

CAMPAIGN PLANNING

2023 CAMPAIGN PLANNING

Campaign dates: **Start** _____ **End** _____ **Close** _____

Using a Committee: ☐ **Yes** ☐ **No** Using Ambassadors: ☐ **Yes** ☐ **No**

If yes, list Committee Members Names:

Important Dates Sheet: Fill out the chart below by using the Campaign Timeline - **plan the entire campaign now** - write every step down while you work through it. *Get a date on the calendar even if it may have to be rescheduled.*

CAMPAIGN TIMELINE	
<i>6-8 weeks prior to campaign</i>	Initial Meeting
<i>4-6 weeks prior to campaign</i>	Preparation Meeting
<i>2-4 weeks prior to campaign</i>	Review Meeting
<i>1 week prior to campaign</i>	Final Approval Meeting
	Campaign Kickoff
<i>Immediately after campaign</i>	Post Campaign Actions

CAMPAIGN TIMELINE	DATES AND TIME
Initial Meeting	
2nd Meeting (as needed)	
3rd Meeting (as needed)	
Final Meeting	
Campaign Kickoff	
Debrief Meeting	

Campaign Planning

- Any other United Way's need to be informed or included?
- Request leadership ask meeting - if so, we will need their names in advance.
- Discuss presentation schedule
- Discuss and identify campaign activities - kickoff, special events, fundraisers, etc.
- Give Corporate Gift Pledge Form
- Identify campaign materials to be distributed and how (brochures and posters)

CAMPAIGN PLANNING

CAMPAIGN DECISIONS

Campaign Goal	
Goal incentives: If goal is met, then what?	
Other incentives	
Number of employees	
Is there a corporate match?	
Campaign type: GiveSmart, paper	
Pay periods per year	
Payroll deduction start date?	
Who will receive cash and checks and hold them until the end of the campaign?	
How will the ask be made?	
Who will the pledge forms be turned in to?	
What advertising is there for your campaign?	
What will the "Thank You" be?	

ADDITIONAL NOTES:

CAMPAIGN PLANNING

CAMPAIGN DECISIONS

CAMPAIGN MATERIALS	AMOUNT NEEDED
Campaign Guide	
Social Media Guide	
GiveSmart Planning Form	
Advocacy Platform	
Employee Pledge Form	
Corporate Pledge Form	
Campaign Poster	
Strategic Priorities Flier	
Sponsorship Forms - DOC, OTE	
2023 Giving Options	
Volunteer Engagement Opportunities	
United Way Pens (pre-order)	
United Way Banner	
Campaign in Progress Yard Sign	

SPECIAL REQUESTS, CONCERNS, OR QUESTIONS:

POST-MEETING STAFF RESPONSIBILITIES:

- Upload the Campaign Initial Worksheet into the RD Folder on the P:Drive and into the CRM
- Add a Comm Log in Andar

UNITED BY MISSION
DRIVEN BY IMPACT

United
Way



United Way of Allen County

2023

CAMPAIGN

GUIDE

We need passionate champions from all walks of life to take part in transforming our Allen County community. Will you join the fight?

United Way of Allen County believes that part of Living United means giving back to our community. And we couldn't do our work without **YOU**.

Working together is the only way for change to occur. Your contribution ensures that more students graduate, more of our neighbors attain financial stability, and more families live long, healthy lives.

Workplace campaigns offer employees the opportunity to donate, volunteer, and speak out for causes that matter to them. Participants will have the opportunity to respond to the specific needs of community members, offer solutions for recovery, and be part of rebuilding process. The workplace campaign is about more than raising money; it offers employees a tangible way to impact their community.

**Inside you will find best practices and tips to help you
lead a fun and successful campaign.**


Welcome to the United Way Campaign Team!

STEPS FOR A SUCCESSFUL CAMPAIGN

Step 1: PREPARE

- Set campaign dates. Allow plenty of time to create strategic messaging and to get your online donation portion set up.
- Assemble a campaign team to help distribute campaign messaging across each department or team. A good ratio is one campaign team member per every 25 employees.
- Set a campaign goal that your campaign team and employees can rally behind.
- Set key points for distributing company-wide messaging, i.e. announcement of the campaign, launch day, mid-campaign, final push, and thank you. **See *Communication Guide*.**

- Finalize campaign results with your online giving platform or paper pledge forms. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team and celebrate your results.
- Work with UWAC liaison to complete the CRE. The CRE stores pledge forms and the front of the envelope serves as a summary of giving sheet.

CAMPAIGN REPORT ENVELOPE 

Partial Final Office Use Only (Date Stamp: _____) Campaign Year: _____

COMPANY NAME & ADDRESS			CAMPAIGN COORDINATOR		
Account ID: _____	Company: _____		Mr. _____	Mrs. _____	Ms. _____
Address: _____	City: _____		Name: _____	Phone: _____	Dr. _____
State/Zip: _____			Fax: _____	Email: _____	

Pledge	Number of Employees Pledging	Amount Pledged	Unclaimed Payments	United Way Staff Duty	
				Audited Total	Audited by (initials)
Credit Card					
Employee Check					
Employee Credit Card					
Direct Bill					
Payroll Deduction					
Special Events Check					
Special Events Credit Card					
Envelope Total					

GiveSmart Credit Card Donations (these donations have already been processed via credit card. Do not include in CRE processing, only include for overall campaign total)
Number of Donors/Donations: _____ Total amount: _____ Total GiveSmart Credit Card amount + Total Amount Pledged: _____

