

2023 IU UNITED WAY CAMPAIGN VOLUNTEER HANDBOOK



from **Poverty** to **Possibility** 

www.monroeunitedway.org
www.unitedway.indiana.edu

*Serving Monroe, Owen, Greene,
Lawrence, and Orange Counties*



INDIANA UNIVERSITY
BLOOMINGTON



United Way of
South Central Indiana

YOU MAKE THE BIGGEST IMPACT

IU Team Captains and Unit Leaders are crucially important connections between the people who need help in our community and those who want to help. Your role as a campaign leader is one of the most important jobs there is in supporting the community! This guide includes tips, how-to's, and ideas to make your campaign a success.

Remember that the United Way staff are also here to help you. Each department on campus is different and unique, and what works for one may not work for all. Want to bounce ideas off someone, or have questions? Please reach out to us. We are here to help make your efforts a success!

TABLE OF CONTENTS

<u>Important Campaign Info</u>	2
<u>Welcome Letter</u>	3
<u>What is an IU United Way Campaign Volunteer?</u>	4
<u>What is United Way?</u>	4
<u>Campaign Quick Checklist</u>	6
<u>How to Run a Workplace Campaign</u>	7
<u>Campaign Toolkit</u>	10
<u>Why Give to United Way?</u>	11
<u>The Impact of Your Donation</u>	12
<u>Frequently Asked Questions</u>	12
<u>Donor Choice Questions</u>	13
<u>Special Events and Themes</u>	14
<u>Sample Campaign Calendar</u>	15
<u>Sample Emails</u>	16

IU United Way Campaign Manager

Kirk White, krwhite@iu.edu

Assistant Vice President of Strategic Partnerships, Government Relations and Economic Engagement

Vice Provost for External Relations

IU United Way Campaign Coordinator

Leah Wolfe, lcwolfe@iu.edu

Vanguard Leadership Giving Society Chair

Jim Grandorf, Chair, jgrandor@indiana.edu

Emeritus Professor of Accounting

United Way of Monroe County

431 S College Ave

Bloomington IN 47403

Phone: 812-334-8370

www.monroeunitedway.org

United Way of Monroe County Contacts

Randy Rogers, *President & CEO*

randy@monroeunitedway.org

Amy Leyenbeck, *Vice President of Community Impact*

amy@monroeunitedway.org

Catherine Blankensop, *Annual Giving and Community Impact Manager*

catherine@monroeunitedway.org

David Cook, *Development Operations Manager*

david@monroeunitedway.org

KEY DATES

IU Campaign Kick-Off

Thursday, September 28, Noon – 1:15pm

IMU Frangipani Room

IU Campaign Payroll Deduction Deadline

Dec.13, 2022

September 2023

Dear Campus United Way Leaders:

It's time to kick off the [2023 Indiana University United Way campaign!](#)

More than 45,000 households in south central Indiana are in, or one emergency away from, poverty – including 30% of households with children and 43% of senior (65+) households. Across our region, families work hard but still struggle to make ends meet – much less save for a stable future. Living paycheck to paycheck while hovering at or falling below the poverty line in the reality for 46 percent of families.

Donations to United Way funds local programs that help struggling families and individuals move from poverty to possibility. IU donors are vitally important to the community effort; last year we raised 69% of the total community campaign.

United Way is responding to our region's highest needs by bringing together partners from all sectors to tackle complex issues that no one can address on their own. It takes everyone, and with your volunteer leadership, we can make a real difference.

This manual is your guide to the campaign. It contains information about how employees can make donations, how to use the online database to track team and department progress, and tips on how to run a successful campaign.

Thank you for your dedication to the campaign. Contributions from the IU family comprise a major portion of local funds raised for many local organizations. Our efforts and donations have great power in our community.



Kirk White, IU United Way Campaign Manager
Vice Provost for External Relations, IU Bloomington
Assistant Vice President, Government Relations and Economic Engagement

WHAT IS AN IU UNITED WAY CAMPAIGN VOLUNTEER?

