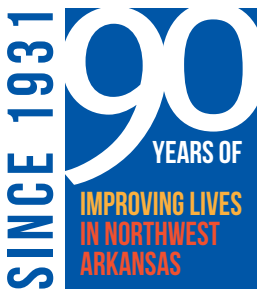




CAMPAIGN TOOLKIT



of Northwest Arkansas



UNITED WAY CAMPAIGN TOOLKIT

PURPOSE

This toolkit has been created for coordinators to use in implementing a virtual or in-person fundraising campaign.

.....

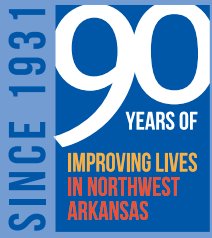
OUR VISION

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 Way



of Northwest Arkansas

We can't do it without you!

CAMPAIGN PLANNING



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

Don't worry, we have your back! We are here to help provide 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 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 the suggested Agenda.

Team Building. This is a great chance to bring employees together in a common cause of caring and building morale.

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. KICK OFF EVENT FORMAT

Determine if your organization will be hosting an in-person or virtual kickoff format. If your kickoff is virtual 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 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 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 that lasts 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 a 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 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

<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 Northwest Arkansas.
- As many of you know, I am a strong believer in United Way's work and I am proud to be a part of <COMPANY'S> United Way Campaign.
- Serving our region since 1931, United Way of Northwest Arkansas is built to harness the collective power and generosity of the community to empower Northwest Arkansans to thrive in a new era of health and well-being for all.
- For almost a century, Northwest Arkansas community leaders have asked United Way affiliates to focus our efforts, convene problem-solvers, and uplift our community addressing conditions that pose immediate barriers to long-term vibrancy. Today, we devote resources to disparities in:
 - Education
 - Housing
 - Healthy Food Access
 - Childhood development
 - Physical and mental well-being
- United Way of Northwest Arkansas leads community-based problem-solving networks that tackle barriers to personal and family vitality.
- That is why we collaborate 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!
- 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 THE UNITED WAY OR SOMETHING THEY HAVE EXPERIENCED, ADD HERE
- Thank you again for your leadership and generous support of United Way.
- Introduce the next section of the event <e.g. audience poll, speaker, UW activity> and turn it 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.

Workplace Campaign Email Samples

1. Coordinator Welcome
2. CEO/Leadership Endorsement
4. Coordinator Leader Follow-up – Impact Stats & Story
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 2021 United Way Campaign is underway. The United Way of Northwest Arkansas has been improving lives in our community since 1931. During the past year, families and our neighbors in our backyard, have been exposed in a very urgent and tangible way, to the vulnerabilities.

Get excited and join the movement to improve lives in our community! 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 UWNWA Campaign Video [ATTACH OR INSERT VIDEO LINK]
- Visit www.unitedwaynwa.org to learn more what the United Way is doing in our area

Thank you,

[INSERT INFORMATION]



LEADERSHIP ENDORSEMENT

Suggested send time: Kickoff Day

Suggested sender: Company Leadership

Suggested subject: Improving Lives in NWA Since 1931

Today, we kick off our campaign to help our community through the 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.

Serving our region since 1931, United Way of Northwest Arkansas is built to harness the collective power and generosity of the community to empower Northwest Arkansans to thrive in a new era of health and well-being for all.

For almost a century, Northwest Arkansas community leaders have asked United Way affiliates to focus our efforts, convene problem-solvers, and uplift our community addressing conditions that pose immediate barriers to long-term vibrancy. Today, we devote resources to disparities in:

- Education
- Housing
- Healthy Food Access
- Childhood development
- Physical and mental well-being

Please take a moment to learn more about the work of United Way. Its focus to respond to the 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 UWNWA Campaign Video [ATTACH OR INSERT VIDEO LINK]

Follow United Way of Northwest Arkansas on social media and use

#LiveUnitedNWA

Thank you,

[INSERT INFORMATION]

COORDINATOR FOLLOW-UP – IMPACT STORY

Suggested send time: During campaign

Suggested sender: Company Coordinator

Suggested subject: Your support has a real impact

I hope you have looked at some of the ways you can help United Way of Northwest Arkansas to help improve lives in our community.

The United Way works to address complex challenges and help build a stronger community. The Arkansas 211 program connects callers, at no cost, to critical health and human services in their community.

Tina, Community Resource Advisor for Arkansas 211, recently took a call from a female disabled veteran who requested help with rent and utilities. She also recognized that the caller's needs were much greater, and was able to connect the caller with local food pantries and get assistance with filing her taxes. Tina also helped the caller make contact with her local Veterans Services Officer for additional resources.

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 United Way Video [ATTACH OR INSERT VIDEO LINK]

United Way of Northwest Arkansas leads community-based problem-solving networks that tackle barriers to personal and family vitality.

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 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 choose 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 United Way Video [ATTACH OR INSERT VIDEO LINK]

Thank you,

[INSERT INFORMATION]

COMPANY COORDINATOR LAST CALL REMINDER

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

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 has 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 the 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 on 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 THE 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 THE UNITED WAY OF NORTHWEST ARKANSAS SERVICE AREA?

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

WHO OVERSEES THE 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?

Get Help. Get Connected to contact Arkansas 211. Simply dial 211 from any telephone within the State of Arkansas. You can also contact Arkansas 211 by texting your zip code to 898211, or through our website at www.arkansas211.org. United Way of Northwest Arkansas' 211 system is available 24/7/365 in more than 150 languages. Our call specialists can connect you with important community services such as childcare, vaccination information, employment assistance, counseling, food, shelter, and more.

GIVING

WHY SHOULD I GIVE TO THE 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 achieving 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 can 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 can 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?

United Way of Northwest Arkansas supports a wide variety of organizations in Northwest Arkansas, and we have a particular focus on funding organizations that share our passion for finding creative and innovative ways to help children find a pathway out of poverty. In our last multi-year investment cycle, United Way granted nearly \$2 million dollars to 22 partner organizations that were providing critical services to needy children.

During the current Pandemic, we have provided 61 organizations with emergency funding to help them to continue to provide services to the NWA community.

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.,

90 YEARS



1931 -2021

**United Way
of Northwest Arkansas**
UnitedWayNWA.org

