

ARE YOU AN AMBASSADOR, A MOTIVATOR, OR A STORYTELLER?

We need you on our team! After all, we can do so much more when we do it together

Help us bring the work of the United Way to life in board rooms and break rooms, at luncheons and leadership meetings, in conversations with colleagues and with campaign activities of all kinds.

As part of your company's United Way campaign team, you'll educate your peers about United Way and inspire them to invest in what matters.

Inside you'll find 5 easy steps to help you lead a fun and effective campaign.

Welcome to the United Way Campaign Team!

Step 1 Build a Foundation and a Team

Learn about the difference United Way of Dekalb County makes in people's lives and how United Way identifies and invests to meet the needs in our community. Email Resource

Development Coordinator Mark Burnworth

mark@unitedwaydekalb.org to learn about the ways United Way impacts Dekalb County! Next, recruit a team of enthusiastic volunteers to connect one-on-one with employees. Make sure you have someone helping with the campaign at each business unit or location. And, don't forget to get your CEO to actively show support through communications and events.



Step 2 Educate and Inspire

Share United Way's flyer, videos, and stories about the people whose lives we have changed. Let your coworkers know that United Way looks at the big picture and adds value to every contribution by leveraging power of each gift. Make sure education begins before pledge information goes out to your co-workers. Share information about United Way's work and impact regularly. Scheduled meetings, in emails to employees, and by placing United Way posters, table tents, and messaging around your workplace.

Scan the code and check out our Campaign tools! Tools Include campaign video, pledge form, and flyers. Share information with other employees to garner a deeper understanding of what United Way does! You can also visit https://www.unitedwaydekalb.org/campaign



Step 3 Ask Everyone to Give

Have a member of your team personally ask each individual to support United Way of DeKalb County, and remember, giving is a personal decision. United Way staff can make a presentation to your employees (yes, on every shift!)



The Hand Raisers:
Giving is not just
dollars, but
volunteering. Steel
Dynamics INC.
volunteers for Day of
Caring every year by
building ramps for
people who have
trouble getting in
and out of their
home.

Make sure everyone has been given the opportunity to contribute by asking people to support the United Way of DeKalb County. The number one reason people don't give is because they are not asked. Let employees know they can give via payroll deduction, cash, check, credit card, and direct billing.

Step 4 Have Fun!

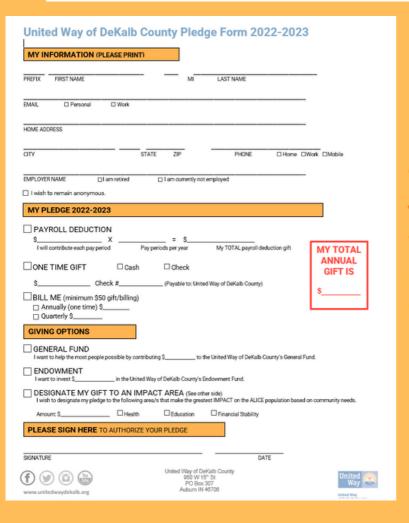
United Way Campaigns should be fun and engaging! Running a campaign aids in positive company culture and provides ownership to employees who want to impact their community!



Step 5 Close out the Campaign

A best practice campaign should run for 2 weeks.

When you are finished wrapping up your campaign
turn in the following:



PLEDGE FORM

The pledge form is used to track employee giving whether it be through payroll deduction, cash, check, or direct payment.

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Campaign Report Envelope

The campaign report envelope is what will store the pledge forms. The front of the envelope acts as a summary sheet of giving.

FREQUENTLY ASKED QUESTIONS

Who Governs the United Way of Dekalb County?

United Way of Dekalb County is governed by a volunteer Board of Directors made up of local bussiness and community leaders. The United Way board determines policy and oversees every aspect of the organization. Professional staff manage day-to-day activites.

Is my gift to United Way tax deductible?

Your United Way gift is deductible on Schedule A form 1040 if you choose to itemize deductions. Please consult your tax advisor regarding IRS rules that may apply in your individual situation

Why give to United Way of Dekalb County?

United Way funds programs that transform individual lives and brings long-lasting, positive change to big problems, like health, education and financial stability. Money raised stays in Dekalb County. United Way embraces the entire circle of life, developing children and youth to their full potential, strengthening families, sustaining senior independence, and supporting those who are rebuilding their lives. Before investment decisions are made, we study the needs in our community. Our investments go to services that achieve impact. Funding decisions are made by volunteers of the community impact committee and approved by the Board of Directors.