IU United Way volunteers are an important part of the IU United Way fundraising campaign. The impact we make on our community is only possible thanks to you and your hard work! There are two roles for campaign volunteers: Unit Leaders and Team Captains.

- **Unit Leaders** oversee at least one IU department. They are responsible for informing their coworkers about the campaign, sending campaign-related emails, and helping their department reach their campaign goal.
- **Team Captains** oversee a “team,” often made up of multiple IU departments and their Unit Leaders. They are responsible for overseeing Unit Leaders, helping with direct donation asks, and filling in for departments that do not have Unit Leaders.

You are the first point of contact that your coworkers have for all things related to the IU United Way campaign. A major part of your role will be spreading information about your campaign and simply asking your coworkers to donate – many people who donate do so because they were asked by someone they trust and respect. By sharing information about the campaign and why it is important to you, your coworkers are more likely to join you!

WHAT IS UNITED WAY?

United Way of Monroe County is responding to our region’s highest needs by bringing partners from all sectors together to tackle complex issues that no one can address on their own. United Way rallies our communities to work hand-in-hand. It takes everyone, and United Way helps bring them together. When you support United Way, you are helping to create a strong network of people and organizations who are ready to respond to the needs of our region as they arise.

United Way funds programs that help move families and individuals from poverty to possibility. By supporting initiatives and agencies that provide services in health, education, and financial stability, United Way ensures that people in crisis can get the help they need right away and address the underlying issues they face.

IU staff, faculty, and students raise more than half of all donations to United Way of Monroe County and its programs and partner agencies. Thank you for your continued leadership and generosity. **An investment in United Way is the single best way to help the most people in need in our community. To see your donation in action, visit www.monroeunitedway.org/myimpact.**

Leading Initiatives

- AFL-CIO Community Services
- Bank On Bloomington
- Born Learning
- Dollars and Sense Personal Finance Series
- Education Mini-Grants
- Emergency Food and Shelter Program
- Financial Coaching
- Free Community Tax Service
- Heading Home South Central Indiana
- Roadmap to Success
- Opportunity Fund
- Financial Stability Alliance for South Central Indiana

Supporting Community Partnerships

- 2-1-1
- Community Organizations Active in Disaster (MoCOAD)
- Let's Read
- Nonprofit Alliance of Monroe County
- Nurse Family Partnership
- SingleCare Discount Prescription Program
- Stamp Out Hunger

Investing in Partner Agencies

- American Red Cross of Southeast Indiana
- Amethyst House
- Area 10 Agency on Aging
- Beacon, Inc.
- Big Brothers Big Sisters of South Central Indiana
- Boy Scouts – Hoosier Trails Council
- Boys & Girls Clubs of Bloomington
- Cancer Support Community South Central Indiana
- Catholic Charities Bloomington
- Community Kitchen of Monroe County
- Girl Scouts of Central Indiana
- HealthNet Bloomington Health Center
- Hoosier Hills Food Bank
- Indiana Legal Services
- Monroe County Community School Corporation
- Middle Way House
- Monroe County United Ministries
- Mother Hubbard's Cupboard
- New Hope for Families
- Planned Parenthood Great Northwest, Hawai'i, Alaska, Indiana, Kentucky
- Richland-Bean Blossom Community School Corporation
- Salvation Army
- Stone Belt

CAMPAIGN QUICK CHECKLIST

The IU Campaign for United Way is an opportunity for faculty and staff to participate in making the community a better place for all its citizens. Below are the basics of running a United Way campus campaign and getting your colleagues involved:

- Attend the IU United Way Campaign **volunteer training** on September 12, 12 - 1 pm at the IMU Maple Room.
- Attend the first Campaign **Cabinet Meeting** via Zoom on September 26, 11:30 am – 12:30 pm.
- Attend the IU United Way Campaign **Kick-Off** on September 28, noon – 1:15pm at the IMU Frangipani Room.
- Define roles and responsibilities within your department(s).
- Create a campaign calendar for your team or unit, including email reminders, optional special events, donor outreach, etc.
- Log into e-Pledge to find your 2023 goal. Goals are set by IU United Way leadership. Contact Leah Wolfe (lcwolfe@iu.edu) if you have any questions.
- Make a plan to promote the campaign through marketing, incentives, fun activities, or other ways. Partner with your department(s) administration or communication team(s) to plan mass communications and other marketing tools.
- Start your campaign!
- Share your campaign through photos and video on your website and social media and follow and tag United Way of Monroe County on [Facebook](#) and [Instagram](#).
- THANK DONORS. Saying thanks is a big deal because each donation is a big deal. Use the email template in the campaign toolkit or come up with your own way of saying thank you.
- Keep track of donations through e-Pledge and report end results at the conclusion of the campaign. Everyone will want to know the impact of their gifts on the lives of those in need.
- Start planning for next year. Know that your efforts and those of your coworkers will have lifelong effects on others' lives. Your help is deeply appreciated by many, so take a moment to feel good about the time and work you expended to make this a successful campaign!

HOW TO RUN A WORKPLACE CAMPAIGN

Remember, United Way staff are here to help you in any way possible. For campaign-related questions, call or email Catherine Blankensop, (812) 269-1244 or catherine@monroeunitedway.org. For technical questions regarding e-Pledge, email David Cook at david@monroeunitedway.org.

#1: e-Pledge & Team/Unit Goals

How to use e-Pledge is included in the volunteer training. Some important steps are explained below. You can also reference a more in-depth e-Pledge Guide at <https://unitedway.indiana.edu/intranet> by scrolling down and clicking the “e-Pledge Guide” button.

A) Log On

Visit e-Pledge portal at unitedway.indiana.edu. Scroll to the bottom of the page and click on the “Campaign Leader Resources” Intranet link. Click the “Access e-Pledge” button to log into e-Pledge with your IU SSO login information.

B) Find Your Goal

Once logged in, visit the “IU Custom Rpts” tab, and select an “IU Team & Dept Report.” Select your team before running the report to find your overall goal or view the goals of individual departments. Check back here throughout the campaign to see your progress to your goal. Questions regarding team or unit composition may be directed to Leah Wolfe, IU’s United Way Campaign Coordinator, at lcwolfe@iu.edu.

C) Find Your Donors

Volunteers are able to access only one year of historical donations data for the overall department through the “Summary I” report. Those who want older historical data or data for specific employees can reach out to Catherine Blankensop at catherine@monroeunitedway.org. You can also run a “Responsive Donor Report” to see a list of those who have donated to the current campaign, or a “No Response Report” to see a list of current employees who have not yet donated this year.

#2: Determine your campaign dates and enlist the help of a few coworkers

Setting specific dates will help define and drive the momentum of your campaign. These dates will determine when and how you kick off your area’s campaign, send reminder messages, how to create excitement and team bonding, and establish a deadline for pledge forms to be turned in.

The overall IU campaign will formally run from the Kick-Off on September 28 until the payroll deduction deadline on December 13. Your team or departments can use these dates, or you can determine a timeline that works best for you and your coworkers.



RESOURCE: A sample calendar template is included at the end of the manual on page 15.

Every department is different, so you may be the only campaign volunteer, or you may be working with others. If you are working with other volunteers, be sure to discuss campaign responsibilities. You may want to split the work down the middle, or you may divide the work by task (one volunteer will send email reminders and the other will handle in-person reminders at staff meetings, for example).

No matter the number of volunteers for your department, you may want to recruit a few extra coworkers for some extra help. You may ask your department leadership to speak about the campaign at a staff meeting or ask your administrators or communications personnel to assist with sending department-wide emails or featuring the campaign in staff-facing newsletters.

#3: Plan Campaign Timeline & Activities

Once you know your goal, picked your team members, and familiarized yourself with e-Pledge, it's time to decide how you to make your campaign fun and engaging. The scope and activity level surrounding your campaign is determined by the desired outcome, what you can take on as the team captain or unit leader, and what your team is motivated to help you accomplish! Keep in mind the personality of your department. What works for one department might not work for yours. What do your co-workers like to do for fun, and how do you typically bond as a group? How do they prefer to receive information?

