

CAMPAIGN LEADER GUIDE

WHAT IS A CAMPAIGN LEADER?

A campaign leader is an individual who takes on a leadership role in planning, organizing, and executing a United Way workplace campaign.

GETTING STARTED

Getting started as a campaign leader to support A.L.I.C.E. families in Southeastern Idaho requires careful planning, dedication, and a clear understanding of the goals you aim to achieve. Here's a step-by-step guide to help you get started:

Understanding A.L.I.C.E.

Familiarize yourself with the challenges faced by A.L.I.C.E. families in Southeastern Idaho. Learn about their financial struggles, employment situations, and the specific needs that your workplace campaign aim to address.



UNITED WAY COMMUNITY CAMPAIGN OBJECTIVES

The primary objective of the United Way Community Campaign is to raise funds to provide essential resources to local agency programs that bridge the gaps for working families in need. These programs aim to improve the quality of life, provide access to vital services, and empower individuals and families to thrive within our community.



OUR CAMPAIGN PARTNERS

- 65 companies
- 1,709 individual donors
- 165 volunteers



FAB 15

These partners raised or contributed **more than \$15K** for our annual campaign this past year!

TEAMING UP FOR TOMORROW

Increased 15% in giving, which resulted in more than **\$486,000 invested** into our local network of nonprofits that provided basic needs, increased economic mobility and helped continue to break the cycle of poverty in our community.

COMMUNITY INVESTMENT FUND

The Community Fund dollars raised over the last year during our Teaming up for Tomorrow campaign – a total of **\$327,350 in Community Fund grants** – were awarded to **26** vetted and trusted local nonprofit programs that help stabilize ALICE households.



YOUR CAMPAIGN CHECKLIST

New to the role? This list will help set you up for success.

DATE: _____

CHECKLIST ORDER

ID	Code	Description	Check	Note
		1 Mulberry St. Miamisburg, OH 45342	<input checked="" type="checkbox"/>	<i>[Signature]</i>
		1838 Garfield Avenue McAllen, TX 78501	<input checked="" type="checkbox"/>	<i>[Signature]</i>
		1838 South Whitemarsh Dr. Bradenton, FL 34203	<input checked="" type="checkbox"/>	<i>[Signature]</i>
		1717 E. Manhattan Street Jacksonville, TN 37363	<input checked="" type="checkbox"/>	<i>[Signature]</i>
		12791 Fog Shop Lane Scotch Plains, NJ 07076	<input checked="" type="checkbox"/>	<i>[Signature]</i>
		111 Watson St. Enghart, NY 11713	<input type="checkbox"/>	
		254 N. San Creek Rd. El Cerrito, CA 94520	<input type="checkbox"/>	
		1112 Big Rock Court St. Matthews, CA 95206	<input type="checkbox"/>	
		101 Wilson Ave. Los Angeles, CA 90012	<input type="checkbox"/>	

1. Prior to your campaign

Meet with your CEO/leadership to talk about your company goals for community involvement.

2. Meet with United Way team member

To obtain campaign materials. Your campaign is all your own. We will set a strategy, timeline, and goals based on your unique structure.

3. Create a Detailed Campaign Plan

Develop a comprehensive plan with the help of your UW Representative. Develop a campaign strategy, timeline and goals. Outline the steps you need to take to achieve your campaign goals. Include strategies for fundraising, volunteer engagement, communication, and partnerships. Assign responsibilities to team members or volunteers if applicable.

4. Build a Team

Recruit individuals who share your passion for making a positive impact on A.L.I.C.E. families. Depending on the scale of your campaign, your team might include volunteers, coworkers, community members, or representatives from partner organizations.

CONTINUED...

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		1838 Garfield Avenue McAllen, TX 78501	<input checked="" type="checkbox"/>	<i>B</i>
		194 South Whitmarsh Dr. Bradenton, FL 34203	<input checked="" type="checkbox"/>	<i>B</i>
		1517 E. Manhattan Street Louisville, TN 37363	<input checked="" type="checkbox"/>	<i>B</i>
		1579 Fog Shop Lane Scotch Plains, NJ 07076	<input checked="" type="checkbox"/>	<i>B</i>
		111 Watson St. Enghart, NY 11725	<input type="checkbox"/>	
		254 N. San Creek Rd. Ukiah, CA 95528	<input type="checkbox"/>	
		1112 Bay View Court St. Matthews, CA 95206	<input type="checkbox"/>	
		101 Wilson Ave. Los Angeles, CA 90015	<input type="checkbox"/>	

5. Establish Partnerships

Identify and collaborate with your United Way representative and other staff members that can contribute resources, expertise, and support to your campaign. Partnerships can amplify your reach and impact.

