



# SHAWNEE COUNTY COORDINATOR GUIDE

2023-2024 CAMPAIGN



United Way of Kaw Valley

# UWGT OVERVIEW 2023-24

## Our Commitment to Diversity, Equity and Inclusion

Social justice and equity are now a formal part of UWKV's strategic planning framework, from operations, to grant-making, to personal development.

### United Way of Kaw Valley Diversity, Equity, Inclusion Statement

***To truly Live United, we must commit to placing diversity, equity, and inclusion at the forefront of our work, internally and externally.***

***A successful fight for the education, financial stability, and health of every person requires that we listen to, learn from, and amplify the voices of those who are most in need and those who have been traditionally underrepresented.***

***We recognize that everyone in our United Way community brings value to our mission. We understand every employee, donor, volunteer, partner and stakeholder brings different experiences, perspectives, and expectations. We respect and encourage insight and participation from all.***

***We actively promote a variety of voices among our staff, volunteer committees and Board of Directors, and the non-profit community.***

***We commit to being curious and courageous in how we communicate with each other. We do so in a constant effort to grow and move our community forward together.***

UWKV is an equal opportunity employer. It is the policy of UWKV to take affirmative action to provide equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, genetics, creed, physical or mental disability, marital status, veteran status, sexual orientation, gender identity or expression. In addition to federal law requirements, UWKV complies with applicable state and local laws governing nondiscrimination in employment at every location in which the Agency has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.



United Way of Kaw Valley

# KEY CONTACTS

Staff take the lead in organizing the workplace campaign with help from the volunteer campaign leadership and our loaned Campaign Ambassadors.

## United Way of Kaw Valley’s Resource Development Staff

**Angel Romero**, Vice President of Resource Development

- [aromero@uwkawvalley.org](mailto:aromero@uwkawvalley.org) 785.228.5128
- Oversees all UWKV fundraising
- Contact for bus tours and other special experiences
- Liaison for UWKV Campaign Chairs and Vice Chairs



**TJ McDonald**, Director of Workplace Campaigns– Shawnee County

- [tjcdonald@uwkawvalley.org](mailto:tjcdonald@uwkawvalley.org) 785.228.5117
- Primary contact for all Shawnee County workplace campaigns
- Liaison for UWKV Shawnee County Campaign Ambassadors



**Terri Long**, Administrative Assistant (part-time)

- [tlong@uwkawvalley.org](mailto:tlong@uwkawvalley.org) 785.581.0207
- Assists with scheduling bus tours and other experiences
- Manages campaign materials and mailings



## Shawnee County Campaign Chair and Vice Chair

These individuals are community leaders who support our campaign efforts as community champions. They occasionally attend check presentations or other campaign events as a representative of United Way.

**2023 - 2024 Shawnee County Campaign Chair**

Lindsay Freeman, Kansas Gas Service



**2023 - 2024 Shawnee County Campaign Vice Chair**

TBD

(Will serve as Campaign Chair for 2024-2025 campaign)

Please coordinate requests for Chair or Vice Chair appearances through Angel or TJ.

## Campaign Ambassadors

A Campaign Ambassador will reach out to you around the beginning of September to offer their assistance. These key volunteers are loaned to UWKV from companies across the community to help with workplace campaigns. Each Ambassador manages a portfolio of companies and acts as a liaison between those companies and UWKV during campaign season. They assist with:

- General campaign planning
- Campaign materials distribution
- Scheduling speakers
- Special events like Nancy Perry Day of Caring





# CAMPAIGN TIMELINE

The 2023 - 2024 annual campaign runs from **July 1, 2023, to June 30, 2024.**

Organizations may run a workplace campaign anytime between now and June 1, 2024. Most companies typically run their campaign sometime between September and November, but we support the timing that is best for the company. Jackson County companies typically run their campaigns between January-March of our campaign year.

## Key Dates

- Campaign Ambassadors Begin Reaching Out to Companies: September 5
- Nancy Perry Day of Caring: September 22
- Campaign Ambassadors Depart: second week of November
- Christmas Bureau Matching: Mid-Late November



**BEST PRACTICE TIP:** Try to avoid the holiday season while scheduling your campaign.

# UWKV OVERVIEW 2023-24

In September of 2022, United Way of Greater Topeka and United Way of Douglas County merged to become United Way of Kaw Valley. The addition of Douglas County, directly to our east, brings several new communities into the service area, joining those in Shawnee, Jackson and Jefferson counties. In addition to a strong commitment to volunteer engagement and nonprofit capacity building through volunteering, Douglas County also brings a thriving Americorps service program.