Elements of a United Way Workplace Campaign

- **Kick-off**
Departments can hold an individual kick-off event or activity. This can look like a brief meeting to announce the campaign (feel free to ask a United Way representative to come speak), a fun activity, or a volunteer event. There are many creative ways you can use to launch your campaign. The key is to let co-workers know how much their gifts to United Way impact the community and how they can participate.
- **Special Events**
These activities are often great for raising some additional funds, doing something fun, and helping raise awareness about the campaign.

Examples

- *Have a cutest pet contest. Anyone who has made a donation may enter or vote. Photos can be hung up in the office or shared online or via email. The winner gets a prize.*
- *Have a friendly competition with another department or between teams within your department. See who can raise the most for bragging rights or a prize.*
- *Come together for a volunteer day. Reach out to United Way Annual Giving & Community Impact Manager Catherine Blankensop, catherine@monroeunitedway.org, to see if United Way can help you set up an activity in the office or connect you with an off-site opportunity.*



RESOURCE: For more special event ideas, check out the Fun-Raising list on the IU United Way Toolkit at www.monroeunitedway.org/IUToolkit.

- **Incentives**

Incentives can be a great way to get people involved in a campaign. These can be incentives to attend meetings, volunteer time, or to give. They can be raffles, giveaways, early bird contributions, or competitions between departments, just to name a few!

Incentives should be affordable and can be a simple token, or a donated item. You can also choose things that are easy to mail, like gift cards.

#4: Messaging & Campaign Communications

This is where your area's marketing or communications professionals can help. Decide how you'll announce important information about the campaign at your workplace and explain how employees can participate.



RESOURCE: Sample email templates are included at the end of the manual or on the IU United Way Toolkit at www.monroeunitedway.org/IUToolkit.

Ensure that the information people need to know reaches them, including:

1. Beginning and end of campaign dates
2. Dates of any special events or kick-off event/activity
3. Deadline to make their donations
4. Who is the person in their department to ask if they have questions
5. e-Pledge donation portal link (unitedway.indiana.edu/how-give)
6. How to donate by paper pledge form
7. Why giving to United Way is a good thing and how donating helps our community! (See further sections in this manual for more information on the work of United Way or check out the website at www.monroeunitedway.org.)

Campaign Messages:

The most basic campaign messages should be:

1. A kick-off email sent at the beginning of the campaign,
2. A follow-up midway through with an update and reminder, and
3. An end-of-campaign message right before the end of your campaign.

Campaign Tip! Do you have a larger campaign and want to get fancy? Make a list of past donors and send one message to them thanking them and acknowledging past support. Then send a different email to new/prospective donors asking for their participation in the campaign. Recognizing past support can help renew gifts that were made by employees during the prior year's campaign. For assistance with identifying past donors, reach out to Catherine Blankensop at catherine@monroeunitedway.org.

Be the expert!

You will probably receive some questions from coworkers. Be prepared with an answer by visiting the 'What is United Way' section on page 4 and the FAQs on page 12 to familiarize yourself with United Way. **To read more about United Way of Monroe County**, you can also visit our website: www.monroeunitedway.org

Got a question you can't answer? Just call or email Catherine Blankensop at catherine@monroeunitedway.org or (812) 269-1244.

Thank Donors: Generous donors are far more likely to give again next year if they are thanked right away! United Way will acknowledge gifts once they are received, but because of processing times and differing campaign schedules, that information can take a while to reach us. **You can send a thank you note by email using graphics in the campaign toolkit. If people from your department are working on campus, you can print out and send them a thank you through campus mail.**



RESOURCE: Download printable thank you cards and find graphics to put in emails in the online toolkit: www.monroeunitedway.org/IUToolkit.

#5 Paper Pledge Forms

Paper pledge forms are available upon request. Email Leah Wolfe at lcwolfe@iu.edu. They will be sent in campus mail to your office, and they must be mailed or delivered in person to the United Way office at 431 S College Ave, Bloomington IN 47401.