6. Develop a Communication Strategy

Craft a compelling message that communicates the purpose of your campaign and resonates with your employees and target audience. Create a communication plan that outlines how you'll engage employees through social media, emails, newsletters, and other channels.

7. Choose Fundraising Strategies

Determine the fundraising methods that best suit your campaign, The most successful campaigns include in person meetings, paper pledge forms, and top down leadership support. Other options are online crowdfunding, events, donation drives. Make sure these strategies align with the preferences of your leadership.

CONTINUED...

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		1717 E. Manhattan Street Southwark, TN 37363	<input checked="" type="checkbox"/>	<i>[Signature]</i>
		1779 Fog Shop Lane Scotch Plains, NJ 07076	<input checked="" type="checkbox"/>	<i>[Signature]</i>
		211 Watson St. Elmhurst, NY 11719	<input type="checkbox"/>	
		120 N. San Creek Rd. El Cajon, CA 92020	<input type="checkbox"/>	
		10000 Santa Monica Blvd. Los Angeles, CA 90024	<input type="checkbox"/>	

Remember: your dedication and leadership as a campaign leader have the potential to create positive change in the lives of A.L.I.C.E. families in Southeastern Idaho. By taking organized and thoughtful steps, you can drive meaningful impact and foster a stronger sense of community support.

8. Implement and Monitor Progress

Execute your campaign plan and track progress regularly. Keep an eye on fundraising milestones, volunteer participation, and other key metrics. Be prepared to adapt your strategies if needed to achieve your goals.

9. Express Gratitude

Take the time to thank everyone who supported your campaign, whether through donations, volunteering, or partnerships. Showing appreciation builds a strong foundation for future campaigns and community engagement.

10. Reflect and Plan for the Future

After the campaign concludes, gather your team to reflect on the experience. Identify what worked well and areas for improvement. Use these insights to refine your strategies and plan for future campaigns.

HELPFUL LINKS AND RESOURCES

UNITED WAY OF SOUTHEASTERN IDAHO WEBSITE:

<https://www.unitedwaysei.org/>

SOCIAL MEDIA:

YouTube – <https://www.youtube.com/@uwsei>

Facebook – <https://www.facebook.com/uwsei/>

Twitter – <https://twitter.com/uwsei>

Instagram – <https://www.instagram.com/uwsei/>

WORKPLACE CAMPAIGN TOOLKIT AND RESOURCES:

<https://unitedwaysei.org/employee-campaign-managers-resources-and-tool-kit-0>



REASONS TO DONATE

1. Local Impact

Your contribution directly benefits the seven counties of Southeastern Idaho. Every dollar you donate stays within these communities to support essential local programs that address education, financial stability, and health.

2. Empowering Programs

We fund and support a total of 33 local programs that are carefully selected to address critical needs in our region. Your donation fuels initiatives that create positive change and improve the lives of individuals and families.

3. Efficient Allocation

At the United Way of SE Idaho, we take efficiency seriously. 100% of the contributions you make go towards funding programs. Our operating costs are covered by corporate contributions and grants, ensuring that your donation directly supports those in need.

4. Maximized Impact

Your donation can go even further. Many workplaces offer matching funds for donations made to the United Way. Additionally, agencies can leverage our grants to receive matching funds from local, state, or federal sources, multiplying the impact of your contribution.



REASONS TO DONATE

5. Results-Driven Approach

We're committed to creating lasting change. Our focus on Cradle-to-Career partnerships means that we work to transform the odds for youth and families throughout Southeastern Idaho. Your support contributes to sustainable, long-term improvements.