UWKV now maintains two physical offices. Staff at both locations can be reached through a directory system on our main phone line, 785.273.4804.

### Topeka Office

1527 SW Fairlawn Rd  
Topeka, KS 66604

### Lawrence Office

1127 Iowa  
Lawrence, KS 66049

While staff housed in Douglas County are mostly responsible for Douglas County programs and fundraising, staff in both offices work collaborate daily for the benefit of all four counties.

Currently we have **local advisory councils** for Shawnee, Jackson and Douglas counties. These councils work to understand the needs in each community and make recommendations to our staff on funding priorities, collaborative opportunities, and strategic planning. The advisory councils are parallel in purpose, but use their local knowledge to put local dollars to work.

At this time we do not have an advisory council or fund work specifically in Jefferson County, although many of our partners already serve the residents of the county. We hope to increase engagement in Jefferson County in the future and welcome conversations with interested volunteers, agencies and businesses who want to make this happen.



# UWGT OVERVIEW 2023-24

## Our Focus: Local solutions that consider the “Whole Family,” in all its forms.

No one lives in a vacuum. The success of our children depends on the success of those who care for them. The success of our students depends on access to schools, healthy food, affordable medical care and stable housing. The success of our young adults hinges on understanding the financial realities of adult life. And none of this can happen without you and a network of basic support that protects the most vulnerable in our community in times of need.

We are leaders in **Childhood Success**, working with our early education and child care partners to ensure that those who start life with a disadvantage can get back on level ground BEFORE they have a chance to fall behind in school.

We know that the work doesn't end there, that students and their families need continued support in school and beyond. Our **Family Success** work in K-12 supports helps students build a solid foundation as they rise to middle school and high school, setting the stage for on-time graduation and a career. Youth financial literacy and workforce readiness round out this impact category.

The economic aftershocks of the Covid-19 pandemic have created unusually high demand for the most basic of **Family Supports**. Your United Way contributions help ensure that our neighbors have partners to turn to when they need food, housing, short-term help paying for rent or utilities, access to health care help escaping relationship violence or trafficking.

Without you, we can't do any of it. Without your investment, proven strategies and support will never reach all those who desperately need them.

Without your investment, the incredible success in Pine Ridge might never have happened. What started as one 3-year-old preschool classroom has blossomed into community empowerment, drawing support from more and more partners and gaining national recognition for its ingenuity and collaboration. We may not know for several more years if that preschool experience translated into higher graduation rates for Pine Ridge Prep students. But we know TODAY that preschool families in Pine Ridge are engaged in their children's education and in their community in ways that they never had before Pine Ridge Prep. We know TODAY that opening doors in just one neighborhood has created an avalanche of opportunity for children and adults, opportunities that are making their lives better right now. And that is something to build on.



# WHAT WE DO



## LIVE UNITED

United Way of Kaw Valley serves the people of Shawnee, Douglas, Jackson and Jefferson counties. Through your donations, we invest in partners whose work builds strong, healthy and equitable communities. We also help our communities think strategically about volunteering to further increase the capacity of our partners to serve.

United Way of Kaw Valley is more than just a local grant maker. We lead coalitions and lend our expertise to collaborations that support the whole family in all of its forms. We engage volunteers, connect companies to their community through service, empower the next generation of volunteer leaders, and advocate for systems-level change so that everyone has a chance to thrive.



## LEAD

- Shawnee County Partner Group
- Kansas Preschool Pilot (KPP)
- Board Leadership Training
- Roger Hill Volunteer Center
- Douglas County Volunteer Managers Group (KAVE)
- AmeriCorps Program
- Youth Services Coalition
- KU Student United Way
- Douglas County Coalition for Human Services

## COLLABORATE

- Shawnee County Campaign for Grade-Level Reading
- MOVE Volunteer Management
- Back2School Supply Drive
- Pine Ridge Partnership
- Dolly Parton's Imagination Library
- Book Rich Environment
- Capital Area Successful Start
- Recycled Rides
- Northeast Kansas Community Network (Healthify)

## INVEST

- Community Impact Grants
- Women United Emergency Grants
- Racial Equity Grants
- Aleshire Venture Grant Program & Social Innovation Grant Program (with Washburn University University)
- BrainFood Book Program
- Junior Leader Reader
- Jackson County Scholarship Assistance Fund (with Washburn Tech)



**BEST PRACTICE TIP:**  
Focus on the pieces of United Way's work that mean the most to your organization. It's OK to talk more about your passionate priorities.

