



WORKPLACE CHAMPION PLAYBOOK



UNITED WAY
Southeast Minnesota

CONTACT US



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TABLE OF CONTENTS

Role Description.....	1
United Way at a Glance.....	2
Suggested Campaign Timeline	3
Fun Campaign Ideas.....	4
Award Opportunities.....	5
Glossary.....	6
FAQs.....	7

CAMPAIGN ADVISORY COMMITTEE

The Campaign Advisory Committee is a group of volunteers who support the growth and success of United Way's Workplace Campaigns. Together, they identify new opportunities, strengthen outreach strategies, and advise on volunteer engagement.

NICK RETHMEIER, CHAIR

Mayo Clinic

PEGGY PAUL

SMIF (Southern Minnesota
Initiative Foundation)

GINA BOLDT

The Boldt Company

TIFFANY GRAHAM

Geotek

LAUREN O'BRIEN

Olmsted County

LISA LONIEN

IBM

WHAT IS A WORKPLACE CHAMPION?

A United Way Workplace Champion (WPC) is a key volunteer who leads and coordinates the United Way campaign within their workplace to raise awareness and funds for local social issues.

Workplace Champions work closely with United Way staff and their organization's leadership to plan and execute a fun and impactful campaign. While the WPC leads and coordinates their workplace's campaign, United Way's Resource Development team is able to provide support as needed.

TASKS YOU MAY BE INVOLVED IN AS A UNITED WAY WORKPLACE CHAMPION INCLUDE:

- Serving as United Way of Southeast Minnesota's principal contact throughout the campaign.
- Setting fundraising and staff participation goals for your campaign.
- Building a campaign team with representatives from various staff levels.
- Organizing a kick-off and special events (virtual or in-person) to motivate and engage your colleagues.
- Communicating information about United Way using supplied materials, including impact stories, videos, and more.
- Thanking your donors and volunteers and celebrating your achievements!

BENEFITS YOU'LL EXPERIENCE AS A WORKPLACE CHAMPION INCLUDE:

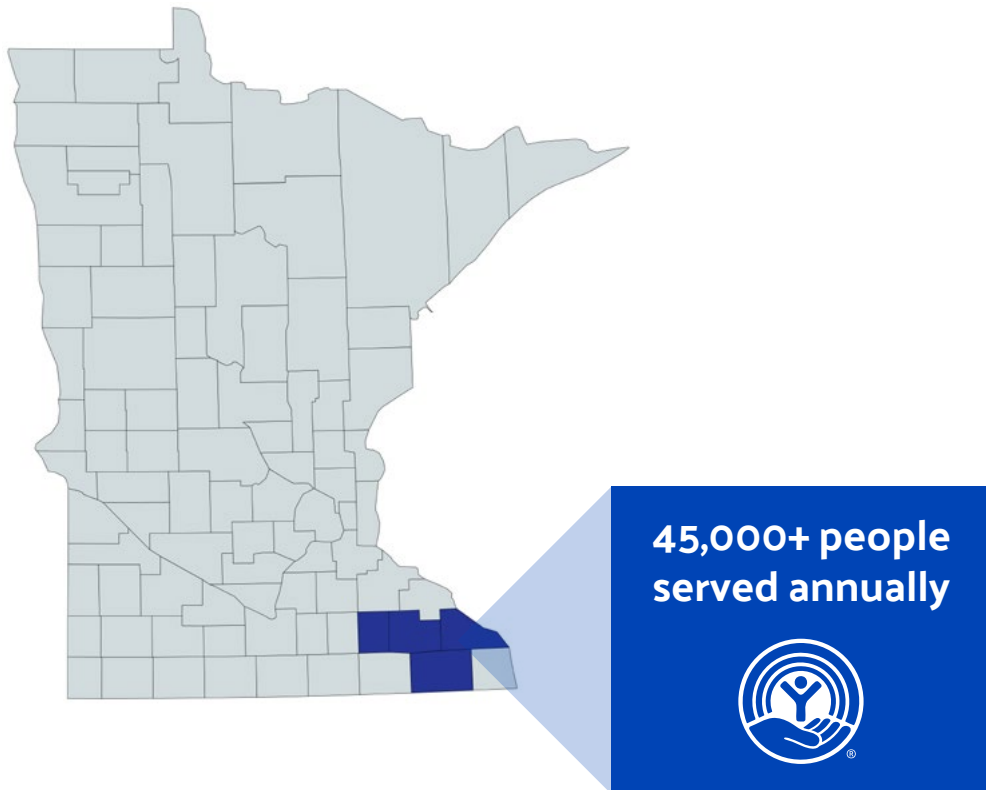
- Developing communication, leadership, and project management skills – and showcasing those skills at work.
- Joining a network of passionate and dedicated volunteers who share your vision for a better future for everyone.
- Creating a positive impact in your community and networking with your colleagues as you encourage them to do the same.



UNITED WAY AT A GLANCE

United Way of Southeast Minnesota mobilizes our community to action so all can thrive.

For over 100 years, we have seen how our communities' greatest challenges are connected – and how we can bring people and resources together to address them.



We've invested over **\$150 million** into our region – strengthening local resilience and advancing health, youth opportunity, and financial security. We meet basic needs today while working with our neighbors in **Dodge, Fillmore, Olmsted, and Winona Counties** to build a stronger tomorrow.

Together, we're creating a future where everyone in Southeast Minnesota can reach their full potential.



Healthy Community
Improving health and well-being for all



Youth Opportunity
Helping young people realize their full potential



Financial Security
Creating a stronger financial future for every generation



Community Resiliency
Addressing urgent needs today for a better tomorrow

SUGGESTED CAMPAIGN TIMELINE

✓ 6 WEEKS BEFORE

Target Date: _____

- Meet with United Way representative to develop campaign goals and strategies
- Obtain CEO endorsement and support
- Consider a campaign geared toward leadership/management at your company
- Review the previous campaign's performance, determine opportunities and challenges
- Recruit campaign team and assign tasks
- Attend a Workplace Champion training at United Way

✓ 4 WEEKS BEFORE

Target Date: _____

- Secure CEO's approval of campaign plans
- Plan and schedule campaign kickoff
- Request talking points for presentations by contacting United Way staff
- Personalize pledge forms with individual's contact information, if using (tip: use mailing labels!)
- Test your organization's online giving link (provided by United Way) to ensure accessibility
- Visit www.uwsemn.org/campaign for tools and ideas
- Confirm campaign materials, training, or pick-up times with United Way

✓ 2 WEEKS BEFORE

Target Date: _____

- Promote your campaign and market the kickoff
- Send CEO endorsement communications to staff
- One week before: send reminder about campaign kickoff

| **TIP:** You can find sample email copy in your online toolkit!

✓ KICKOFF CELEBRATION

Target Date: _____

- Kickoff your campaign group meeting(s)
- Ensure every employee has a pledge form and/or giving link and has the opportunity to give
- Share campaign giving results regularly with staff (and your United Way representative!)
- Send follow-up emails with community facts and success stories
- Have fun!

✓ AFTER YOUR CAMPAIGN

Target Date: _____

- Wrap up and collect all pledges, including from non-responders
- Tabulate results and submit campaign envelope to United Way
- Announce campaign results to your staff
- Thank all contributors with a celebration event, letter, email, gift, etc.



FUN CAMPAIGN IDEAS

Employee engagement is essential for a successful workplace campaign. The list below contains some fun campaign ideas to help keep employees engaged.

DRIVES/VOLUNTEER*

- Host a supply drive for a local organization
- Volunteer in town

*We can connect you to opportunities!

GAMES

- Bingo – in-person or virtual
- Lottery tickets
- Indoor mini golf course
- Remote control car races

CAMPAIGN THEMES

- Decades (80s, 90s, 00s)
- Favorite Sports Teams
- Fall & Halloween
- Being a Kid

FOOD

- Best Minnesota Chip Dip Contest
- Cookie Exchange
- Build a Sundae

Consider homemade scratch-off tickets!

1. Order scratch off stickers – available on Amazon or other retailers.
2. Print “cards” in-house.
3. Place one sticker on each card.
4. Distribute cards to staff who make a campaign contribution!



AWARD OPPORTUNITIES

After all of your hard work has paid off, we want to thank you for it!

