



CAMPAIGN TOOLKIT

UNITED
NOW MORE THAN EVER

United Way
of Northwest Arkansas
UnitedWayNWA.org



UnitedWayNWA.org | [@UnitedWayNWA](https://www.instagram.com/UnitedWayNWA)



UNITED WAY CAMPAIGN TOOLKIT

PURPOSE

This toolkit has been created for campaign coordinators to use in implementing a virtual or in person fundraising campaign. This toolkit can be used to address the challenges associated with changes in the workforce, elimination of in-person fundraising and engagement opportunities in light of COVID-19.

.....

OUR VISION

United Way of Northwest Arkansas is a forward thinking organization working to improve the capacity of individuals and families by mobilizing the caring power of our community through collaboration with our partners.

.....

OUR VISION

United Way envisions a world where all individuals and families achieve their human potential through education, income stability, and healthy lives.

UNITED

NOW MORE THAN EVER

We can't do it without you!

CAMPAIGN PLANNING



Better systems to wrap people in the right support, at the right time, are out there. We can harness the power that unites us all to impact and enhance the lives of so many. But we must be open to finding solutions in unsuspecting places and looking at issues in new ways. We need your support to develop ways to disrupt the cycle of poverty for good. Not only does our expertise support one family at one organization, but also other families like them in other organizations.

With your support, we do this work in our community. For all our neighbors. We have seen it work and we are committed to doing more. Join us to be a part of transformational change in our community.

KEYS TO SUCCESS

This year is different, and we know your United Way campaign will be different, too. Don't worry, we have your back! We can help you turn this challenge into a big opportunity and provide you with the tools to engage your colleagues to make a greater community impact.

- **Planning & Kickoff**
- **Leadership Support**
- **United Way Impact Experiences**
- **Incentives**
- **Special Events**
- **Volunteering**

As you begin your United Way campaign, a campaign kickoff has many benefits.

Ready, Set, Go! A kickoff clearly marks the start of your United Way efforts by creating a sense of urgency and providing a timeline for colleagues. Campaigns with kickoffs have proven to raise more dollars in support of our community!

Inspiration. The kickoff provides employees with an opportunity to hear about the impact of their donations and be inspired, so they can make an informed decision about giving. See [Appendix A](#) for suggested Agenda.

Team Building. This is a great chance to bring employees together in a common cause of caring and building morale, which is especially important in a time of social distancing.

Stage Setting. It demonstrates the passion your organization, your senior management team and your colleagues have for the campaign and in supporting our community.

Your United Way Corporate Engagement Team can help plan and customize your kickoff event and will support you throughout the campaign.

HOW TO GET STARTED: KICKOFF



1. TECHNOLOGY PLATFORM

Confirm the online web conferencing platform that is approved by your workplace and learn about the platform's functionality, so that your United Way Corporate Engagement staff can help you build your kickoff agenda and activities on the platform. If you cannot host your kickoff on your own technology platform, speak to your United Way staff partners about hosting the meeting.

2. SENIOR MANAGEMENT SUPPORT

Invite your CEO or another executive to speak, as their leadership can inspire others and demonstrate support of United Way from the top down. Book their calendar so they can participate in your virtual kickoff, or see if there may be an existing meeting you can piggyback on. [See Appendix B](#) for suggested talking points and presentation content that your senior management team can personalize.

3. CONSIDER YOUR AUDIENCE

For best results, we recommend a kickoff event last no longer than 30 minutes. If your employee base is large, you may consider hosting a series of kickoffs (e.g. by department) throughout the day, or over a few days.

4. DETERMINE MEETING HOST & OTHER COMPANY SPEAKERS

It is best if the Company Campaign Coordinator acts as facilitator to ensure your kickoff sticks to the agenda. If the Coordinator needs support, your United Way Corporate Engagement staff partner can act as co-host.

5. MAKE IT INTERACTIVE

Engage your colleagues during the kickoff. Consider interactive activities like online polls and quizzes to keep their attention online. Your United Way Corporate Engagement staff partner can help you build this activity.

6. RAISE AWARENESS ABOUT IMPACT

Your United Way partner will provide you with videos, infographics and materials to showcase the work being done to support the community. United Way staff will join your virtual meeting to share information and answer any questions from your team.

7. SET CLEAR ACTION STEPS

Let people know how they can donate and/or how they can get involved in the campaign. We recommend sending your donation link immediately following your kickoff event, so people can take action while they are feeling inspired. See [Appendix C](#) for campaign email templates. Also, UW videos and infographics are available to download for your campaign at www.unitedwaynwa.org/wpg.

APPENDIX A: RECOMMENDED AGENDA

VIRTUAL MEETING LOGIN IN DETAILS: [include details here]

<p>OPENING – 5 mins Time: XXX am/pm Leadership/Campaign Coordinator</p>	<ul style="list-style-type: none"> Welcome Value of UW & Company partnership Recap of last year's campaign totals/participation total Importance of United Way now Encourage all to get involved with campaign activities
<p>UNITED WAY AWARENESS ACTIVITY – 7-12 minutes Facilitated by United Way</p>	<ul style="list-style-type: none"> UW videos United Way speaker <p>Other activity examples (optional):</p> <ul style="list-style-type: none"> Online poverty simulation http://playspent.org/ Group whiteboard sharing (e.g. "Why I care about our community...") Interactive poll or quiz to get people engaged
<p>CLOSING REMARKS – 5 mins Leadership/Campaign Coordinator</p>	<p>Leadership or Company Coordinator thanks participants, and reiterate importance of United Way</p> <ul style="list-style-type: none"> Call to action Share company fundraising/participation goals Instructions on next steps – donation link to come, who to contact with questions, etc.

APPENDIX B: KEY POINTS FOR SPEAKERS

The below can be customized/personalized to meet the needs of the speaker(s) at your kick-off.

OPENING REMARKS

- Welcome attendees, and thank them for joining the call
- My Name is.....
- Before we begin, I would like to welcome our guest(s) from United Way of NWA.
- As many of you know, I am a strong believer of United Way's work and I am proud to be a part of <COMPANY'S> United Way Campaign.
- We all know that poverty is hurting our community and undercutting what we stand for. This is even more evident now during this very challenging time of Covid-19 - our most vulnerable community members are even more at risk.
- We have seen demand for community services sky rocket since the beginning of the crisis here at home. The need for access to food, mental health counseling, and employment supports has increased due to this pandemic.
- And that need will continue to climb as we help people get back to work and settle into a new normal for our community.
- What inspires me is that as a nation, we have all pulled together and looked at how we can help during this pandemic. Everyone is stepping up and doing what they can to help to ensure no one falls through the cracks.
- However, we have to look to the future, and what our role will be in our long-term community recovery. The issues we have seen in the last few months (food access, isolation, job security) are not new and will continue to need to be addressed for the near future.

- That is why we partner with United Way, they have been on the front line of addressing these issues. They provide a connection to resources for individuals and families who need support the most.
- I want to take a moment to recognize and thank each one of you for stepping up to support United Way every year. If you have not participated in our workplace giving campaign before, we encourage you to join us now more than ever.
- KEY POINT ABOUT LAST YEAR'S CAMPAIGN (your UW Staff Partner can help provide some information if needed)
- IF THE SPEAKER HAS A PERSONAL STORY ABOUT UNITED WAY OR SOMETHING THEY HAVE EXPERIENCED, ADD HERE
- Thank you again for your personal leadership and generous support of United Way.
- Introduce the next section of the event <e.g. audience poll, speaker, UW activity> and turn over to the activity facilitator.