# WHERE YOUR DOLLARS WORK



United Way of Kaw Valley

## LIVE UNITED

- Family Supports (Basic Needs)
- TopekaVolunteers.org

JACKSON



- Family Supports (Basic Needs)
- TopekaVolunteers.org

JEFFERSON

- Family Supports (Basic Needs)
- Childhood Success (Early Education)
- Family Success (On-Grade Achievement Financial Stability)
- TopekaVolunteers.org

SHAWNEE

- Family Stabilization (Basic Needs)
- Education
- Health
- Financial Stability (Anti-Poverty)
- Racial Equity
- Roger Hill Volunteer Center

DOUGLAS

### FAMILY SUPPORTS (Basic Needs)

- Food Security
- Housing Supports
- Access to Healthcare
- Services for Relationship Violence and Trafficking Survivors

### CHILDHOOD SUCCESS (Early Education)

- Early Learning
- Home Visitation

### FAMILY SUCCESS (On-Grade Achievement/Financial Stability)

- K-12 Supports
- Workforce Readiness & Employment Success
- Youth Financial Literacy

### RACIAL EQUITY

- Build community
- Support marginalized groups
- Create diverse leadership

### CAPACITY BUILDING

- Volunteer Engagement
- Volunteer Management
- AmeriCorps Members
- Board Leadership Training

## LOCAL DOLLARS STAY LOCAL

In October 2022, United Way of Douglas County and United Way of Greater Topeka merged to form United Way of Kaw Valley. Along with the additional resources and increased efficiencies that come with the merger, we remain committed to local impact. These dollars drive community specific strategies that are guided by local volunteers in each county. Dollars raised in a community will remain in that community unless a donor designates otherwise.

# CAMPAIGN MATERIALS

UWKV produces digital and print materials to support your campaign. Our Campaign Ambassadors can provide copies of these materials. Digital copies can be downloaded from our Campaign Toolkit online at [uwkawvalley.org/campaign-toolkit](http://uwkawvalley.org/campaign-toolkit). On that page you can also find our campaign video and other materials to aid in your campaign.

If your organization may be interested in running a completely digital campaign utilizing our e-pledge system, contact Angel ([aromero@uwkawvalley.org](mailto:aromero@uwkawvalley.org)) to start that conversation.

Below are our most commonly requested campaign materials:



## Pledge Forms

We have a separate form for state employees, as well as Douglas and Jackson County workplace campaigns.



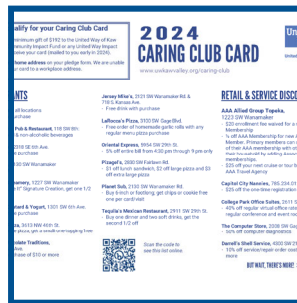
## Main Brochure

This is our main overview piece that talks about United Way's work.



## What Your Dollar Provides

Breaks dollars down per paycheck and what they do, as well as talks about the amount of people served in the last year.



## Caring Club

Provides information on how to join the Caring Club, as well as the list of vendors that provide Caring Club discounts.

## Designation List

Lists all agencies that donors can designate their dollars to, as well as the codes required for the pledge form. *Agencies with a colored square are current grant partners.*

## Open the Toolkit Now!





# FREQUENTLY ASKED QUESTIONS

We always welcome the opportunity to answer questions from donors about United Way and our work. It is a great opportunity to correct misperceptions, address any doubts, and be as transparent as possible. Below are some common questions we receive and how you can answer them.

**Please reach out to our staff if there are questions you are not comfortable answering.**

## Is United Way a local or national organization? Does my money stay here locally?

United Way of Kaw Valley is a local, autonomous, nonprofit organization governed by a local volunteer board of directors. In exchange for nominal dues (about 1.5% of our revenue), United Way Worldwide provides staff training, community research information, localizable materials and ongoing consultation to local United Ways that help us serve our community better. Previously as United Way of Greater Topeka, we served Shawnee, Jackson and Jefferson counties. In our new, post-merger evolution as United Way of Kaw Valley, we also serve Douglas County. Money raised in each county supports work in that county.

## What are United Way of Kaw Valley’s priorities?

See the Overview section for an explanation of our work.

## How does United Way support basic needs?

Supporting basic needs remains foundational to United Way’s work and is represented in the Whole Family model by Family Supports. Without having their basic needs met, children may have difficulty learning in school, families may struggle to find financial stability, and individuals and families may struggle to maintain good physical and mental health.

## Your Gift to United Way of Kaw Valley Helps the WHOLE FAMILY

### Childhood Success (Prenatal to age 5)

Preschool, Childcare,  
Home Visitation

### Family Success

K-12 School Supports,  
Youth Financial Literacy,  
Workforce Readiness

### Family Supports

Food Security, Housing Supports,  
Access to Healthcare, Services for  
Survivors of Relationship  
Violence & Trafficking

## Who gets grants from United Way? OR Why isn’t x organization receiving funds from United Way?

Investment decisions are guided by partner submissions to a formal Request for Proposal (RFP). Their responses are evaluated by both our Community Impact staff and community volunteers. Proposals showing the greatest ability to meet the goals receive funding made available through our annual campaign. The amount available to the community depends on how much we are able to raise each year.

## Can I designate my donation to a specific organization?

Yes, but there is a \$50 minimum contribution for each partner organization or other United Way that you choose. You may designate all or a portion of your donation to a United Way partner organization. Eligible organizations are listed on our website at <https://www.uwkawvalley.org/communitypartners>. Grant dollars are not connected to the donor designated dollars an organization might receive. Use the QR code to visit the partner designations page on our website.



# FREQUENTLY ASKED QUESTIONS

## Some of our employees are struggling. How can we ask them to give?

Often, people who have recently struggled and have seen the benefits of a helping hand are the ones who most want to help others. They appreciate the opportunity to make a gift, even if is small, or they may wish to volunteer or advocate for United Way's work.

Everyone should have the opportunity to express caring through philanthropic giving whether it is a financial gift or a gift of time through volunteering or advocating. Also, payroll deduction makes it easy to give small amounts that add up and combine with the gifts of others in the community to achieve even greater impact.

## I heard the UWKV CEO makes \$500,000/\$1 million a year and has their own private jet!

UWKV's Board of Directors sets our CEO's compensation, which is far less than that amount. It also does not include any allowances for items such as a private jet. Our financial documents (audits and IRS Form 990s) can be viewed online at [uwkawvalley.org/finances-reports](http://uwkawvalley.org/finances-reports).

If you are referring to the CEO of United Way Worldwide, their financials can be viewed for the most recent year available at [unitedway.org/about/public-reporting](http://unitedway.org/about/public-reporting).

## I heard that United Way supports Planned Parenthood and I would never support such an agency.

Each United Way is independent and autonomous in how they make their funding decisions in alignment with their community goals and priorities. United Way of Kaw Valley does not provide funding locally or nationally to Planned Parenthood. The dues that UWKV pays to United Way Worldwide do not support Planned Parenthood.

## How much of my gift goes to services versus administrative costs?

**Our percentage of administrative and fundraising costs was 14.4 percent in FY 2021.** The Better Business Bureau and the IRS recommend that nonprofits spend **no more than 35 percent** on overhead. Charity Navigator, an independent charity evaluator to which United Way of Kaw Valley subscribes, states that the **most efficient charities spend less than 25% on fundraising and administrative fees.**

AT UWKV, we take pride in keeping all of our internal costs as low as possible, so that donor dollars are used efficiently and effectively to build strong, healthy and equitable communities. That being said, without thoughtful expenditures on support services, we couldn't raise the money we grant or otherwise help our staff do their jobs. **These expenses include the costs of fundraising, rent, communication, accounting, and management, as well as activities critical to our mission and larger nonprofit community, like volunteer coordination and training, capacity building, advocacy and cross-service collaboration and coordination.**




**BEST PRACTICE TIP:** UWKV staff can help you find a great partner speaker.

# MYTHBUSTERS

Mythbusters have been posted on our social media channels at different times. In general you can still share these, although some of the specifics (# of partners, etc.) may have changed.

MYTHBUSTER MONDAY



United Way of Kaw Valley

MYTH: "I can't designate my dollars."

FACT:

We strongly believe donors should have a choice when making their gift. Donors have the ability to designate to all of our current grant partner agencies, as well as partner agencies that were at one time grant partners. If an agency no longer receives a grant from United Way, they remain on our list so that donors can continue to invest in their work.

See our current list of designation partners at [uwkawvalley.org/communitypartners](http://uwkawvalley.org/communitypartners)


Even if an agency no longer receives a grant from us, they remain on our designation list so that donors can continue to invest in their work.

The great thing about designated dollars? These dollars are unrestricted, and can be used by recipient agencies however they see fit! During the 2022 campaign, our donors collectively gave \$268,674 in designations to our partner agencies. You can see our current designation list here: [uwkawvalley.org/communitypartners](http://uwkawvalley.org/communitypartners).

Also, donor designations do not reduce the amount of total dollars our grant partners receive from United Way. (i.e. if an agency is receiving a \$100,000 grant from United Way, then receives \$20,000 in donor designations, they get all \$120,000!)

We're happy to allow our donors the chance to easily invest in our partners, along with our impact work. Together, these dollars help build a strong, healthy, and equitable community for everyone!

MYTHBUSTER MONDAY



United Way of Kaw Valley

MYTH: "United Way staff make all the decisions about who receives funding."

FACT:

Decisions about where your dollars are invested in the community are made through a shared process that involves both volunteers working through Investment Panels, and United Way staff. Volunteers and staff spend hours carefully reviewing each grant application.

Following the review process, UWKV staff facilitate panel discussions with volunteers and over the course of several hours, the volunteer panelists come to consensus and make a recommendation about how to invest donor dollars in the community. Their recommendation, along with the recommendations of staff, are then sent to the UWKV Board of Directors for their approval.

We are a volunteer-driven organization, and that extends to how we invest your dollars in the community.

Both our staff and local investment panel volunteers review proposals sent by community partners. Those proposals are evaluated with a standard rubric so that every submission is rated on the same criteria. Together, they use the evaluations to make recommendations on which proposals will receive part of the donations that are available at that time.

Without fail, we always receive more requests than we can fully fund, so you can imagine these are tough decisions to make.

The recommendations then go to another volunteer group—our Board of Directors—for final approval.

We highly recommend volunteering for an investment panel if you have the chance! It's a great way to follow your donor dollars through to the very end. Many of our volunteers comment on how much they enjoy the experience. Be sure to check [TopekaVolunteers.org](http://TopekaVolunteers.org) to see when these opportunities become available.



# MYTHBUSTERS

Mythbusters have been posted on our social media channels at different time. In general you can still share these, although some of the specifics (# of partners, etc.) may be out of date.

## MYTHBUSTER MONDAY



**MYTH:** "United Way of Kaw Valley is "just a middle man."

**FACT:** UWKV is so much more than a vehicle for donating donor dollars. Through our leading role as a community convener, the following is a sample of what has been made possible:

- Development of a centralized community database for volunteer opportunities
- \$12.9 million in economic impact over 10 years through volunteerism
- Convening weekly meetings of nonprofit agency partners to tackle the challenge of COVID-19
- Facilitating advocacy opportunities, including the founding of the Shawnee County Farm and Food Advisory Council

United Way is so much more than "just a middle man!" From leveraging our expertise in volunteer engagement to convening agencies, businesses, and individuals to tackle our community's biggest challenges, we're working hard to build a strong, healthy and equitable community.

Your United Way donation also allows us to strategically support volunteerism and

Don't just take our word for it. Listen to our partners at the Topeka Rescue Mission as they talk about how they leveraged their United Way partnership into continued support for Operation Food Secure during the pandemic: [https://www.youtube.com/watch?v=9G1-2\\_uQZ0](https://www.youtube.com/watch?v=9G1-2_uQZ0)

## MYTHBUSTER MONDAY



**MYTH:** "I don't want my dollars to leave my community."

**FACT:** Money raised remains in the county where it was donated unless donors designate otherwise. 98.5% of donated dollars stay right here in the counties we serve (Shawnee, Jackson, Jefferson, and Douglas Counties).

