



# LIVE UNITED CAMPAIGN VOLUNTEER GUIDE

United Way of Story County fights for the health, education, and financial stability of every person in our local community. As a volunteer, you play a critical role in this fight by ensuring the growth and success of our community campaign.

Volunteers have the unique opportunity to harness the generosity, talent, and energy of your workplace to give back to our community and help United Way's efforts in building a stronger, healthier Story County. Whether this is your first year as an employee coordinator, or if you are a campaign veteran, the information in this guide will help you plan and execute a smooth – and successful – United Way campaign. This information can also be found on our website at [www.uwstory.org/campaign-toolkit](http://www.uwstory.org/campaign-toolkit).

Thank you for joining our United Way team.

## MORE INFORMATION

Access videos, pledge cards, designation forms and more at our website: [www.uwstory.org/campaign-toolkit](http://www.uwstory.org/campaign-toolkit)

Reach us at the office at 515-268-5142 or [united@uwstory.org](mailto:united@uwstory.org)

Follow us on social media (Facebook, Twitter, Instagram) for even more story ideas!



United Way of Story County

# TABLE OF CONTENTS

## EMPLOYEE CAMPAIGN COORDINATOR BASICS

- Jumpstart Your Plan
- Timelines and Check-in
- Ways to Give
- Ideas to Inspire
- Gambling License Information
- Wrapping Up

## ESSENTIAL FORMS

- Pledge Forms
- Designation Form

## INDIVIDUAL ENGAGEMENT

- Affinity Group Giving
- Volunteer Opportunities

## TALKING POINTS

- Objections and Responses
- The Power of Partnering

## COMMUNICATION CENTER: MESSAGES YOU CAN USE

- Community Impact Reports
- Letter, Email, Newsletter Templates
- Posters, Table Tents, and Signage
- Examples of Needs and Solutions
- Presentation Materials

**OUR VISION.**  
TO IMPROVE THE QUALITY OF  
LIFE IN OUR COMMUNITY FOR  
INDIVIDUALS AND FAMILIES.

**OUR MISSION.**  
UNITED WAY OF STORY COUNTY  
IS A STRATEGIC LEADER IN BUILDING  
COUNTYWIDE PARTNERSHIPS  
TO IDENTIFY NEEDS AND TO  
DEVELOP, SUPPORT, AND EVALUATE  
EFFECTIVE HUMAN SERVICES,  
ESPECIALLY IN THE AREAS OF  
HEALTH, EDUCATION, AND  
FINANCIAL STABILITY, FOR  
OUR DIVERSE COMMUNITY.

# EMPLOYEE CAMPAIGN COORDINATOR BASICS

## JUMPSTART YOUR CAMPAIGN

Planning makes perfect in the case of a United Way drive. The four factors that are most often at play in a successful drive are:

- 1) an organized project manager,
- 2) vocal support and endorsement from organizational leaders,
- 3) an easy enrollment process, and
- 4) a network of people helping behind the scenes.

We have ways to help strategize for each of these things. Please do not hesitate to contact us to brainstorm ideas to further our partnership with your organization!

## NEVER HAD A CAMPAIGN BEFORE?

Welcome aboard! We're so glad you are joining in as a partner in our work. You've likely had a meeting with United Way staff already, but if you haven't please reach out so we can meet in person. As a champion within your employer campaign, you may quickly find yourself as the go-to resource for not only the campaign, but volunteering and advocacy questions, too. You might find some of those answers in this toolkit. If not, remember we are here to help! Reach out with all of your questions - big and small.

For new campaigns, you may want to schedule a presentation to your management or leadership team to introduce the idea of the employee drive and explain United Way's work in more detail. Another early stop will be to HR. Employer campaigns that have payroll deduction have higher participation and per capita giving. We can answer any questions your HR department has about adding this as an option.

Next you'll want to recruit your internal committee. Best practices across the United Way network include having a committee of employees in order to energize the campaign, spread the effort across multiple parties, and build buy-in across departments.

Once you have your team in place, you'll be ready to follow the sample timeline on the next page.

## DATES TO KNOW

June - Campaign Materials Available

June and July - Sign up for Day of Caring

August 30 - Pacesetter Campaigns Due

September 15 - Kickoff and Day of Caring

December 1 - All Campaigns Due

December TBA - Celebration Event

# EMPLOYEE CAMPAIGN COORDINATOR BASICS

## TIMELINES AND CHECK-INS

	Assigned To	Target Date	Completed
<b>6-8 Weeks Before Kickoff</b>			
Hold meeting with United Way staff and company leaders.			
Recruit your volunteer team and set your kickoff date.			
Contact HR to determine what information and lead-time they require.			
Set a goal for your drive (participation, number of donors, % increase).			
<b>4-6 Weeks Before Kickoff</b>			
Visit United Way's website to view resources available to support your campaign.			
Schedule department or all-company meetings and speakers.			
Determine special events your team would like to run. Be sure they are serving an identified purpose, like building awareness or raising additional campaign dollars.			
<b>2-3 Weeks Before Kickoff</b>			
Ask your CEO to author a letter or email of support.			
Announce your campaign plans company-wide.			
Prepare campaign materials and distribution plan for kickoff.			
<b>4-5 Days Before Kickoff</b>			
Customize reminder email for your kickoff event.			
Hang posters in high traffic areas of your office.			
Post information or even videos on your company's intranet, if possible.			
<b>Day of Kickoff</b>			
Send one last email reminder about your event.			
Inform and Ask:			
Explain United Way's impact with speakers, videos, personal testimonials.			
Ask for your colleagues to join you with a gift this year.			
Include information on details of how to give and any incentives for giving.			
<b>Throughout Campaign</b>			
Send success story emails or statistics in mid-campaign updates.			
Use department meetings as reminder points.			
Take pictures of your activities to post internally and share with United Way.			
<b>After Campaign</b>			
Provide HR with copies of all payroll deduction elections.			
Communicate results in a final email with a message of thanks .			
Finalize reporting template to be submitted with completed campaign.			
Arrange for a delivery or pickup of your campaign with United Way staff.			

# EMPLOYEE CAMPAIGN COORDINATOR BASICS

## GOAL SETTING

Measure	Prior Year Results	This Year Goals	Key Strategies
Employee Participation	# of Donors _____ # of Employees _____ % Participation _____ Average Gift _____	# of Donors _____ # of Employees _____ % Participation _____ Average Gift _____	
Employee Contribution Total			
Corporate Gift			
Special Event Total			
Overall Campaign Total			

Considerations in goal setting:

If your company could add \_\_\_\_\_ number of people with \$1 per pay period, how would that increase your total?

If your company could add \_\_\_\_\_ number of people at your average gift, how would that increase your total?

If your company could increase your average gift by 10%, how would that increase your total?

Ideas for committee goals outside of campaign production:

Set targets for number of campaign activities, number of campaign communications, or volunteer projects

# EMPLOYEE CAMPAIGN COORDINATOR BASICS

## WAYS TO GIVE

Charitable giving is a personal and voluntary decision. United Way encourages individuals, corporations, and foundations to do what is most comfortable for them and most aligns with their philanthropic goals.

### A gift TO United Way

United Way accepts many types of gifts, including cash, check, payroll deductions, stock, and more. We request unsolicited in-kind gifts to first reach out to ensure we are the appropriate party to accept a product donation.

A gift to United Way is any gift directed to our Community Fund, one of our three issue areas (Health, Education, and Financial Stability) or one of our special initiatives. Each gift to United Way is combined with those from thousands of donors and invested directly into initiatives and programs that benefit the entire community, not just one program, issue, or population.

Programs supported by the Community Fund:

- Address the most critical issues and community needs
- Receive oversight provided by United Way staff and volunteers
- Provide quarterly financials to be reviewed by United Way
- Depend on United Way's ongoing and consistent support, in addition to other funding sources
- Make a measurable impact in our local community

An undesignated gift to United Way allows you to help more people than a gift to a single nonprofit can.

United Way experts look for gaps and duplications so campaign dollars go to the needs everyone is aware of, but also to those needs less obvious, but no less important.

Our community's problems are interrelated, and only undesignated gifts fund a diversity of programs to work together to address the complex causes of poverty, school readiness, teen pregnancy, and many others – in a way that no single agency, donor, volunteer, or sector of the community can do alone.

United Way works across the county to leverage resources, volunteers, experts, and other service providers for short-term relief and long-term success.

### A gift THROUGH United Way - Designations

United Way understands that some donors choose to direct a portion of their gift to a specific agency. As a benefit to our donors, and a service to the companies who host workplace campaigns, United Way processes these requests. However, United Way is unable to guarantee how these funds will be used.

Donations of any amount can be directed to another United Way across the United States. Donations \$50 or more can be directed to any eligible 501(c)3 organizations. Eligibility is determined in accordance with our Designation Policy. This policy states the donor must provide accurate contact information for their chosen organizations, including an EIN. Selected organizations must provide verification of their nonprofit status with the IRS and return an anti-terrorism form annually.

### Participating in Special Events

Special events can energize campaigns by generating interest and/or additional donations for United Way's work. However, special event donations are not eligible to be designated due to the nature of having received a good or service in return for the donation. Intentionally building campaign events that are efficient and effective can be a speciality. The next page has idea options for you to consider.

# EMPLOYEE CAMPAIGN COORDINATOR BASICS

## SPECIAL EVENT IDEAS TO INSPIRE

- Jeans Day
- Bake Sale
- Parking Spot Auction
- Basket Auctions
- Pizza Party
- Spirit Day
- Penny Wars
- Tailgate Party
- Breakroom Breakfast
- Company Swag
- Potluck Luncheon
- Used Book Sale
- Rootbeer Float Sale
- Spare Change Bucket
- Doughnut Day
- Dunk Tank
- Candy gram

## IMPORTANT LEGAL INFORMATION: GAMBLING

United Way of Story County **MUST** approve any plans for games of chance or gambling. For any approved games of chance, all monies must be kept separate and clearly labeled. United Way will need to pay the appropriate gaming taxes under our gambling license. **IMPORTANT NOTE:** it is illegal to gamble in Iowa using credit. Gaming must **NOT** be purchased through credit card or Venmo tied to a credit card. Bingo games where numbers/squares are called are not allowed to operate on our gaming license. Raffle tickets must be kept, submitted, and retained with your funds when the money is received by United Way.

## WRAPPING UP

Upon the close of your campaign, you'll be eager to tabulate results and report them to your committee and organization's leadership. To help you with this, and for United Way to efficiently process your campaign, please complete the reporting template included to the right.

When submitting your campaign to our office, please include this reporting document, pledge cards and designation forms (or a spreadsheet with those clearly indicated), and any cash or checks you have collected. We also ask for your assistance in copying all pledge forms for your internal payroll processing. This, again, helps us efficiently manage your campaign and get results to all necessary parties in a timely fashion. If your corporate gift or match requires an invoice in order to process payment, please note that on your completed campaign.

Finally, we would like to record how payment on your campaign will be received. Companies vary in their pay cycle, so your assistance in completed the processing form to the right will ensure we are moving along at the expected rates.

The image shows two screenshots of reporting forms from United Way of Story County. The top form is titled 'United Way of Story County Campaign Report' and includes sections for Payroll Deductions, Direct Gifts to United Way of Story County, Special Events, Matching Program, and a Total section. The bottom form is titled 'DONATION PROCESSING' and includes sections for PAYROLL DEDUCTIONS and CORPORATE DONATIONS AND MATCHING GIFTS. Both forms contain various input fields and checkboxes for reporting campaign details.

# ESSENTIAL FORMS

## 2023 UNITED WAY PLEDGE FORM

INVEST IN HEALTH, EDUCATION, AND FINANCIAL STABILITY FOR OUR COMMUNITY.

315 Clark Ave  
Ames, IA 50010  
(515) 268-5142  
www.uwstory.org

**1. MY INFORMATION**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Preferred Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Preferred Email \*By listing my email I am opting in to digital communications to better connect with UWSC's work. \_\_\_\_\_

Preferred Phone \_\_\_\_\_ Employer Name  Retired  Plan to retire in 2023 \_\_\_\_\_

Spouse Name (if Applicable) \_\_\_\_\_ Spouse Employer Name  Retired \_\_\_\_\_

**2. MY 2023 GIFT**

\$ \_\_\_\_\_ ENTER TOTAL 2023 GIFT HERE

Donor choice forms can be found at [www.uwstory.org](http://www.uwstory.org)

CASH/CHECK ENCLOSED \$ \_\_\_\_\_  
(Checks payable to United Way of Story County)

BILL ME:  QUARTERLY  ONCE ON \_\_\_\_/\_\_\_\_/\_\_\_\_ (mm/yy)

If Applicable:  
 PAYROLL DEDUCTION \$ \_\_\_\_\_ X \_\_\_\_\_ = \$ \_\_\_\_\_  
Pay periods Total deducted

EMPLOYER MATCH \_\_\_\_\_ = \$ \_\_\_\_\_  
% or other Total match

Credit Card donations can be made at [www.uwstory.org](http://www.uwstory.org). For gifts of stock/securities please call UWSC office at 515-268-5142.

**3. MY CAMPAIGN RECOGNITION**

Tocqueville Society (\$10,000 or more in one year)  I prefer to remain anonymous

Leadership Challenge (\$2,500-9,999 in one year)

Leadership (\$1,000-2,499 in one year)

Women United  Entire gift  Portion of gift \$ \_\_\_\_\_  
(\$1,000 or more in one year for membership status, provides financial education opportunities for women)

Young Leaders Society (\$250 or more in one year for donors age 40 and younger)

**4. MY LASTING IMPACT**

To complement your annual support, we invite you to take your impact to the next level through an additional gift to the Endowment. All sizes of donations can help ensure the needs of tomorrow are met. Endowment Builders have made a gift of \$1,000 or more annually to the Endowment.

I've also enclosed a gift to the Endowment \$ \_\_\_\_\_  
(Checks payable to Story County Community Foundation, memo: UWSC Endowment)

Endowment Builder (\$1,000 or more to the Endowment fund)  I've included UWSC in my estate

**THANK YOU!** An Impactful Investment! United Way of Story County is a qualified 501(c)(3) organization, and does not provide goods or services in whole or partial consideration for this contribution made to us. Please consult your tax advisor concerning your specific gift deductibility. For payroll deduction contributions, the IRS requires you to keep a copy of this Pledge Form along with your payroll receipt, and to retain original documents to verify the precise amount paid to United Way of Story County.

**TOP LEFT: United Way. BOTTOM LEFT: Donor.**

**Help to make an impact as we strive to exceed our 2025 Community Impact Goals.**

**HEALTH**  
Improve community health by serving 4,500 more individuals

**EDUCATION**  
Decrease the achievement gap by reaching 30% more underserved learners

**FINANCIAL STABILITY**  
Strengthen financial stability by increasing the number of people served by 25%.

Every dollar raised stays right here in our community, funding programs in these areas and helping us serve those in need.

United Way of Story County

## DONOR CHOICE FORM

United Way of Story County (UWSC) encourages you to influence the condition of all with one gift. However, if you prefer to make choices, please complete this form and return it with your pledge card.



United Way of Story County

315 Clark Avenue  
Ames, IA 50010  
(515) 268-5142  
unitedway@uwstory.org  
www.uwstory.org

Name \_\_\_\_\_

Employer \_\_\_\_\_

Address \_\_\_\_\_

Phone or email \_\_\_\_\_

Investing in United Way of Story County Community Impact  
UWSC works with partners to identify needs and solve problems in the areas of:

- |   |   |  |
|---|---|--|
| <p><input type="radio"/> <b>Health</b></p> <ul style="list-style-type: none"> <li>• Affordable essential services</li> <li>• Accessible essential services</li> </ul> | <p><input type="radio"/> <b>Education</b></p> <ul style="list-style-type: none"> <li>• Prevention strategies</li> <li>• Outreach and advocacy services</li> <li>• Building blocks for academic success</li> </ul> | <p><input type="radio"/> <b>Financial Stability</b></p> <ul style="list-style-type: none"> <li>• Basic needs</li> <li>• Emergency needs</li> <li>• Movement toward self-sufficiency</li> </ul> |
|---|---|--|

**A minimum of \$50 per designee is required to process your designation beyond UWSC.** Designations not meeting the minimum will be distributed as an undesignated gift and will benefit over 30,000 people throughout Story County.

