



UNITE TO INSPIRE

TOOLS AND INFORMATION TO HELP GUIDE YOU TO A SUCCESSFUL CAMPAIGN

TAKE ACTION VIA UNITED WAY



United
Way



United Way
of East Central Iowa

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2025 EVENTS



Your Time
for Art



Day of
Caring



Women
United
Luncheon



United We
Thrive



Power of
the Purse

WELCOME

Dear Coordinator,

Thank you for joining us as a United Way Company Coordinator! At United Way of East Central Iowa (UWECI), we are truly grateful for you stepping up and into this leadership role in your company and in your community. We believe each campaign should be tailored to fit your organizational culture to enable your co-workers to participate in impacting Eastern Iowa by planning, organizing, and coordinating a successful United Way campaign within your company.

Your role as the ambassador, the motivator, and the storyteller of United Way will be rewarding. We know that there are a lot of moving parts that can be challenging, whether this is your first contact with United Way or not. But, we will have you set up for success so you will feel confident and ready to go.

Again, thank you for taking this leadership role for your company and for your community.

All the best,



Joseph Peterson
Vice President
Donor Engagement & Development

WHY BE A COMPANY COORDINATOR?

- ➔ **Grow company culture**
- ➔ **Networking opportunities**
- ➔ **Recognition within organizations**
- ➔ **Leadership opportunities**

YOUR ROLE

Your role can be broken down to five steps: Energize, Inspire, Engage, Ask and Thank.



Energize: Recruit a strong team to help you with the campaign. Get your CEO/company leadership to support your efforts.



Inspire: Share the story of UWECI and follow us on social media. We also have resources and videos to share the impact of United Way.



Engage: Connect your staff to our work.



Ask: Provide envelopes and/or emails so everyone can participate. Reach out to your UWECI staff representative with any questions.



Thank: You know how to do this one.... but we can also help with email text, videos or fun and simple thank you ideas.

KNOW YOUR UNITED WAY

The more you know about United Way, the more passionate you are and the easier it is to share the message and inspire your coworkers.

MISSION STATEMENT

Unite the caring power of communities to invest in effective solutions that improve people's lives.

OUR VISION

UWECI is the trusted leader and catalyst for envisioning and creating positive community change.

OUR CREDO

We fight for the education, financial stability, and health of every person in our community.

WHO WE ARE

UWECI believes in a strong, thriving community where everyone belongs. Together with its partners, volunteers, advocates, and donors, UWECI creates solutions to fill various gaps of need. By focusing on initiatives within economic mobility, childhood success, access to healthcare, and safety net services, UWECI improves the lives of individuals in Benton, Cedar, Iowa, Jones, and Linn Counties.

WHAT WE DO

For 110 years, United Way has been a critical partner in strengthening our community's ability to respond to pressing health and human service needs. We support individuals in our area through addressing their greatest needs, and ultimately, we align our efforts and funding to provide the most effective impact for the community.



VOLUNTEER WITH UNITED WAY!

Your impact as a volunteer with UWECI mobilizes area nonprofits to continue serving Eastern Iowa's most prevalent needs.

- ➔ Visit uweci.org/volunteernow to find a variety of volunteer opportunities.
- ➔ If you are 55+, our RSVP (Retired Senior Volunteer Program) connects you with volunteer opportunities to maximize community benefit.
- ➔ In addition to our Linn County Volunteer Center, our rural county volunteer centers in Jones, Benton, and Cedar Counties will help you find an opportunity best suited for you. Visit uweci.org/volunteercenters.



UNITE TO INSPIRE 101

At UWECl, we are building community through our leadership by engaging and mobilizing our community members and developing strategies to address our communities' greatest needs.

Through **Unite to Inspire**, our community-driven strategy, we're fostering an Eastern Iowa where everyone can succeed, and inspiring community members to do their part to help others thrive.

