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FREQUENTLY ASKED QUESTIONS

What is United Way?
United Way of Olmsted County is a nonprofit that partners with other local nonprofits, businesses, donors, and social service agencies to address our community’s most pressing needs. United Way provides direct services as well as oversees funding for other community initiatives.

Why is there a United Way?
For more than 90 years, United Way has been the community solutions provider. Donors have the confidence that their human service dollars go the furthest to do the most good, supporting many programs through one effort. Local volunteers use their knowledge of community problems to distribute funds where the needs are greatest. To make the best use of donor dollars, United Way holds agencies accountable for the programs they run, only funding programs with good results.

What is Community Impact?
At United Way of Olmsted County, Community Impact is more than just a department—it’s why we’re here. Community Impact directs resources to programs that meet the needs of individuals and families. Everyone deserves opportunities to have a good life: a quality EDUCATION that leads to a stable job, enough FINANCIAL STABILITY to support a family through retirement, and good HEALTH.

Community Impact is a cost effective way to invest in a broad range of services with a single contribution. Ultimately, Community Impact represents community results. United Way annually evaluates Community Impact funded programs to gauge and improve their effectiveness.

Why let United Way invest my donation?
By allowing United Way to invest your donation, you are ensuring that your gifts, combined with those of others, are going to address the most critical needs in the community. Only unrestricted gifts are available to put in United Way’s competitive grants. Through that process, local volunteers and experts who are knowledgeable about community problems determine the way to address priority needs, investing in proven programs with measurable results.

How much should I give?
Only you can decide how much you can give. United Way offers several giving and recognition opportunities. Many people elect to give 1% of their annual salary. Payroll deduction makes giving easier.

How much of the money raised through United Way goes to provide services?
The percentage of total revenues generated by the organization that is being returned to the community through competitive grants, initiatives and donor directed funding is 85%.

I don’t use any of the agencies’ programs, so why should I give through United Way?
When we reach out a hand to one, we influence the condition of all. While you may not have school-age children, we all win when a child succeeds in school, when at-risk families become self-sufficient and when all our neighbors have good health.

How do agencies receive their designations?
Designations to agencies are provided separately from any Community Impact awards distributed through agency programs. Designations are sent throughout the year after the campaign is closed and designation reports are completed.

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Doesn’t the government take care of these health and human service problems?

Human service delivery is a shared responsibility of both the public and nonprofit sectors. An excellent example of this partnership was the new Volunteer Income Tax Assistance project, which engaged United Way volunteers helping low-income, working families prepare income taxes for free and also apply for tax credits for which they were eligible but may not have been aware. Recent public sector budget cuts and increasing costs for fuel and food are resulting in even more people needing assistance. As a result, your gift through United Way is increasingly important because it stays in the community to address local needs.

Why should I give to United Way when I already give to my favorite nonprofit?

Many of us have a favorite nonprofit where we volunteer and that we support financially. A gift through United Way recognizes problems experienced by individuals, families and neighborhoods are rarely one-dimensional. Complex problems require complex solutions which frequently involve multiple partners providing program support to create lasting change.

When you give through United Way, you are supporting multiple partners and comprehensive solutions.

Who pays for United Way’s special events?

Events held to thank and inspire volunteers and donors are paid for primarily by ticket sales and sponsorships.

What is United Way of Olmsted County relationship with United Way Worldwide?

United Way of Olmsted County is a separate, local organization governed by a local, volunteer Board of Directors. United Way Worldwide is a service association to which local United Ways may belong.

What is United Way’s policy against pressuring employees to give?

United Way of Olmsted County has a policy against coercion, and under no circumstances should an employee be threatened or coerced into contributing. Giving is a personal matter and a personal decision; whether people give and how much they choose to give is up to each individual. The purpose of United Way is to offer people an opportunity to care so that others can receive the help they need. We hope you will give because you are able to and because you feel good about it. Anyone who feels that they have been coerced into making a contribution, please contact our office at 507-287-2000 for a confidential refund.

If I stop working, what happens to my pledge?

Should you stop working, your payroll deduction pledge stops, too. Your pledge through United Way is made in good faith based upon your employment. When you start a new job, ask to sign up for payroll deduction again or call United Way for further details. If you are retiring, please contact United Way to continue your contributions and volunteer your time. You may even find you have more time to volunteer.

Why does United Way want to know my birth date and e-mail address?

United Way of Olmsted County is taking steps to thank and inform people about the results of their contributions. Using your preferred e-mail address helps us to reduce postage and printing costs.

In order to track our progress in attracting donors in every age group, we are now requesting birth dates from all donors. All of your information is kept confidential. United Way of the Olmsted County does not sell or give away any personal information to outside organizations.
How do I find information about services when I need help?
Just dial 2-1-1 — United Way’s information and referral line. This 24-hour, multi-lingual service provides information and referral to hundreds of programs available in the Olmsted County area. Some cell phones may need to call 1-800-543-7709

How can I get involved as a volunteer?
Please visit us online at uwolmsted.org/volunteer. Opportunities include community-wide volunteer days, ongoing and one-time activities for groups or individuals.

We know we use a lot of unfamiliar terms and that can be confusing! Here’s a breakdown of some terminology you may hear often.

**Average Gift** – Total employee contributions divided by total number of donors in an organization.

**Community Impact Fund** – Your donation makes the greatest impact in our community when it is directed to United Way’s Community Impact Fund. United Way works across boundaries to address the interrelated and complex causes of poverty in a comprehensive way. Programs like the Rochester Full-Service Community Schools, Cradle 2 Career, and Meadow Park Initiative utilize supports from the United Way Community Impact Fund.

**Designations/Restricted Giving** – Donations that a supporter directs to a specific nonprofit rather than to internal impact programs like Running Start for School, Imagination Library, Health, Education, or Financial Stability programs.

**Leadership Givers** – Donors who give $500 or more annually. These donors are eligible for recognition levels and Giving Community participation.

**Leadership Campaigns** – Think of a Leadership Campaign as a campaign within a campaign. This is a special push to recruit $500 and up donors and often includes highlights of United Way’s Recognition Levels and Affinity Groups and the perks of giving at this level. Target audiences for Leadership Campaigns often include members of management, senior level employees, or individuals who show a high level of support for United Way.

**Payroll Deduction** – Often abbreviated PRD, the amount withheld by an employer from an employee’s earnings as determined by the employee’s United Way pledge.

**Per Capita Giving** – Total employee contributions divided by total number of employees.

**Unrestricted Giving** – When a donor does not designate their gift to any one specific nonprofit. Unrestricted gifts go to the Community Impact Fund, which responds to the most critical needs of the community.
2021-2022 UNITED WAY
COMMUNITY IMPACT PARTNERS

United Way engages a strategic and diverse network of community supports to help people in need reach their potential by creating long-lasting change in the interconnected areas of education, health, and financial stability. Like all our work at United Way, these partnerships help tackle inequities, bring people together to create lasting solutions, and improve lives today for better communities tomorrow.

<table>
<thead>
<tr>
<th>Program</th>
<th>Agency Partner</th>
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<tbody>
<tr>
<td>Food Shelf</td>
<td>Channel One</td>
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<tr>
<td>Noon Meal</td>
<td>Salvation Army</td>
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<tr>
<td>Head Start Food Stations</td>
<td>Families First of Minnesota</td>
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<tr>
<td>Meals on Wheels</td>
<td>Family Service Rochester</td>
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<tr>
<td>Housing Stability Fund</td>
<td>Women’s Shelter and Support Center</td>
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<tr>
<td>Access Home</td>
<td>Salvation Army</td>
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<tr>
<td>Rent Assistance</td>
<td>Salvation Army</td>
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<tr>
<td>Independent/Semi-Independent Living</td>
<td>Ability Building Community</td>
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<tr>
<td>Senior Independence</td>
<td>Family Service Rochester</td>
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<tr>
<td>Independent Living Services</td>
<td>Bear Creek Services</td>
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<td>Empowering Single Mothers</td>
<td>Jeremiah Program</td>
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<td>Literacy and Life Skills</td>
<td>Hawthorne Education Center</td>
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<td>GNCC Early Learning</td>
<td>Good News Children’s Center</td>
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<tr>
<td>Multigenerational Assistance</td>
<td>Family Circle Learning Center</td>
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<tr>
<td>School Readiness</td>
<td>Families First of Minnesota</td>
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<tr>
<td>Byron School Readiness</td>
<td>Byron Public Schools</td>
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<tr>
<td>Gage East Early Childhood Program</td>
<td>Center City Housing</td>
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</tbody>
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**Friendly Visitors and Caregiver Support**
- Match Program
- TreeHouse Teen Program
- Peer Recovery Housing
- Infant and Early Childhood Mental Health
- LEAD Mentorship

**Culturally Powered Communities Agency Partners**
- Damascus Way Re-Entry Center
- Ethiopian Community of Rochester
- Intermix Project
- Pamoja
- Boys & Girls Club of Rochester
- Family Service Rochester
- Listos Preschool and Childcare
- Next Chapter Ministries

United Way of Olmsted County
umolmsted.org
CAMPAIGN CHECKLIST

1. Recruit a Team
   - Attend United Way Workplace Champion training
   - Meet with United Way campaign staff to review prior year’s giving (United Way campaign staff will provide this for you) and develop a campaign strategy
   - Meet with your CEO to confirm commitment and buy-in to engage employees
   - Recruit a committee to help with specific campaign tasks
   - Schedule an internal training for your team
   - Schedule a United Way meeting with your staff contact
   - Attend United Way events

2. Set a Goal
   - Establish your campaign goals - total dollars raised, percent participation, special events, etc.

3. Determine Your Timeline
   - Establish your campaign timeline, including a kickoff date, special events and finale or thank you event

4. Plan Campaign Activities
   - Draft a letter to be sent from the CEO to thank employees - see our examples online for help
   - Kick off your campaign with a celebration
   - Schedule employee meetings and invite United Way staff
   - Personalize your campaign
   - Determine the type of ask that best fits your organization’s culture

5. Inform and Ask
   - Publicize and continuously promote your campaign and your goals to all employees
   - Conduct a leadership giving campaign
   - Follow up with employees who are unable to attend meetings
   - Issue progress reports to United Way and your fellow employees

6. Thank Everyone
   - Announce your results
   - Thank your committee, volunteers and employees for their participation
   - Have a celebratory Thank You or Finale event

7. Report Results
   - Add up your results and submit report envelope and required forms to United Way
   - Evaluate your company’s campaign strengths and weaknesses and make recommendations for next year’s campaign

8. Stay in Touch
   - Pat yourself on the back for a job well done!
   - Attend the United Way Campaign Celebration and be recognized for your hard work
**Fun Campaign Ideas**

**Tricycle Races**
Staff or members of management race tricycles outdoors or through the building.

**Putt Putt Tournament**
Set up a miniature golf course throughout the office. Have various departments design each hole, using United Way information and materials. Employee teams also compete for prizes.

**Game Show**
Have a host and use United Way trivia questions. Have participants use bicycle horns when the answer is known. Give United Way promotional items as prizes.

**Oh, Baby!**
Post baby pictures of managers and have employees identify the babies. The employee with the most correct matches wins a prize. Consider collecting diapers, baby food and other baby related items for a local nonprofit as part of this contest.

**Balloon Pop**
Employees donate prizes for this event. Before filling a balloon with helium, put a note inside with the name of a prize. Employees pay $1 to buy a balloon and pop it to find out what prize they’ve won.

**Casual for a Cause**
Allow employees to pay a fee to dress down for a day (i.e. Friday jeans day).

**Let’s Make a Deal**
Go around the office and ask random United Way related questions (“Name two agencies that help the elderly, children, etc.” or “Which nonprofit is closest to our office?”) Each time someone gets the answer right, give them a prize on the spot. Ask your CEO to go with you and hand out prizes.

**Pumpkin Carving Contest**
How about a Halloween theme for your campaign this year? Have a pumpkin carving contest. Charge a nominal fee to enter and vote. Award prizes in categories including best traditional pumpkin, most creative, best effort by group or individual and best entry involving multiple pumpkins.

**Silent Auctions**
There are several varieties of auctions. Silent auctions have been the most effective, fun and easy. Have staff auction off services, such as washing someone’s car in the parking lot, cooking a three-course meal or any crafts/items your talented staff can donate. Or, have executives auction off their parking spaces, etc. In addition, solicit businesses and vendors for prizes. www.32auctions.com

**Chili Cook-Off**
Employees cook their favorite chili recipe to be judged by co-workers. Create a cookbook containing all of the secret chili recipes and give a copy to each investor. Make sure to feed the entire staff after the judging is completed.

**Build Your Own Sundae**
Create a sundae bar with an assortment of ice creams and a wide variety of toppings. This can also serve as a thank you event.

**Staggered Lunch**
Perfect for businesses that take lunch hours at specific times. Organize three time slots when three different groups come in for lunch and listen to a United Way speaker. Make it fun and enthusiastic with prizes awarded and a free gift for all.

**Cookie Exchange**
Have each employee bring a plate of their favorite cookies to work and swap them with another employee.

**Auction**
Ask vendors and employees to donate items or services to be auctioned. The auction can be done either as a silent auction or an online auction. Variation: Have employees create baskets of items to be auctioned. The baskets can revolve around a theme (i.e. Spa, Hair Care, Kitchen, etc.).

**Car Wash**
Track which employees invested in United Way, then draw for employees to get their car washed by the CEO or a member of management. Variation: Allow employees to pay to have management wash their cars.
**Early Bird Gets the Worm**
In the middle of your campaign, treat investors who have already turned in a pledge form. Place a balloon on their desk with a note of thanks. This encourages employees to turn in their pledge forms early, while recognizing individuals who are eager to give.

**Employee Cookbook**
Employees donate their favorite recipes to be collected and published into a bound book. Employees’ children can illustrate the cookbook. A variation of this is to sell a “hint” book (i.e. hints on food, gardening, camping, golf, decorating, etc.).

**Jail-N-Bail**
Hold in correlation with an employee picnic or festival. Have a booth where employees pay to have co-workers, supervisors, managers or executives incarcerated for short periods during the event.

**Waffle/Pancake Breakfast**
Have management serve up breakfast for everyone who contributed.

**Milk and Cookies**
Design a special cookie wrapper with a thank you message. Place the wrapper around a package of cookies. Homemade cookies would be a special treat.

**Special Incentives**
Vacation days, extended lunch hours and donated items from places with which you conduct business are great ways to offer incentives without spending a lot of money.
- Sleep in late awards
- Flee @ 3:00 coupon
- Prime parking spaces
- Paid time-off
- Open soda & candy machines
- Free oil changes
- Gift certificates
- Big screen television
- Casual Fridays
- Free dinner catering
- Tickets to sporting games
- Airline tickets
- Call in “well” day
- Free hotel stay
- Computers—new or gently-used
- Lottery tickets
- Movie tickets
- Theater or museum passes

**Saying “Thanks”**
After a successful campaign, it is very important to say “thanks” to all the employees who helped make your campaign a success. People want to feel appreciated when they have done something positive, and helping the community by giving to United Way is no exception. There are many different ways to say thank you to all of your coworkers who helped make it possible.

**Thank You Sack Lunch**
Order sack lunches for every contributor. Include a thank you note from your CEO or, include thank you drawings or letters from children served by a United Way agency.

**Prize Patrol**
Have management or the campaign committee wheel the prizes around the office on a cart until they reach the winner for public recognition. If you do this once a day during your campaign, it serves as a reminder to others to turn in their pledge card.

**Balloons or Flowers**
Surprise each contributor the last day of the campaign. Place a balloon or flower at their desks to thank them for their thoughtfulness.

**Candy Gram**
Show your employees a little appreciation with a treat for their sweet tooth! Distribute candy bars with a thank you message attached to all participants who contributed to the United Way campaign.

**Scooping Up Success**
An ice cream social to help celebrate the campaign is a great way to say thank you. Have the management team scoop up the ice cream and personally thank each employee.

**“I Contributed” Cookout**
Offer a cookout to all who contributed. Have the cooks wear aprons with the United Way logo.

**Jeans Stickers**
This is an oldie but a goodie. Sell stickers for jeans days. Some companies will sell stickers that are good for the entire year!

**Name that Tune**
Employees pay $5 to play. Contestants then go up against each other to test their song skills.
Send letter to all employees stating purpose of meeting days before event.

- Distribute pledge cards at the opening of the meeting or online giving link.
- Workplace Champion presents opening remarks.
- Agency department head/management addresses the group.
- Introduce the storyteller or co-worker who has benefited from the services of a United Way of Olmsted County program or certified nonprofit supported by UWOC.
- Show the campaign video.
- Workplace Champion asks for payroll deduction pledge.
- Volunteers collect pledges at the end of the meeting. Follow-up on absentees.

Choose solicitors wisely.

- Train the solicitors with the help of United Way of Olmsted County's staff.
- Send agency department heads/management endorsement letter to all employees.
- Make volunteer assignments.
- Distribute pledge forms or onling giving link.
- Direct solicitors to make calls.
- Follow-up on absentees and part-time employees.
THE SIMPLE 6

Make your introduction and opening comments

Within step one you should:
• Make a positive, friendly introduction
• Develop rapport
• Check awareness of United Way of Olmsted County’s process and impact
• Explain why you support the campaign

Explain giving options and affinity groups

Everyone’s gift is important. First discuss giving options:
1) payroll deduction
2) check or cash
3) credit card
4) bill direct

You can recommend that they contribute at the guideline level of one percent of their income. However, some may strongly feel that this is too much for them to donate.
Second, promote payroll deduction. It’s easy and your contribution works throughout the year.
Third, discuss Giving Communities/Affinity Groups (Women United, Always United, etc.) and Leadership Giving.

Ask for the contribution

You have made a good introduction, you have identified United Way’s impact on local community problems and how they can give. You are now ready to go on to step three and ask the person to contribute or make a pledge. If the person agrees to complete the pledge form, you can go directly to step six and thank them. However, in most cases the people you call on won’t be ready to pledge immediately. Prior to making a final decision, they may have some questions.

Answer questions and other opportunities to help

Knowing the response to most frequently asked questions is an important part of your job as a Workplace Champion. Answering questions gives you the opportunity to tell your fellow employees more about United Way of Olmsted County. People will be more generous when the questions they have are answered by you and when they understand the need behind your request for their pledge.

Workplace Champion

Once you have answered the person’s questions, you are ready to ask for their pledge. When the person has completed the pledge form and signed it or set up their online campaign pledging, you have one more step.

Say thank you

Thank the person for his/her time and donation. Assure them that their contribution will be used to help people in need. Remind them that the United Way of Olmsted County is also here for them should the need arise.
ALEXIS DE TOCQUEVILLE SOCIETY

A distinguished group of local visionaries who fight for the health, financial stability, and education of everyone. With an annual gift of $10,000 or more, their leadership inspires others to greater philanthropy.

ALWAYS UNITED

Created for those who have, or will soon be, transitioned out of the workplace, that want to stay connected to community in a meaningful way. We host social events, community outreach, volunteer and learning activities.

HOPE LEGACY SOCIETY

Recognizes forward-thinking supporters who make planned gifts, through vehicles like donor advised funds, retirement assets, stock, estate plans, and more. In doing so, they are leaving a lasting legacy in Olmsted County.

LEADERS IN GIVING

We can do more when we live united. Leaders In Giving are individuals or couples who make a pledge of $500, or $20 per pay period, or more to United Way’s mission.

WOMEN UNITED

An unstoppable force of women supporting women who commit to an annual investment of $650 or more. Together, they learn, engage, and volunteer to extend the reach of United Way programs and partners.
YOUR LEADERSHIP IMPROVES LIVES

If you see yourself as we do – a passionate, committed, active leader in our community – we invite you to take your dedication to the next level and encourage others to join you, as a member of one of our leadership societies.

If you feel passionate about quality education, financial stability, and physical and mental health and wellness, imagine how fulfilled you will feel when you do even more to help United Way make a greater impact.

United Way understands giving is personal. That is why there are giving programs to match myriad levels of philanthropy. These levels provide our supporters options to give and to volunteer, as well as encourage and inspire long-term giving.