Payroll Deduction Information
Employee payroll deductions on this report begin on _____ and end on _____
of pay periods per year: _____ hourly _____ salary _____

Other Information
Number of leadership given: _____ Number of Employees: _____

Thank You!
AUTHORIZATION: The information on the face of this envelope is accurate to the best of my knowledge. I have verified the pledges and United Way of Allen County is authorized to issue statement in these amounts.
Campaign Coordinator Signature: _____ Date: _____
United Way Signature: _____ Date: _____

United Way of Allen County Contact Information
Your account representative is:
Name: _____ Email: _____
Phone: _____

347 W. Berry St., Suite 300, Fort Wayne, IN 46802 | 260-422-4776 | www.unitedwayallencounty.org RESET FORM PRINT FORM

Step 2: EXECUTE

- Use your planned messaging to launch the campaign. Consider using video messages from your organization's leadership to encourage donating and United Way of Allen County's videos.
- Send messaging throughout the campaign on a company-wide level.
- Run team challenges to encourage participation.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.
- Make sure everyone has the opportunity to give; they can't give if they aren't asked! And remember, giving is a personal decision.

Step 3: WRAP UP

VIEW ALL CAMPAIGN
MATERIALS [HERE](#) OR
SCAN THE QR CODE





MAKE IT S.O.C.I.A.L.

S SHORT & SWEET

Campaigns are best when kept to about 2 weeks or less. The longer the time, the less the momentum.

O OVERALL GOALS

Clearly state your goals - dollars raised, number of participants, average donations, and volunteer hours are examples.

C COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I IMPACT

Provide impact equations - what does my donation do at various levels?

\$2 a week provides dinner once a week for a youth after school

\$7 a week provides four weeks of education for a kindergartner

\$15 a week provides a pathway to housing for a homeless individual

\$23 a week provides a monthly bus pass for an individual

A ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals. Refer to the Virtual Special Events and Employee Engagement Ideas page.

L LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.

BEST PRACTICES

KICKOFF:

- Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are available to talk about the impact of your gifts made to United Way of Allen County, in-person or virtual.

UTILIZE AVAILABLE RESOURCES:

- The Workplace Campaign Toolkit is available online at www.unitedwayallencounty.org/resource-center/campaign-materials. This toolkit includes sample messaging, video links, collateral materials and more.
- Your United Way Campaign Manager can guide you through all steps of running a campaign (virtual or in-person) as well as help you goal set, train your team, and more.
- Need something that is not available in the online tool kit? Ask your Campaign Manager!

COMMUNICATIONS:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Have your Campaign Committee make individual asks of their team. ***People give to people.***

GIVING SOCIETIES:

- When asking for donations, remember that United Way Giving Societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can join the following Giving Societies and take part in meaningful, year-round events, volunteer opportunities, and engagement.
 - Tocqueville Society (\$10,000+)
 - Leadership Circle (\$1,000+)
 - Women United

EVENTS:

- Encourage employees to participate in volunteer opportunities on their own or as a company. Find examples of volunteer opportunities on the next page.
- A full list of both in-person and virtual volunteer opportunities available can be found at <https://unitedwayallencounty.volunteerhub.com/>
- Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and campaign leadership, a virtual silent auction, or have a virtual day of impact.
- If possible, you can have in-person events once the campaign is launched to promote donation options.
- Popular in-person events include dress-down days, potluck lunches, silent auctions, and bake sales. Your United Way Campaign Manager can provide you with messaging and talking points for these events.

INCENTIVES:

- Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- Consider using their completed pledge as entrance into the raffle, rather than additional cost for a ticket.

RECOGNITION AND THANKS:

- Send thank you cards from your CEO, Campaign Chair and Co-Chair, Campaign Coordinator, or other members.
- Send personal thank-you notes to each of your campaign committee members.
- Host an event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email, or intranet.



SPECIAL EVENTS AND EMPLOYEE ENGAGEMENT

Whether your workplace events must still continue virtually or you can hold them in-person, co-workers want to relax and spend time together once in a while. Below are examples of how to engage your employees:

EVENT IDEAS

- Auctions and Raffles (don't forget to get a gaming license!)
- Games such as Bingo, spelling bees, trivia, or Jeopardy
- Social Media or "Next Up" type campaigns - employees can have a casual work attire day (or if working from home still they can have a "get dressed up day") and post pictures of themselves to create awareness about the campaign, do something good challenge - where someone tags their next colleague to do something good for someone, etc.
- Group walks/runs
- Galas, open mics, talent shows, dance parties, and entertainment events
- Learning activities: cook like a chef, flower decorating, learn a new skill (led by celebrity contacts, professional volunteers, or colleagues. If working from home still, a list of supplies for participants to buy can be sent or purchased in advance of this)

CORPORATE ENGAGEMENT & VOLUNTEER OPPORTUNITIES

- United Way loves to hear from various parts of the community about what they consider the top needs are in the community. Consider hosting a United Way Community Conversation with your employees. For more information please contact info@uwacin.org.
- Kit builds, Day of Caring, and Over the Edge are some of our engagement and volunteer opportunities available to organizations. **See *Volunteer Engagement flier*.**
- If your company would like help coordinating an in-office, virtual, or out-of-office volunteer event, please let us know at volunteer@uwacin.org.

FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, effectively relay the message, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: United Way of Allen County has various options to allow for a virtual giving experience that will best suit the needs of your organization. Please reach out to our Chief Development Officer, Amanda Davis, at amanda.davis@uwacin.org if you would like to explore options.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please visit: <https://www.unitedwayallencounty.org/donate>. Information about tax receipts can be found near the bottom of the page.

Q: WHEN SHOULD OUR CAMPAIGN RUN?

A: Campaigns can be run anytime during the year. The goal for United Way of Allen County is to work with your company to find out what needs your employees have and how you want to engage in philanthropy as an organization. Then, a date that is most convenient for your organization and the goals you have in mind can be set.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction typically runs from January 1 - December 31. However, United Way does not set your payroll schedule; it is a company decision.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: As a service to donors, we make it possible to specify a United Way of Allen County initiative to receive your donation. However, the direct investment of your dollars designated to United Way of Allen County goes further to strengthen Educational Opportunities, Food Security, Housing Stability, and Mental Health Access - the biggest barriers that our community faces.

THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of leaders creating lasting change in Allen County.

You are a frontline volunteer who raises awareness about the vital role that United Way of Allen County plays in the community. Together, with passionate supporters like you, we're leading the charge to break down barriers for all of Allen County.

We hope this guide will provide you with the necessary resources to run your campaign. Please reach out to your United Way Campaign Manager who can provide additional support and guidance throughout your campaign.

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United Way of Allen County

UnitedWayAllenCounty.org

Follow us on social media:





SOCIAL MEDIA GUIDE

We want to connect with you on Social Media! Please remember to tag and mention us on your company and individual social media pages. You can even send us photos or comments from your campaign and we will share them on our social media pages. Highlighted opportunities to share include your campaign events and campaign successes. If you have not done so already, be sure to follow our social media accounts!

OUR SOCIAL MEDIA



@UWACIN



@uwacin



@uwacin



@UnitedWayAllenCounty

EXAMPLE POSTS

- [Insert Company] is proud to partner with @uwacin to break down barriers in our community! We are off to a great start in our campaign. Our goal is to raise \$____! #LiveUnited #UnitedWay
- Supporting our local community is a core value at [Insert Company] and that is why we proudly support @uwacin! Learn more at unitedwayallencounty.org
- Today is the official kickoff of [Insert Company]'s United Way campaign! We can't wait to break down barriers with @uwacin!
- At [Insert Company], we give, advocate, and volunteer with United Way of Allen County (tag us) to improve our community! We have a goal to raise \$____!

WEBSITE LINKS



[View Website Here](#)



[Give Here](#)



[Volunteer Here](#)

GIVSMART PLANNING FORM

COMPANY/ORGANIZATION: _____

CAMPAIGN DATES: _____ GOAL: _____

PROGRESS SECTION PREFERENCE:

- ☐ Progress Circle ONLY (shows goal and total # of donors)
- ☐ Donor Wall 1 (Names & Amounts)
- ☐ Donor Wall 2 (Amounts ONLY)

CUSTOMIZABLE ONLINE FORM PREFERENCES:

- ☐ Employee #
- ☐ # of Pay Periods
 - ☐ Set Number of Pay Periods (usually 26 or 52)
 - ☐ 1x Payroll Deduction + Set Number of pay periods
 - ☐ Write-in (pledge for any number of pay periods)
- ☐ Location Dropdown (if there are multiple sites)
- ☐ Department Dropdown
- ☐ Clothing Size Dropdown (if they are giving away swag)
- ☐ Organized Labor Participants (select if their donors might be affiliated with Organized Labor)
- ☐ Other

BRANDING NEEDS:

- ☐ All-Color Logo
Horizontal & vertical formats (if possible)
- ☐ All-White Logo
Horizontal & vertical formats (if possible)
- ☐ Any Branding Guidelines
Colors, regulations, limitation, etc. (primary brand color & complimentary brand color are most helpful)
- ☐ Background Image
Widescreen/Horizontal orientation
Anything that represents company's culture & the work you do (building, team members, clients, etc)

2023 PRIORITY PLATFORM

United Way of Allen County engages in advocacy to advance a better quality of life for all in Allen County.

Since the start of the pandemic in 2020, individuals and families in our community have been faced with unprecedented circumstances. Rising costs in housing, food, and transportation have surpassed any gains made in wage increases causing financial stress on households. Families of all socio-economic backgrounds struggle to stay in or return to the workforce to further their own skills and education as childcare costs with limited childcare capacity force difficult decisions. These factors contribute to the surge in the mental health crisis.

For Allen County and Indiana to thrive, vulnerable families must have access to services that not only meet their basic needs but also support all individuals and families at home and in the workforce. Additionally, United Way of Allen County advocates for a reduction in administrative burden and administrative costs within government programs so providers can cover costs and focus on delivery of services.

United Way of Allen County seeks to address critical community issues by advocating for the following four priorities:

EDUCATIONAL OPPORTUNITIES



- **68% of Allen County children under the age of 6 need childcare; however, Allen County only has licensed capacity to serve 44% of those children. (Brighter Futures Indiana, 2022)**
- **Allen County families spend an average of 12% of their gross annual income for one child in care. (Brighter Futures Indiana, 2022)**
- **39% of adults in Allen County have a high school diploma or less, and an additional 22% of adults in Allen County have some college education, but no degree. (U.S. Census Bureau)**

United Way of Allen County advocates for a holistic approach to address educational opportunities beginning in early childhood through post-secondary education. By increasing the capacity of high- quality childcare and early learning experiences, children are prepared to enter school ready to learn and parents can return to or remain in the workforce. Utilizing education as a tool to break the cycle of poverty contributes to a strong foundation for lifelong learning, college completion rates, talent recruitment and retainment, and workforce stability.