This strategy focuses on addressing issues in four key areas:



Through safe and affordable housing, individuals and families will have the opportunity to build **Economic Mobility** and overall stability.



Fostering **Childhood Success** establishes a strong foundation for children to succeed in life, no matter their age or background.



Improving **Access to Healthcare** ensures that physical and mental healthcare is available and affordable for those who need it.



All of these areas are surrounded by support of **Safety Net Services**, which catch individuals and families when they fall and bring them right back to where they were.



Learn more about Unite to Inspire at uweci.org/unitetoinspire.

VIA: VOLUNTEER. INVEST. ADVOCATE.

We believe every one of us has the power to ignite change in our community VIA United Way – through volunteering, investing and advocating to provide a thriving community for all.

VOLUNTEER

- ➔ **Programming:** VITA & BOLD (Board Orientation & Leadership Development)
- ➔ **Events:** Day of Caring & Your Time for Art (Volunteer Recognition)
- ➔ Workplace Volunteer Council
- ➔ Volunteer Now
- ➔ Volunteer Centers

INVEST

- ➔ Identify community issues
- ➔ Diversifying revenue
- ➔ Support nonprofits through the FY24-FY26 RFP cycle
- ➔ Participation in solutions through community coalitions/groups/committees

ADVOCATE

- ➔ Education of self and others
- ➔ Evoke change: Civic Circle, United We Vote, Women United, BOLD (Board Orientation & Leadership Development Program)

TIPS FOR SUCCESSFUL CAMPAIGN

CAMPAIGN KICKOFF

A campaign kickoff is a perfect way to get people excited for your campaign and let them know about United Way's great work in the community.

Campaign kickoffs can happen during a regularly scheduled company meeting or at a different location. Connect with your United Way representative to get ready for your kickoff. We will have materials packaged and ready for use.

MAKING THE ASK

The number one reason people don't give to United Way is because no one asks them! Our job is to make sure everyone in the workplace has a chance to give. Be sure to:

- ➔ Hand out pledge forms after your meeting or provide information for individuals to donate online.
- ➔ Make it inspiring! The moment a person receives their pledge form, they will decide to give or not within ten seconds.
- ➔ Ask for a completed pledge form from everyone, even if they choose not to give. That way, you'll know everyone had an opportunity to do so.

CAMPAIGN IDEAS

- ➔ **Massage Therapist:** Find a therapist, preferably one who will donate time, to visit your workplace. Employees pay for a massage, with proceeds benefiting United Way.
- ➔ **Cook-Offs & Bake-Offs:** Host a chili cook-off or cookie bake-off to see who has the best recipe!
- ➔ **Bike Ride:** Have a bike ride on a local trail and meet up for dinner and drinks after the route! All registrations from bike ride participants go to United Way.
- ➔ **Karaoke/TikTok Challenge:** Each department picks a selection, and the audience chooses a winner by putting money in the jars of the department they think was best.



For more campaign ideas visit our online toolkit at uweci.org/campaign.

FINALIZING YOUR CAMPAIGN

As you come to the end of your campaign, here are some best practices to wrap up successfully.



Connect: Chat with your UWECI staff representative for final reports.



Thank: Make sure to thank your employees for their participation and share the impact that they will have on Eastern Iowa.



Envelopes: Please see the chart to accurately complete a campaign envelope. If you have any questions, reach out to your UWECI staff member.

Do you know when your campaign will be running this year?

Do you know if you want to run special events during your campaign?

United Way **CAMPAIGN REPORT ENVELOPE**

Account # _____ Date **Today's Date** _____
 Org/Ind Name **Your Business Name** _____ Company Coordinator **Your Name** _____
 Campaign Year **Current Year** _____ Phone Number _____
 Total Employees _____ Submitted by (UWECI Staff Only) _____
Full-Time Equivalents (FTEs) Complete in blue or black ink

	Number of Donors	Total Contribution	Payment Enclosed
1. Employee Giving			
a. Cash/Paid <small>Enclose pledge cards with cash or checks</small>		\$	\$
b. Credit Card <small>Enclose pledge cards</small>		\$	
c. To Be Billed By United Way <small>Enclose pledge cards</small>		\$	
d. Stock Giving <small>Enclose pledge cards</small>		\$	
e. Payroll Deductions <small>Submit originals to company payroll department</small>		\$	
f. Special Event Fundraising <small>Enclose cash and checks</small>	Event: _____	\$	\$
2. Corporate Gift: Enclose signed pledge card		\$	\$
3. Sponsorship		\$	\$
ENVELOPE TOTAL (add lines 1-3)			

Enclose employee group pledge spreadsheet or email campaign@uweci.org. Thank you!

FOR UNITED WAY USE ONLY

TYPE ☐ ePledge ☐ Invoice ☐ Endowment ☐ Social Gambling ☐ spark*5

Audit Date	Auditor	Cash Total	Check Total	Credit Card Total	Bill Direct Total	Stock Total	Payroll Deduct Total

Created By _____ Date _____
 Closed By _____ Date _____
 Deposit Date _____ Accounting Date _____

Please take the time to ensure envelope totals match what is included in the envelope.

Name of event in first column.

If event was social gambling, completed paperwork must be attached to the outside of the envelope.

Please complete for each payment type used.

CAMPAIGN CHECKLIST

Good planning is key to your campaign's success. A well-organized strategy will make the best use of your time and get your employees excited about your campaign. Below, you'll find a checklist you can use to map out your road to success. A United Way staff member will work with you to make a custom timeline so your company and its employees can volunteer, invest, and advocate!

PLAN YOUR CAMPAIGN

- ☐ Attend United Way Company Coordinator training.
- ☐ Review the previous campaign's performance, opportunities, and challenges.
- ☐ Check out the online campaign toolkit for materials, templates, and other promotional items at uweci.org/toolkit.
- ☐ Specifically review the social gambling forms located on the toolkit here uweci.org/toolkit.
- ☐ Meet with your Campaign Specialist or UWEI staff member to discuss campaign strategies and develop a calendar of events.
- ☐ Determine your participation goal, monetary goal, and incentives.
- ☐ Determine your campaign plan and time frame.
- ☐ Schedule your campaign kickoff.
- ☐ Schedule any additional special events. Our team is ready to help with creative ideas, along with a suggestion list in our campaign toolkit.
- ☐ Distribute the calendar of events.
- ☐ Send a campaign kickoff letter from your CEO endorsing the campaign.
- ☐ Invite retirees to your kickoff event.

EXECUTE YOUR CAMPAIGN

- ☐ Hold kickoff event with your Campaign Specialist or UWEI staff member, either in-person or online.
- ☐ Distribute pledge forms and campaign materials to all employees. If more of your employees are working from home, we also have several ways to give electronically.
- ☐ Hold a leadership giving event.
- ☐ Share success stories, community facts, photos, and videos to keep momentum going. We are happy to help you gather information your team is interested in.
- ☐ Conduct special events to boost engagement.
- ☐ Monitor progress towards your goal.
- ☐ Follow up with individuals who have not returned their pledge form.
- ☐ Send reminders about events, incentives, deadlines, and other important dates.

FINALIZE YOUR CAMPAIGN

- ❑ Collect pledge forms.
- ❑ Follow up on corporate contributions or employee matches.
- ❑ Calculate and review results with your committee members.
- ❑ Prepare a final report envelope with your Campaign Specialist or UWECI staff member. If you need assistance with this, we're happy to help!
- ❑ Announce campaign results to employees.
- ❑ Post campaign photos on your corporate social media networks and tag @UWECI.
- ❑ Evaluate the challenges and successes of your campaign and save your notes for next year.
- ❑ Thank donors with a celebration event, letter, or email from your CEO.
- ❑ Talk to your Campaign Specialist or UWECI staff member about how UWECI can continue to improve its service.