#6: Share your Campaign & Be Recognized!

Celebrate your co-workers' generosity and caring! We want to hear about – and see – your campaign! Remember to snap pictures of any great moments of your virtual or physically distanced events and email them to **Jenn Hottell** at: jenn@monroeunitedway.org.



Be sure to follow us on Facebook, Instagram, and Twitter! Share your United Way moments on your feed and ours on:

- Facebook: [United Way of Monroe County](https://www.facebook.com/UnitedWayofMonroeCounty)
- Instagram: [@monroeunitedway](https://www.instagram.com/monroeunitedway)

CAMPAIGN TOOLKIT

The Campaign Toolkit is your one-stop-shop for all things related to your department's fund drive. It includes a copy of this manual, some of the elements in this manual, as well as additional materials like web banners, photos, logos, thank you cards, and more!

Visit the Toolkit: www.monroeunitedway.org/IUToolkit

WHY GIVE TO UNITED WAY?

You may be asked this question or want to write about it to your fellow co-workers. Here is a quick list of 10 reasons why donating to United Way is an effective way to impact other's lives:

10 Ways Your Gift to United Way of Monroe County Creates Change

- **Your gifts create results.** Donations to United Way fund local programs that help struggling families and individuals move from poverty to possibility. In 2022, over \$2 million was invested in our region, providing safe shelter to 799 children and adults and 2.5 million meals to local people in need.
- **Your gifts stay local.** Contributions stay in our community. People living in Monroe, Owen, Greene, Brown, Lawrence, and Orange counties receive United Way funds, either by direct support of United Way partner agencies or through special outreach projects, programs, and initiatives.
- **Your gifts help the most people.** Your gifts to United Way have a broad outreach. When combined with those of your friends and neighbors, they touch 1 in 3 people in our area each year.
- **You put the “fun” in fundraising.** United Way campaigns can be a fun, morale-building effort among your peers and co-workers and are used as team-strengthening exercises, which benefit not only your workplace, but others outside of your organization.
- **Your gifts bring people together.** Gifts to United Way bring together partners from all sectors to tackle complex issues that no one can address on their own. These partnerships last for years to come, helping to create a caring community.
- **Your gifts inspire others to do more.** We all want to know that we're making a difference and helping create change - this is the perfect avenue for building a sense of community and purpose. And when you share why you support United Way, your peers are more likely to join you!
- **Your gifts demonstrate your care for our community.** Your gifts help United Way focus on people and issues close to home: financial assistance, healthcare, food security, emergency shelter, and youth development - in other words, the big issues. Your gifts demonstrate your own commitment to the well-being of our community.
- **Your gifts are used efficiently.** Low administrative and fundraising costs mean more money goes to services in the community. Donations are wisely invested in high-quality, results-oriented programs through the social service sector, and projects reach people in high-need areas of the south central region when emergency situations arise.
- **Your gifts are tax deductible.** If you itemize deductions on your tax return, you are able to deduct charitable contributions.
- **It's the right thing to do.** Simply put, giving to United Way is the right thing to do for the long-term health of our community. Your contributions ensure that people have an opportunity to move from poverty to possibility.

THE IMPACT OF YOUR DONATION

United Way and our 23 partner agencies do so many things and touch so many lives, sometimes it's hard to cover it all! Below are a few examples of how your gifts create change.

- **\$1 per week** feeds a family in need for three days
- **\$2 per week** provides one week of emergency shelter to an individual in crisis
- **\$3 per week** helps a student in need access important prescription medications
- **\$10 per week** covers one year of a client's online therapy fees
- **\$20 per week** allows a family in need to send their toddler to preschool for one month

FREQUENTLY ASKED QUESTIONS

Who runs United Way?

A volunteer [Board of Directors](#) and professional [staff](#) ensure that United Way is working effectively and efficiently to improve people's lives. Hundreds of local volunteers help make United Way a dynamic, growing, and responsive organization.

How much of my contribution is actually applied to program services?

Administrative and fundraising costs are kept very low because of the large number of volunteers involved in raising and allocating funds. Over the past five years, an average of 77¢ of every dollar used for programming. Without United Way support, agencies would need to spend more of their own money and energy on their respective fundraising initiatives.

How are campaign funds distributed?

The United Way Community Impact Committee, consisting of United Way [Board members](#) and other volunteers representing various community perspectives, reviews applications from partner agencies that seek funding to support community programs. These volunteers use priorities from the [most recent community needs assessment](#) to decide where funds can have the greatest impact.

What is the value of giving to United Way when I can donate directly to an agency? With over 60 years of experience, United Way drives change by responding to our region's highest needs alongside partners from all sectors. We work to tackle complex issues that no one can address on their own: financial assistance, healthcare, food security, emergency shelter, and youth development. Services funded by United Way have a broad reach – reaching 1 in 3 community members each year.

United Way rallies our communities to work hand-in-hand. It takes everyone, and United Way helps bring them together. When we combine everyone's gifts, we can make a big collective impact. By donating to United Way's Community Action Fund, you are helping to create a strong network of people and organizations who are ready to respond to the needs of our region as they arise.

You are also investing in high quality, results-oriented programs managed by United Way's partner agencies. Nonprofits are also able to use United Way allocations from the Community Action Fund

as matching funds for state, federal, and private grants. Because our partner agencies don't need to spend as much money fundraising, more money goes into community services: 98% of funds raised stay in the community.

What records should a donor keep to meet IRS rules?

Campaign donors should keep a copy of their online receipt or completed pledge form for their tax records. They will also need a copy of their pay stub, W-2, or similar document showing the amount withheld and paid. They should consult their tax advisor for more information. United Way will send a receipt for all cash, check, credit card, and stock donations over \$250, and gratefully acknowledge all pledged gifts.

Can I give to the Community Action Fund, but exclude a certain agency?

No, donating through e-Pledge does not have this ability.

How much of a donation stays local?

Over 98% of your gift remains in your community helping families, neighbors, and co-workers. We voluntarily pay dues to our state and national associations in exchange for valuable information and referral services, consultation, supplies, trainings, and grant opportunities. Networking with other United Ways allows us to share ideas, materials, and other resources. As always, all our decisions are made locally by staff members and a volunteer board of directors who know this community and its needs.

Have additional questions? Visit our full FAQ's online at: www.monroeunitedway.org/faq.

DONOR CHOICE QUESTIONS

Can I designate a particular agency to receive my donation?

The Community Action Fund helps donors address a wide range of community issues with one gift. As an additional option, United Way offers a Donor Choice program, which allows contributors to direct all or part of their gift to a specific partner or non-partner agency or a United Way in another county. Directions are on pledge cards and in e-Pledge. To keep processing costs low for our donors, designated gifts must be at least \$25 per organization, or they will be directed to the United Way Community Action Fund.

What are the standards for partner and non-partner agencies?

Partner agencies must meet strict standards of governance, program effectiveness, and financial accountability; they are evaluated regularly as part of a volunteer-driven certification process. Agencies that aren't partners are not monitored by United Way, but we do verify their tax-exempt status.

Does United Way assess processing fees?

There is no fee for partner agencies to receive designations. Non-partner organizations are assessed a 12% fee on all donations to reimburse United Way's processing expenses. This is very low compared to most agencies' internal fundraising costs, and we establish eligibility at no charge. Non-cash designations are reduced by an allowance, currently 6%, to account for uncollectible pledges.

What types of non-partner agencies are eligible to receive donor designations?

Organizations must have Section 501(c)(3) designation from the IRS; have local impact or a local presence; work in the areas of human service, the arts, or the environment; and be able to document a minimum one-year record of service. Federations, religious congregations, government units, and capital drives are not eligible. If the organization is not eligible for designations, United Way staff will discuss other funding options with the donor.

SPECIAL EVENTS & CAMPAIGN THEMES

THEMES

You can personalize your campaign to your workplace or establish a theme that generates related activities or special events. By involving more employees, your company's campaign becomes their campaign and creates a fun activity to look forward to each year. The options are endless, but here are a few to get your creativity going.

United Way 007

Clues are emailed to employees in the form of riddles. The department of the individual who figures out all the riddles receives a prize at the end of the campaign.

Scavenger Hunts

Throughout the campaign, emails are sent with pictures with hidden items. The individual who finds the most items wins a prize at the end of the campaign.

Step Challenge

Have your department head pledge a gift if all employees in the department can reach a certain number of steps within a month, a week, or however long you want.

SPECIAL EVENTS

Special Events are a great way to raise awareness and extra funds while having fun in the workplace. They can be held both in person and online. Below is a short collection of ideas, but the sky is the limit so think about what would interest your co-workers.

Drawings

Enter everyone who has already donated into a drawing each week.

Cutest Pet Contest or Talent Show

Employees submit pictures of their animals or videos of themselves performing a talent. Only employees who have donated can enter. The winner receives a prize.

Trivia

Host a trivia event. Anyone who has already donated may participate. Encourage people to donate even just \$1 so that they can join in.

Supply Drive

Host a supply drive for United Way's [Take Action volunteer projects](#). The following are always needed:

- Children's Books (new or gently used, for any age)
- Baby wipes
- Baby shampoo
- Toilet paper
- Paper towels
- Wash cloths
- Shower curtains and rings
- Potholders

SAMPLE CAMPAIGN CALENDAR

This is an example of an outline you can use to build your campaign calendar. Fill this in with your chosen dates and customize the items on the calendar to reflect your department's campaign.

- Sept 28 IU United Way Campaign Kick-Off, noon – 1:15pm, IMU Frangipani Room
- Sept 28 Official Kick-Off to overall IU campaign
- _____ Official Department Campaign Kick-Off
- _____ Department kick-off event or meeting
- _____ Department-wide kick-off email
- _____ Campaign-related event (optional – can be held at any time)
- _____ Send Campaign progress department-wide email (around the half-way point)
- _____ Send direct emails to past and new/prospective donors (Highly recommended – reach out to Leah Wolfe for assistance)
- _____ Send Reminder department-wide email
- _____ Official department end of campaign (NOTE: No later than payroll deduction deadline December 13)
- _____ Send Thank You department-wide email
- _____ Send direct thank you cards or emails to donors

SAMPLE EMAILS

Copy and paste these emails and fill in the personalized information before sending to your team or department. Information that needs to be filled in is highlighted in yellow. **These sample emails are also available in a document on the IU Campaign Toolkit:** <https://www.monroeunitedway.org/IUToolkit>

Sample 1: Kick-off Email

Subject: From Poverty to Possibility

IU's United Way 2023 campaign is kicking off! Join me in learning how you can help create lasting change by helping us reach our department fundraising goal of \$XXX. To pledge, please visit www.unitedway.indiana.edu/how-give.

More than 45,000 households in south central Indiana are in, or one emergency away from, poverty – including 30% of households with children and 43% of senior (65+) households. Across our region, families work hard but still struggle to make ends meet – much less save for a stable future. Living paycheck to paycheck while hovering at or falling below the poverty line in the reality for 46 percent of families.

Your donation to United Way joins those of a community of supporters to fund local programs that help struggling families and individuals move from poverty to possibility. We respond to our region's highest needs by rallying partners from all sectors to tackle issues that no one can address on their own. Together in 2022, **we invested over \$2 million to create lasting change in our region.**

It takes everyone, and we need your help. Give today!

Thank you!

Sample 2: Campaign Progress Email

Subject: Join me to rally together!

I'm so excited to announce that our department has reached XX% of our United Way campaign goal. Please don't forget to make your donation by December 13 so that we can reach our goal of \$X,XXX.

Your donation stays local and will fund programs that help struggling families and individuals move from poverty to possibility. To pledge, please visit www.unitedway.indiana.edu/how-give.

I'm proud to be part of this exciting effort that means so much to thousands of individuals and families who benefit from our combined campaign gifts. It takes everyone; join me to rally together to make an impact!

Thank you!

Sample 3: Reminder Email

Subject: Your gift makes a difference

Your gifts to United Way work around the clock, every day of the year. We are driving change by bringing partners from all sectors together to tackle complex issues that no one can address on their own.

Did you know:

- **\$2 per week** provides one week of emergency shelter to an individual in crisis
- **\$3 per week** helps a student in need access important prescription medications
- **\$10 per week** covers one year of a client's online therapy fees

Please join me and other coworkers in supporting the IU United Way campaign to help move struggling families and individuals from poverty to possibility. Your donation has never been more important to this community. Make your donation before the payroll deduction deadline on December 13 at www.unitedway.indiana.edu/how-give.

Thank you!

Sample 4: Email to Repeat Donors

Subject: Thank you for supporting United Way

I hope this email finds you well. I'm reaching out to say thank you for being a regular supporter of the IU United Way campaign. Your donations over the years have gone directly to our community to fund local programs that help move struggling families and individuals from poverty to possibility.

I'm emailing you to remind you to make this year's donation before the payroll deduction deadline on December 13. Visit www.unitedway.indiana.edu/how-give to make your donation.

Your donation helps United Way drive change and respond to our region's highest needs by bringing partners from all sectors together to tackle complex issues that no one can address on their own. Just \$2 per week provides one week of emergency shelter to an individual in crisis, \$3 per week helps a student in need access important prescription medications, and \$10 per week covers one year of a client's online therapy fees.

It takes everyone, and United Way is rallying our communities to work hand-in-hand. We hope you'll join us and give today!

Thank you.

Sample 5: Email to Lapsed Donors (has donated in the past, but did not donate last year)

Subject: United Way needs your help

I hope this email finds you well. First, I'd like to thank you for supporting the IU United Way campaign in the past. Your donation(s) has/have gone directly to our community to fund local programs that help move struggling families and individuals from poverty to possibility.

We missed hearing from you last year! This year, United Way is rallying our communities to work hand-in-hand, and it takes everyone. We hope you'll join us again and give today. Visit www.unitedway.indiana.edu/how-give to make your donation before the payroll deduction deadline on December 13.

Your support will help United Way drive change and respond to our region's highest needs by bringing partners from all sectors together to tackle complex issues that no one can address on their own. Just \$2 per week provides one week of emergency shelter to an individual in crisis, \$3 per week helps a student in need access important prescription medications, and \$10 per week covers one year of a client's online therapy fees.

Thank you!

Sample 6: Email to New Donors

Subject: Join us, it takes everyone!

I hope this email finds you well. I'm reaching out to invite you to join me in supporting the IU United Way fundraising campaign.

United Way is the only organization that IU supports by allowing employees to make donations through payroll deduction. Along with partners from all sectors, United Way drives change by responding to our region's highest needs, funding programs that address complex issues that no one can tackle on their own.

More than 45,000 households in south central Indiana are in, or one emergency away from, poverty – including 30% of households with children and 43% of senior (65+) households. Across our region, families work hard but still struggle to make ends meet – much less save for a stable future. Living paycheck to paycheck while hovering at or falling below the poverty line in the reality for 46 percent of families.

It takes everyone, and United Way is rallying our communities to work hand-in-hand. We need your help, give today! Visit www.unitedway.indiana.edu/how-give to donate before the payroll deduction deadline on December 13.

Thank you!

Sample 7: Thank You Email

Subject: Thank You!

Thank you for your generous donation to this year's IU United Way campaign. Thanks to donors like you, our department raised \$XXX, which was XX% of our goal. I'm proud of how we rallied together to make an impact. It takes everyone, and you showed up!

Together, we are changing the stories of thousands of people, which is no small task. It takes a little bit from all of us to make those positive changes for so many. Feel great, pat yourself on the back and know that every day this year, your donation is helping move struggling families and individuals from poverty to possibility.

Thank you!