campaign events so employees have the times reserved.
- **Keep the campaign going year round with other United Way of Lake County events.** Including: the Feed Lake County food drive, Day of Caring, Campaign Kickoff event and more.

## Campaign Event Ideas

- **Host a campaign kickoff event.** Start with a bang. Whether in person or virtual, this is an opportunity to share why giving to United Way is meaningful. Speakers may include your leaders, your United Way of Lake County contacts, or representatives from local agencies supported by United Way (your UWLC contacts can help arrange). Or invite employees to share their personal stories of how they were supported by United Way.

## For Businesses/Government

- **Invite associates to share their personal reasons why they give.** Create blank sheets of paper with a headline "I give because..." Invite employees to fill in their personal inspiration for giving to United Way. Hang their filled out sheets in a common space or have them take pictures with their "reasons why". Then create a photo gallery!
- **Department raffle competition.** Host a raffle where each team/department compiles a raffle or silent auction prize. The team whose entry garners the highest bids/most tickets wins!
- **Mini Olympics.** Create a series of events that departments can go head-to-head in. Crown the department with the most gold medals.
- **Book Sale** (also CDs, DVDs, videos) Invite employees to donate books, CDs, DVDs, videos. Price paperbacks at \$1, hardbacks at \$2, CDs/DVDs/ videos for up to \$5.

## For Schools

- **Babysitting for the parents:** For those who work at elementary schools, play to the parental appeal by offering babysitting services at the school after hours. Raise funds by having parents pay for a few hours of child-minding while they go out in the evening and have a night to themselves. Be sure to have your babysitting teachers or students well stocked with games and snacks for the kids!
- **Bake sales:** A standard for a good reason! Bake sales are easy, fun, and have very little overhead costs – plus who doesn't love eating sweet treats, especially when it's for a worthy cause? You can also get creative with a bake sale in a ton of different ways: think seasonal or holiday-themed, or even an interactive bake sale where kids can create their own delicious masterpieces.
- **Car wash:** A car wash is a traditional fundraiser for a reason: As long as your community has vehicles, they'll need to be washed! Take a car wash to the next level by planning it around a theme; for instance, superheroes or your local sports team. Your students can even wear costumes. Teams can participate in shifts, competing to see which group can raise the most money, turn around the most cars, or have the best sidewalk hustle. Don't forget the creative signs – you'll need to lure in customers.
- **Clothing drive:** Get students and teachers to donate new or gently used clothing and curate your own "vintage collections" for sale to the public. Invite your community to attend and upgrade their wardrobes. Everybody loves to snag a rare find! Get creative when sorting through donations. Encourage your students to bundle clothes by theme (Athleisure, Prom, Outdoor Fun, Date Night, etc.). Ask local retailers to donate dress forms or mannequins, and show off some stylish outfits designed by your school. You can also charge a small entry fee to boost your overall amount raised.
- **Fashion show:** Get ready to strut your stuff on the catwalk! Any gym or field can be turned into a fantastic runway with a little bit of creative effort. Sell tickets for friends and family to come see students and teachers model student creations. Put a fun twist on it by having the football team model formal wear, put teachers in sporty clothes, or send your gymnastics team out doing back flips!
- **Gift wrapping:** Students can offer to wrap gifts around the holidays in return for a charitable donation. You can offer this at your school, or partner with local malls to have a gift wrapping kiosk on site while folks are shopping! With the variety of wrapping paper, tape, bows, and colored tissue available at dollar stores, you'll get a high return on your initial investment.

## How to use your United Way team

The United Way team is here to help you make the most of your campaign.

- Call them to get started. They can help you plan your campaign and understand what's next.
- Bring them in to talk to your employees during your kickoff. They can also connect you with United Way partner agencies to talk about the work United Way supports.

- Get help along the way. They'll be by you every step of the way so don't hesitate to call throughout your campaign.

## Campaign Checklist

### BEFORE THE CAMPAIGN

- Meet with your United Way Representative.
- Attend the Campaign Coordinator Training in August.
- Secure CEO/Senior Management support.
- Review Campaign history and set your goals.
- Recruit a campaign committee to help with the campaign.
- Determine your campaign plan, timeframe, and any incentives.
- Gather your campaign communications and any campaign materials.
- Schedule your kick-off, United Way speaker, and any special events.
- Promote the campaign with an announcement.