SOCIAL GAMBLING

Defined as an activity where money is exchanged for a chance to win a good or service.

Examples:

- ➔ 50/50 drawings, raffles to win prizes/cash, and other activities where something is risked for the chance to win something in return.

If your company is interested in conducting a social gambling activity as part of your United Way campaign, please know that there are requirements and deadlines to correctly execute it.

If you know this is something that you want to do, please contact your UWECI representative immediately to take the proper steps and for further detail.

Deadlines are essential for the success of social gambling campaigns.

- ➔ Social Gambling Request forms are to be completed 15 days prior to holding the social gambling activity.
- ➔ Social Gambling Summary must be submitted to United Way 7 days after holding the raffle.
- ➔ Social Gambling Volunteer form must be completed by each person selling tickets.
- ➔ Social Gambling Winners Listing must be completed 7 days after holding raffle.

Please contact your United Way representative for full details.

UNITED WAY'S INVESTMENT PROCESS

United Way's Community Fund is a direct way to impact Eastern Iowa's most prevalent needs.

	COMMUNITY FUND	DESIGNATED TO AGENCY
Community needs are addressed and issues are identified	❖	
Funding stays local and is based on program performance and overall community impact	❖	
Rigorous program oversight is provided by staff	❖	
Agencies are visited by United Way staff and volunteers to ensure compliance and progress	❖	
Quarterly reviews of financials are conducted	❖	
Donate conveniently through workplace campaign and payroll deduction (if available)	❖	❖
Donation distributed directly to nonprofits	❖	❖

DONOR DESIGNATION

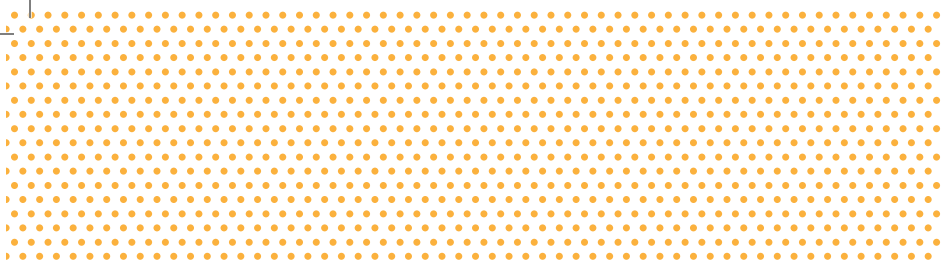
Donor designation is an option for people to direct their United Way gift. For a minimum gift of \$100, a donor may direct their gift to any 501(c)(3) organization. They will need to fill out a separate form in addition to their pledge form. For multiple designations, donors need to complete a form for each individual designation. UWECL deducts administrative costs and any unpaid pledges from the gift. When a donor designates their gift, the charity receives payments quarterly. These payments go into the charity's general operating budget.

For donors giving \$10,000 or more, if a minimum of \$2,500 is undesignated, the administrative fee is waived.

If you have questions about gift designation, please reach out to your UWECL staff member.

TAX RECEIPTS

Per IRS regulations, United Way can't issue tax receipts for donors who use payroll deduction. Instead, donors can use their last pay stub of the year or their W2. Donors who gave \$250 or more will receive tax receipts in the mail (sent out each January). If you have questions about gift designation, please reach out to your UWECL staff member.



WHY UWECI

Supporting United Way means making a direct impact on Eastern Iowa's most pressing issues. We develop impact strategies by seeing the needs of our community firsthand and collaborating with stakeholders and nonprofit partners every day. When everyone contributes to a piece of the puzzle VIA United Way, through Volunteering, Investing, or Advocating, our community grows, and we build stronger individuals and communities.

HOW WE INVEST

Volunteers, community organizations, and UWECI staff help us achieve our goals by each playing a supportive role in the investment process. With Unite to Inspire strategies directing our funding, we expanded and updated a new RFP system to be more inclusive. This cycle UWECI moved from funding five programs that focused primarily on shelter or crisis housing to twelve programs that span the spectrum of housing from crisis to stable.