FOOD SECURITY



- **43,760 households in Allen County do not have enough food or know where their next meal is coming from. (2022 County Health Rankings)**
- **Prior to the pandemic, households in Allen County experienced a 45% increase in food costs for both families and single individuals. (ALICE in Indiana: A Financial Hardship Study, 2020 Indiana Report)**

United Way of Allen County advocates for policies and financial support to ensure access to basic food needs and healthy food options in every neighborhood.

ADVOCACY COMMITTEE MEMBERS

Melissa Beber
Michelle Chambers
Nyein Chan
Stephanie Crandall
Sharon Eisbart
Andie Hines-Lagemann
Steve Hoffman
Austin Knox, Chair
Angie Moellering
John Peirce
Scott Senger
Mitch Sheppard
Paige Wilkins

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MISSION

United Way of Allen County
exists to
**BOLDLY IMPACT CRITICAL
COMMUNITY ISSUES**

HOUSING STABILITY



- In the most recent report from Eviction Lab (2018), Fort Wayne had over 5,300 evictions filed, amounting to 14.5 households daily –A 58% increase over 2016.
- 44% of renter-occupied housing in the county is housing cost-burdened, which means they are spending more than 30% of household income on rent and utilities. (U.S. Census Bureau)

United Way of Allen County advocates for policies and financial support to ensure stable, affordable, safe, and decent housing for Allen County residents. To help individuals strengthen credit scores, achieve financial stability, and afford adequate housing, United Way advocates to eliminate predatory loan practices and expand programs that improve financial wellness.

MENTAL HEALTH ACCESS



- 65% of individuals declined seeing a mental health professional despite acknowledgement of the benefit of doing so. (2021 United Way of Allen County Community Insights Survey)
- 37% of the population not seeking treatment indicated cost was a contributing factor.
- Only 38% of women who experienced post-partum depression sought treatment. (Healthier Moms and Babies Infant Mortality Community Needs Assessment 2022)

United Way of Allen County advocates for access to affordable, quality healthcare, and investments in public health. These strategies will help address rising healthcare costs and underlying behaviors and conditions, including those impacting mental health that lead to growing disparities in health outcomes for our neighbors. We will work to eliminate the stigma associated with mental health conditions that sometimes prevent residents from seeking the help they need.

BOARD OFFICERS

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John Court
PHP

Vice Chair
Jill Brown
Asher Agency

Treasurer
Allen Brouwer
Old National Bank

Secretary
Chris Gomez

Immediate Past Chair
Don Cates
3Rivers Federal Credit Union

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Emily Musser
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Lloyd Osborne
IUOE Local 399

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Steven Sykes
Regal Rexnord

Jeanné Wickens
Parkview Health System
Dr. Debra Faye Williams-Robbins
Fort Wayne Community Schools

EMERITUS MEMBERS

Herb Anderson
Community Volunteer

Marilyn Moran-Townsend
CVC Communications

David Trenkner, M.D.
Radiation Oncology Associates

Ron Turpin
Ambassador Enterprises

Irene Walters
Community Volunteer



unitedwayallencounty.org/advocate

UNITED BY MISSION, DRIVEN BY IMPACT.

One of the most important things we've learning while serving our community is that we always get more done and with greater impact when we **work together with others**. Your financial partnership can help individuals in Allen County graduate, attain financial stability, and live long, healthy lives.

We believe UNITED we can all boldly impact critical community issues.
JOIN UNITED WAY AS WE UPHOLD OUR MISSION AND IMPACT OUR COMMUNITY.

UNITED WAY OF ALLEN COUNTY PLEDGE FORM

1. MY INFORMATION

MR/MRS/MS/DR

FIRST NAME

LAST NAME

MR/MRS/MS/DR

SPOUSE'S FIRST NAME

SPOUSE'S LAST NAME

NON-WORK EMAIL

HOME ADDRESS

CITY, STATE, ZIP

PHONE: HOME WORK CELL

EMPLOYER NAME

I WILL BE RETIRING THIS YEAR

Please finish filling out the form on the back side.

347 W. BERRY STREET, SUITE 300 | FORT WAYNE, IN 46802
P: 260.422.4776 | F: 260.422.4782
www.unitedwayallencounty.org



United Way of Allen County

2. MY PLEDGE to the community fund, the most powerful way to make an impact.

Easy payroll deduction: Please circle what you would like to contribute the following per pay period

\$50

\$40

\$25

\$10

Other: \$

My pay periods are: Please circle which pay period applies to you

Weekly (52/year)

Every two weeks (26/year)

Twice a month (24/year)

Monthly (12/year)

Other

Cash (enclosed) \$ _____ **Check (enclosed) Check #:** _____

Stock Transfer: more information found on our website at www.unitedwayallencounty.org/donate

Credit Card (Visa/MC/AmEx/Discover)

Charge my credit card \$ _____ on the 25th of every month.

Charge my credit card a one time gift of \$ _____.