Please check here if you want to remain anonymous to your designated agency.

**Select the donor option you prefer:**

- Specific UWSC partner agency(ies) \_\_\_\_\_ \$ \_\_\_\_\_
- Another United Way \_\_\_\_\_ \$ \_\_\_\_\_
- Exclude the following UWSC partner agency(ies) from your gift \_\_\_\_\_
- Non-partner agency(ies) (see guidelines below) \$ \_\_\_\_\_ (all information below must be completed)

Agency Name \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_ City, State \_\_\_\_\_ Zip \_\_\_\_\_

Email/Website \_\_\_\_\_ EIN \_\_\_\_\_

**Guidelines for designating to other agencies:**

- Donor must provide correct name, address and phone number for agency.
- Agency must have federal tax exempt status, 501(c)(3); or be a United Way in the United States.
- Agency must be certified in compliance with anti-terrorism requirements.
- If a donor gives inaccurate or incomplete information, or if the designated agency does not qualify, these funds will be distributed as an undesignated gift and will benefit over 30,000 people throughout Story County.
- Donor-designated pledges and contributions are assessed an administrative fee.

**United Way can create custom online pledge websites - please contact us for a tour of how this could work for your company.**



# INDIVIDUAL ENGAGEMENT - VOLUNTEERING

Day of Caring - September 15, 2023

Each year United Way deploys hundreds of volunteers on our annual Day of Caring. This one-time volunteer opportunity can be completed through a group sign-up or on an individual basis. Project selection will be available the first week of June. Projects are self-assigned, so be sure to log on as soon as you can to browse the full range of offerings.

To be notified when options are available, email Kristin Pates at [kpates@uwstory.org](mailto:kpates@uwstory.org).



Women United Mentor

Women United is looking for volunteer mentors to supplement the program participants in-class knowledge. Volunteers do not need to have previous mentoring experience; however, basic money management skills are required. Volunteers attend a four-hour training on interpersonal relationship building and how to discuss money management practices with participants.

For more information, call 515-268-5142.

Summer Enrichment Program

United Way of Story County partners with summer enrichment programs at multiple sites through the county. Enrichment sites offer free, engaging activities to students who are at risk of falling behind over the summer. This program takes a multitude of volunteers in order to run successfully. Please consider joining us to serve a meal or assist in a classroom experience.

For more information, call 515-268-5142.



Visit <https://www.uwstory.org/volunteer> for current known volunteer opportunities.

# INDIVIDUAL ENGAGEMENT - AFFINITY GROUPS

**30+**  
annually

**Tocqueville Society:**

Donors giving \$10,000 or more annually. Named after a French philanthropist who was inspired by Americans who generously gave of themselves to help other people. The campaign growth in this division has been phenomenal since 2014.

**500+**  
annually

**Leadership:**

Community members pledging \$1,000 or more annually make a major difference in the ways UWSC can act on its mission. More than 50% of the annual campaign can be attributed to leadership level donations.

**60+**  
annually

**Women United:**

Women United donors have full recognition as Leadership donors, though their funds are dedicated to the purpose of providing self-sufficiency and confidence through financial education. The program also includes scholarships and has hosted special classes for senior women.

**100+**  
annually

**Young Leaders Society:**

Engaged community members under the age of 40 can show their support for improving lives through this affinity group. At a gift level of \$250-\$999 annually, YLS is designed to develop philanthropic behaviors early. Young Leaders will have special ways to become involved and educated in UWSC's work to improve lives and communities.



# TALKING POINTS - OBJECTIONS AND RESPONSES

## Hesitations

### I/We Give to Other Nonprofits

Unlike a gift to a single nonprofit, a gift to United Way's Community Fund impacts many organizations and causes. United Way determines the most pressing issues in our community, identifies the strategies and organizations best equipped to address those issues, and works with them to make an impact. The United Way Campaign gives you and your employees choices to align with your passions, simplify your giving, and make the most impact on your community.

### Our Workforce is Offsite OR We Don't Have Time for a Campaign

United Way is dedicated to helping with workplace campaigns and will support you and your staff with everything you need to run a campaign. This includes providing materials, templates, best practices, videos, data, scheduling speakers, organizing events, and almost anything else to make your campaign easy.

### Our Employees Aren't Interested OR We Don't Want to Pressure Employees

United Way does not want employees to feel pressured to give either; however, running a workplace campaign makes giving easy. We often hear that the number one reason people don't give is because they were never asked.

### We Are a Small Company OR We Don't Have an Employee to Run a Campaign

Companies who partner with United Way range from small LLCs to Fortune 500 companies and everything in between. United Way brings on additional staff (sponsored by our corporate and non-profit partners) during the campaign to make your workplace campaign easy! Your employees who help coordinate the campaign also develop skills that may translate to their other work with your organization. They also have opportunities to network with individuals from other organizations.

### Charitable Dollars Are Already Allocated

Pledges to the campaign can be paid in one-time payments or regular installments over the next calendar year. Please consider this flexible option or giving to United Way in the future. When would be a good time of year to reach out in the future? We would be happy to meet with you to discuss a variety of partnership opportunities including sponsorship and in-kind opportunities, which could be supported by another portion of your budget and would be beneficial to both organizations. If a financial gift is not possible at this time, consider engaging your employees through volunteerism.

## Myths

### United Way Only Invests in Poverty Programs

United Way impacts the lives of those with low- to moderate-incomes, but also has a deep impact with aging populations, people with intellectual disabilities, those living with mental illness and much more. Safety net programs are only a part!

### United Way is Just a Middleman

Donations made to United Way make the greatest difference and help the most people. United Way monitors results to ensure the programs are making an impact. You can be certain your money is well invested. In addition, your donation may qualify for matching funds, increasing the investment even more.

### United Way has High Overhead Costs

United Way operates at an extremely high rate of efficiency. Nearly 85 cents of every dollar raised is invested into solving community problems. This greatly exceeds the minimum standard of 65 cents which is required for a nonprofit to be considered efficient and living up to its mission.

### Local Dollars are Spent Nationally

As part of a network of 1,800 local and independent United Ways, United Way of Story County receives services and support from United Way Worldwide. However, dollars raised in our area stay here. United Way of Story County has its own 501(c)(3) certification and is governed by a local board of directors who oversee annual investments from the Community Fund.

### CEO Compensation is Too High

An email circulated widely for several years, listing information about executive compensation and overhead costs at large nonprofits. That document contained erroneous information about the United Way Worldwide CEO. It makes false claims about perks and overhead costs. Current information is available on third-party charity rating websites like Candid or Charity Navigator.

# TALKING POINTS - THE POWER OF PARTNERING

**Corporate Social Responsibility:** Partnering with United Way will help your company develop and execute compassionate corporate social responsibility and community investment programs. You can do this by giving a corporate gift, running a workplace campaign, becoming a sponsor, providing in-kind support, and/or volunteering as a team.

**Corporate Recognition:** An enhanced community image helps your marketing and employee recruitment efforts. We proudly thank our outstanding company campaigns with various awards at the close of the drive. LIVE UNITED Campaign Awards, Gold Awards, 100% Participation Awards, and Highest Percent Increase Awards are announced at the Celebration Event.

**Employee Satisfaction & Retention:** Companies that run a United Way campaign elevate themselves in the community and have employees who feel part of something bigger. This is especially true when companies get input from employees and allow them to spend some work time coordinating events and volunteering.

**Staff & Professional Development:** Working with United Way provides employees growth opportunities within your organization. It also brings together employees from all levels and departments who might not otherwise have the opportunity to work together – fostering a stronger, more cohesive, and more motivated workforce.

**Connection to Your Community:** Supporting United Way not only provides a means for your employees to give, but an opportunity to volunteer and learn about services they, or someone close to them, may need.

**Individual Recognition:** Build your personal, professional, and philanthropic networks through United Way events and volunteer activities. United Way of Story County offers the following affinity groups: Leadership, Women United, Endowment Builders, Tocqueville Society, and Young Leaders Society.

**Donations Stay Local:** Gifts to United Way are invested locally to create lasting change. The money you and your employees contribute is the cornerstone of a healthy and safe community, making it a better place to live, work, and do business.



## United Way:

- Partners with companies and respects their time, work environment, and culture.
- Supports company staff during the campaign and throughout the year.
- Provides speakers, printed materials, and online tools.
- Allows individuals to make an annual gift directed towards various issue areas, community initiatives, and/or nonprofits.
- Offers team-building experiences through volunteering with Day of Caring.

# COMMUNICATION CENTER: MESSAGES YOU CAN USE

## UNITED WAY OF STORY COUNTY'S COMMUNITY IMPACT PLANS

United Way  
of Story County



United Way  
of Story County



United Way of Story County  
2020-2025 Community Impact Goals

A Collective Impact Strategy

United Way of Story County  
2020-2025 Community Impact Goals

A Collective Impact Strategy

YEAR ONE (FY 19-20) UPDATE

United Way  
of Story County



United Way  
of Story County



United Way of Story County  
2020-2025 Community Impact Goals

A Collective Impact Strategy

YEAR TWO (FY 20-21) UPDATE

United Way of Story County  
2020-2025 Community Impact Goals


A Collective Impact Strategy

YEAR THREE (FY 21-22) UPDATE

# COMMUNICATION CENTER: MESSAGES YOU CAN USE

## CO-BRANDED LETTER

Consider kicking off your drive with a co-branded letter from your organization's leadership or committee. We have several examples to choose from!

Your logo here 

Date

Dear Staff:

Imagine a community where all children have the necessary skills to succeed in school, where all families have their basic needs met, and where all individuals have access to crucial healthcare services like dental care.

This is what we are working to create through our partnership with United Way of Story County. Together we have the power to create a stronger, more vibrant Story County and a better life for us all. Their work touches each of us as concerned citizens and caring educators.


\_\_\_\_\_ is fortunate to have a strong partnership with United Way of Story County and take pride in connecting our employees with their work in many ways.

**Please review the information enclosed to see United Way's work in more detail or check out one of the campaign activities organized by your colleagues to learn more.**

- Event information
- Event information
- Event information

Thank you for helping us LIVE UNITED.

Sincerely,

Your logo here 

Dear fellow \_\_\_\_\_ employees,

During the next few weeks, you will be hearing a great deal about our local United Way. **United Way of Story County** recruits people and organizations from across the community to bring passion, expertise and commitment to get things done. By focusing on the building blocks for a good quality of life—health, education, and financial stability—United Way is strengthening communities and opportunities for all who live here.