WHO WE INVEST WITH

United Way's funded partners are key to making an impact in our community. They work to meet people's needs on a day-to-day basis and make a difference in the quality of people's lives. United Way funding goes to specific programs at nonprofits, rather than the nonprofit itself. The following nonprofits began receiving funding beginning of July 2023:

- 2-1-1
- Affordable Housing Network
- Area Substance Abuse Council (ASAC)
- Big Brothers Big Sisters of Cedar Rapids and East Central Iowa
- Boys and Girls Club of Cedar Rapids
- Catherine McAuley Center
- Catholic Charities of the Archdiocese of Dubuque Iowa
- Cedar County Public Health
- Community Health Free Clinic
- Eastern Iowa Health Center
- Feed Iowa First
- Foundation 2 Crisis Services
- Four Oaks Family and Children Services
- Goodwill Industries of the Heartland
- Hawkeye Area Community Action Program (HACAP)
- Hope Community Development Association
- Horizons: A Family Service Alliance
- Iowa Legal Aid
- Kids First Law Center
- Matthew 25
- Old School Produce Partners Inc.
- Rural Employment Alternative
- Southeast Linn Community Center Corporation
- St. Lukes Health Care Foundation
- The Arc of East Central Iowa
- United We March Forward
- Volunteer Services of Cedar County
- Waypoint Services for Women, Children, & Families
- Willis Dady Emergency Shelter
- Young Parents Network Inc. (YPN)
- YouthPort
- Zach Johnson Foundation

UWECI STAFF

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CAMPAIGN CABINET

Jack Gonder, Bankers Trust – Past Co-Chair
Curt Heideman, Bankers Trust – Past Co-Chair
Dave Schreck, Collins Aerospace – Past Co-Chair
Brooke Willson, Allstate Benefits – Co-Chair
Melissa Winter, GreenState Credit Union – Co-Chair
Jim Beardsworth
Jacqueline Berst
Zach Bohannon
Landon Burg
Teri Gibson
Hilary Hershner
Bre Horstman
Dennis Jordan
Beth Lehman
Kelley Marchbanks
Nicole Mead
Nick Nielsen
Anne Parmley
Alejandro Pino
Chris Snyder
Gary Streit
Jennifer Welton



United Way
of East Central Iowa

DONORS AND LEADERSHIP GIVING



UNITED WAY OF EAST CENTRAL IOWA
TOCQUEVILLE
SOCIETY

Our Tocqueville Society members donate a minimum of \$10,000 and

are our brand ambassadors within our community. Our top philanthropists lead the community in providing an outstanding example of how to make an impact in our community.



UNITED WAY OF EAST CENTRAL IOWA
T.M. SINCLAIR
SOCIETY

Our Sinclair Society members donate a minimum of \$1,250 and believe in the

power of giving back to the community. They embody the spirit of Thomas M'Elderry Sinclair in working towards developing a better community for all.



UNITED WAY OF EAST CENTRAL IOWA
WILLIAM B. QUARTON
SOCIETY

Our Quarton Society members donate a minimum of \$500 and honor the example of Bill Quarton who championed

Cedar Rapids through his philanthropic efforts.



UNITED WAY OF EAST CENTRAL IOWA
TOUCH TOMORROW
SOCIETY

Those who support UWECI's Endowment. These donors strengthen our community, improve lives, and make an everlasting impact.



UNITED WAY OF EAST CENTRAL IOWA
WOMEN UNITED
women helping women

Women United is a powerful group of advocates in our community who designate their donation of \$500 or more to advance women's access to health care.



UNITED WAY OF EAST CENTRAL IOWA
EMERGING LEADERS UNITED

This group is made up of emerging leaders who donate a minimum of \$250 and who want to make a difference in addressing our communities' most critical needs.