CC#: _____

\$50 minimum, include billing address on reverse side.

Exp. Date: _____ Security Code: _____

MY TOTAL ANNUAL GIFT IS:

3. PLEASE SIGN HERE to authorize your pledge.

Signature: _____ Date: _____

4. MY INTERESTS please check all that apply.

- | | | |
|---|--|--|
| <input type="checkbox"/> Advocacy Opportunities | <input type="checkbox"/> Focus on Five (Early Childhood Coalition) | <input type="checkbox"/> Over the Edge |
| <input type="checkbox"/> Community Food Drive | <input type="checkbox"/> Food Security | <input type="checkbox"/> Persistence Pays Off |
| <input type="checkbox"/> Day of Caring | <input type="checkbox"/> Free Tax Preparation (VITA) | <input type="checkbox"/> Retiree Giving |
| <input type="checkbox"/> Educational Opportunities | <input type="checkbox"/> Housing Stability | <input type="checkbox"/> Strong Neighborhoods |
| <input type="checkbox"/> Equity & Diversity (DEI) | <input type="checkbox"/> Kindergarten Countdown | <input type="checkbox"/> Volunteer Kit Builds |
| <input type="checkbox"/> Estate Planning Information | <input type="checkbox"/> Mental Health Access | <input type="checkbox"/> Women United Membership |
| <input type="checkbox"/> I am an active member of organized labor. I belong to _____ (Local Union Name & #) | | |

5. DESIGNATION OPTIONS these are not required.

Designate my gift to the United Way of _____ (Min. \$50 pledge each)

Designate \$ _____ of my gift to the following United Way of Allen County Initiative (s)
_____ (Min. \$50 pledge each)

(Priority Initiatives: Educational Opportunities, Food Security, Housing Stability, Mental Health Access)

For a complete list of United Way of Allen County Initiatives please visit: <https://www.unitedwayallencounty.org/resource-center/faqs/>

No goods or services were provided in exchange for this donation. In order to protect your privacy, United Way of Allen County will not release your name or information to other parties unless otherwise authorized.

CORPORATE GIFT PLEDGE FORM

BUSINESS NAME: _____

CONTACT NAME: _____ **PHONE:** _____

ADDRESS: _____ **CITY:** _____

STATE: _____ **ZIP CODE:** _____ **EMAIL:** _____

GIVE

In support of United Way of Allen County's Annual Campaign, our company will give: \$_____

☐

Our gift is enclosed

☐

Please bill us

INTERESTS

please check all that apply.

- | | | |
|--|--|--|
| <input type="checkbox"/> Advocacy Opportunities | <input type="checkbox"/> Focus on Five (Early Childhood Coalition) | <input type="checkbox"/> Over the Edge |
| <input type="checkbox"/> Community Food Drive | <input type="checkbox"/> Food Security | <input type="checkbox"/> Persistence Pays Off |
| <input type="checkbox"/> Day of Caring | <input type="checkbox"/> Free Tax Preparation (VITA) | <input type="checkbox"/> Retiree Giving |
| <input type="checkbox"/> Educational Opportunities | <input type="checkbox"/> Housing Stability | <input type="checkbox"/> Strong Neighborhoods |
| <input type="checkbox"/> Equity & Diversity (DEI) | <input type="checkbox"/> Kindergarten Countdown | <input type="checkbox"/> Volunteer Kit Builds |
| <input type="checkbox"/> Estate Planning Information | <input type="checkbox"/> Mental Health Access | <input type="checkbox"/> Women United Membership |

Please contact the following person to discuss interest(s):

Contact Name: _____ Phone: _____

Email: _____

UNITED BY MISSION, DRIVEN BY IMPACT.

Please place this completed form in the workplace campaign envelope, or mail to Amanda Davis:
United Way of Allen County, 347 W. Berry St., Suite 300, Fort Wayne, IN 46802



EDUCATIONAL OPPORTUNITIES



OUR WORK

High Quality Early Learning Opportunities: We are ensuring children have access to high quality childcare and early learning experiences which prepare them to enter school ready to learn.

Workforce Stability: We are ensuring parents can return or stay in the workforce by expanding high-quality childcare options.

Career Readiness & Employment Success: We are providing services related to educational goal attainment, financial literacy coaching, and life skills development.

HOW WE ARE DOING THE WORK



Connecting first time college students with services including: case management, connection to community resources, and emergency grants that helps them persist and earn their college degree or certificate.



Helps prepare incoming kindergarteners and their families for the transition to school.



Allen County's early childhood coalition is dedicated to improving and expanding the quality of early childhood care and education.

OUR PARTNERS

East Allen County Schools
Fort Wayne Community Schools
Ivy Tech Community College
Lutheran Social Services
NE Indiana Regional Early Childhood Coalition
Purdue Fort Wayne

FOOD SECURITY



OUR WORK

Access to Food: We are increasing access to basic food needs and healthy food options.

HOW WE ARE DOING THE WORK



Provides more households with access to basic food needs including but not limited to seniors and people with disabilities, with the goal of providing access to healthy, culturally relevant food to those in Allen County.



An annual food drive that is strategically hosted after the holidays since many food banks see a significant drop off of donations during that time.

GRANTEES

Associated Churches
Inner City Hope Corp
Fort Wayne Rescue Mission
Wellspring Interfaith Social Services

HOUSING STABILITY



OUR WORK

Keeping People in their Homes: We are ensuring people have resources that help keep them in their homes.