Please take time this year to learn more about how United Way is **advancing the common good** and join me and many other employees who LIVE UNITED. There is a lot you can do. You can give, you can advocate, and you can volunteer. Whatever your decision, we recognize it is a personal one. We value your privacy so no donor names will be shared with supervisors or us as volunteers for United Way of Story County. *Our goal is to supply you with an easy way to make an impact and a fun way to learn about the work of United Way of Story County.*

Donations of any amount really do make a difference and reach out to many, many services and areas of need right here in Story County. An explanation of United Way's focus and a pledge form is attached. We encourage you to read about how you can impact our community and make a decision by returning your materials in the internal envelope in the inter-office mail or to a United Way Committee Member by \_\_\_\_\_.

In addition, over the next few weeks, you will have many opportunities to hear and learn more about the **difference United Way makes** in our community. We hope to see you at some of these upcoming engagement events!

EVENT INFO  
EVENT INFO  
EVENT INFO

Please join us in supporting United Way. Thank you for your consideration.

**United Way Campaign Committee**

Committee Member, department  
Committee Member, department  
Committee Member, department  
Committee Member, department  
Committee Member, department  
Committee Member, department

## TEMPLATES

Find customizable email and newsletter templates to keep visibility and inspiration going with your drive!

### EMAIL TEMPLATES

Use this verbiage for your internal campaign communication. Remember to include any important event reminders and campaign updates each time!

#### Day 1: Introducing the Partnership

Community issues cannot be addressed in vacuums; problems facing our neighbors are interconnected and compound on one another. We are partnering with United Way of Story County again this year because we recognize United Way is in a position to face these challenges head on with the team of partner agencies, strong coalitions, subject matter experts, business support, and volunteers.

We are proud of this partnership and hope you will consider being involved by giving, advocating, and volunteering.

United Way can build more resilient communities through its community impact work. By 2025, United Way is committed to achieving the following community impact goals:

- Health: Improve community health by serving 4,500 more people
- Education: Decrease the achievement gap by reaching 30% more underserved learners
- Financial Stability: Strengthen financial stability by increasing the number of people served by 25%

Thank you for your past commitment and continued support.

Include any details about your pledge process or communications plan.

#### Day 3: United Way's 2025 Plan and Goals

United Way of Story County is unveiling a comprehensive community impact plan with goals for 2025 in 2020. The level of detail and action they have laid out reminds us that while this is a great community to live and work in, needs exist here and United Way is in the position to bring about the change we all want to see. [Read through their plan here](#) and consider how your involvement could prop this work for the betterment of all.

Include any details about your pledge process, progress towards goal, or communications plan.

#### Day 4: Every gift matters.

Our campaign is underway with the first gifts already in. You can give any time—and every gift makes a difference. Consider these examples on how your choice today will have an impact on meeting needs throughout the community.



Include any details about your pledge process, progress towards goal, or communications plan.

#### Day 2: United Way focuses on health, education, and financial stability

United Way focuses on health, education, and financial stability as the building blocks for a great quality of life. Imagine a community where all children have the necessary skills to succeed in school, where all families have their basic needs met, and where all individuals have access to crucial healthcare services like dental care. That is what you can create by partnering with United Way.

United Way monitors the landscape of human services on an annual, monthly and even daily basis. They are experts in identifying needs and funding solutions. Local volunteers determine what programs to invest in. United Way of Story County funds over 90 programs on an annual basis, PLUS monthly grants for emergencies/emerging needs, AND special projects in areas of unmet need. Read more about their partner agencies at [www.uwstory.org/partner-agencies](http://www.uwstory.org/partner-agencies).

Include any details about your pledge process, progress towards goal, or communications plan.

#### Day 5: Real people, real stories.

Numbers mean a lot—did you know United Way helped provide more than 30,000 meals to seniors who don't have the ability to prepare food for themselves? Or that they helped facilitate 1.92 MILLION of minutes read in out-of-school programs in just one year? They also helped 314 people remain in school or a job with their help over a 12 month span. Seeing faces and stories of people also means a lot. Take a look at these stories of people right here in Story County who have been touched by gifts to United Way.



Include any details about your pledge process, progress towards goal, or communications plan.



### NEWSLETTER BLURBS

Use this verbiage for your internal campaign communication. Remember to include any important event reminders and campaign updates each time!

#### DAY 1

United Way fights for the health, education, and financial stability of every person in Story County. Reach out a hand to one, and influence the condition of all. Give. Advocate. Volunteer. LIVE UNITED. See the newest work at our website, [www.uwstory.org](http://www.uwstory.org), or watch an overview video on our YouTube Channel: <https://www.youtube.com/watch?v=SAUCyUN9IQ0>.

#### DAY 2

United Way wants to engage you in helping our communities build a stronger, more vibrant future. As a community convenor, donations to United Way impact many agencies and programs. Gifts of all sizes make a difference. Consider these examples:

- \$1 a day can provide a one year supply of healthy after-school snacks for 10 children at Boys & Girls Club.
- \$1 a week can provide a Special Olympics registration fee for one athlete through the Arc of Story County.
- \$1 a month can provide mileage to take a home delivered meal through Heartland Senior Services.

These programs and so many more can be touched by your generosity.

#### DAY 3

Interested in joining an affinity group? Here are your options to link your philanthropy with other like-minded donors.