We pay 1.5% of our revenue in dues to United Way Worldwide, which includes training and resources for staff and volunteers, to ensure we are serving our community in the best way possible.

We know donors face a lot of choices when looking to invest in their community. That's why we want to make sure you have access to accurate information about our organization, and how we operate.


Let's talk about a subject that is near and dear to us—where your money goes. 98.5% of our total donated dollars remain right here in the communities we serve. Less than 2% of our total revenue each year is paid to United Way Worldwide in the form of dues. These dollars cover the cost of valuable training and resources for our staff and volunteers. The return on investment for that 1.5% is huge- highly trained staff and volunteers that have the best tools available to serve our community.

Have further questions? Heard a rumor that you were curious about? Email us at [contact@uwkawvalley.org](mailto:contact@uwkawvalley.org) and we'll be happy to provide you with accurate information.

# MYTHBUSTERS

Mythbusters have been posted on our social media channels at different time. In general you can still share these, although some of the specifics (# of partners, etc.) may be out of date.

MYTHBUSTER MONDAY



**MYTH:** "United Way only serves residents in certain Zip Codes."


**FACT:** Needs exists in every Zip Code in our communities. That's why we're proud to partner with dozens of agencies to serve residents across all four counties that we serve.

We know that need exists in every Zip Code in our community. That's why United Way services like 211 referral line, SingleCare Prescription discounts, and MyFreeTaxes.com are available to everyone. And our contributions to and coordination of Dolly Parton's Imagination Library in Shawnee County includes ALL Zip Codes.

When it comes to impact grants, we try to focus on the areas of the community with the greatest need, which sometimes means the geographic area might be smaller than the community at large.

All of our community partners that receive or have received impact grants also stay on our designation list, allowing donors to give directly to them through the workplace campaign process. Those partners serve our neighbors throughout our four counties.

MYTHBUSTER MONDAY



**MYTH:** "I can only give through the workplace."

**FACT:** While many individuals know United Way through our workplace campaign, we offer many ways for individuals to invest in their community.

You can make an individual gift online at [UWKawValley.org/Give](http://UWKawValley.org/Give)

You can also join our Oliverius Society by committing to include United Way of Kaw Valley in your estate plan.

Individuals are also welcome to utilize other instruments such as IRA charitable distributions, gifts of stock, etc.

While your main focus as a campaign coordinator is your workplace campaign, it's always good to be able to explain United Way to your friends and family who don't work with you. Here are some basics about donating outside of a workplace campaign, or what we refer to as individual giving.

As a donor, there are more options than ever for you to invest in your community, and that's certainly true when it comes to United Way of Kaw Valley. While many people get to know us through workplace campaign, there are a variety of options available for you to invest in your community outside the workplace.

Whether it's an individual gift at [UWKawValley.org/Give](http://UWKawValley.org/Give), or utilizing a planned giving tool, we are proud to offer many ways to support a strong, healthy, and equitable community.

# MERGER INFORMATION

UNITING TO SUPPORT STRONG, HEALTHY  
AND EQUITABLE COMMUNITIES



On August 3, 2022, we joined our partners at United Way of Douglas County to announce that we are in the final stages of authorizing a merger of our two organizations. **Together, we are now United Way of Kaw Valley.**

The 2023-24 campaign year will be one of transition, our first full year as a merged organization. We are learning how best to merger our goals and processes while maintaining the full identities of the counties and communities we serve. Our materials are now branded with the UWKV logo, and you will hear about all our counties in our newsletter and social media.

## What does this mean for your campaign?

- First and foremost, as has always been our policy: **money raised will remain in the county where raised unless donors designate otherwise. DONORS ALWAYS HAVE A CHOICE.**
- Donors in all counties should make checks payable to United Way of Kaw Valley.
- Volunteers in each county help guide the impact work and funding decisions. The exception is Jefferson County, which is currently served by partners through funding received in other counties.
- UWGT CEO Jessica Lehnerr continues to serve as CEO of United Way of Kaw Valley.