CLOSING REMARKS

- Thank you for joining us today. United Way plays such an important role in our community. This vision ensures we are lifting our region up and that regardless of background and circumstance — everyone can thrive.
- Our annual United Way campaign starts on <DATE>. We have an amazing team that has worked hard to make this year's campaign even better. Thank you, <CAMPAIGN VOLUNTEERS> for your leadership in the campaign.
- By now, a donation link should be in your inbox. I encourage you to make a gift now. Let us demonstrate our commitment to our community now, more than ever.
- Our company's donations to United Way are part of how we are building a stronger community and supporting our neighbors in need.
- Thanks everyone.

2020 Workplace Campaign Email Samples

1. Coordinator Welcome
2. CEO/Leadership Endorsement
3. Coordinator Leader Follow-up – COVID Story
4. Coordinator Leader Follow-up – Impact Stats & Story
5. Coordinator Leader Follow-up – Social Media
6. Coordinator Leader Halfway Reminder
7. Coordinator Leader Last Call Reminder
8. Coordinator Leader Final Reminder
9. CEO/Leadership Thank You
10. Coordinator Leader Thank You



COORDINATOR WELCOME

Suggested send time: Week Prior to campaign kickoff

Suggested sender: Campaign Coordinator

Suggested subject: Join United Way & me this year!

I am volunteering this year as our team's United Way Campaign Coordinator to support the United Way of Northwest Arkansas.

Our 2020 United Way Campaign is underway and now, more than ever, individuals and families in our region need our help. COVID-19 devastated so many and exposed, in a very urgent and tangible way, the vulnerabilities of many of the families and neighbors in our own backyards.

Now, more than ever, we need to Live United. Get excited and join the movement! I look forward to our work together this year.

Here are some ways to get involved:

- Find a cause you're passionate about and volunteer
- Check out the 2020 UWNWA Campaign Video [ATTACH OR INSERT VIDEO LINK]
- Visit www.unitedwaynwa.org to learn more what the United Way is doing in our area

Follow United Way of Northwest Arkansas on social media and use

#LiveUnitedNWA

@UnitedWayNWA on Twitter

@UnitedWayNWA on Instagram

@UnitedWayOfNorthwestArkansas on Facebook

Thank you,

[INSERT INFORMATION]

LEADERSHIP ENDORSEMENT

Suggested send time: Kickoff Day

Suggested sender: Company Leadership

Suggested subject: United Now More Than Ever

Today, we kick off our campaign to help our community through United Way of Northwest Arkansas. I am proud to support this year's campaign because I know when you support United Way, you're joining our community's largest organized effort to help all individuals, children and families thrive.

United Way challenges us to Live United. There is no better way to accomplish the complex work needed in our community than by working together.

Please take a moment to learn more about the work of United Way. Its focus to respond to crisis, and help our community recover and revitalize during this unprecedented time, is bold and will inspire you as much as it does me.

Please consider taking part in this year's campaign. Giving your time, talent and financial support will make a difference in people's lives.

Here are some ways to get involved: (CHOOSE ONE OR TWO APPLICABLE ITEMS)

- Attend one of our special events [INSERT INFORMATION]
- Complete the attached pledge form by [INSERT DATE]
- Give through the online campaign here: [INSERT WEBLINK]
- Volunteer at an upcoming event [INSERT INFORMATION]
- Check out the 2020 UWNWA Campaign Video [ATTACH OR INSERT VIDEO LINK]

Follow United Way of Northwest Arkansas on social media and use

#LiveUnitedNWA

@UnitedWayNWA on Twitter

@UnitedWayNWA on Instagram

@UnitedWayOfNorthwestArkansas on Facebook

Thank you,

[INSERT INFORMATION]

COORDINATOR FOLLOW-UP – STORY

Suggested send time: During campaign

Suggested sender: Company Coordinator

Suggested subject: COVID-19 Relief

As you know, COVID-19 will have its biggest impact on low-income families already challenged by systemic poverty issues. Many seemingly "middle class" families that have never needed help before are now faced with complete loss of income overnight.

The unemployment rate in Washington and Benton counties has more than double in the past year, due to the pandemic.

