

STEPS TO PREPARE YOUR CAMPAIGN

- 1** WATCH CAMPAIGN VIDEO FROM UNITED WAY
- 2** BUILD YOUR TEAM & SCHEDULE KICKOFF MEETING
- 3** WATCH UNITED IS THE WAY THEME VIDEO
- 4** HOST AN INTERNAL COMMITTEE MEETING & SET GOALS
- 5** CHOOSE A CAMPAIGN THEME & EVENTS
- 6** PLANNING PHASE
- 7** INVITE THE UNITED WAY TO COMPANY CAMPAIGN
- 8** ANNOUNCE & BUILD EXCITEMENT
- 9** TIME FOR YOUR WORKPLACE CAMPAIGN
- 10** WRAP UP CAMPAIGN

4 WEEK PLANNING SCHEDULE

This reference sheet is a suggested four week timeline to help guide your campaign planning. Use it as a tool to pace tasks. You may need to adjust the schedule as needed to fit your timeline.

WEEK ONE | BUILD TEAM & HOLD KICK OFF MEETING

- 1** WATCH CAMPAIGN VIDEO FROM UNITED WAY Est Time 5 Minutes
- 2** BUILD YOUR TEAM & SCHEDULE KICK OFF MEETING Est Time 15 Minutes
- 3** WATCH UNITED IS THE WAY THEME VIDEO Estimated 5 Minutes
- 4** HOST KICK OFF MEETING & SET GOALS Estimated 1 Hour - Facilitate Team Discussion
- 5** CHOOSE A CAMPAIGN THEME & EVENTS Estimated 30 Minutes - Facilitate Team Discussion

WEEK TWO | HOST KICKOFF MEETING & PLAN CAMPAIGN

- 6** PLANNING PHASE Estimated 30 Minutes Organizing & Requires Team Assistance
- 7** INVITE THE UNITED WAY STAFF TO COMPANY CAMPAIGN Estimated 5 Minutes

WEEK THREE | HOST KICKOFF MEETING & PLAN CAMPAIGN

- 8** ANNOUNCE AND BUILD EXCITEMENT Estimated 15 Minutes

WEEK FOUR | HOST KICK OFF MEETING & PLAN CAMPAIGN

- 9** CAMPAIGN TIME TIME VARIES
- 10** WRAP UP CAMPAIGN ESTIMATED TIME 1 HOUR - MAY REQUIRE HELP FROM HR & LEADERSHIP


STEPS TO PREPARE YOUR CAMPAIGN

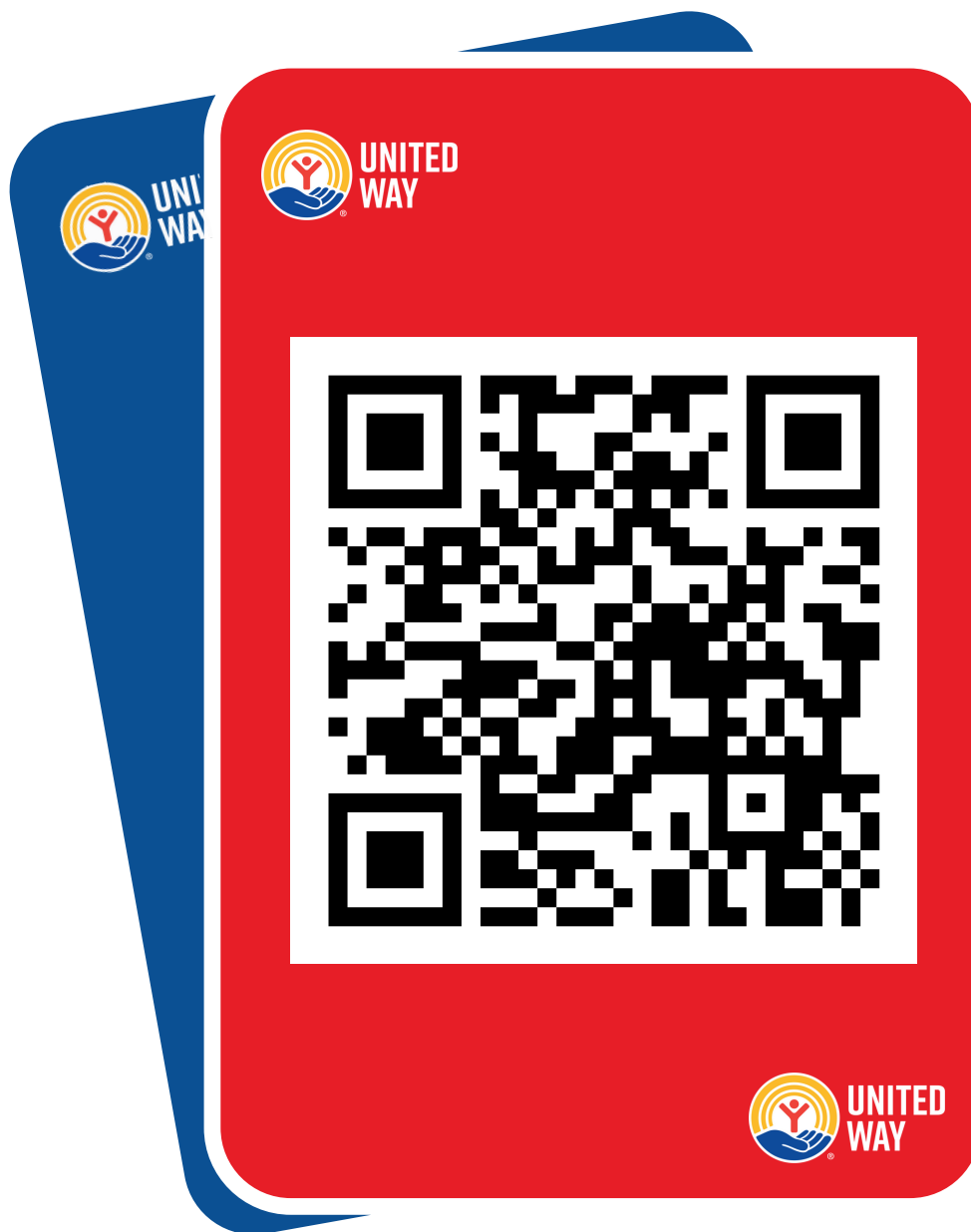


WATCH CAMPAIGN VIDEO FROM UNITED WAY

To Begin the Game:

Step One – Draw a Mission Card (Scan the video below or visit:

<https://youtu.be/Cn1lsmFb6gs>) to unlock your official campaign kickoff message from the United Way team. Once viewed, place your green sticker on . Congratulations on completing **Step One!**



STEPS TO PREPARE YOUR CAMPAIGN



BUILD YOUR TEAM

It's time to assemble your campaign planning team who will help you plan events and share the United Way mission. Start by involving your CEO or senior leadership their visible support can make a big impact.

Campaign Team

















CAMPAIGN
MANAGER CARD

DRAW A CAMPAIGN MANAGER CARD TO REVEAL YOUR UNITED WAY CAMPAIGN MANAGER
OUR CAMPAIGN MANAGER IS:

SCHEDULE KICKOFF MEETING

Schedule a kick off planning meeting with your team as soon as you've identified the team. The United Way team would like to come to your kickoff meeting. We can help set campaign goals and share helpful information from past campaigns.

Grab your Campaign Manager Card  and reach out to your United Way Campaign Manager and invite them to your meeting! If you are unable to have us join, we've provided a 2 minute video to watch in **Step Four** to play at your meeting.

After you have created your campaign team place the orange sticker on the board game on space  and move immediately onto **Step Three**.

STEPS TO PREPARE YOUR CAMPAIGN



WATCH UNITED IS THE WAY THEME VIDEO

Step Three – Reveal The Mission

Draw a Mission Card (Scan the QR code below or visit: <https://youtu.be/CNB9w79hnoY>) to watch our United Way mission message - send it to the campaign team you identified in **Step Two**. Once the team is in the know, place your red sticker on the  game board spot to mark this move. Advance to **Step Four!**



STEPS TO PREPARE YOUR CAMPAIGN

4 HOST COMMITTEE MEETING & SET GOALS

It's time to rally the campaign team identified in **Step Two**. There is a lot to cover in this meeting! Note that you will use the resources in **Step Five** to help at the end of this meeting with event and theme planning.

TOPICS TO PREPARE FOR YOUR MEETING

UNITED WAY OVERVIEW

The United Way team will kick off your meeting by sharing an overview of United Way. **If we are not at the meeting**, draw a Mission Card (Scan the QR code or visit <https://youtu.be/znnTwat0Jo0>) to **watch a message** from us at the start of your meeting.



SET GOALS | SEE GOAL SETTING WORKSHEET

Reflect on past campaigns, your company culture, and donor trends to set meaningful goals for this year. Use the provided worksheet to help guide your thinking, whether your focus is on raising more donations, boosting team engagement, or increasing awareness, this step will help set the pace for how you move forward.

DATES & COMMITMENT

Choose your campaign dates, whether it's hosting one live and learn, a day of events or is a focused week of activities. Consider what aligns with your fiscal year, how your team prefers to give, and when engagement will be at its peak.

THEME & EVENTS | THIS IS STEP FIVE - TRY TO COVER IT IN TODAY'S MEETING!

Place the purple sticker on space  and advance to **Step Five**.



GOAL SETTING WORKSEET | TOPICS TO PREPARE FOR YOUR GOAL SETTING

Use this document to reflect on past campaign goals, and help guide your campaign goal setting for this year.

EDUCATION

LAST YEAR'S CAMPAIGN

- ▶ How many of your company's employees were able to attend an in person UW meeting:
- ▶ What were the internal types of communication about United Way utilized:

THIS YEAR'S GOALS

Example Goal: Invite United Way team to present at an all employees lunch and learn.

▶ _____

▶ _____

▶ _____

DONATION / PLEDGES

LAST YEAR'S CAMPAIGN

- ▶ Total dollars contributed:
- ▶ Number of team members who gave:
- ▶ Average contribution per person:

THIS YEAR'S GOALS

Example Goal: Increase total dollars raised by 15% through payroll sign-ups

▶ _____

▶ _____

▶ _____

Engagement

LAST YEAR'S CAMPAIGN

- ▶ Employees who participated in events:
- ▶ Departments most involved:
- ▶ United way volunteer hours logged:

THIS YEAR'S GOALS

Example: Host three campaign events with at least 50% team participation

▶ _____

▶ _____

▶ _____

STEPS TO PREPARE YOUR CAMPAIGN

5 PICK THEME & EVENTS

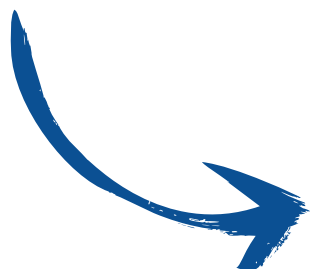
Take turns sharing ideas for your campaign's theme and events. You can build off this year's campaign theme: **United is the Way** or explore a board game inspired theme that highlights how we support ALICE. Both are winning ideas but we encourage you to think outside the (game) box.




We've included a pair of dice in your campaign box just in case you need a fun way to settle a tie when everyone brings great ideas to the table. Each person gets three rolls, and the highest total helps make the final call and losers get the candy!

RESOURCES AVAILABLE

- ▶ SAMPLE WORKPLACE CAMPAIGN SCHEDULE - ON FOLLOWING PAGE
- ▶ CAMPAIGN THEME IDEAS - ON FOLLOWING PAGE
- ▶ DIGITAL CAMPAIGN TOOLKIT - ONLINE



Draw an Impact Team Resource Card  and scan the QR code or visit uwdp.org/campaign-resources for more inspiration on themes and events to level up your campaign planning on our website!

It's time to mark your space  on the board and move to planning in **Step Six**.



SAMPLE WORKPLACE CAMPAIGN SCHEDULE

MONDAY | CAMPAIGN KICKOFF

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership and United Way Staff. United Way can also provide videos to play at the kickoff.

TIP: Incentivize employees by providing food or raffling off a prize to attendees.

TUESDAY | CAMPAIGN ACTIVITY 1 (EX: TRIVIA)

Compete in a quiz about coworkers, your company, United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt.

TIP: Suggest a small donation amount to participate in campaign activities.

WEDNESDAY | VOLUNTEER DAY

Encourage volunteer with a packing activity, collection drive, or by heading out to a nonprofit partner to volunteer. United Way staff can help you plan a volunteer activity.

THURSDAY | CAMPAIGN ACTIVITY 2 (EX: SEASONAL ACTIVITY)

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

FRIDAY | CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: Incentivize employees by offering a company perk if you meet your fundraising goal like a pizza party or early dismissal.

ALL WEEK | AUCTION

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.





CAMPAIGN THEMES IDEAS

THEME | BOARD GAMES

EVENT IDEAS

Candy Land: Build a path around the office in colored squares and themes like Finance Forest or HR Hill. Teams or individuals draw cards and advance through the game, stopping at stations to play mini games, trivia, or to complete quick tasks.

Guess Who: Collect facts of your team, and teams compete to narrow down the identity of the mystery coworker by asking yes/no questions.

Human Scramble: Every employee has a letter taped to them. Divide into teams. Teams have 5 minutes to create the highest scoring words using their letters.

Battle Ship: People replace the ships. Have a 5-10 people on each team sit on either side of a partition in the grass where they can not see each other. Each player is given a number of water balloons and each team takes turns launching the balloons over the wall to try to sink the other teams "ship". Players are out when their 'ship' is hit with a balloon.

THEME | SPORTS / OLYMPICS

EVENT IDEAS

Tourney Time: Host a softball, kickball, volleyball, ping-pong, or pickleball tournament.

Indoor Mini Golf: Have every department design a creative hole using only materials already in their department. Leave the course out for a few days so employees can play on breaks for a small fee. Award prizes for most creative holes and best golfers.

Show Your Spirit Day: Encourage the team to show their school spirit by getting out their letter jackets, jerseys, and old school uniforms.

Tailgate Party: Have your team line up their trucks and grills for sampling during a sports game or during your team's United Way tournament.

THEME | UNITED IS THE WAY

EVENT IDEAS

Survivor Game: Participants pay \$5 to join and have to do something each day to stay on the island. They have to bring an item for the silent auction, bring in baked goods for the bake sale or wear a certain color. Winner receives a prize like a sleep in day or a get off early day.

Rummage Sale: Clean your office and encourage team members to donate items and host a team sale, donating your proceeds to United Way.

Department Lunches: Have departments take turns to cook and serve the team lunches for a fee. This can be done during the campaign or done throughout the year for larger teams.

Chili Cook Off: Host an internal team chili cook off and have the winners enter their recipe in the annual United Way Chili Cook Off competition in the fall.

STEPS TO PREPARE YOUR CAMPAIGN



PLANNING PHASE

Begin communicating event and campaign dates with your team so they are prepared and can start getting excited!

PLEDGE FORMS

In the box you will find an example of a pledge form you can make copies of and give to your team. Communicate with leadership on how you will collect pledges with and share the provided pledge forms as needed.

CREATE INTERNAL CAMPAIGN FLYERS

We've included a sample flyer to share with your marketing team that shows how United Way branding can be used to promote an event during your campaign.