Providing Resources to People Experiencing Homelessness: We are increasing the support offered to people experiencing homelessness and ensuring they find permanent housing solutions.

HOW WE ARE DOING THE WORK

SHELTER SERVICES FUND

Works to provide emergency shelter, food, case management, and permanent housing navigation.

FINANCIAL ASSISTANCE FUND

Assists with rent, mortgage, utilities, security deposits, late fees, past due bills, case management, and housing navigation.

GRANTEES

Brightpoint
League for the Blind and Disabled
Lutheran Social Services
St. Joseph Missions
The Salvation Army
Vincent Village
YWCA Northeast Indiana

MENTAL HEALTH ACCESS



OUR WORK

Access to Mental Health Services: We are helping address barriers for people that want access to mental health services.

HOW WE ARE DOING THE WORK

MENTAL HEALTH ACCESS FUND

Serves to provide transportation, culturally appropriate services and interpretation, debriefing for interpreters, and subsidize cost for clients.

GRANTEES

Amani Family Services
Cancer Services of Allen County/Northeast IN
Center for Nonviolence
Courageous Healing
Headwaters Counseling
Healthier Moms and Babies

ADDITIONAL UNITED WAY WORK

STRONG NEIGHBORHOODS

Connecting people to each other and their community through collaboration and building resources at a neighborhood level.

Partners:

Bridge of Grace
Fort Wayne Community Schools
Love Fort Wayne
Pettit-Rudisill Neighborhood Association
Strong Neighborhoods Steering Committee



VITA

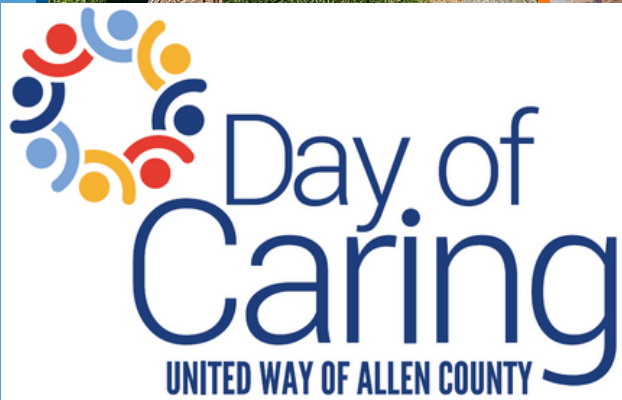
Free tax preparation assistance.

Partners:

Brightpoint
Catholic Charities
St. Mary's Catholic Church
The League
Volunteer Center



SPONSORSHIP OPPORTUNITIES



AUGUST 23, 2023

OTHER PARTICIPANTS: Free t-shirts for participating volunteers & can choose from remaining available projects.

Golden Hammer - \$10,000

- Prominent logo on event t-shirts
- Prominent logo on event signage
- 5 minute presentation at kickoff breakfast/awards ceremony
- Social media recognition
- Website recognition for 1 month prior and 3 months after event
- Free t-shirts for participating volunteers
- First choice of projects for team

Silver Screwdriver - \$5,000

- Secondary logo on event t-shirts
- Secondary logo on event signage
- Social media recognition
- Website recognition for 1 month prior and 3 months after event
- Free t-shirts for participating volunteers
- Choose project in second group of project selectors

Bronze Nail - \$2,500

- Tertiary logo on event t-shirts
- Website recognition for 1 month prior and 3 months after event
- Free t-shirts for participating volunteers
- Choose project in third group of project selectors

Green Thumb - \$1,000

- Company name on event t-shirts
- Website recognition for 1 month prior and 3 months after event
- Free t-shirts for participating volunteers
- Choose project in fourth group of project selectors

REGISTRATION INFORMATION

REGISTRATION - TEAM AND PROJECT



[Register Here](#)

SPONSORSHIP APPLICATION



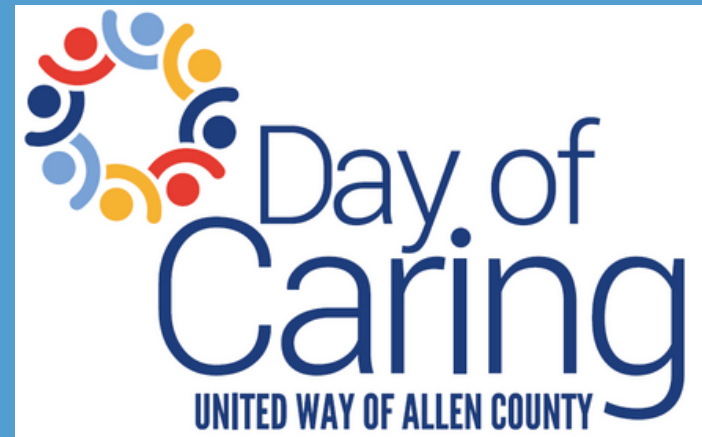
[Sponsor Here](#)

MAKE A DONATION TO THE EVENT



[Donate Here](#)

AUGUST 23, 2023



SPONSORSHIP OPPORTUNITIES



Fearless Sponsor - \$10,000 - Limit 1

- 2 rappeller spots
- Oversized logo on event t-shirts
- Logo on event signage
- Social media recognition
- Website recognition
- Logo on fundraising platforms
- Hourly mention by on-site emcee

Rope Sponsor - \$5,000 - Limit 2

- 1 rappeller spot
- Secondary logo on event t-shirts
- Logo on event signage
- Social media recognition
- Website recognition
- Logo on fundraising platforms
- Company name announced for each rappell

Helmet Sponsor - \$2,500

- Tertiary logo on event t-shirts
- Logo on event signage
- Social media recognition
- Website recognition

Landing Sponsor - \$1,000

- Company name on event t-shirts
- Company name on event signage
- Social media recognition
- Website recognition



SEPTEMBER 27, 2023

Rappelling building is sponsored by Heller Homes.

REGISTRATION INFORMATION

REGISTRATION - INDIVIDUAL & CORPORATE



[Register Here](#)

You must be 18 years or older, between 100-300 lbs., and commit to raising \$500 (individual) or \$1,000 (corporate) by the event date. \$50 registration fee.

SPONSORSHIP APPLICATION



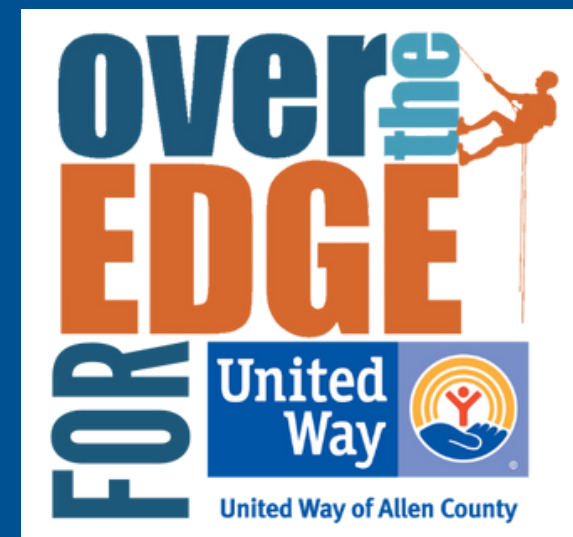
[Sponsor Here](#)

SEPTEMBER 27, 2023

MAKE A DONATION TO THE EVENT

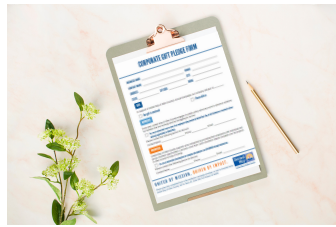


[Donate Here](#)



Workplace Campaign

Workplace giving is a key revenue drive for United Way. Workplace campaigns are a partnership between United Way and partner companies that allow employees the opportunity to give to United Way through various giving options. Companies encourage giving through promotion of services that support their workforce and fundraising activities throughout the year.



Paper Pledge Form



GiveSmart

All workplace employee giving options allow for donations of credit/debit card, cash, check, bill me and payroll deduction.

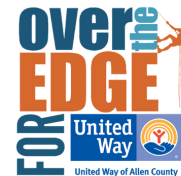
- Credit/Debit Card, Cash, & Checks are direct donations given to United Way.
- Bill Me gifts are pledges made to United Way asking for United Way to send invoices for their gift at a specified cadence such as one-time, monthly, or quarterly.
- Payroll deduction allows employees to have a specified amount taken from their paycheck each pay period. The company then distributes the funds to United Way.

Many corporate partners also give corporate gifts or provide a match to employee donations. This type of support from the company encourages employee giving by showing support to the organization they are asking their employees to give to.

- Corporate gifts are direct donations given to United Way.
- Matching gifts are defined by a certain percentage of employee's gifts to United Way that the company agrees to "match" and donate to the United Way. This allows employees have greater impact with their gift. For example, if the company is providing a 1:1 match, each dollar given by an employee is essentially doubled.

Events | Sponsorships | Cause Campaigns

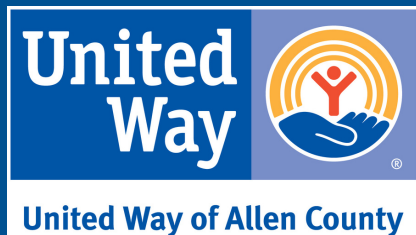
Event sponsorship opportunities are available to companies. Sponsorship levels and benefits vary depending on the event (see below). In addition to sponsorships, individuals can give to events and/or causes throughout the year using website giving, text to give, cash, check, etc. These opportunities are typically available via digital channels.



- ☐ Golden Hammer | \$10,000
- ☐ Silver Screwdriver | \$5,000
- ☐ Bronze Nail | \$2,500
- ☐ Green Thumb | \$1,000

- ☐ Golden Goblet | \$5,000
- ☐ Silver Platter | \$2,500
- ☐ Bronze Bowl | \$1,000
- ☐ Glass Cup | \$500

- ☐ Fearless | \$10,000
- ☐ Rope | \$5,000
- ☐ Helmet | \$2,500
- ☐ Landing | \$1,000



Giving Options

Individual Giving

Donors who are not a part of a workplace campaign or prefer to give in different ways can donate all year long using various options.

- Online Giving
 - Donors can visit our website to give via credit card at <https://www.unitedwayallencounty.org/donate>
 - Credit card donations can be given one time or set up to be recurring
- Cash or Check
 - Donors can give via cash or check by mailing or dropping their donation off at the United Way of Allen County office.
 - Cash or check donations are accepted anytime throughout the year.
- Estate Planning | Planned Giving
 - United Way recognizes that leaving a legacy that will impact your community for good after your lifetime is a smart investment. Join our Beacon Society by remembering United Way of Allen County in your will.
- Gifts of Stock
 - United Way of Allen County is poised and ready to receive gifts of stock or bonds. Your gift will be valued based on the average price of the stock on the date received.

