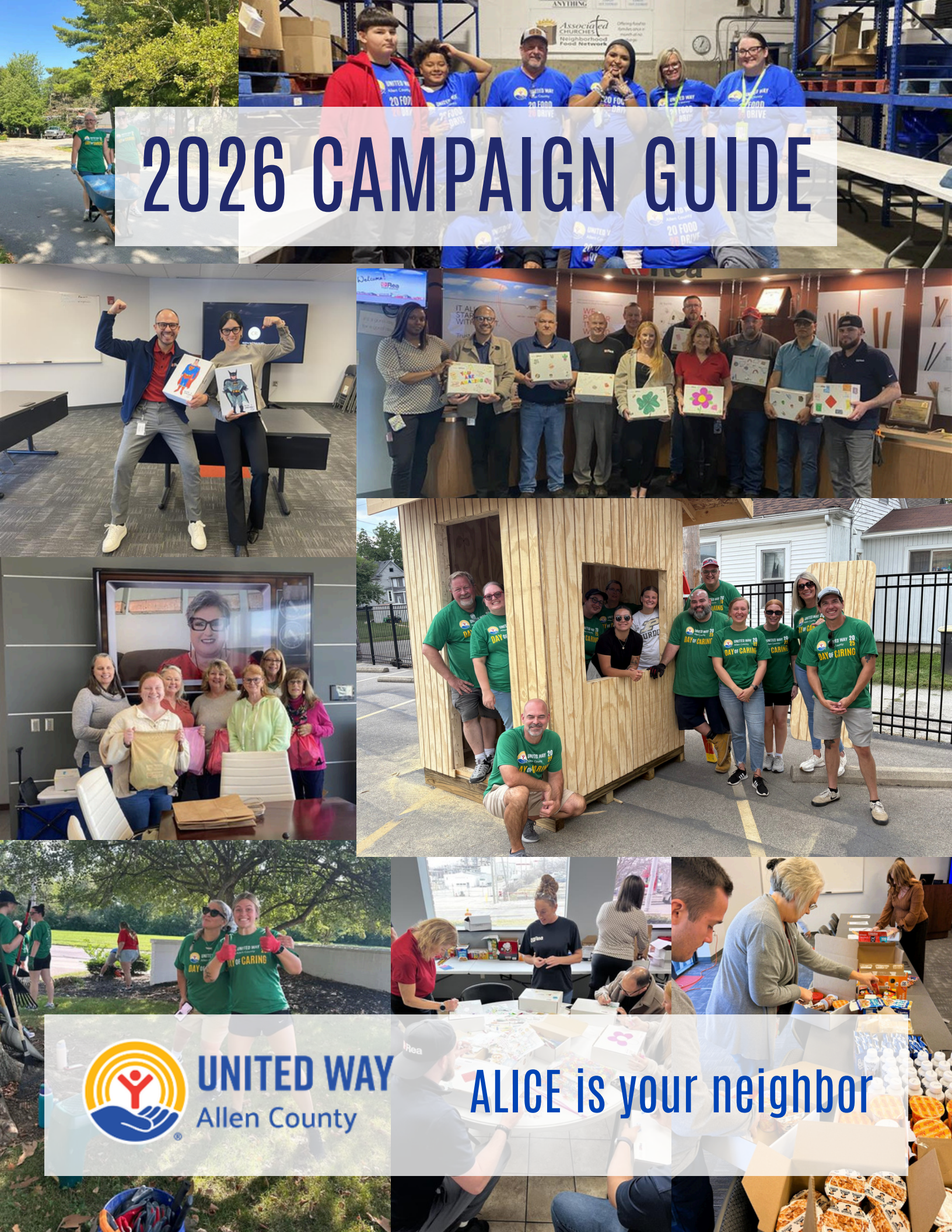


2026 CAMPAIGN GUIDE



UNITED WAY
Allen County

ALICE is your neighbor



HELP ALICE RISE

Across Allen County, Indiana, hardworking families are being pushed to the financial brink. **ALICE®** (Asset Limited, Income Constrained, Employed) is everywhere—caring for our children, delivering packages, ringing up groceries—yet struggling to afford life’s basics. And because ALICE earns above the poverty level, assistance is often out of reach.

United Way of Allen County is committed to turning struggle into stability for ALICE families. Equipped with our United For ALICE research, backed by more than 350 experts nationwide, we’re working toward a future where everyone can afford to save for an emergency and access quality child care and housing that’s affordable.

But we can’t do it alone. Join the ALICE movement. Together, we can create real, lasting impact for ALICE in our communities.



**Allen County Households
Unable to Afford the Basics**



63,186
Households in
Financial Hardship



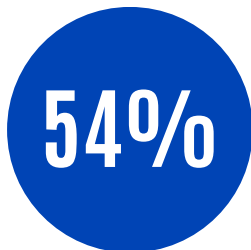
44,504
ALICE
Households



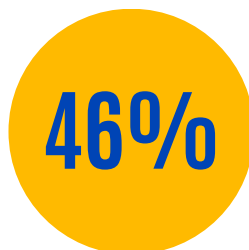
18,682
Households
in Poverty

HARD WORK SHOULD BUILD OPPORTUNITY.

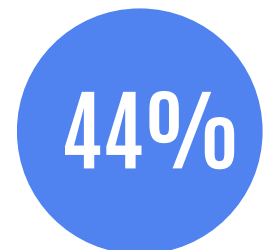
Indiana’s most common occupations with highest share of workers in financial hardship:



Waiters and Waitresses



Cashiers



Nursing Assistants

Data Source: United For ALICE (2026). *The State of ALICE in Indiana*.

UNITED IS THE WAY TO HELP ALICE RISE.

www.UnitedForALICE.org/Indiana

FINANCIAL HARDSHIP IN ALLEN COUNTY

Indiana

In Allen County, there are 158,955 households, 40% of those households can't afford the basics. These households fall below the ALICE Threshold, which includes households in poverty and ALICE® (Asset Limited, Income Constrained, Employed) households. Struggling yet hidden in plain sight, ALICE earns above the poverty level, but less than the cost of basics.

12%
IN POVERTY

HOUSEHOLDS
BELOW THE
ALICE THRESHOLD

28%
ALICE

HARDSHIP BY AGE

Under 25

46%

65+

53%

25-44

36%

WHEN WORKING ISN'T ENOUGH

Combined Earnings
Needed to
Afford Basics*

\$70.19

Combined Median
Wage, Two Retail
Sales Workers

\$38.75

*For a family of four with an infant and a preschooler

Data Source: United For ALICE (2026). *The State of ALICE in Allen County, Indiana*



UnitedForALICE.org
@United4ALICE



BE PART OF THE SOLUTION

UnitedForALICE.org/Indiana

Your Role as an Employee Campaign Coordinator

An Employee Campaign Coordinator is a volunteer (or group of volunteers) dedicated to helping their co-workers **serve our community by planning and executing a meaningful campaign experience.**

Key Responsibilities and Guidelines:

- **Work closely with you CEO and UWAC campaign manager** to raise funds and awareness for United Way and our community.
- **Develop a campaign action plan** including virtual or in-person presentations, goals, incentives, etc.
- **Oversee internal communications** with campaign team and employees.
- **Promote the campaign** throughout your company.
- Coordinate the distribution, collection, and reporting of campaign materials.
- Coordinate with your payroll office to make sure payroll deductions are processed as needed.
- Make your company's **campaign fun and enjoyable!**
- Work with UWAC campaign manager to complete the **Campaign Report Envelope to finalize the campaign.**

Outstanding Employee Campaign Coordinator Award:

The **Outstanding Employee Campaign Coordinator of the Year Award** recognizes an individual who **exemplifies leadership, enthusiasm, and commitment in leading their organization's United Way workplace campaign** by consistently promoting community giving and inspiring others to make a difference. At our Annual Day of Caring breakfast, we reveal the recipient and recognize all the efforts of our amazing Employee Campaign Coordinators throughout the campaign year.



(2024 Award Recipient: Gina Rhoad!)

Step 1: PREPARE

- **Run team challenges**, and if possible, **offer incentives** to encourage participation.
- Utilize campaign team members to keep the campaign top of mind on **team calls, in-person meetings, or personal asks via one-on-one meetings or emails**.

- Work with your Campaign Manager to **finalize campaign results from your GiveSmart portal or paper pledge forms**. Submit payroll deduction information to your HR or payroll processing department.
- Work with you Campaign Manager to **complete the Campaign Report Envelope** that serves as a summary of giving.
- **Thank your campaign team, employees and celebrate your results**. Consider inviting a United Way representative to help celebrate!

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





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

S SHORT & SWEET

Campaigns are best when kept two to four weeks. The longer the time, the less 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. Weave in in-person asks in addition to digital content.

I IMPACT

The economic impact of changes to social service programs will be far reaching, and your dollars can help provide needed support in your community. Your campaign manager can help provide this content and narrative.

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

Kick-Off:

- **Consider a kick-off celebration;** this year's campaign is a great opportunity to bring employees together for a good cause. Kick-offs can start with company leadership and include United Way speakers.
- **Record a video** from a senior executive expressing their support to be distributed electronically to all employees.
- **Highlight leadership buy-in or leadership match commitment.** Campaigns are more successful with communicated support from the top.

Utilize Available Resources:

- **Workplace campaign materials** can be found online at <https://www.unitedwayallencounty.org/campaign-materials/>
- Also available to you are **paper pledge forms, GiveSmart e-pledge portal, and fillable pledge form PDFs.** There is even language and processes available to implement a rollover campaign.
- Your United Way Campaign Manager can guide you through all steps of your campaign.

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.**

Incentives:

- Popular prizes include **PTO, rewards, or raffles for unique experiences/items.**
- Incentive for **new and existing donors.**
- **Consider using their completed pledge forms** as entrance into the raffle, rather than an additional cost for a ticket.

Events:

- Encourage employees to participate in **volunteer opportunities** on their own or as a company. Information on volunteer opportunities are found here <https://www.unitedwayallencounty.org/volunteer/>
- **Find opportunities to create virtual or in-person events:** host a virtual kick-off for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or special lunch.
- **Consider having an event once the campaign has started** to promote donations and have a little fun. Popular events include dress-down days, company lunches, silent auctions/raffles. Your United Way campaign manager can provide you with messaging and talking points for your events.

Donor Networks:

- When asking for donations, remember that United Way Donor Networks 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 networks and **taking part in meaningful, year-round events, volunteer opportunities, and engagement.**
 - **Tocqueville Society** (\$10,000+)
 - **Leadership Society** (\$1,000+)

Recognition and Thanks:

- Consider doing an **in-person wrap-up celebration** to celebrate the impact your employees have made.
- **Send a thank-you email** from your CEO, campaign chair, co-chair, committee, or other team members.
- **Highlight givers** of a certain level, publicize results, and reiterate the impact of their gifts on a team call or e-newsletter.
- **Work with you United Way campaign manager** to include updates all year on United Way's impact in company newsletters.



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 (remote friendly.** Don't forget to get a gaming license!)
- Items could include:
 - Closer parking at the office
 - Branded swag
 - Event tickets
 - Floating holiday/PTO
 - Pie/dunk tank leadership
- **Contests and Tournaments** (donate to enter/donate to vote)
 - Cutest pet (**remote friendly**)
 - Cook-off
 - Cornhole/volleyball
 - Trivia (**remote friendly**)
 - Karaoke (**remote friendly**)
- **Gratitude Grams/Valentines (remote friendly)**
- **Social Hour**
 - Ice cream sundaes/root beer floats
 - Coffee & donuts
 - Mocktails & charcuterie
- **Learning activities**
 - Cook like a chef
 - Bouquet arrangement
 - Learn a new skill (led by professional volunteers or colleagues.)



(ex. Food Kit Build)



CORPORATE ENGAGEMENT & VOLUNTEER OPPORTUNITIES

- Consider hosting a **United Way ALICE Presentation with your employees.** For more information please contact 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.

COMMUNICATION GUIDE

USING YOUR COMPANY NEWSLETTER OR INTRANET SITE

- Provide a link to **United Way of Allen County's website:** www.unitedwayallencounty.org
- Post or send **daily educational and informational messages about United Way** during your campaign
- Share a **United Way video** (contact campaign manager for videos)
- **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.

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 Do I Handle the Question, “Why Should I Donate?”

A: United Way supports local people. When you donate to United Way, you provide local children and families with access to food, housing, education, and mental health resources. United Way is also in a unique position to help. No other organization has the scope and expertise to unite and mobilize a multitude of human service agencies, businesses, government, volunteers, and foundations around a common vision for the common good.

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.

ALICE is your neighbor.

**United, we help our neighbors build a more
stable future!**



Follow us on social media:

