

UNITED IS THE WAY

Tools and Information to Help Guide You to a Successful Campaign



UNITED WAY
East Central
Iowa

Welcome!

Thank you for joining us as a United Way Company Coordinator! By stepping into this role, you create meaningful change for individuals and families across East Central Iowa. We are grateful for your leadership, enthusiasm, and commitment to our shared community.

As a Company Coordinator, you connect your workplace to action. Whether you are sharing impact stories, encouraging participation, or organizing special events for your coworkers, your efforts strengthen our community. Every workplace is unique, which is why your campaign will reflect your company culture. Our promise is to support you with resources, ideas, and guidance throughout your campaign to make you successful and this experience rewarding.

Again, thank you for leading your organization and supporting your community.

United is the Way,
Kristin Roberts
President & CEO of UWECI



Table of Contents

- 3** Understanding UWECI's Impact
- 4** UWECI's Investment Process
- 6** Getting Started
- 7** Campaign Checklist for Success
- 8** Sample Campaign Timeline
- 9** Impact Networks and Leadership Giving
- 10** What's Next
- 11** Finalizing Your Campaign
- 12** Contacts



UNDERSTANDING UWECI'S IMPACT

Our Mission

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

Changing the Story Together

We believe strong communities don't happen by accident. They are built when people come together and help one another to transform East Central Iowa and change the story for our friends and neighbors.



Benton
County

Linn
County

Jones
County

Iowa
County

Cedar
County

Why United Way



"I am proud to be affiliated with UWECI because it is the best organization in our community positioned with a goal to solve multi-dimensional problems like systemic poverty through its efforts to unite local resources, volunteers, and businesses through its focus on education, financial stability, and health."

Zach Bohannon

2026 Campaign Cabinet Co-Chair
First Interstate Bank

"I believe everyone deserves the opportunity to thrive. Supporting United Way allows me to be part of meaningful, lasting change for people and families across our community. I know that when we come together, our collective generosity creates opportunities, strengthens lives, and builds a better future for everyone."

Jessica Walker

2026 Campaign Cabinet Co-Chair
East Central Iowa Council of Governments



No matter the gift size, every dollar makes a difference to our local community.
You give **here**; your dollars stay **here**.

UWEGI'S INVESTMENT PROCESS

Pathways to Possibilities

We believe everyone has a role to play in building a stronger community. When people come together to volunteer, invest, and advocate, we create meaningful change for our neighbors across East Central Iowa.

Our work starts by listening. Through our Community Needs Assessment, we hear directly from the people we serve to better understand our community's greatest challenges.



How We Invest	Community Impact 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 and volunteers	✓	
Agencies are visited by United Way staff and volunteers to ensure compliance and progress	✓	
Quarterly financial reviews are conducted	✓	
Donate conveniently through workplace campaign and payroll deduction (if available)	✓	✓
Donation distributed directly to nonprofits	✓	✓



“What I appreciate most is that United Way doesn’t just address symptoms. They work to identify the root causes of the biggest challenges facing our community and partner with the organizations and programs best equipped to create meaningful, lasting solutions. Rather than spreading resources thin, they strategically invest in proven programs that are making a measurable difference.”

Bre Horstman
Emerging Leaders United, Vice Chair
Skogman Companies

Our Focus Areas

Together, we are creating positive community change in four key areas:



Financial Security

We believe every person should have the opportunity to move beyond survival and build a stable, secure future. This means friends and neighbors have a safe home and a quality job, creating a strong foundation for success.



Youth Opportunity

We believe every child should have the opportunity to create a successful future and become tomorrow's leaders. This means kids have access to educational resources, like early childhood learning, out-of-school opportunities, and a path to college and career.



Healthy Community

We believe every person should have the opportunity to achieve their best health and well-being. This means local individuals and families have access to healthcare and nutritious food.



Community Resiliency

We believe every person should have the opportunity to live in a community that thrives through any challenge. This means our community can prepare, respond, and recover from any emergency, becoming stronger than we were before.

Volunteer.
Invest.
Advocate.

Every one of us has the power to ignite change in our community **VIA** United Way - through volunteering, investing, and advocating.

GETTING STARTED

Your Role

Your role can be broken down into 5 steps:

- **Energize:** Recruit a strong team to support your campaign. Find the helpers across the organization and get your co-workers excited.
- **Inspire:** Share the story of UWECI's impact. Follow us on social media! Check out the online resources that show your colleagues where their gifts go.
- **Engage:** Connect your staff to their community. Plan a special event or social opportunity (we've got ideas for you!) to bring people together.
- **Ask:** Invite everyone to participate through a gift. Your UWECI staff member can help with language to make the ask for dollars.
- **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.



Inspiring Participation and Giving

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:

- **Make it easy!** Hand out pledge forms or share a QR code for online giving at meetings and events. Hang posters with giving information around your facility.
- **Make it inspiring!** The moment a person is asked to donate, they will decide to give or not within ten seconds. Ask your leadership team and staff helpers to share their "why" for giving and encourage their passion.
- **Make it complete!** Ask for a completed pledge form, even if they choose not to give. That way, you'll know everyone had an opportunity.



CAMPAIGN CHECKLIST FOR SUCCESS

1 Set up for success before your campaign:

- ☐ Recruit your campaign committee or department representatives.
- ☐ Set a goal for your organization with your CEO.
- ☐ Determine the timeline for your campaign.
- ☐ Connect with your leadership. A UWECI staff member may reach out for help scheduling a conversation with your CEO or leadership team to discuss how they can support your campaign.
- ☐ Meet with your United Way staff member to brainstorm ideas or invite us to your Committee meeting(s).
- ☐ Plan your kick-off event, campaign dates, and thank yous for donors.
- ☐ Schedule any special events. Our team is ready to help with creative ideas, along with the suggestion list in your campaign toolkit.

2 1 month before your campaign

- ☐ Create your communication plan to share information about the campaign with your employees.
- ☐ Gather needed materials such as printing posters or receiving pledge forms from your UWECI staff member.
- ☐ Work with your United Way staff member to gather stories, photos, templates, and/or videos for your communications.
- ☐ Distribute the calendar of events or key milestones.

4 During your campaign

- ☐ Include an ask for support during group meetings and in email communications.
- ☐ Share success stories, community facts, photos, and videos. Questions from your staff for more information? Your UWECI staff member will be happy to help!
- ☐ Maintain momentum by offering incentives and updating the team on progress toward your goal.
- ☐ Take photos during your campaign and upload them to social media and tag @UWECI.
- ☐ Follow up with individuals who have not returned their pledge form. If you have a list of people, share that with your UWECI staff member, and we can help reach out.

3 1-2 weeks before your campaign

- ☐ Explore other ways to get involved with United Way such as Women United, Emerging Leaders United, and Day of Caring. Include these with your communications.
- ☐ Distribute pledge forms and campaign materials to all employees. If employees are working from home, make sure to have a plan to share materials with them electronically.

5 After your campaign

- ☐ Collect pledge forms.
- ☐ Follow up on corporate contributions with your leadership team or employee matches.
- ☐ Prepare a final report envelope with your UWECI staff member.
- ☐ Share the results and thank employees for donating.
- ☐ Meet with your leadership team to review the results and evaluate your plans for next year.



SAMPLE CAMPAIGN TIMELINE

Your campaign can be one week, two weeks, a month, or anything in between. Here is a sample one-week plan to inspire ideas.

Monday

Campaign Kick-Off: Host an all-employee event to announce the campaign. Your CEO and someone from United Way can speak. Announce your campaign goals. Consider a breakfast, lunch, snack, or door prize incentive. Email the link or share a QR code for employees to donate that day.

Invite all teams to give a **few minutes in their regular meetings** to promote the campaign and share a United Way resource.

Tuesday

Email a video of your CEO sharing why your company gives back or the CEO can send an email to all employees. Be sure to include the link or instructions to give.

Engage emerging leaders by sharing opportunities to join Emerging Leaders United (ELU), a group of young professionals committed to leadership, connection, and giving back at the \$250+ level.

Wednesday

Use your company's **Slack, Teams, or chat channels** to promote the campaign. Remind people how to give and if you are offering any incentives or opportunities to get involved.

Email all employees an update on where you are toward your goal. **Share United Way resources and impact stats.**

Thursday

Invite teams to **learn about United Way** programs and how their donation is used. UWECI staff can come to your meetings to share stories and run through simulations.

Hold an event employees can participate in. For example, a ping-pong tournament, silent auction of items/services from employees, cook-off, etc.

Friday

Email and chat a final reminder to donate. Didn't quite hit your goal? Ask leadership to send out another message about why they give and ask for final dollars.

Closing Celebration: Invite all employees who donated to stop by to pick up a treat or host your final event like a live auction and lunch to give your campaign one final push. Announce the results of your campaign and **thank your employees.**



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

CONNECTING THROUGH IMPACT NETWORKS

Impact Networks bring people together with shared interests and passions, giving them opportunities to network, volunteer, and invest in causes they care about most.



Emerging Leaders United

Emerging Leaders United (ELU) brings together the next generation of community leaders who are passionate about making a difference. Emerging leaders value growth, connection, and giving back while working to address our community's most critical needs. Members are committed to strengthening East Central Iowa and inspiring others to create lasting change.