Date:

United Way of Allen County Stock Transfer (DTC) Instruction Form



Donor's Broker:

Broker Telephone:

Broker's Email:

DTC WIRING INSTRUCTIONS FOR GIFTS OF STOCK OR BONDS TO: UNITED WAY OF ALLEN COUNTY

Please deliver by DTC to: Merrill Lynch
United Way of Catherine Smith
Allen County's Broker: 9921 Dupont Circle Drive West, Suite 200
Fort Wayne, IN 46825
(260) 427-6537

For deposit to: Merrill Lynch
Acct# 67507038 DTC# 8862

Donor Name:

Address:

Name of Stock:

Number of Shares:

IMPORTANT

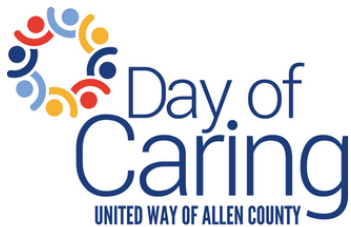
Because donor information does not transmit through the DTC wiring system, please forward a copy of the completed form to United Way of Allen County via fax (260-422-4782) or email (ap@uwacin.org). If you have any questions please call us at 260-422-4776.

PLEASE NOTE: For tax purposes, the Gift Date is recognized as the date shares enter United Way's clearing account at Merrill Lynch. Your gift will be valued based on the average price (the mean between the highest and lowest selling prices) of the stock on the date received.

For more information, please contact Amanda Davis at Amanda.Davis@uwacin.org

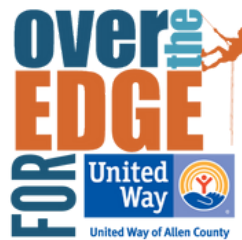
SPONSORSHIP

United Way's Sponsorship opportunities are event and program-based engagement options. We hope that you partner alongside us in a way that best aligns with your corporate social responsibility. Each event and program will impact our community. To join us in these efforts please contact [Amanda Davis](mailto:Amanda.Davis@uwacin.org) at Amanda.Davis@uwacin.org. Sponsorship gifts are separate from your campaign and corporate gifts.



DAY OF CARING

- ☐ Golden Hammer | \$10,000
- ☐ Silver Screwdriver | \$5,000
- ☐ Bronze Nail | \$2,500
- ☐ Green Thumb | \$1,000



OVER THE EDGE

- ☐ Fearless | \$10,000
- ☐ Rope | \$5,000
- ☐ Helmet | \$2,500
- ☐ Landing | \$1,000

BUSINESS NAME: _____

CONTACT NAME: _____ **PHONE:** _____

ADDRESS: _____ **CITY:** _____

STATE: _____ **ZIP CODE:** _____ **EMAIL:** _____

SPONSOR

In support of the above sponsorship for United Way, our company will give: \$ _____

- ☐ Our gift is enclosed ☐ Please bill us ☐ Please submit through our Grant process

SIGNATURE _____ **DATE** _____

VOLUNTEER ENGAGEMENT



United Way of Allen County's most significant volunteer event is known as Day of Caring. Traditionally, well over 1,500 participants join forces for one day to help 50+ local agencies with a wide-range of projects.



United Way of Allen County organizes an annual Food Drive in February that serves local food bank organizations by collecting non-perishable food items. Your team will place a food collection bin in your office for one week and then the items will be delivered to a local food bank.



The Kindergarten Countdown program was developed to help families better navigate and prepare for the crucial transition into kindergarten while helping students be better prepared for school. It consists of 20 students per classroom with four weeks of high-quality instruction using a very hands-on, exploratory approach to learning. The program focuses on the practice of essential academic and social development skills that are fundamental to a child's ability to learn.



Harness up and rappel down for a great cause! Join us for a unique fundraising event that allows you to raise funds for United Way of Allen County. Each participant will have a goal to raise \$500 (individuals) or \$1,000 (corporations) to then rappel over 90 feet down the Heller Homes building in downtown Fort Wayne for an exhilarating experience, and all for a great cause.

AGENCY VOLUNTEER EVENTS.

Local agencies would love your help. If your team can plant flowers, paint walls, swing hammers, or provide a variety of any other skills, then United Way can provide logistics and coordination with the agency.

DRIVES.

For drives, United Way will provide you with collection bins, organize and package your donations upon event completion, and deliver your company's contributions to those within Allen County most in need of your gift. These drives can include clothing, shelter needs, food, toys, and outerwear.

KITS.

Your organization provides funds for items, packages kits, and provides a personal message from employees packaging the kit. United Way will bring the items you have funded, ensure the kits are branded with your company logo, and deliver them to the area most in need within Allen County. Kits include emergency meals, cold weather, literary, baby, and hygiene.

Please contact David Lovvorn Manager of Volunteer Engagement to schedule your event or learn more at volunteer@uwacin.org

347 W. Berry St., Suite 300, Fort Wayne, IN 46802 | 260.422.4776

To sign up to receive our monthly newsletter or find a volunteer event: unitedwayallencounty.volunteerhub.com/