## How did United Way of Greater Topeka and our community benefit from the merger?

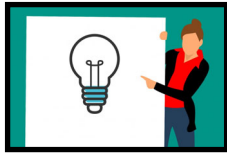
- Douglas County has a strong record of leadership in volunteerism and service in their community, particularly with the Roger Hill Volunteer Center and their partnership with Americorps. Their leadership, combined with our Service Enterprise certification means collectively we have met national standards for leadership in volunteer management. Together we can deliver an even more impactful volunteer experience and expand nonprofit capacity in all our communities.
- Douglas County has also taken the lead in equity work in their community, particularly through grant-making. This is an area UWGT wants to grow in, and we're looking forward to leveraging their expertise in our community.
- We will be able to grow staff capacity in both our offices. We're excited to add a new role to our Resource Development team to manage and grow individual giving across both our communities.





# CAMPAIGN PLANNING

## 1 CEO CONTACT



Involve your CEO in all initial planning. Discuss budget, corporate gifts and CEO involvement throughout the campaign.

## 2 RECRUIT & REACH OUT

Recruit a committee or co-chairs to help set your timeline and budget, and design your campaign. Be creative! Identify your campaign activities and delegate tasks to your committee. Got a question? Need a great special event idea? Your United Way Campaign Ambassador is here to help!



## 3 SET GOALS



Consider setting a goal for total dollars raised or campaign participation. Setting goals is a great way to motivate your coworkers/employees. Not sure how to set a good goal? Reach out to your Campaign Ambassador or UWGT staff for help!

# 5 STEPS TO YOUR SUCCESSFUL UNITED WAY CAMPAIGN

## 4 HAVE FUN CONDUCTING YOUR CAM-



Share information with employees early to build excitement for the campaign. Distribute campaign materials and host a United Way speaker. Engage your coworkers/employees with fun AND meaningful activities, prizes and volunteer opportunities.

## 5 REPORT AND THANK

Announce your final results to your organization and UWGT as soon as you can, and don't forget to thank everyone who made your campaign possible! Compile all donation information and complete your **Campaign Envelope** before contacting your Campaign Ambassador for pick-up. (Really, we are happy to pick them up. Please don't mail them!)



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# APPENDIX

## Communication Templates

### **Kick-Off Email:**

Hello!

Welcome to the United Way of Kaw Valley (formerly United Way of Greater Topeka) campaign at x company! As you know, at (company), we care deeply about (statement about company community goals). That is why we are proud to support the work of United Way of Kaw Valley. You can learn more about United Way's work here: (link to campaign video or our website)

This week you'll have the opportunity to learn more about United Way's work in our community, as well as make a financial pledge in support of their work. We'll also get to have some fun thanks to some special activities that have been organized throughout the week.

The goal for our campaign this year is (GOAL). If we hit that goal (and I'm sure we will!), then (incentive).

I hope you'll join me in supporting United Way's fight for a strong, healthy and equitable community!-

Company Leader

### **Mid-Campaign Email:**

Hello!-

Thanks to everyone that has contributed so far to our United Way of Kaw Valley campaign!

Every dollar raised is going to make a difference in the lives of kids, parents, seniors, and more in our community. Your dollars will help people like (insert success story here— ask UWGT staff to provide success story).

Our campaign ends on DATE. Will you consider joining me in making a gift in support of United Way's work in our community? Don't forget...(incentives or other reminders about campaign events)

Thank you!-

Company Leader

# APPENDIX

## **Communication Templates (Cont'd)**

### **Wrap-Up Email:**

Hello!

THANK YOU for investing in your community! Because of you, we raised (Dollar amount)! That's enough to (impact statement– can get from UWKV staff).

We know our organization grows stronger when our whole community is strong. Your dollars are going to work to build a strong, healthy and equitable community for everyone. To stay connected with volunteer opportunities throughout the year with United Way, be sure to check out [TopekaVolunteers.org](http://TopekaVolunteers.org). Volunteering is a great way to build on the work we've done through our campaign.

Thank you for your investment of time and treasure in this year's campaign!-

### **Special Event Ideas**

Special events are a great way to build excitement for the campaign, as well as generate extra dollars! Events should not take attention away from pledging, but act as a way to supplement the overall campaign.

See the attached Special Event Appendix for ideas, and don't forget to check the Campaign Toolkit for virtual event ideas If needed. As a reminder, Campaign Ambassadors and staff are always available to assist with the logistics of your events.