

UNITED IS THE WAY

TOOLS AND INFORMATION TO HELP GUIDE YOU TO A SUCCESSFUL CAMPAIGN

TAKE ACTION VIA
UNITED WAY



UNITED WAY
East Central
Iowa

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2025 EVENTS

DAY OF CARING



WOMEN UNITED LUNCHEON



UNITED WE THRIVE



POWER OF THE PURSE



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, and we'll be with you for every step of the campaign. 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 leading your organization and supporting UWECI. United is the Way.

All the best,
Joseph Peterson

WHY BE A COMPANY COORDINATOR?

- Grow company culture
- Recognize others
- Network with colleagues
- Lead your company

YOUR ROLE We are here with all the details and help you need!

- 1. Energize:** Recruit a strong team to help you with the campaign. Get your CEO/company leadership to support your efforts.
- 2. Inspire:** Share the story of UWECI. Follow us on social media, and we also have resources and videos to share the impact of United Way.
- 3. Engage:** Connect your staff to our work.
- 4. Ask:** Provide envelopes and/or emails so everyone can participate. Speak with your UWECI staff representative for any questions needed.
- 5. Thank:** You know how to do this one.... but we can also help with email copy, videos or other 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.

OUR MISSION

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

United Way of East Central Iowa is a trusted community leader that connects vital resources with top needs, giving hope and support when it matters most. Our focus areas address the top needs in our community:

- Building economic mobility
- Fostering childhood success
- Improving access to healthcare
- Supporting safety net services

UWECI improves the lives of individuals in Benton, Cedar, Iowa, Jones, and Linn counties.

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 and better, our 55+ Initiative connects volunteers age 55 and over with volunteer opportunities to maximize community benefit.
- In addition to our Linn County Volunteer Center, our rural county volunteer centers in Jones and Benton Counties will help you find an opportunity best suited for you. Visit uweci.org/volunteercenters.



UNITE TO INSPIRE 101

At UWECI, we are building community 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 inspires others to do their part to help others thrive.

This strategy focuses on addressing issues in four key areas:



Building Economic Mobility

This creates a pathway from crisis to stability.



Improving Access to Healthcare

We ensure that physical and mental healthcare are available and affordable for those who need it.



Fostering Childhood Success

The early stages of childhood are crucial and formative, and it doesn't end there.



Supporting Safety Net Services

These services are in place to "catch" individuals if they fall on hard times and help them bounce back.



Join us 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: Volunteer Income Tax Assistance (VITA) and Board Orientation & Leadership Development (BOLD)
- Day of Caring
- Workplace Volunteer Council
- Volunteer Now
- Volunteer Centers

> INVEST

- Identify community issues
- Diversify revenue
- Support nonprofits through the FY24-FY26 RFP cycle
- Participate in solutions through community coalitions/groups/committees

> ADVOCATE

- Education of self and others
- Programming: Civic Circle, United We Vote, Women United, BOLD

TIPS FOR A 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 our 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 so each person gets one 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 10 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

- Cook-Offs & Bake-Offs: Host a chili or cookie cook-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/toolkit

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

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

[illegible]

Confidential

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 get involved!

1. 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.
- 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 timeframe.
- 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 United Way Champion endorsing the campaign.
- Invite retirees to your kickoff event.

2. EXECUTE YOUR CAMPAIGN

- Hold kickoff event with your Campaign Specialist, UWEI staff member, and/or an agency speaker, 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 thank you event for your top donors.
- Share success stories, community facts, photos, and videos to keep momentum going. We are happy to help you gather information for your team.
- Conduct special events, such as a Power Hour, 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.

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- This image shows a blank sheet of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Since 2009, Nick Nielsen has been a strong supporter of United Way of East Central Iowa. From being involved with Emerging Leaders United (formerly Young Leaders Society), to being on Campaign Cabinet today, he describes his involvement with UWECEI as “rewarding and impactful.”

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UWECI Board Member

2025 Campaign Cabinet Co-Chair



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. UWEI 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 UWEI staff member.

Tax Reciepts

Per IRS regulations, United Way can't issue tax receipts for donors who use payroll deduction. Instead, donors can use their last paystub of the year or their W2. Donors who gave \$250 or more will receive tax receipts in the mail (sent out each January).

WHY UWECI?

Supporting United Way means making a direct impact on Eastern Iowa's top needs. We develop impact strategies by seeing the needs of our community firsthand through 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 a stronger community.

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 our RFP system to be more encompassing.



FUNDED PARTNERS

- > 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 Free 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
- > 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 (YPN)
- > YouthPort
- > Zach Johnson Foundation
- > 211

**GET TO KNOW OUR PARTNERS & PROGRAMS
AT [UWECI.ORG/PARTNERS](https://www.uweci.org/partners)**

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CAMPAIGN CABINET

- Nick Nielsen - Co-Chair
- Wendy Nielsen - Co-Chair
- Jim Beardsworth
- Jacqueline Berst
- Zach Bohannon
- Landon Burg
- Ben Fiedler
- Curt Heideman
- Hilary Hershner
- Bre Horstman
- Megan Johnson
- Dennis Jordan
- Beth Lehman
- Kelley Marchbanks
- Nicole Mead
- Chris Snyder
- Gary Streit
- Jennifer Welton
- Brooke Willson
- Melissa Winter

DONORS & LEADERSHIP GIVING

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.

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.

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.

TOUCH TOMORROW SOCIETY

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

WOMEN UNITED

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.

EMERGING LEADERS SOCIETY

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.



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