### DURING THE CAMPAIGN

- Distribute pledge forms and campaign materials to every employee.
- Promote the campaign, kick-off, and special events through numerous channels.
- Hold a mid-campaign committee meeting to review the progress towards the goal.
- Send regular progress reports to employees.
- Follow-up with individuals who have yet to turn in their pledge form.
- Send reminders about campaign events, incentives, and deadlines. AFTER THE CAMPAIGN
- Collect all pledge forms and campaign material.
- Schedule a time with your United Way representative to complete the paperwork.
- Take care of any corporate contributions or matches on employee giving.
- Send a thank you letter to everyone including the campaign committee and the CEO.
- Publish a short story, photo, and the results of your campaign in the company newsletter.
- Hold a post campaign committee meeting to evaluate the challenges and successes of the campaign. Keep the notes handy for next year!
- Talk to your United Way representative so that we can continue to improve our service.

## YEAR ROUND

- Keep employees updated on the activities of United Way.
- Promote volunteer opportunities to employees.
- Hold a Brown Bag Seminar.

## Template campaign emails

### Email 1: Campaign Preview




Subject: Support our neighbors – right here from our workplace

Dear employees,

Soon, you'll have the opportunity to join together with your colleagues to support our neighbors across Lake County. Our 2022 United Way campaign will run **DATE** through **DATE**.

#### What is United Way?

For 100 years, United Way of Lake County has worked to improve the quality of people's lives in our communities – from Willowick to Madison.

	They seek to understand the challenges our neighbors face.
	They connect with local organizations that offer programs with proven solutions.
	They raise money to support those programs – so the other organizations can focus on the important work of delivering their services.

#### So, where do we come in?

Our United Way campaign is about giving and it's about having fun, too.

Our campaign events include:

- **DATE: Event, description**
- **DATE: Event, description**
- **DATE: Event, description**

These events are important both for teambuilding and raising funds. They're also an important way to raise awareness for the big impact we have through our payroll donations. You'll have the opportunity to

complete your pledge by [\[completing paper forms and/or logging your contribution through an online system.\]](#)

We're excited to experience this week with you and work together to make an impact in our community. Look for more to come!

---

## Email 2: Campaign Launch

Subject: It starts today: Our 2022 United Way Campaign!

Dear employees,

It's here! Today we kick off our United Way campaign, and pledging is now open.

### Complete your pledge now!

Our campaign pledges are the way we have the biggest impact for the community. You can complete your payroll deduction by [\[completing paper forms and/or logging your contribution through an online system.\]](#)

[\[INSERT INSTRUCTIONS FOR PAYROLL DEDUCTION\]](#)

### What's in store for our campaign

We have a lot of fun planned. Here's what you can expect:

- **DATE: Event, description**
- **DATE: Event, description**
- **DATE: Event, description**

We look forward to a successful campaign and coming together to have some fun as we Live United!

---

## Email 3: Education Spotlight

Subject: United Way Campaign: How we can help our youngest neighbors

Dear employees,

Our United Way campaign is going strong and that's a good thing: the need is greater than ever in our community. To keep momentum going, we are bringing you stories of how United Way is making an impact.

United Way of Lake County has prioritized three goals to drive measurable, long-term impact among three areas of focus: education, financial stability and health. Today, we look at education. But first, a reminder on how to pledge:

[\[Pledge instructions\]](#)

## Education: It's hard to catch up when you start from behind



### The reality

54% of Lake County children enter kindergarten without sufficient skills to engage in kindergarten-level instruction. (Ohio Department of Education)



### The stakes are high

Studies show that children who begin kindergarten prepared to learn are more likely to stay engaged in school and be on track to graduate from high school



### How United Way of Lake County is working to change the odds

The UWLC's Education goal focuses on supporting programs centered on education, kindergarten readiness and early intervention programs to prevent children from suffering the lasting effects of early childhood adversity and trauma.

In 2022-2023 fiscal year, United Way of Lake County provided **\$222,300** to 11 education programs, including:

- Lake County Captains Reading Program,
- Crossroads Health Ohio Early Intervention Program and
- The Dolly Parton Imagination Library through Lifeline

There's still lots more fun to be had in our campaign.

- **DATE: Event, description**
- **DATE: Event, description**
- **DATE: Event, description**

Thank you and stay tuned for more!

### Email 4: Health spotlight

Subject: United Way spotlight: Seeking a clean bill of health for our community

Dear employees,

The impact we are having on the community continues to grow! Thank you for your contributions to United Way campaign.

To keep momentum going, we are bringing you stories of how United Way is making an impact in our community. United Way of Lake County has prioritized three goals to drive measurable, long-term impact among three areas of focus: education, financial stability and health. Today, we look at health.

But first, a reminder on how to pledge:

[\[Pledge instructions\]](#)

## Health: Healthcare access for the most at-risk



United Way of Lake County works to ensure the community's most vulnerable residents have access to medical and health care. Whether it's a neighbor without health insurance, a victim of abuse, or someone struggling with mental illness or an addiction, United Way seeks to link residents to quality care. A few ways they're doing that:

- Infant formula from Birthright, Inc. in Mentor
- Hospice services for Hospice of the Western Reserve
- Dental program and medical care via the Lake County

### Free Clinic

- Outpatient addiction counseling and residential treatment from Lake-Geauga Recovery Centers

In 2022-2023 fiscal year, United Way of Lake County provided **\$279,000** to 10 health programs, including:

- the Lake County Free Clinic's services
- NAMI Lake County Ending the Silence Program
- In-Home Palliative Care with Advanced Illness from the Hospice of the Western Reserve

There's still lots more fun to be had in our campaign.

- **DATE: Event, description**
- **DATE: Event, description**
- **DATE: Event, description**

Thank you and stay tuned for more!

### [Email 5: Financial Stability spotlight](#)

Subject: United Way spotlight: Have you met ALICE?

Dear employees,

With every contribution, we are helping our neighbors in need. Thank you for your contributions to the United Way campaign.

To keep momentum going, we are bringing you stories of how United Way is making an impact. United Way of Lake County has prioritized three goals to drive measurable, long-term impact among three areas of focus: education, financial stability and health. Today, we look at financial stability.

But first, a reminder on how to pledge:

[\[Pledge instructions\]](#)



## Financial Stability: Ensuring families can meet life's basic needs



### Who is ALICE?

About 31% of Lake County households face a challenging situation:

- They earn more than federal poverty levels,
- yet they earn less than the cost of living.

This is considered the ALICE threshold: Asset Limited Income Constrained Employed. [Read more about ALICE from United Way.](#)

### Setting families up for long-term success

United Way of Lake County has set out to help raise these families out of this designation by removing barriers to self-sufficiency. This may include providing meals, security deposit assistance, emergency services and other programs.

In 2022-2023 fiscal year, United Way of Lake County provided **\$348,700** to 11 financial stability programs, including:

- the baby formula program from Birthright,
- Project Hope for the Homeless homeless shelter
- Forbes House domestic violence shelter

There's still lots more fun to be had in our campaign.

- **DATE: Event, description**
- **DATE: Event, description**
- **DATE: Event, description**

Thank you and stay tuned for more!

### Email 6: Last call

Subject: Last call: United Way campaign ends tomorrow

Dear employees,

Throughout our United Way campaign, we've heard about the impact United Way has in our community. Together, we are helping to expand the reach of that impact and supporting our neighbors most in need so they will succeed for years to come.

The campaign closes tomorrow. We appreciate your support to make this a successful campaign.

Ready to make a pledge? [\[Pledge instructions\]](#)

Thank you and we look forward to sharing our final results soon!

## Email 7: Thank you

Subject: We did amazing things together

Dear Associates,

It's amazing what can be accomplished when we come together. We raised more than **\$XX** for United Way of Lake County! This represents a **XX% increase** over last year's campaign.

This shows we are working together more than ever to support our neighbors in need. (To see the impact our support makes, read [this editorial](#) in the News Herald regarding United Way of Lake County.) Thank you to everyone who supported!

