



UNITED WE CAN

UNITED WAY OF SOUTHEAST IOWA

WORKPLACE CAMPAIGN RESOURCE GUIDE

THANK YOU FOR YOUR SUPPORT

We cannot emphasize enough the pivotal role that business owners, companies, and employee groups play in the triumphant journey of the Annual United Way Campaign. Your unwavering support is the lifeblood that enables us to address the pressing needs of our local human services and healthcare on a daily basis. Through your continuous dedication, we bring hope and solace to the residents of our cherished area.

Pause for a moment and let the magnitude of this sink in: United Way funded agencies touch the lives of every other person within our expansive 20-zip code service area, serving over 66,000 local residents. This astounding reach is made possible by the programs fueled by the generosity of United Way dollars. Together, we are molding Southeast Iowa communities into sanctuaries where life flourishes, where toil finds purpose, and where families are nurtured. It is a testament to the profound impact we can create when we stand united.

As this year's Board President, VP of Campaign, and General Campaign Chair, we extend our deepest gratitude to each and every one of you who has chosen to be an integral part of the Workplace Division. Your steadfast support resonates deeply within our souls, and it will touch the lives of many in immeasurable ways. Your kindness is a beacon of hope that illuminates the path towards a brighter future.



Chad Bird
Board President



Meagan Vogel
VP of Campaign



Robert Haines
Campaign Chair

WE NEED YOUR SUPPORT MORE THAN EVER

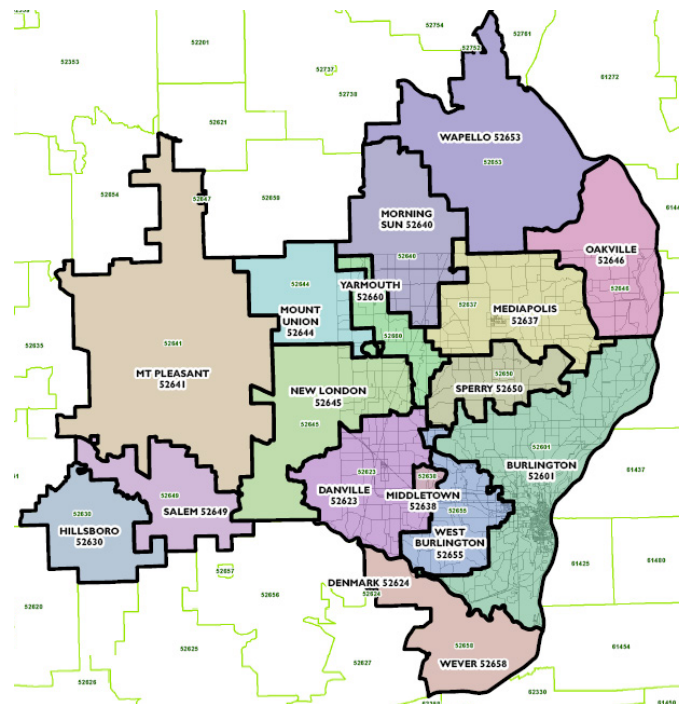


In Southeast Iowa, 40% of households cannot afford basic needs such as housing, child care, food, transportation, health care, and technology. This alarming statistic refers to households defined by United Way as ALICE, which stands for Asset Limited Income Constrained Employed.

The ALICE population represents those of us (men, women, and families) who work hard and earn more than the official Federal Poverty Level, but less than the basic cost of living. You can find these statistics and more for your Southeast Iowa County by visiting our ALICE information page on our website.

The number of children experiencing adverse childhood events is thought to be increasing during the pandemic crisis with more children falling behind in school.

The addiction epidemic has contributed to the already low number of people who participate in the labor force and impacted our economy in Southeast Iowa.



FREQUENTLY ASKED QUESTIONS

WHAT WE'RE UP AGAINST

The economic effects from COVID-19 are immense, particularly for those living paycheck to paycheck. Many families still struggling to recover from recent events are finding their path to financial stability even more challenging. Children, single parent families, and senior citizens are particularly vulnerable.



HEALTH



**FINANCIAL
STABILITY**



EDUCATION



WHAT IS THE DIFFERENCE IN GIVING TO UNITED WAY VS. ANOTHER CHARITY?

At the United Way of Southeast Iowa, we bring individuals, businesses, nonprofits and government decision makers together to have the tough conversations, mobilize the resources and make the smart investments, so that every person and every family in our community thrives. We bring the community together in a way no single organization can to develop, fund and scale collective solutions that attack our community's most pressing problems at their roots.

IF I DON'T BENEFIT, WHY SHOULD I GIVE?

With your help, we can break the cycle of multi-generational poverty; give all kids an equal chance to learn and succeed; and build strong, healthy communities. You may even have neighbors or family members who are benefiting from United Way initiatives.

HOW MUCH OF MY GIFT IS USED FOR OVERHEAD?