- Leadership donors give \$1,000 annually and have a substantial effect on how United Way can act on its mission.
- Women United donors contribute \$1,000 or more to enhance the financial literacy and self-confidence of women. Money management workshops, continuing education, and a scholarship program are included.
- Young Leaders Society members are age 40 and under who contribute a minimum of \$250 a year. YLS members become engaged and educated about the needs in our community and United Way solutions.

#### DAY 4

There are basic things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health. United Way partners with programs that address all three. [Visit the website to see a list of current partner agencies and the areas each is working in.](#)

#### DAY 5

United Way monitors the landscape of human services on an annual, monthly and even daily basis. They are experts in identifying needs and funding solutions. Local volunteers determine what programs to invest in. United Way of Story County funds over 90 programs on an annual basis, PLUS monthly grants for emergencies/emerging needs, AND special projects in areas of unmet need. [Read more about the allocation process here.](#)

#### DAY 6

LIVE UNITED is a reminder that when we think outside of ourselves, we have the power to facilitate change. When we think of others' lives as linked to our own, our compassion grows. When we reach out a hand to one, we influence the condition of all. We strengthen neighborhoods. We bolster the health of our community, and we change the lives of those who walk by us every day.

#### DAY 7

United Way of Story County unites local resources to help our neighbors. It is a community-based, community-run organization that depends on people like you for support. Thank you for caring!



# COMMUNICATION CENTER: MESSAGES YOU CAN USE

## POSTERS, SIGNAGE, TABLE TENTS

Posters are available to showcase an overview in health, education, and financial stability or the size of gifts and impact they hold.



### A COMMUNITY THAT CARES.

United Way of Story County leads the fight for the health, education, and financial stability of every person in our community.

Join us as we work towards our 2025 Community Impact Goals

Improve community health by serving 4,500 more people.

Decrease the achievement gap by reaching 30% more underserved learners.

Strengthen financial stability by increasing the number of people served by 25%.



### EVERY DOLLAR MATTERS.

United Way leads the fight for the health, education, and financial stability for every person in our community. Your weekly contribution will add up to big wins for Story County.

#### WHAT MATTERS MORE?

- A \$5 CUP of coffee OR 47 FOOD FILLED BACK PACKS with the Backpack Program™
- A \$10 ONLINE streaming service OR 20 HOURS OF READING TUTORING at Raising Readers in Story County
- A \$20 PAIR of movie tickets OR 70 DAYS OF TUITION ASSISTANCE at Storytime Child Care Center
- A \$50 NIGHT out with friends OR 40 HOURS OF LEGAL ASSISTANCE at Legal Aid Society of Story County
- A \$100 ORDER at an online retailer OR ADULT DAY CARE FOR 45 DAYS at Heartland Senior Services



Printable assets are available for signs or table tents to highlight the impact in each of the three areas of health, education, and financial stability.



**C**hildServe was recently awarded one of United Way's grants to purchase furniture and therapy equipment. This allowed ChildServe to open an additional room for their Outpatient Physical Therapy and Speech Therapy program. This new room made it possible for ChildServe to assist people on their waitlist and add 55 additional therapy appointments within the reporting period.

The newly expanded program makes a difference for local families. ChildServe's survey results show high levels of satisfaction with this program: of those surveyed, 99% of clients met individualized health goals, 97% reported family engagement, 97% reported family satisfaction, 86% reported a child benefit, and 86% reported a family benefit.

Grants are one way United Way positively impacts the community by funding new or emerging needs.

Other recent grant-funded outcomes in Health:

**Healthy Food Access/Nutrition:**

- 162 individuals - MDMC Donor Breast Milk program
- 480 families - Primary Health Care's "Farm to Clinic" program, bags of fresh produce with nutrition info and recipes
- 8 children - Healthy snacks at Threshold Learning Center

**Mental Health Services:**

- 33 individuals - Online medication management at Friendship Ark

We are increasing our impact by funding local grant projects like these and more.

Grant funding provided 55 additional therapy appointments at ChildServe in FY21-22.

United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must LIVE UNITED.



### Story County is a community that cares about education.

- 447 children in UWSC funded programs improved or maintained their reading level
- 4,713 participants in community-based education programs said they had a better understanding than before
- 763 underserved youth, ages K-8th grade, participated in summer enrichment programs



Ashlan and her son, Silas, are enrolled in Lighthouse Services in Iowa's Parents As Teachers program. Through this service, parents work with a Parent Educator to learn about their child's developmental needs, milestones, and more for a healthy future.



- There are varied formats available including impact stories, stat flyers, and other usable graphics.

[www.uwstory.org/campaign-toolkit](http://www.uwstory.org/campaign-toolkit)

# COMMUNICATION CENTER: MESSAGES YOU CAN USE

## PRESENTATION MATERIALS

### **Sample Agenda - 5 Minutes in Length**

#### Introduction - 1 Minute

Have your CEO introduce United Way Representative.

#### United Way Representative Presentation – 3 Minutes

The United Way representative will give a brief overview United Way.

#### Closing – 1 Minute

Campaign Champion thanks everyone for their time, invites participation through a call to action with campaign materials, and sets campaign deadlines with the group.

### **Sample Agenda - 10 Minutes in Length**

#### Introduction - 2 Minutes

Have your CEO give a brief overview of the company's efforts for the campaign.

#### United Way Representative Presentation – 3 Minutes

The United Way representative will give a brief overview United Way.

#### Impact Presentation – 4 Minutes

Speaker will present a story about a person or family that has benefited from services provided by United Way.

#### Closing – 1 Minute

Campaign Champion thanks everyone for their time, invites participation through a call to action with campaign materials, and sets campaign deadlines with the group.