Minimum
giving
amount
\$250



Women United

Women United supporters are an inspiring group that unites the caring power of women to ensure that all women in our community have access not only to medical care but also to supportive services, fostering healthier communities in Eastern Iowa. Women United members build a network with like-minded women and community leaders to drive local change.

Minimum
giving
amount
\$500

*Your employees can designate their dollars to these groups at the time of gift.

RECOGNIZING COMMUNITY LEADERS

United Way of East Central Iowa's leadership donors are committed to creating lasting change across East Central Iowa. Through their generous investments, these individuals advance solutions to our community.

Tocqueville Society

Tocqueville Society members donate a minimum of \$10,000, providing an outstanding example of how to make an impact in our community.

T.M Sinclair Society

Sinclair Society members donate a minimum of \$1,250 and believe in the power to build a better community for all.

William B. Quarton Society

Quarton Society members donate a minimum of \$500 and champion Cedar Rapids through their philanthropic efforts.

Giving Tomorrow Society

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

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. UWECI deducts cost recovery fees and any unpaid pledged 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 cost recovery fee is waived.

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

WHAT'S NEXT

After your campaign, the fun doesn't have to end! United Way of East Central Iowa is here for you all year, offering opportunities and experiences to become more deeply involved.



Complete your envelope and let staff know that it's ready for pick up.

Join the Women United or Emerging Leaders United Steering Committees to help drive change from within.



Consider becoming BOLD! The Board Orientation and Leadership Development program provides skills and training for individuals to become impactful, effective nonprofit board members.

Strengthen your civic engagement by attending the Civic Circle program and developing a personal action plan.



Make a difference during Day of Caring, where more than 1,600 volunteers from 58 local companies came together to serve in 2026.

Connect with your UWECI staff member to come to your offices to talk about a focus area your team is passionate about. We'll create a one-of-a-kind event just for you.



Share your joy on Facebook, Twitter, Instagram, LinkedIn, and YouTube. Tag @UWECI!

FINALIZING YOUR CAMPAIGN

Thank you for connecting your workplace to meaningful community impact.

To ensure gifts are processed accurately and your campaign results are recorded, please complete the campaign envelope and return all pledge forms and materials to United Way of East Central Iowa. The information below will guide you through the process and help make wrapping up your campaign quick and easy.



UNITED WAY
East Central
Iowa

CAMPAIGN REPORT ENVELOPE

Account # _____

Org/Ind Name **Your business name**

Campaign Year **Current year**

Total Employees _____

Full-Time Equivalents (FTEs) _____

Date **Today's date**

Company Coordinator **Your name**

Phone Number _____

Submitted by (UWECI Staff Only) _____

Complete in blue or black ink

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

Please complete for each section.

	Number of Donors	Total Contribution	Payment Enclosed
1. Employee Giving			
a. Cash/Paid Enclose pledge cards with cash		\$	\$
b. Check/Paid Enclose pledge cards with checks		\$	\$
c. To Be Billed By United Way Enclose pledge cards		\$	
d. Payroll deductions Submit originals to company payroll department		\$	
e. Special Event Fundraising Enclose cash		\$	\$
f. Special Event Fundraising Enclose checks		\$	\$
2. Corporate Gift: Enclose signed pledge cards			
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

Audit Date	Auditor	Cash Total	Check Total

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

★ When you have closed your envelope for the last time, contact your UWECI staff member to schedule a hand-off.

Tax Receipts

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 in January).

CONTACTS

Our Resource Development team is here to support you every step of the way, providing tools, ideas, and guidance to help make your company's United Way campaign successful.

Thank you for your leadership, partnership, and commitment to creating a stronger East Central Iowa. Your support as a Company Coordinator helps drive meaningful change in our community, and we are grateful to work alongside you throughout this campaign season.



Katie Benedix

Vice President, Donor
Engagement & Development
katie.benedix@uweci.org
319-398-5372 ext. 818



Taylor Nelson

Corporate Engagement Manager
taylor.nelson@uweci.org
319-398-5372 ext. 821



Gage Miskimen

Corporate Engagement Manager
gage.miskimen@uweci.org
319-398-5372 ext. 816

Campaign Cabinet

Zach Bohannon - Co-Chair
Jessica Walker - Co-Chair
Jim Beardsworth
Landon Burg
Pablo Estrada
Ben Fiedler

Curt Heideman
Hilary Hershner
Julie Herzog
Dennis Jordan
Jeffrey Knier
Kyle Martin

Nicole Mead
Nick Nielsen
Wendy Nielsen
Chris Snyder
Jennifer Welton

UNITED IS THE WAY

317 7th Ave SE, Cedar Rapids, IA 52401
(319)-398-5372
www.uweci.org

