

Frequently Asked Questions...and Answers You Can Use

What is United Way?

United Way in Waukesha County is an independent, non-profit organization that helps to meet Waukesha County's health and human service needs through collaborations and partnerships. Building on more than 75 years of service, United Way engages the community to identify the underlying causes of the most significant local issues, develops strategies and pulls together financial and human resources to address them, and measures the results.

Where do contributions to United Way go?

United Way in Waukesha County has formed partnerships with more than 70 community organizations to create change and lasting impact. Contributions received are later invested in community programs that address issues such as caregiver supporter, child care, disaster relief, domestic violence, energy assistance, homelessness, hunger, shelter and more. To get more information on United Way's investments, visit the United Way website at www.UnitedWayWaukesha.org.



Tracy Clouser and John Jordan
American TV

Who makes the funding decisions?

Committees of volunteers from all walks of life are responsible for making funding decisions. Decisions are based on community needs and results achieved by programs receiving United Way support. Funded programs are reviewed annually to ensure desired results are being achieved and allocated funds are being used effectively. United Way staff members do not make funding decisions.

What is United Way in Waukesha County's overhead?

Overhead is equal to the administrative and fundraising expenses divided by unrestricted revenue. United Way in Waukesha County's overhead is approximately 14%, which compares favorably with the accepted amount of 35% or less as suggested by the Better Business Bureau Wise Giving Alliance Standards for Charitable Accountability. For more specific information about United Way in Waukesha County's overhead, please visit www.UnitedWayWaukesha.org.

What is United Way in Waukesha County's relationship with United Way of Greater Milwaukee?

United Way in Waukesha County is a separate and autonomous organization from United Way of Greater Milwaukee. There are over 1,200 independent United Ways throughout the nation focusing on local community needs and solutions. To contact United Way Worldwide, call 703.836.7112.

Donor Designation Policy

When you give an undesignated gift to United Way in Waukesha County, it is invested by local volunteers according to reported program impact in the community. Volunteers meet to discuss initiative and program results and other issues prior to making funding recommendations.

As a contributor to United Way in Waukesha County, you may choose to designate your gift among the following options: Initiatives, Focus Areas, Partner Agencies, and/or another United Way.

Partner agencies will only receive additional dollars if total designations to the agency exceed the allocation amount determined by United Way's local volunteers who make funding decisions. Fees covering fundraising and administrative costs will be charged to forward designations. For complete details, visit www.UnitedWayWaukesha.org.

To designate your contribution, the donor designation section of a United Way pledge form will need to be completed.

Employee Campaign Coordinator Resource Guide



Employee Campaign Coordinators (ECCs) are vital to the success of United Way in Waukesha County's campaign.

Through your efforts, thousands of individuals throughout the community will learn the value of United Way. This guide will serve as a resource to assist you with your campaign planning and implementation.

On behalf of the clients who will receive help from the United Way-funded agencies because of your efforts, thank you.

LIVE UNITED



Asking Others to Make a Contribution

Make personal contact. When asking colleagues to support United Way, consider the following:

- People support organizations whose work aligns with their personal interests. Identify issues that are important to your co-workers. Find out if they volunteer with any charitable organizations in the area or have in the past.
- Hearing a personal story from an individual who has been helped by United Way compels many people to support the cause. Coordinate a speaker presentation through United Way to discuss what contributions do for the community.
- Tens of thousands of people have been touched by United Way, so remember that you are asking for contributions on behalf of friends, family or neighbors of your co-workers.
- People listen to those who are passionate about a cause. Discuss your own observations and first-hand knowledge of United Way's impact with your co-workers to entice them to get involved and make a contribution.
- Promote the payroll deduction contribution method throughout the campaign as it is the easiest way to make a significant impact.

Giving is a personal decision. Always respect the employee's decision and thank all employees regardless of whether or not they give.

Handling Questions When You May Not Have the Answers

Every question or comment, even if it is negative, is an opportunity to communicate and share the positive aspects of United Way. Generally, when concerns are expressed they are not directed at you. If you have the answer at hand, tell the person. If you are not sure of the answer, be honest and say so. Then, contact your United Way representative for the answer and get back to the person, or ask that United Way contact the individual.