United Way annually recognizes companies that go above and beyond to create opportunities for a better life in Southeast Minnesota. From giving levels to employee participation, there are several ways to receive a United Way Award.

BEST OF AWARDS

United Is The Way	Recognizes the overall best leadership, employee engagement, and enthusiasm throughout an organization's United Way campaign.
Best Campaign Coordinator	Recognizes a Workplace Champion's leadership in running a United Way campaign that drives employee engagement and enthusiasm for United Way's mission.
Best Workplace Event	Recognizes an organization that has organized a creative and engaging event for its employees, driving high participation and positively impacting staff morale.
Best New Workplace Campaign	Recognizes an organization for launching an impactful first-time campaign to support Workplace Giving, enhancing the workplace's culture of philanthropy.
Best Corporate Volunteer Engagement	Recognizes a company that has an engaged, yearround volunteer program that improves the communities where it operates.



UNITED WAY GLOSSARY

We know we use a lot of unfamiliar terms and that can be confusing! Here's a breakdown of some terminology you may hear often.

Average Gift	Total employee contributions divided by total number of donors in an organization.
Community Fund	The fund where all unrestricted gifts (see below) are directed. Your donation makes the greatest impact in our community when it is directed to United Way's Community Fund. United Way meets basic needs today while working with the community to build a stronger tomorrow. Programs like Imagination Library and Community Schools are supported by the United Way Community Fund.
Designations/ Restricted Giving	Donations that a supporter directs to a specific nonprofit rather than to internal impact programs like Running Start for School, Imagination Library, Health, Education, or Financial Security programs.
Leadership Givers	Donors who give \$500 or more annually. These donors are eligible for recognition within our Giving Communities. VISIT: uwsemn.org/giving-communities for more information.
Payroll Deduction	A gift withdrawn directly from an employee's earnings by their employer, as requested by that employee's United Way pledge. An easy and effective way to sustain United Way's local impact.
Unrestricted Giving	When a donor does not designate their gift to any one specific nonprofit or program. Unrestricted gifts go to the Community Fund, which responds to the most critical needs of our community.

FREQUENTLY ASKED QUESTIONS

What is United Way?

United Way of Southeast Minnesota exists to help our community thrive. For over 100 years, United Way has been the local community solutions provider. We bring people, partners, and resources together to address local needs, fund effective programs, and connect families with free support.

Doesn't the government take care of health and human service problems?

Federal programs like the Supplemental Nutrition Assistance Program (SNAP) support some neighbors, but others—such as Asset Limited, Income Constrained, Employed (ALICE) households—often fall through the cracks, earning too much for assistance but not enough to cover basic needs. United Way fills those gaps by funding and running local programs that help our communities thrive. Your gift makes this work possible.

For more information about the ALICE community in Southeast Minnesota, visit uwsemn.org/ALICE.

How can I get involved as a volunteer?

United Way would be happy to facilitate volunteer opportunities for your organization, whether as part of your campaign or year-round engagement. You can also visit uwsemn.org/take-action for opportunities including community-wide volunteer days and ongoing or one-time activities for groups or individuals.

Why should I give to United Way when I already give to my favorite nonprofit?

Many of us have a favorite nonprofit where we volunteer and that we support financially. A gift through United Way recognizes the problems experienced by individuals, families, and neighborhoods are rarely one-dimensional. Complex problems require complex solutions, which frequently involve multiple partners providing program support to create lasting change.

What is United Way's policy against pressuring employees to give?

United Way has a policy against coercion; giving is always a personal choice. If you feel pressured to contribute, contact our office at 507-287-2000 for a confidential refund. Payroll deduction pledges stop when employment ends, but you can restart giving through a new employer or by contacting United Way. If you are retiring, contact United Way to continue giving or volunteering.

How do agencies receive designations?

Designations to agencies are provided separately from any Community Impact awards distributed to agency programs. Designations are sent throughout the year after the campaign is closed and designation reports are completed.

NOTES

THANK YOU FOR YOUR SUPPORT!

UNITED IS THE WAY TO A THRIVING SOUTHEAST MINNESOTA



UNITED WAY
Southeast Minnesota

Serving Olmsted, Dodge, Winona, and Fillmore Counties

Learn more about how United Way is helping Southeast Minnesota thrive at www.uwsemn.org