Dedicated community leaders, like United Way’s Leadership giving, know that when we combine resources to address the problems that face our community, lives improve, and we all win. Donations from members of the Alexis de Tocqueville Society, Women United, and Leaders in Giving, account for more over 1 million dollars of our total resources. That means people in our community who are most in need can improve their lives thanks to your decision to give at the leadership level. We hope you will join us with your most generous gift today.

STRATEGIES TO A SUCCESSFUL CAMPAIGN

Conducting either/both a United Way Leadership Giving and Retiree campaign are two sure way strategies to the success of your organization’s overall campaign. Leadership Giving sets your organization apart as a leader in our community. Additionally, many retirees who have supported United Way for decades stop giving simply because no one asks them! Engaging retirees and involving them in, Always United affinity group (page 12), empowers retirees to remain activity in the community and to stay connect with other local and civic-minded retirees.

We can provide the support you need to acquire more leadership gifts and to reengage your organization’s formers employees. Use the following guide to help launch a Leadership Giving Campaign, and if you want to launch a Retiree Campaign, you can follow the same guidelines.

Regardless, United Way staff members are excited and eager to help support you in advancing your organization’s imprint in our community.
To Implement Your Leadership Giving Campaign

- Hold separate Leadership Giving meetings in addition to the overall campaign.
- Integrate Leadership Giving into all United Way employee meetings.
- You are encouraged to work with your United Way Resource Development Specialist to determine the best strategy for your company.

Gain CEO and Senior Management Support

- Meet with your CEO/management staff to make sure they understand and support United Way and Leadership Giving.
- Work with the United Way Resource Development Specialist to identify the best person to ask your CEO for a Leadership or Tocqueville Society gift.

Recruit a Leadership Giving Chair to Organize your Leadership Campaign

- Ask the CEO to appoint a well-respected member of your organization already giving at the Leadership level.

Recruit a team of current Leadership Givers to assist the Leadership Giving Chair.

- Make solicitations in person. Peer-to-peer and person-to-person solicitations make the most effective asks.
- Your Leadership Giving team can solicit incentives from the CEO, management team and/or local businesses.

Develop a Plan & Timeline for your Leadership Giving Campaign

- If you are holding separate Leadership Giving meetings, schedule your organization’s Leadership Giving campaign one to two weeks prior to the kick-off of your general campaign.
- By announcing the results of an early Leadership Giving campaign, those leaders can set the tone for the rest of the employees, encouraging, and inspiring them to give.
- Set goals for Leadership Giving and Tocqueville Society gifts.
- Included current and potential Leadership Givers in “Ask” meetings.
- Invite employees with a letter of endorsement from the CEO or Leadership Giving Chair.

Setting Up a United Way Leadership Giving Meeting

- Consider holding your meeting at an already scheduled managers/directors meeting prior to the campaign.
- Work with the United Way Resource Development Specialist to schedule a speaker for your meeting.
- Ask an employee from your organization who is a Leadership Giver, or a recipient of services provided by a United Way nonprofit partner to share their story.
- Ask your CEO to make his/her donation prior to the meeting and endorse the Leadership Giving campaign at the meeting.
- Hand out materials including United Way’s Leader in Giving brochure and pledge forms.
- Use incentives to encourage attendance.
Sample Leadership Giving Meeting Agenda
- CEO endorses Leadership Giving
- Present benefits of Leadership Giving
- Employee and/or Resource Development Specialist shares story
- United Way Resource Development Specialist speaks
- Show United Way video
- Distribute pledge forms and pens and support materials (brochure, etc.)
- Encourage gifts of stock (if applicable)
- Highlight United Way’s leadership networking groups including Women United and Tocqueville Society.
- Explain incentives (if available)
- Make the “ask”
- Thank everyone for attending and for their support

After the meeting
- Collect all pledge forms
- Personally contact anyone who did not attend the meeting and make a leadership ask

Include Leadership Giving in all United Way Employee Meetings
- Discuss Leadership Giving and its benefits in all employee meetings and invite employees to join.
- Do not assume that employees cannot give at the Leadership Levels. It is a personal choice, and many organizations report that “front line” employees often account for a significant amount of Leadership Givers.
- Work with the United Way Resource Development Specialist to schedule a speaker for your meeting.
- Ask an employee from your organization who is a Leadership Giver or United Way recipient to share their story.

Thank all Leadership Givers
- Send a personal thank you from the CEO and Leadership Chair to all donors and team leaders.
- Hold a thank you event hosted by the CEO and distribute incentives.
- Recognize all Leadership Givers in a visible way that will encourage other employees to give
- Advise Leadership Givers to expect a “Thank you” letter from United Way.

Communicate to Leadership Givers Year Round
- Utilize United Way’s Workplace Champion section at https://www.uwolmsted.org/campaign-resources to access success stories, funding decisions, program results, current news, and events.
- Promote and encourage donors to attend United Way Leadership events.

Utilize UWOC (United Way of Olmsted County) Support Materials
- Leadership Campaign support materials can be downloaded from the For Workplace Champion section on United Way’s website, https://www.uwolmsted.org/campaign-resources.

Close/Ask
- Sample: I ask you join me as a Leadership Giver. Some of you may give because you are financial able. Still others may give because of the potential tax benefits or because your gifts give someone access to resources that in the end makes our whole community stronger, more resilient. Whatever your reason for giving, by investing in our community at the Leadership Level, you will invest in “what matters”- improving the overall quality of life right here in Olmsted County - where we live, work, and raise our families.
After all of your hard work has paid off, we want to thank you for it! United Way annually recognizes companies that go above and beyond to create opportunities for a better life in Olmsted County. From giving levels to employee participation, there are several ways to receive a United Way Award.

Employee Campaign Recognition Awards

Any company whose employee giving meets the following criteria will receive an award or certificate of recognition.

- **Platinum Award** - $200 per capita and 90% participation
- **Gold Award** - $150 per capita and 80% participation
- **Silver Award** - $100 per capita and 70% participation
- **Bronze Award** - $50 per capita and 60% participation

Per capita is the total dollar amount contributed by employees divided by the total number of employees. Participation is the percent of contributors from the total number of employees.

Best of Awards

**Live United Campaign**
Best overall United Way campaign.

**Rising Star**
Awarded to a campaign who has demonstrated positive growth.

**Best Campaign Coordinator / Team**
Best leadership, employee engagement and enthusiasm throughout the United Way campaign.

**Best Kick Off**
Most effective kickoff strategy to get employees engaged and excited about the United Way campaign.

**Best in Thanks**
Most creative way to say thank you to your employees throughout your United Way campaign.

**Best Corporate Volunteer Engagement**
This award honors a company that has an engaged, year-round volunteer program that improves the communities where it operates.

**Best #EquityChallenge Engagement**
Most engaging use of the #EquityChallenge Campaign through social media and other avenues.

**Corporate Giving Award**
This annual award is for companies that give a corporate gift of $2,500 or more.

**New Campaign Award**
This award is presented to companies who have not previously held a campaign.
Together we’re rebuilding for better, more equitable and more resilient communities. **Now more than ever,** we must drive opportunity at the community level in order to lean into our mission: to improve lives by mobilizing the caring power of communities around the world.

**WHAT MATTERS MOST?**

Your bi-weekly contribution will add up to big wins for your local community.

*Data calculated using annual gift amounts over 26 pay periods.*

**A $5 Cup of Coffee**
Per Pay Period  **OR**  **8 Backpacks with School Supplies**
preparing students in Olmsted County for school

**A $10 Online Purchase**
Per Pay Period  **OR**  **5 People Access Support Groups**
improving mental health and over-all well-being

**A $20 Pair of Movie Tickets**
Per Pay Period  **OR**  **7 Children (0-5yr) Receive Scholarships**
access to high-quality early education, offering lasting social, economic, and academic benefits for kids and their parents

**A $50 Clothing Item**
Per Pay Period  **OR**  **12 Seniors Extend Independent Living**
supporting individuals to remain healthy in their own homes

**A $100 Night Out**
Per Pay Period  **OR**  **4 Families Stabilize Housing**
helping to avoid a housing crisis

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