### **Sample Agenda - 25 Minutes in Length**

#### Introduction - 2 Minutes

Have your CEO give a brief overview of the company's efforts for the campaign.

#### United Way Representative Presentation – 3 Minutes

The United Way representative will give a brief overview United Way.

#### Partner Agency Speaker Presentation – 4 Minutes

The Partner Agency speaker will present a story about a person or family that has benefited from services provided by United Way.

#### Trivia Game - 15 minutes

United Way representative can produce a custom trivia game for your event. Crowd participation from smart phones gives an interactive look at issues in our community and solutions United Way helps to provide.

#### Closing – 1 Minute

Campaign Champion thanks everyone for their time, invites participation through a call to action with campaign materials, and sets campaign deadlines with the group.



# COMMUNICATION CENTER: MESSAGES YOU CAN USE

## NEEDS AND SOLUTIONS

### Compelling Concern

(most recent data available, updated 2/2023)

### UWSC-funded solution

<b>Health</b>	
25.8% of Story County students qualify for free or reduced price lunch, with 2 districts at 39% (IDOE, SY22-23 data)	BackPack Program is available to feed kids over the weekends. Summer feeding programs help during June, July, August. United Way supports local food pantries (20+) annually through the LIVE UNITED Food Drive each spring. UWSC was awarded Story County ARPA dollars for emergency food programs, providing an additional \$140,000 over 4 years.
12% of Story County adults reported 14 or more days of poor mental health per month in 2019 (CHRR, 2022). Meanwhile, 29% of Story County youth who responded to the Iowa Youth Survey in 2021 stated they felt so sad and hopeless for 2 weeks or more in a row that they stopped doing some usual activities, while 21% indicated having had thoughts of killing themselves (6th, 8th, and 11th graders combined). There were 20 deaths by suicide in 2021 in Story County.	21,151 individuals participated in mental health awareness programming in FY21-22. 1,849 individuals were provided mental health services, including counseling, medication management, and beyond.
<b>Education</b>	
23.6% of Story County 3rd graders were not reading proficiently when assessed in SY21-22 (IDOE).	Iowa Reading Corps can help these kids (and others K-3) catch up in reading and be launched with their peers. In SY 21-22, 108 children were served in 6 elementary schools in Story County.
Low to moderate income students can lose up to three months of their school-year gains during the summer	UWSC partners with others to offer summer enrichment services aimed at keeping kids from experiencing the "summer slide." In FY21-22, 763 youth who qualified for FRPL participated in these summer programs, with a total of 1,875 children served countywide.
<b>Financial Stability</b>	
19.4% of Story County individuals have incomes below the federal poverty line. This represents 16,825 individuals. (ACS, 2021, 5-yr estimate).	533 adults were able to obtain or retain their job or start or stay in post-secondary education in FY21-22 in part due to partner agency childcare sliding fee scales, transitional housing, and probation services. In addition, to further advance educational access after high-school, UWSC also serves as the backbone entity for a multi-sector collaborative initiative, Story County College Access Network (SCCAN). SCCAN collaboratively hosted a #GETAJOB event and a speaker series for middle-schoolers which reached over 450 individuals. SCCAN also distributed 750 career exploration guides at all 7 middle schools
Alternative financial products (non-bank check cashing/money orders, payday lending, pawnshops, rent-to-own, tax refund anticipation loans) are used by 42% of Iowa households with incomes of \$50,000 or less. 17.4% of Story County households are underbanked and 4.0% of Story County households are unbanked (Prosperity Now Scorecard, 2021)	At the end of the Women United workshop series, 92% of participants report they use a bank (80% reported they use a bank on the first night of the series)

# COMMUNICATION CENTER: MESSAGES YOU CAN USE

## LOGOS

UWSC retains a duty to ensure that its name and logo are being used properly in a manner that is consistent with legal requirements and with its mission, public image and United Way Worldwide (UWW) Brand Identity Guidelines. The UWSC graphics are registered trademarks and must not be altered in any way.



**United Way of Story County**



**United Way of Story County**

# LIVE UNITED<sup>®</sup>

## VIDEO CONTENT

United Way of Story County's YouTube Channel will be updated with the newest video footage throughout the campaign timeline. Summer learning initiatives, Women United, and specific program snapshots are available.

<https://www.youtube.com/user/UnitedWayofStoryCo/videos>

# UNITED WAY CONTACTS

**Questions? Success stories? Reach out to us!**

Office Phone Number: 515-268-5142

Jean Kresse, President and CEO, [jkresse@uwstory.org](mailto:jkresse@uwstory.org)

Kristin Pates, Resource Development Director, [kpates@uwstory.org](mailto:kpates@uwstory.org)

Andy Fish, Associate Director of Community Impact | Education, [afish@uwstory.org](mailto:afish@uwstory.org)

Moriah Morgan, Associate Director of Community Impact | Health and Finance, [mmorgan@uwstory.org](mailto:mmorgan@uwstory.org)

Anneke Mundel, Community Impact Director, [amundel@uwstory.org](mailto:amundel@uwstory.org)

Allie Prusa, Marketing Director, [aprusa@uwstory.org](mailto:aprusa@uwstory.org)

Emily Randall, Operations Director, [erandall@uwstory.org](mailto:erandall@uwstory.org)

Kelly Wierson, Database Specialist, [kwierson@uwstory.org](mailto:kwierson@uwstory.org)

**REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL. LIVE UNITED.**

