



United Way of DeKalb County

2022-2023

Campaign Guide



United Way
of DeKalb County

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.



CAMPAIGN IDEA
To have a deeper understanding of the United Way Three Rivers brought in United Way staff to conduct a poverty simulation game.

Step 2

Educate and Inspire

Share United Way's flyer, videos, and stories about the people whose lives we have changed. Let your co-workers 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>



Donate Now!

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!



Nick Wilhelm at Momentive Performance Materials auctioned off front row parking spots at his workplace for the United Way Campaign. Have fun while running your campaign! Employees will be more engaged and be more willing to get involved.

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:

United Way of DeKalb County Pledge Form 2022-2023

MY INFORMATION (PLEASE PRINT)

PREFIX _____ FIRST NAME _____ MI _____ LAST NAME _____

EMAIL Personal Work _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE _____ Home Work Mobile _____

EMPLOYER NAME _____ I am retired I am currently not employed

I wish to remain anonymous.

MY PLEDGE 2022-2023

PAYROLL DEDUCTION
 \$ _____ X _____ = \$ _____
 I will contribute each pay period Pay periods per year My TOTAL payroll deduction gift

ONE TIME GIFT Cash Check
 \$ _____ Check # _____ (Payable to: United Way of DeKalb County)

BILL ME (minimum \$50 gift/billing)
 Annually (one time) \$ _____
 Quarterly \$ _____

GIVING OPTIONS

GENERAL FUND
 I want to help the most people possible by contributing \$ _____ to the United Way of DeKalb County's General Fund.

ENDOWMENT
 I want to invest \$ _____ in the United Way of DeKalb County's Endowment Fund.

DESIGNATE MY GIFT TO AN IMPACT AREA (See other side)
 I wish to designate my pledge to the following area/s that make the greatest IMPACT on the ALICE population based on community needs.
 Amount \$ _____ Health Education Financial Stability

PLEASE SIGN HERE TO AUTHORIZE YOUR PLEDGE.

SIGNATURE _____ DATE _____

United Way of DeKalb County
 650 W 15th St
 PO Box 307
 Auburn IN 46706

United Way
 United Way of DeKalb County

PLEDGE FORM

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

MY TOTAL ANNUAL GIFT IS \$ _____

Campaign Report Envelope

If you need help completing this report, please call us at 268.927.6895

2022-2023
 PO Box 307
 Auburn IN 46706
 www.unitedwaydekalb.org



1 Company

ADDRESS		CITY	
MAILING ADDRESS (DIFFERENT FROM ABOVE)		STATE	
PHONE		TELEPHONE EXTENSION	BY FAX
CITY/STATE/ZIP		YOUR PAYROLL DEDUCTION PLAN	EMPLOYER'S ACCOUNT NUMBER

2 Type of Contribution
 (Check in which pledge area you support)

	Number of Dollars	Total Amount Pledged	Payroll Deduction	System Date
A. Corporate Contributions				
B. Corporate Match				
C. Employee Cash or Checks				
D. Employee Direct Billing Gifts				
E. Employee Payroll Deductions				
F. Special Events				
G. OTHER (TOTAL)				

Signature of Company Representative _____ Date _____
 Date Received by UWC Office _____ UWC Staff Signature _____

3 Campaign Information

EMPLOYEE'S NAME _____
 PHONE NUMBER (Home, Office, Cell) _____
 EMPLOYEE'S HOME PHONE NUMBER _____
 EMPLOYER'S ADDRESS _____
 EMPLOYER'S PHONE NUMBER _____
 ARE YOU CURRENTLY EMPLOYED BY _____?
 YES _____ NO _____
 DATE OF LAST EMPLOYMENT (PLEASE PRINT) _____
 EMPLOYER'S ADDRESS (PLEASE PRINT) _____
 EMPLOYER'S PHONE NUMBER _____
 EMPLOYER'S FAX NUMBER _____

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.

UNITED WAY OF DEKALB COUNTY

UNITED WAY OF DEKALB COUNTY

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 business and community leaders. The United Way board determines policy and oversees every aspect of the organization. Professional staff manage day-to-day activities.

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.