Thank you to the entire team. Our work will ripple throughout our community! And even though our campaign has ended, our support continues. Stay tuned for information on how we'll participate in the Feed Lake County and Day of Caring programs from United Way of Lake County!

## Appendix - About United Way of Lake County

### MISSION:

To measurably improve the quality of people's lives in Lake County.

### VISION:

United Way of Lake County will become the entrusted champion that drives improved outcomes in our community by funding services that impact education, income, and health.

### About Community Impact

Everyone deserves opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

That is why United Way's work is focused on the building blocks for a good life. Advancing the common good is about helping individuals and families in the short-term and changing systems to help all of us in the long-term. We are all connected and interdependent. We all win when a child succeeds in school, when families are financially stable, and when people are healthy.

United Way's goal is to create long-lasting changes by addressing the underlying causes of problems. Living United means being part of the change. It takes everyone in the community working together to create a brighter future.

### **Helping Children & Youth Achieve Their Potential**

- Early Childhood Healthy Growth and Development.
- Entering School Ready to Learn.
- Reading Proficiently by the End of 3rd Grade.
- Healthy Relationships in Adolescence.
- Graduation from High School.

### **Promoting Financial Stability & Independence**

- Meeting Basic Needs
- Achieving Employment.
- Financial Literacy
- Repairing Credit and Reducing Debt.
- Financial Hardship and Legal Assistance.

### **Improving People's Health**

- Access to Health Care
- Mental Wellness
- Dental Health Improvement
- Addictions Prevention & Treatment
- Physical Activity & Nutrition

## **Frequently Asked Questions**

### **What agencies does the United Way support?**

The money raised from every campaign is allocated among agency programs that: ensure basic needs, strengthen families, promote health and healing, increase self- sufficiency and nurture children and youth. Not all agencies need United Way funding because they have adequate resources of their own. Not all agencies are this fortunate. The need for funding will always exceed the available funds. In

view of this, United Way has the responsibility to continue to direct its resources to critical areas of need while supporting the community as a whole. This is an essential role of the United Way.

**Why should I give to United Way when I never use any of the agency services?** A better question is whether you could be using any of the agency services. Most people simply don't know how much the organizations have to offer families and individuals. Check the listing of United Way services for agencies that might apply to you now or in the future. You might also recognize one or more agencies that have touched your life in the past.

**Why have a United Way campaign? Doesn't it cost a lot to raise and allocate the money?**

The single, annual United Way fundraising drive supports a broad range of health and human services. It is the most efficient and economical way for many of us to care for others in need. Think of the expense involved if each of the agencies funded by the United Way held separate fundraising drives in the workplace.

**How do I know the United Way handles its finances the way it should?**

The United Way of Lake County is audited annually by a certified public accounting firm and results, along with recommendations for improvement in controls, are reported to the Board. In addition, United Way of Lake County completes the required filing with local, state and federal authorities. Copies of those documents are available.

**Who runs the United Way of Lake County?**

Volunteers do. A cross-section of the leadership of your community comprises the board of United Way. They meet every other month and review operations in depth. Many volunteers serve on United Way committees and review the operations of the United Way and its supported agencies.

**Will the money go outside the community?**

The money raised in Lake County stays in Lake County unless you, the donor, request that it be sent to another United Way. 1% of funds raised are paid to United Way Worldwide (UWW), for our annual association dues. For this fee, we receive training, access to research, technical expertise and branding rights for use of the United Way logo and other materials.

**My spouse gives at work. Why should I give?**

If your spouse supports the United Way, that's great! But your gift is just as important. More people giving means more community needs are being met. And if our communities' benefit, we all benefit.

**If I live in one place and work in another, will my contributions help people in my town as well as where I work?**

When you give to United Way of Lake County, you are helping the community where you work. You may choose to also support the community in which you live by designating some or all of your contribution to your home community.

**Some agencies charge for services. Why do they receive funding?**

Covering the full cost of services would require raising many times the money we do now – an impossible task. Fees, based on ability to pay, represent another source of income for agencies.

**I feel like I'm being pressured to give and/or I don't have any money today.** United Way does not condone pressuring anyone to give. The amount of a pledge is a personal and individual matter.