Our administration rate is 9% and the fundraising rate is 11% which totals to only 20%. The Better Business Bureau recommends a healthy nonprofit have a rate less than 35%. The United Way of Southeast Iowa operates at just over half of that rate, running a lean operation focused on efficiency.

WHO RUNS UNITED WAY?

We operate with two full-time staff members and a 24-volunteer Board of Directors made up of residents throughout Southeast Iowa who set policy and strategic direction, oversee financial practices, and provide guidance on operational issues. A panel of 40 volunteer community members works with us each March to determine agency funding allocations.

HOW IS MY LOCAL UNITED WAY RELATED TO UNITED WAY WORLDWIDE AND OTHER UNITED WAYS?

United Way Worldwide does not control funding decisions by local United Ways. Actually, United Way Worldwide has no input on how a local United Way invests contributions in its communities. All local funding decisions are made by the individual United Ways with the input of local leaders and community stakeholders.

IS MY GIFT TAX DEDUCTIBLE?

The United Way of Southeast Iowa is a nonprofit 501 (c)(3) eligible to receive tax deductible gifts. You should discuss the tax deductibility of your gift with a tax professional.

STRATEGIES FOR SUCCESS



YOU RAISE MONEY WHEN YOU ASK FOR IT. REMEMBER, YOU ARE PROVIDING THE OPPORTUNITY TO MAKE A DIFFERENCE AND BE PART OF A GROUP OF PEOPLE COMMITTED TO CHANGING OUR COMMUNITY FOR THE BETTER. DON'T BE AFRAID TO ASK. YOUR FOCUS IS ON PEOPLE HELPING PEOPLE. THE MOST SUCCESSFUL WORKPLACE CAMPAIGNS HAVE THE EARLY AND FULL SUPPORT OF THE COMPANY'S CEO.

SET UP A CAMPAIGN GOAL

- 1** Prior to beginning your campaign, meet with your CEO and other top executives within the organization.
- 2** Establish a timeline and budget with CEO feedback.
- 3** Ask your CEO to send personal correspondence (i.e. letter, email, payroll insert, etc.) to each employee asking for campaign support and contribution. United Way provides customizable templates.
- 4** Arrange for your CEO to speak at your campaign kickoff celebration.
- 5** Make sure every employee is given the opportunity to donate, including employees who are part-time, temporary and travel or work off-site.
- 6** Collect all pledge forms to turn into the United Way office. Thank those who ran the campaign, who volunteered and who gave.



OTHER SUPPORTS

Contact the United Way office at 319.752.7831 to learn how we can:

- o Provide campaign materials, information and support
- o Help you plan and implement your campaign
- o Make presentations in your employee meetings
- o Arrange for an agency speaker

DONATION INSTRUCTIONS



CASH DONATIONS

Employees wishing to make a cash donation will need to fill out a pledge form to hand in with the cash. This donation will need to be taken to the designated campaign leader or HR contact.

If you are having a competition between departments, cash donations could be kept in a donation container placed in each department to be added to payroll deduction totals for that department. Any employee contributing cash, could provide the shift manager with their form when adding money to the container.

CREDIT CARD DONATIONS

Employees that want to make a one-time or reoccurring donation using their credit card, will need to visit our PayPal Giving Fund at bit.ly/GiveUWSIEA

PAYROLL DEDUCTION

Using the payroll deduction plan is very effective for a successful in-house United Way Campaign. It is much easier to give a small amount each pay period than to write one annual check. Work with your CEO and Payroll Department to try and arrange for a payroll deduction option for your employees.

OTHER WAYS TO PLEDGE

The United Way has other ways for employees to pledge other than payroll deduct. We can take your pledge/donation thru a direct payment or pledge that can be billed to you directly. We also go thru PayPal Giving Fund, Venmo and on our Facebook page.

No matter which way you pledge, please complete a pledge form and return it to the United Way Office for our records

ONLINE RESOURCES



Check out our website for tons of helpful content, posters, etc.

<https://unitedwayseia.org/workplace-campaign-tools/>



HOME

YOUR UNITED WAY ▾

OUR INITIATIVES ▾

ANNUAL CAMPAIGN ▾

GET INVOLVED ▾

Workplace Campaign Tools

Campaign Materials

- [Campaign Workplace Guide](#)
- [Virtual and In-Person Campaign Activities](#)
- [Brochure](#)
- [Video](#)
- [T-Shirt Order Form](#)

Forms

- [Pledge Form](#)
- [Corporate Pledge Form](#)
- [Payroll Deduction Summary Form](#)

Posters

- [Be Part of Our Story Poster](#)
- [Deserve to Thrive Poster](#)
- [Goal Thermometer](#)
- [Thank You Poster](#)

2-1-1 Materials

- [Tear Slip Poster](#)



DONATE



UNITED WAY OF SOUTHEAST IOWA
a century of service

THANK YOU
For Taking Time
For Listening
And MOST of all ... for Helping

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