The circumstances created by COVID-19 is a powerful example of how the United Way of Northwest Arkansas can step up in a time of critical need to help in our community. Now more than ever, we need your support.

When the pandemic hit, United Way of NWA mobilized quickly to distribute more than \$125,000 in relief to 61 organizations serving local families. This is just the beginning. United Way is leveraging resources from the 2020 campaign and working closely with organizations and community leaders on the ground to provide consistent and rapid relief. However, ongoing efforts to tackle this community problem require the full support of individuals and companies such as ours.

Don't forget about these opportunities: (CHOOSE ONE OR TWO APPLICABLE ITEMS)

- Attend one of our special events [INSERT INFORMATION]
- Complete the attached pledge form by [INSERT DATE]
- Give through the online campaign here: [INSERT WEBLINK]
- Volunteer at an upcoming event [INSERT INFORMATION]
- Check out the 2020 United Way Video [ATTACH OR INSERT VIDEO LINK]

Follow United Way of Northwest Arkansas on social media and use

#LiveUnitedNWA

@UnitedWayNWA on Twitter

@UnitedWayNWA on Instagram

@UnitedWayOfNorthwestArkansas on Facebook

Thank you,

[INSERT INFORMATION]

COORDINATOR LEADER FOLLOW-UP – IMPACT STATS

Suggested send time: During campaign
Suggested sender: Company Coordinator

Suggested subject: Your support has real impact

I hope you have looked at some of the ways you can help United Way of Northwest Arkansas break the cycle of poverty in our region. In 2019, with the community's support, United Way of Northwest Arkansas and its funded programs:

- Helped 1,957 children take part in quality after school and summer programs
- Provided services to 2,791 children and their families through programs to ensure they strengthen school readiness skills
- Fielded more than 25,000 requests from Northwest Arkansas for services such as housing, food and rent assistance through United Way 211, a 24/7 resource and referral hotline
- Supported 454 students taking part in programs to strengthen workforce skill and increase capacity to acquire a sustainable living wage

Don't forget about these opportunities: (CHOOSE ONE OR TWO APPLICABLE ITEMS)

- Attend one of our special events [INSERT INFORMATION]
- Complete the attached pledge form by [INSERT DATE]
- Give through the online campaign here: [INSERT WEBLINK]
- Volunteer at an upcoming event [INSERT INFORMATION]
- Check out the 2020 United Way Video [ATTACH OR INSERT VIDEO LINK]

United is the way to help. Please reach out if you'd like more information. I'm excited to see what we can do together during this year's campaign!

Thank you,

[INSERT INFORMATION]

COMPANY COORDINATOR FOLLOW-UP – SOCIAL MEDIA

Suggested send time: During campaign
Suggested sender: Company Coordinator
Suggested subject: #LiveUnitedNWA

United Now More Than Ever is our plan to achieve results no one person or organization can achieve on its own. We can make a difference and unite others by sharing our commitment on social media! Help us spread the word!

Show the community (and the world!) how much we care by posting an image or special memory of our workplace campaign with

#LiveUnitedNWA. Tag United Way on social media, too:
@UnitedWayNWA on Twitter
@UnitedWayNWA on Instagram
@UnitedWayOfNorthwestArkansas on Facebook

And don't forget about these other great opportunities to participate in this year's campaign: (CHOOSE ONE OR TWO APPLICABLE ITEMS)

- Attend one of our special events [INSERT INFORMATION]
- Complete the attached pledge form by [INSERT DATE]
- Give through the online campaign here: [INSERT WEBLINK]
- Volunteer at an upcoming event [INSERT INFORMATION]
- Check out the 2020 United Way Video [ATTACH OR INSERT VIDEO LINK]

Thank you,

[INSERT INFORMATION]

COMPANY COORDINATOR HALFWAY REMINDER

Suggested send time: Halfway through campaign

Suggested sender: **Company Coordinator**

Suggested subject: **We're making a difference!**

We asked. You answered. I'm proud to see so many of you choosing to turn your generosity into large-scale change.

We are already halfway through our United Way of Northwest Arkansas campaign. Thank you to everyone who has already joined this movement. Individuals, children and families in our region are depending on us.

This is the Northwest Arkansas way – this is what we do for each other.

There are still lots of ways for you to participate: (CHOOSE ONE OR TWO APPLICABLE ITEMS)

- Attend one of our special events [INSERT INFORMATION]
- Complete the attached pledge form by [INSERT DATE]
- Give through the online campaign here: [INSERT WEBLINK]
- Volunteer at an upcoming event [INSERT INFORMATION]
- Check out the 2020 United Way Video [ATTACH OR INSERT VIDEO LINK]

Thank you,

[INSERT INFORMATION]

COMPANY COORDINATOR LAST CALL REMINDER

Suggested send time: **Day before campaign end**

Suggested sender: **Company Coordinator**

Suggested subject: **One day left!**

Simply put: too many people in our region struggle to make ends meet. I'm so proud to see our team doing something about it by joining United Way. When we Live United, and work together, we can do what no one can do alone. Tomorrow is the last day to help us reach our goal for this year's United Way campaign.

Thanks to everyone who joined the movement so far. If you haven't, please consider joining today. Be a part of something special and pledge to change the life of someone in your community.

Two easy options:

- Complete the attached pledge form by [INSERT DATE]
- Give through the online campaign here: [INSERT WEBLINK]

Thank you,
[INSERT INFORMATION]

COMPANY COORDINATOR FINAL REMINDER

Suggested send time: **Campaign finale**

Suggested sender: **Company Coordinator**

Suggested subject: **Last chance!**

As we end this year's United Way of Northwest Arkansas campaign, I hope you'll take a second to reflect on all the progress we made.

Check this out: (CHOOSE ONE OR TWO APPLICABLE ITEMS)

- [Percent to goal]
 - [Number of employees who've participated]
 - [Volunteer hours logged]
- If you'd still like to be part of the movement – please join us!
- Complete the attached pledge form by [INSERT DATE]
 - Give through the online campaign here: [INSERT WEBLINK]

Let's close out the best campaign possible and show this community how much we're committed to helping those in need now, more than ever!

Thank you,
[INSERT INFORMATION]

LEADERSHIP THANK YOU

Suggested send time: **Day after campaign finale**

Suggested sender: **Company Leadership**

Suggested subject: **Thank you.**

As I look back on this year's successful campaign for United Way of Northwest Arkansas and this community, my heart is full.

Together, we showed this community what it means to Live United. Because of our support, United Way will continue to bring people, organizations and resources together to respond, recover and revitalize our community.

Once again, we've shown we're here for those who need us most. I have no doubt your support will make an enormous impact in our community.

Thanks to all of you who joined us, now, more than ever, we LIVE UNITED to make a difference.

Thank you,
[INSERT INFORMATION]

COMPANY COORDINATOR THANK YOU

Suggested send time: **After campaign totals are calculated**

Suggested sender: **Company Coordinator**

Suggested subject: **Thank you – the results are in!**

Leading this year's United Way of Northwest Arkansas campaign was incredible – but the most rewarding part is seeing all the good we're doing for our community.

Thank you to everyone who made this year's campaign a success. I hope these results make you as proud as I am to be part of this team:

- [Total raised]
- [Total participation]
- [Total hours volunteered]

Please join me in engaging with United Way beyond the campaign. Helping families truly thrive is not a once-a-year effort. This work is year-round and complex. Your time, talent and treasure are needed to keep the momentum going.

One great way to participate is to find year-round volunteer opportunities via United Way's volunteer website at www.unitedwaynwa.org.

Please reach out if you have other questions or are interested in helping in other ways throughout the year.

Thank you,
[INSERT INFORMATION]

GENERAL QUESTIONS

WHAT DOES UNITED WAY DO?

United Way of Northwest Arkansas develops, supports, and strengthens the social systems that improve lives in Northwest Arkansas communities. We bring together people and resources to help the community thrive.

WHAT IS UNITED WAY OF NORTHWEST ARKANSAS SERVICE AREA?

We serve three counties: Benton and Washington in Arkansas, and McDonald County in Missouri, with total population of roughly 525,000 people.

WHO OVERSEES UNITED WAY OF NORTHWEST ARKANSAS?

United Way is a volunteer-led organization. We are governed by a local Board of Directors who represent our region. The Board develops strategic direction, sets policies and ensures capable staffing.

HOW IS OUR UNITED WAY CONNECTED WITH OTHERS?

United Way of Northwest Arkansas is an independent and self-governing member of the United Way Worldwide network. We meet annual membership requirements and receive benefits such as training, national advertising and public policy support, and the ability to draw on "best practices" of United Ways throughout the country.

HOW CAN I GET HELP FOR MYSELF OR SOMEONE I KNOW?

Simply call 211, a free, confidential non-emergency hotline that will connect you to health and human services. United Way 211 is available

24/7/365 in more than 150 languages. Our call specialists can connect you with important community services such as childcare, flu-shot information, employment assistance, volunteer opportunities, counseling, food, shelter and more.

GIVING

WHY SHOULD I GIVE TO UNITED WAY?

United Way collaborates with many local organizations to drive sustainable change. Your gift is pooled with others to invest in initiatives and programs essential to achieve the goal of helping all families thrive. We help provide relief for families in crisis, support families as they establish stronger foundations and revitalize systems of support for long-term economic resiliency.

HOW CAN I GIVE?

You can make a direct gift to the UWNWA by donating online at any time at unitedwaynwa.org or make a gift during your company's annual United Way campaign.

HOW MUCH OF MY DONATION STAYS IN NORTHWEST ARKANSAS?

For every dollar donated, 98 cents goes back into the local community.

WHY SHOULD I GIVE TO UNITED WAY INSTEAD OF DIRECTLY TO AN AGENCY OR GROUP?

United Way brings together the collective power of resources for solving deep-rooted problems to achieve results no one partner can achieve on its own. When your gift is combined with thousands of other generous individuals, we are able to invest substantially in projects that make meaningful change.

WHAT IF I WANT TO DESIGNATE ALL OR PART OF MY CONTRIBUTION TO A SPECIFIC NONPROFIT?

If there is a specific agency partner you would like to support, it must meet certain guidelines. With a minimum annual gift of \$100, you are able to designate your donation to a nonprofit located in Northwest Arkansas.

ARE UNITED WAY DONATIONS TAX-DEDUCTIBLE?

United Way of Northwest Arkansas is a federally registered 501(c)3 not-for-profit corporation. Donations are tax-deductible to the extent allowed by an individual's or corporation's circumstances. Those contributing through payroll deduction in their workplace should keep a copy of their e-pledge receipt or signed pledge card and maintain their last pay stub of the tax year or Form W-2 from their employer that summarizes the amount withheld for United Way.

PROGRAMS, INITIATIVES & SERVICES

WHAT ORGANIZATIONS DOES UNITED WAY SUPPORT?

Through our current multi-year investment model, United Way has 22 partner organizations that are receiving grant funding to deliver 25 programs in our region.

Through our COVID-19 Response Fund for NWA, the United Way recently awarded over \$125,000 in grant funds to 61 organizations directly supporting people impacted by the virus in our area.

WHY DOES UNITED WAY SUPPORT A SYSTEM OF PROGRAMS?

United Way invests in a nonprofit system of support to help strengthen the financial foundations of families. Services and solutions focus on quality education, financial stability, health and basic needs, which we believe are the building blocks to financial sustainability. Beyond financial support, United Way engages with community partners to drive innovation, build capacity and strengthen systems for long-term change.

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