CREATE A LEADERSHIP CAMPAIGN ANNOUNCEMENT

We've included a sample script for your leadership to review and customize announcing to the team that the campaign will be kicking off in the next few weeks. This should be sent out to the team in **Step Eight** when you hang flyers - 1 week prior to your campaign start date.

DIGITAL CAMPAIGN TOOLKIT

Draw an Impact Team Resource Card  and visit the United Way website for Logos, and PDF copies of these templates.

Great job! Now you've brought in help from your marketing and leadership team! Grab an orange sticker and put it on game spot . Now on to **Step Seven...**



SAMPLE LEADERSHIP ANNOUNCEMENT MESSAGE

ANNOUNCEMENT VIDEO | 2 MINUTE VIDEO

Hi Team,

Thank you for taking a moment to watch this message.

As **[insert title]** here at **[insert company/organization name]**, I'm proud of the way our team shows up for our community.

This year, we're excited to share the 2025 campaign theme: **United is the Way**. It's a reminder that when we come together, we can create lasting change for people in our community.

United Way invests in programs that support healthy communities, youth opportunity, financial security, and community resilience. Your gift, no matter the size, helps strengthen the safety nets and support systems that our community members count on being there when they may find themselves in need.

Our campaign will run from **[insert campaign dates]**, and we'll be sharing more information in the coming days on what we've got planned. Please know that whether you choose to give, volunteer, or help advocate to help your neighbors, your support is instrumental in the work happening in our community.

Thank you for being part of a workplace that believes in doing good – together. We're proud to support United Way's work and even more proud to stand beside you in building a stronger, more connected community.

Together, we can show what it means when we say: **United Is The Way**.

ANNOUNCEMENT EMAIL | SHORT EMAIL TO TEAM

Subject: United Is The Way – Our 2025 Campaign

Hi (Insert Company Name) Team,

I'm excited to share that our 2025 United Way campaign is just around the corner, and this year's theme is **United Is The Way**. It's a reminder that when we come together, we create lasting change right here in our community!

Our campaign will run from **[insert campaign dates]**. In the coming days, you'll see more about how to get involved. Whether you choose to give, volunteer, or help spread the word, your support makes a real impact. Thanks for being part of a workplace that believes in doing good – together.

United Is The Way.

[Insert name and title]



**\$5.00
Per Team**





EGG

RELAY

SIGN UP YOUR TEAM BELOW!



WEDNESDAY SEPTEMBER 10TH

-  **HELD DURING MORNING BREAK**
-  **TEAMS OF FOUR**
-  **FREE TO PLAY**
-  **PRIZE: 2 RAFFLE TICKETS FOR EACH PERSON ON THE WINNING TEAM**

TEAM MEMBER NAMES

TEAM NAME

EXAMPLE

8

**CAMPAIGN EVENT
FLYER EXAMPLE**



**UNITED
WAY**

UNITED IS THE WAY™ TO WIN

PROCEEDS GO TO OUR LOCAL UNITED WAY

UNITED WE ARE WORKING TO BUILD A STRONG COMMUNITY.

STEPS TO PREPARE YOUR CAMPAIGN



INVITE THE UNITED WAY TO COMPANY CAMPAIGN

Step 7: Now that you have dates, message us and let us know how we can help you make this a success!

The United Way staff would like to be involved during your campaign to meet with your team, and share more about the mission and impact work happening through United Way. Whether it's an in-person meeting tailored to fit your schedule, a virtual presentation, or a custom video message, we're here to partner alongside you as you move through your campaign.

Draw an Campaign Manager Card  to check in with your United Way Campaign Manager to invite the United Way staff to your campaign.

If you are unable to have us join, please let us know when your campaign is and how we can come alongside of your team and provide a video message or presentation virtually. We want to connect the United Way message with the campaign ask so that your team understands the work of United Way and the impact work they are donating to.

When you have completed Step Seven, place your sticker on space  and move forward to the next space - **Step Eight.**

STEPS TO PREPARE YOUR CAMPAIGN



ANNOUNCE AND BUILD EXCITEMENT

A week before your campaign starts, it's time to get your team excited. Announce the upcoming United Way campaign and share ways the team can get involved in the impact work of United Way. This is the perfect time to begin sharing how United Way impacts our community and why it matters.

POSTERS | HANG UNITED WAY POSTERS

The resources available in your campaign game box include three posters you can hang up to help your team understand what United Way does and how we make an impact. These posters highlight:

Know 211 - A free, confidential helpline available 24/7 by call or text. It connects people to local resources like food, housing, mental health support, childcare, and more.

Programs & Events - United Way led programs like the Traveling Tree House, Backpack Attack, and Food Drops, as well as upcoming community events your team can get involved in.

Follow the Impact - An invitation for your team to follow United Way online to see real-time stories, photos, and examples of the local work being done.

If you would like the digital versions of these, draw the Impact Resource Card in your game box to find a these posters on our website.

IMPACT TEAM
RESOURCE CARD

LEADERSHIP CAMPAIGN ANNOUNCEMENT

SEND YOUR TEAM THE LEADERSHIP VIDEO OR EMAIL CREATED IN **STEP SIX**

INTERNAL CAMPAIGN FLYERS

COMMUNICATE THE CAMPAIGN PLAN WITH YOUR TEAM AND HANG CAMPAIGN FLYERS CREATED BY MARKETING IN **STEP SIX**

You've completed this step, mark  on the game board and move to **Step Nine**.



STEPS TO PREPARE YOUR CAMPAIGN



TIME FOR THE COMPANY CAMPAIGN

It's Campaign Time! This is where it all comes to life. **United is the Way** means none of us do this work alone. **Let the campaign begin!**

INCORPORATE LEARNING | UNITED WAY OVERVIEW

If you haven't scheduled a United Way presentation with the team speaker yet, we are ready to join your team campaign kickoff to level up engagement, or create a custom message about United Way to the team. Just send me the invite!

TRACK YOUR PROGRESS | DONATION THERMOSTAT

You'll want to track your team's progress on the goals you set in **Step Four**. Having a thermostat or a way to share with your team daily updates is like a scorecard for the game. We've provided a thermostat poster in the game box to use.

SHARE YOUR FUN!

Share your company's campaign moments online and tag the local United Way social accounts so we can share and celebrate with you!

Refer to your Campaign Manager Card  and reach out to your United Way Campaign Team Member to share highlights and photos from your campaign.

If you're not already following us, now's a great time!



FACEBOOK

SCAN OR VISIT THE LINK BELOW

<https://www.facebook.com/unitedwaylakesandprairie>



LINKEDIN

SCAN OR VISIT THE LINK BELOW

<https://www.linkedin.com/company/unitedwaylp>

You've completed your campaign and are ready to wrap up and celebrate! Mark the spot  on the board and move to **Space Ten**.

STEPS TO PREPARE YOUR CAMPAIGN



WRAP UP YOUR CAMPAIGN

Congratulations on completing a fantastic campaign!

To End The Game:


- ▶ Hang the thank you letter from United Way in a visible area for the team to see.
- ▶ Turn in the campaign binder so we can update the material for next year!
- ▶ Fill out the 2025-26 Campaign Envelope sheet provided.
- ▶ Turn in pledge cards to your United Way Campaign Manager.

Digital versions of these forms are available on our website, draw an Impact Resource Card  to find them online.

LAST STEP

Draw a Mission Card (Scan the code below or visit: <https://forms.office.com/r/qN4sFUPL9p>) and fill out the United Way Campaign Survey to conclude your campaign!



Congratulations! You've completed your Work Place Campaign and Won The Game! Take the GOLD sticker and proudly place it on your game board space on space  to mark your victory!