Resources Available Online for Your Convenience

Visit the *Campaign Center: Tools and Materials* section of United Way in Waukesha County's website to view numerous resources available to you for your organization's workplace campaign:

- Electronic versions of all campaign materials
- Success stories of individuals and families helped by United Way partner agencies
- Information about United Way's funded programs and initiatives
- Campaign video
- Campaign best practices
- Examples of special events
- Sample solicitation letters



Marta Dinamarca, Lori Grunze, Brian Moore, Luke Oulahan, Jodi Borkenhagen
Jim Lippert, Maria Mercado and Jennifer Hansen
Anderson Seal

All resources available at www.UnitedWayWaukesha.org.

Top Ten Steps of Running a Successful Campaign

Build a Relationship with United Way Staff

The best way to make your job easier is to stay in touch with the United Way staff. By keeping in contact with the United Way staff, you can get answers to contributor questions, learn of new volunteer opportunities to promote or ask for special event support.

Secure Top Level Support

Meet with your CEO or members of top level management to gain endorsement of the campaign. Ask these leaders to send a personalized endorsement letter to all employees prior to the campaign; speak in support of the campaign; offer a corporate matching gift program; approve a campaign budget that can be used for incentives or events; and recognize your campaign team and those employees that contribute to the campaign.

Organize a Terrific Team

Creating a campaign committee will get others involved, encourage teamwork and camaraderie, and make your job easier. Recruit team members from management, union and across department lines who are organized, well-liked and good idea individuals.

Set Goals

Setting and publicizing a goal encourages your co-workers to strive to meet that goal. Goals can be based on dollars raised, percentage of employees that participate, or an increase in the average gift.



Ronda Baxter, Colleen Sasso, Jo Smith,
Liz Krueger and Julie Schulz
Waukesha County Dept. of Health & Human Services

Coordinate Special Events

Special (fun) events add spice to the normal work routine, build teamwork and can help increase employee morale. Consider planning special events throughout the year to spread out the contribution asks and encourage year-round participation. Remember to utilize United Way's Fun Ideas Booklet, which outlines various special events such as cook offs, contests and sports-related activities.

Promote the Campaign

Use various means to publicize your workplace campaign. Consider posting campaign information on the organization's bulletin boards or intranet site or submitting an article about the campaign for your internal newsletter. Educate your co-workers by sending out "Did You Know" emails (from United Way) or promoting campaign incentives through word-of-mouth. Make sure to use United Way resource materials during your promotions, and don't forget to include employees that may work at satellite locations!

Conduct Employee Solicitation Meetings

Host employee meetings with United Way staff and a funded agency representative to thank current contributors and explain how United Way dollars positively impact our community. Talk with your co-workers to learn if any of them have benefitted from United Way funded services. If so, ask them if they would consider sharing their story as a means to personalize your organization's campaign.

Ask for Participation from Non-Givers

The #1 reason people do not make a contribution is because they were never asked! Encourage those who have not given in the past to consider doing so this year. Broadening the base of your workplace contributors helps you grow or maintain a successful campaign from year to year. If you are looking for a place to start the conversation, consider mentioning the ease of payroll deduction!

Wrap Up and Report Out!

Remember to remind co-workers of when pledge cards need to be turned in. Keep a running tally of contributions as it relates to your monetary or percentage participation goal. When you have received all of the pledges, announce the campaign results to your co-workers and call United Way to arrange for your donation pick-up.

Recognition & Thank You!

Recognition is one of the most essential aspects of a workplace campaign. Say thank you by hosting an event like an ice cream social or a breakfast, and invite United Way staff to come in and express their appreciation. Post campaign results on bulletin boards or your intranet, send thank you emails and have your CEO send a letter of appreciation to contributors.



Mike Erwin, CEO
Tailored Label Products, Inc.



Ryan Corcoran and Christine Gravelle
Carroll University