6. Thoughtful Community Investment

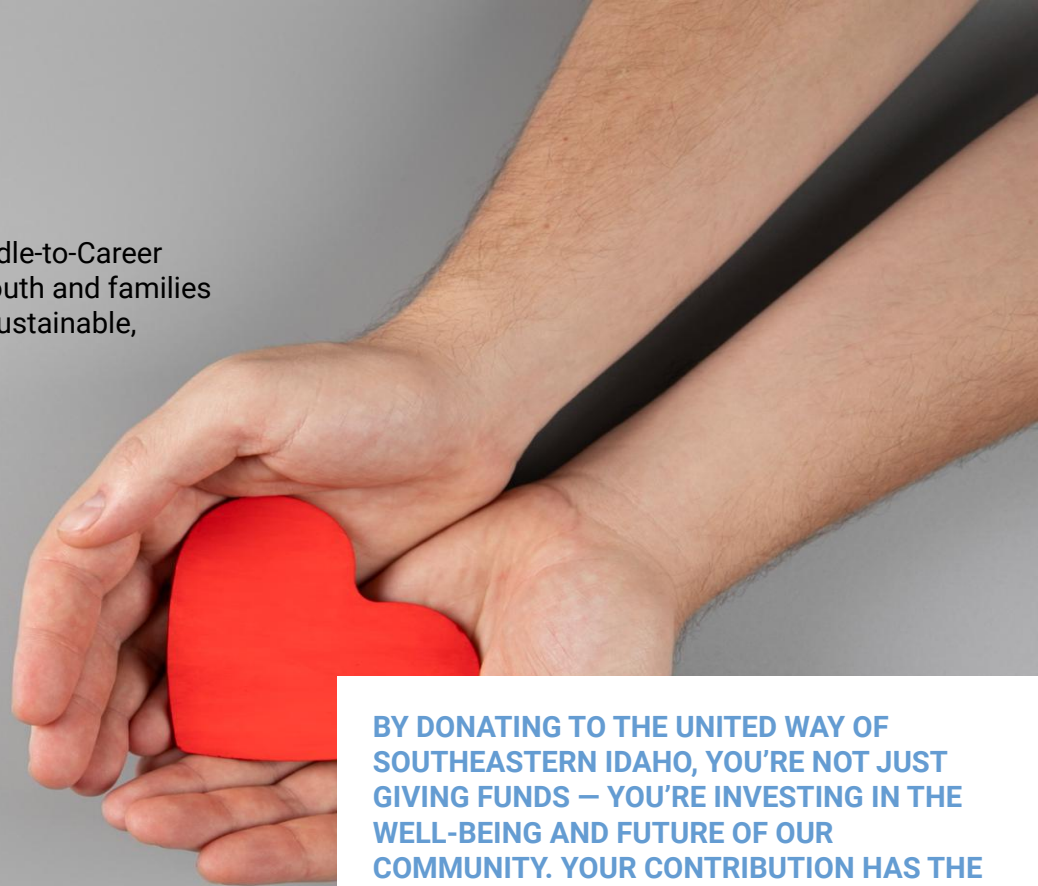
Your contribution is part of a comprehensive community investment process. Volunteers carefully evaluate and select programs that have the potential for the greatest long-term impact, ensuring that your dollars create meaningful change.

7. Collective Solutions

As a backbone organization, we bring together a diverse range of stakeholders, including nonprofits, education leaders, government entities, civic organizations, and businesses. This collaborative approach enables us to create comprehensive and effective solutions.

8. Local Listening

We actively listen and search out the needs of our community. By facilitating dialogue among various sectors, we ensure that our efforts are aligned with the most pressing issues facing working families.



BY DONATING TO THE UNITED WAY OF SOUTHEASTERN IDAHO, YOU'RE NOT JUST GIVING FUNDS – YOU'RE INVESTING IN THE WELL-BEING AND FUTURE OF OUR COMMUNITY. YOUR CONTRIBUTION HAS THE POWER TO CREATE POSITIVE CHANGE, IMPROVE LIVES, AND BUILD A STRONGER, MORE VIBRANT REGION FOR EVERYONE.

A FEW THINGS TO REMEMBER...

It's essential to remember that the pledge is at the heart of our campaign's success. While special fundraising activities add excitement, the most impactful way individuals can support the United Way Community Fund is by making an easy payroll deduction pledge. This pledge is a continuous gift that extends its positive impact throughout the year.

Lean on United Way Support

Your United Way representative is here to assist you every step of the way. Rely on their expertise and creativity to brainstorm ideas, overcome challenges, and maximize campaign success.

Inclusivity Matters

Ensure that every employee is invited to make a donation. Every contribution, no matter the size, adds up to create meaningful impact.

Infuse Fun into the Campaign

Remember, the campaign is not only about fundraising—it's also about building camaraderie and a shared sense of purpose. Introduce fun elements like challenges, competitions, or team-based activities to keep the energy high.

We wanted to take a moment to express our heartfelt gratitude for stepping up as a Campaign Leader for our United Way Community Campaign. Your leadership and dedication play a pivotal role in driving positive change within our community.

Your commitment to this important initiative is deeply appreciated, and we are excited to have you on board. Your efforts as a Campaign Leader will inspire others to join in and make a lasting impact on the lives of local families and individuals.

If you have any questions, need additional information, or would like further guidance as you lead our campaign, please don't hesitate to reach out to Wendi Ames, Director of Donor and Community Engagement: wendi@unitedwaysei.org or [208-232-1389](tel:208-232-1389). She is here to provide support, answer any inquiries you may have, and ensure that your campaign leadership experience is a smooth and fulfilling one.

Once again, thank you for your dedication to our cause. Together, we are making a significant difference and creating positive change in the lives of those who need it most.

