

# 2025 CAMPAIGN GUIDE



**UNITED WAY**  
Allen County

**UNITED IS THE WAY**



# United is the way we create lasting change.

## Help Hardworking Families Move from Surviving to Thriving

Every day, our neighbors—many working full-time jobs—are doing all they can to get ahead. But for ALICE households (Asset Limited, Income Constrained, Employed), it's still not enough. This population earns above the Federal Poverty Level, yet still struggles to afford basic needs like housing, food, healthcare, and childcare.

- A single adult must earn \$14.00/hour just to survive.
- True financial stability requires \$23.84/hour - almost \$10/hour more.
- Nearly half of our workforce are hourly workers with unpredictable incomes.
- 79% of single female-headed households and 48% of seniors aged 65 and older in our area are ALICE.

United Way is focused on the most pressing challenges: Educational Opportunity, Food Security, Housing Stability, and Mental Health Access.

No challenge is too big when we face it together.

Workplace campaigns offer employees the opportunity to donate, volunteer, and speak out for causes that matter to them. 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 below.**

## 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

- 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: 2025

COMPANY NAME & ADDRESS		CAMPAIGN COORDINATOR	
Account ID:		Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Dr. <input type="checkbox"/> Other: <input type="checkbox"/>	
Company:		Name:	
Address:		Phone:	
City:		Fax:	
State/City:		Email:	

Pledge	Number of Employees Pledged	Amount Pledged	Number of Employees	Amount Total	Amount by (initial)
Corporate Gift					
Employee Gift					
Employee Gift Card					
Event Gift					
Event Donation					
Event Ticket					
Event Merchandise					
Event Other					

**ONLINE CREDIT CARD DONATIONS** (These have been processed via online/Mobile/Case credit card donations. Do not include in CRE processing, only include for overall campaign total)

Number of Donors/Donations: \_\_\_\_\_ Total amount: \_\_\_\_\_ Total 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 gives: \_\_\_\_\_ Number of Employees: \_\_\_\_\_

**Thank You!**

ATTENTION: 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](http://www.unitedwayallencounty.org) RESET FORM PRINT FORM

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?

**Your donation helps provide meals for food insecure families.**

**Your donation helps provide individuals with access to mental health resources.**

**Your donation helps provide crucial educational opportunities for children and adults in Allen County.**

**Your donation helps provide stable housing resources for people at risk of eviction or homelessness.**

## 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](http://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 set goals, 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 events, volunteer opportunities, and engagement.
  - Tocqueville Society (\$10,000+)
  - Leadership Circle (\$1,000+)



Examples of Campaign Events:  
Pi Day to raise funds (L) and  
Campaign Presentation by United Way staff (R)





# BEST PRACTICES



Examples of Recognition:  
Gong Celebration in line with workplace culture (L) and  
Team lunch plus Cake! to celebrate exceeding goal (R)



## 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 are virtual or in-person, employees appreciate opportunities to pause and connect with one another. Here are some ideas to help engage your team:

## 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 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
- Open mics, talent shows, dance parties, and entertainment events
- Learning activities: cook like a chef, flower decorating, learn a new skill (led by professional volunteers or colleagues.)

## 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 ALICE Presentation with your employees. For more information please contact [info@uwacin.org](mailto:info@uwacin.org).
- Kit Builds and Day of Caring 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](mailto:volunteer@uwacin.org).



# COMMUNICATION GUIDE

## USING YOUR COMPANY NEWSLETTER OR INTRANET SITE

- Provide a link to United Way of Allen County's website: [www.unitedwayallencounty.org](http://www.unitedwayallencounty.org)
- Post or send daily educational and informational messages about United Way during your campaign
- Share a United Way video
- Feature employees who have benefited from United Way or use an impact story found on our website
  - <https://www.unitedwayallencounty.org/stories/>
- Ask employees why they give/volunteer, why supporting United Way to create lasting change is important to them and post their quotes

## SAMPLE E-MAIL MESSAGES

### ANNOUNCING YOUR CAMPAIGN

#### SUBJECT: Are You Ready to Make a Difference?

Mark your calendars! [Insert Company]'s United Way campaign starts [Insert Date]. As Employee Campaign Coordinator, I look forward to making this a fun and impactful experience for everyone.

United Way's campaign is our opportunity to create lasting change and help provide individuals with educational opportunities, food security, housing stability, and mental health access. I am excited for our United effort in the next few weeks and I encourage your participation and support!

More details to come.

### CAMPAIGN PROGRESS UPDATE

#### SUBJECT: We Are Almost There!

Congratulations [Insert Company] employees! We've reached \_\_\_% of our goal. UNITED, we are working for change to occur right here in Allen County. That is what your dollar does.

Please turn in your pledge cards by [Insert Date] so that we can reach our final goal of [Insert Amount]. **United is the Way** we can equip everyone with the tools to succeed, as we boldly impact so many individuals. Please let me know of any questions you have!

### ANNOUNCING YOUR CAMPAIGN KICKOFF

#### SUBJECT: Let's Create Lasting Change!

Join us! **United is the Way** we can help ensure that all our neighbors have access to basic needs to live their healthiest lives.

Everyone is invited to join us in as many of the following events and activities as you can:

[Insert activities that you are having]

And make sure to look for more ways to **Get Involved, Give Back & Take Action** with United Way because great things happen when we come together for our community!

### WHAT DOES YOUR DOLLAR DO?

#### SUBJECT: Every Dollar Makes an Impact.

Your donation helps provide:

- Meals for food insecure families
- Access to mental health resources
- Crucial educational opportunities for children and adults in Allen County
- Stable housing resources for people at risk of eviction or homelessness

**United is the Way** to build a stronger future for us all.


To find out more about United Way, please visit [unitedwayallencounty.org](http://unitedwayallencounty.org).



# 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

 @UnitedWayAllenCounty

 @uwacin

 @UWACIN

## EXAMPLE POSTS

- [Insert Company] is proud to partner with @uwacin to break down barriers and give back! We are off to a great start in our campaign. Our goal is to raise \$\_\_\_\_\_! #UnitedIsTheWay#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](http://unitedwayallencounty.org)
- Today is the official kickoff of [Insert Company]'s United Way campaign! We can't wait to be create lasting change with @uwacin!
- At [Insert Company], we get involved, give back, & take action 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](#)



# 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 Resource Development Department at [resourcedevelopment@uwacin.org](mailto:resourcedevelopment@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 with a minimum donation of \$50. 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.

# United is the way to create lasting change



**UNITED WAY**  
Allen County

Follow us on social media:

