CHANGE BEGINS WITH YOU.
ARE YOU IN?
YOU MAKE THE BIGGEST IMPACT

IU Team and Unit leaders are the important connection in our community between the people who need help and the people who want to help. Your role as a campaign leader is one of the most important jobs there is! In this guide you will find all the tips, how-to’s and ideas to make your campaign a success.

Don’t forget that the United Way staff is also here to help you. Each department on campus is different and unique. What works for one may not work for all. Want to bounce ideas off someone, or have questions? Please reach out to us; we are here to help make your efforts a success!

IU CAMPAIGN LEADERSHIP

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Vanguard Leadership Giving Society Chair  
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KEY DATES

IU Campaign Kick-Off  
September 23, 2019 11:30AM – 1:00PM  
Alumni Hall  
Indiana Memorial Union

End of IU Campaign  
December 14, 2019
September 2019

Dear Colleagues:

I write to ask you to support our neediest neighbors through the annual Indiana University Bloomington campaign for United Way of Monroe County. This is the only charitable campaign that involves our entire campus, and we support this campaign because United Way helps the most vulnerable members of our community.

United Way’s Community Action Fund partners with 24 member agencies serving Monroe, Owen, and Greene counties to address the most pressing of needs and to reduce the cost to those agencies of raising funds, to allow them to provide needed services. The agencies provide mental health services where they are most needed, find solutions for affordable housing, childcare, and transportation for individuals and families, and broaden access to treatment to help eradicate substance use disorder. Your generosity ensures that local children will have support for early literacy as well as sufficient food, school supplies, and medical services. Your gift fosters connections for seniors, and jobs for community members with disabilities.

In short, United Way agencies feed, house, teach, protect, and heal the neediest children and adults in our communities, getting them through immediate crisis to longer-term solutions.

I give to United Way every year because it is the best way to ensure that my support of our community is efficiently allocated to the biggest needs. Through United Way, you can also allocate your support to the individual agencies whose missions most resonate with you.

Give as much as you can, whether it’s a one-time donation or a convenient monthly payroll deduction.

Please join me today in being a United Way donor.

Yours,

Lauren Robel
Executive Vice President and Provost
Indiana University Bloomington
WHAT IS UNITED WAY?

United Way of Monroe County works with 24 certified member agencies and other partners to improve people’s lives and build a stronger community. By supporting agencies and initiatives that provide services in health, education, and financial stability, United Way ensures that people in crisis can get the help they need right away and address the underlying issues they face. At the same time, we help people in Monroe, Owen, and Greene counties get the education and earning opportunities that will keep them from needing safety-net services in the future.

IU staff, faculty, and students raise more than half of all donations to United Way of Monroe County and its partner agencies and programs. Thank you for your continued leadership and generosity. **An investment in United Way is the single best way to help the most people in need in our community.** To see your donation in action, visit www.monroeunitewa.org/MyImpact.

### Investing in Member Agencies
- American Red Cross, Southern Indiana Chapter
- Amethyst House
- Area 10 Agency on Aging
- Big Brothers Big Sisters of South Central Indiana
- Boy Scouts – Hoosier Trails Council
- Boys and Girls Clubs of Bloomington
- Catholic Charities, Bloomington
- Community Kitchen of Monroe County
- Girls Incorporated of Monroe County
- Hoosier Hills Food Bank
- Indiana Legal Services
- LifeDesigns
- MCCSC School Assistance Fund
- Middle Way House
- Monroe County United Ministries
- Mother Hubbard's Cupboard
- New Hope for Families
- People and Animal Learning Services (PALS)
- Planned Parenthood of Indiana
- RBB School Assistance Fund
- Salvation Army
- Shalom Community Center
- Stone Belt
- Volunteers in Medicine

### Leading Initiatives
- AFL-CIO Community Services
- Bank On Bloomington
- Born Learning
- Financial Coaching
- Financial Stability Alliance
- Free Community Tax Service
- Roadmap to Success
- Real Men Read

### Supporting Community Partnerships
- Community Organizations Active in Disaster
- 3E Innovation Network
- IN211 Partnership
- Let’s Read
- Monroe Smart Start
- Nonprofit Alliance of Monroe County
- Nurse Family Partnership
- Stamp Out Hunger Food Drive
The IU Campaign for United Way is an opportunity to participate in making the community a better place for all its citizens – and to invite your co-workers to do the same. Below are the basics of running a United Way campus campaign:

- Attend the Indiana University United Way IU Campaign Kick-Off September 23rd in Alumni Hall at the Indiana Memorial Union.
- Define roles and responsibilities within your team/unit including key volunteers to run the campaign and any special events.
- Log on to the Giving Portal to find your goal and giving histories.
- Determine campaign activities and dates and create campaign calendar.
- Plan how you will promote and communicate the campaign through marketing, incentives and fun activities.
- Start your campaign!
- Send reminder and update messages about United Way and your campaign to your co-workers keeping it fun and informative. Then, kick back and feel great about helping people in your community!
- Collect pledge cards & turn into Pam Sturgeon on a regular basis throughout the campaign. * (Sometimes it can be beneficial to ask that all pledge cards be turned in, even if people don’t donate.)
- **THANK DONORS!** Saying thanks is a big deal because each donation is a big deal. Print off thank you notes from the campaign toolkit and drop a personal thank you on donors’ desks or come up with your own way of saying thank you.
- Keep track of donations through the giving portal and report results at the conclusion of the campaign. Everyone will want to know how much good their gifts accomplish.
- Share your campaign with United Way of Monroe County with pictures, on your website and social media. Don’t forget to “like” our Facebook page! You can find us on Twitter and Instagram, too. ([www.facebook.com/MonroeUnitedWay](http://www.facebook.com/MonroeUnitedWay))! If you didn’t take any pictures, contact United Way to set up a time to have a picture taken.
- Start planning for next year!

Know that your efforts and those of your co-workers will have life-long effects on others’ lives. Your help is deeply appreciated by many, so take a moment to feel good about the time and work you expended to make this a successful campaign!
HOW TO RUN A WORKPLACE CAMPAIGN

Below are the ideas from the previous checklist fleshed out a bit for your consideration. Remember, United Way staff are here to help you in any way possible. Simply call or email: 812-334-8370 Ext 27 or hanna@monroeunitedway.org

#1: Giving Portal & Team/Unit Goals

A) Log-On
Visit the online giving portal at unitedway.indiana.edu, click the link “Campaign Leader Resources” at the very bottom of the page, followed by clicking the log on link.

B) Find Your Goal
Once logged in, visit the reports tab, and then the Team Goal Progress Report. Select your Team to find your overall Team or unit goal by unit. Check back here throughout the campaign to determine your progress to your goal.

C) Find Your Donors
Run the Departmental Historical Donations Report to view past donors to your Team/Unit. Targeting email messages to these groups of donors to renew their gift from the prior year and help us thank them for that past support. A message to former donors who didn't give last year is an effective way to send the right message to the right people. Visit the resource section at the end of the manual for example emails to get you started.

#2: Determine your campaign dates & enlist the help of a few coworkers

Having a beginning, middle, and end of a campaign are a must along with deciding WHO in your department will be part of planning and executing your campaign plans. Deadlines help define and drive the momentum of your campaign; and the length of your campaign can range from a few days, to a week or a whole month. Discussing what makes sense in your department should be one of the first things you do as a team. These dates will determine when you hold a kick-off, send reminder messages, hold an office special event, and establish a deadline for pledge cards to be turned in.

Our campaign will run: ____/____/_____ to ____/____/_____.
(All IU Campaigns must be turned in by December 14th.)

#3: Plan Campaign Timeline & Activities

Once you know your goal, have picked your team members and familiarized yourself with the giving portal, it’s time to decide how you will make your campaign fun and engaging. The scope and activity level surrounding your campaign is determined by the desired outcome, what you can take on as the unit leader, and what your team is willing to help you accomplish! And, don't forget the personality of your office. What works for one department might not work for yours. What do your co-workers like to do for fun? How do they prefer to receive information?
Elements of a United Way Workplace Campaign

• **Kick-Off**
  Many offices hold a kick-off event or activity. These can range from hosting snacks and coffee and having a United Way representative come speak briefly about United Way, to brown bag lunches with a speaker from one of our 24 member agencies. The sky is the limit and there is always something on any scale you can do to kick-off your campaign. The key is to make it known to employees how their gifts to United Way impact the community, what you will be doing for your United Way campaign, and how they can participate. Some departments have had success building a kick-off into an existing regular meeting where many staff members will be present.

• **Special Events**
  These activities are often great for raising some additional funds, doing something fun and helping raise awareness about the campaign.

  **Examples**
  *Donate a few bucks to wear jeans on a Friday, hold a bake sale, enter a drawing for a prime parking spot for a week, or hold a chili cook-off.*

  **RESOURCE:** For plenty of special event ideas to get the ball rolling, visit www.monroeunitedway.org/campaintoolkit and to download our workplace campaign idea book.

• **Incentives**
  Incentives can be very helpful and a great way to get people involved in a campaign. These can be incentives to attend meetings, return pledge cards, or to give. They can be raffles, giveaways, early bird contributions, competitions between departments just to name a few!

  Incentives shouldn’t be expensive and can be a simple token, or a donated item.

  **Examples**
  *Tickets to an event*
  *Magazine subscription*
  *Gas card*
  *Movie tickets*
  *Gift cards*
  *Baked goods*
  *Yard service*
  *Casual dress days*
  *Organization logo items – shirts, toys, mugs, etc.*
  *Pizza party*
  *Coffee served to your desk each day for a week*

  We will hold the following special events to enhance our campaign:

  ____________________________________________
  ____________________________________________
  ____________________________________________
#4: Messaging & Campaign Communications

This is where your marketing person can come in handy. Decide how you will announce the important info about the campaign at your workplace with instructions of how employees can participate.

You will want to make sure that the information people need to know reaches them, including:

1. Beginning and end of campaign dates
2. Dates of any special events or kick-off event/activity
3. Deadline to turn in pledge cards
4. Who is to receive the completed pledge cards in your department
5. Online giving portal link
6. How to donate by credit card
7. Why giving to United Way is a good thing & how donating helps our community! (See the accompanying Resource Guide for more information on the work on United Way in Monroe, Owen, and Greene counties.)

Make sure you have the essential campaign supplies from United Way. Touch base with your United Way representative before – or during – your campaign to request the quantities of supplies you will need.

Remember to keep the campaign visible around the workplace! Many items can be downloaded from the online campaign toolkit found at: www.monroeunitedway.org/campaigntoolkit.

Campaign Messages:
The most basic campaign messages should be:

1. A kick-off email to be sent at the beginning of the campaign
2. A follow up midway through with an update and reminder
3. An end-of-campaign message right before the close of your campaign

Do you have a larger campaign and want to get fancy? Make a list of past donors and send one message to them thanking and acknowledging past support. Then send a different email to new/prospective donors asking for their participation in the campaign. Recognizing past support can help renew gifts that were made by employees during the prior year’s campaign.

RESOURCE: Not sure what to write? Visit our campaign toolkit online at www.monroeunitedway.org/campaigntoolkit for sample emails and sample text for your website. Feel free to copy entirely or edit to your needs!

Be the expert! You will probably receive some questions from co-workers. Be prepared with an answer by visiting the ‘What is United Way’ section (on page 2) and our FAQ’s in the accompanying Resource Guide to familiarize yourself with United Way. To read more about United Way of Monroe County, you can also visit our website: www.monroeunitedway.org

Got a question you can’t answer? Just send us an email at hannah@monroeunitedway.org or give us a call at 812-334-8370 ext.27.
Thank Donors:
Generous donors are far more likely to give again next year if you say thanks right away! We will acknowledge gifts once they are received, but because of processing times and differing campaign schedules that information can take a while to reach us. **You can send a thank you note right away, and we encourage you to use the branded thank you notes included in your campaign packet.**

**RESOURCE: Download printable thank you cards** from the online toolkit: www.monroecounties.org/campaigntoolkit.

#5: Campaign Wrap-Up

Pledge Card Collection/Payroll Deduction:
Once you collect pledge cards, make sure the donor has signed the card and send cards to:
(See directions below if pledge card contains cash or check.)

Pam Sturgeon  
107 S. Indiana Ave.  
Bryan Hall RM 003  
Bloomington, IN 47405  
psturge@iu.edu  
812-856-1896

Cash, Credit Card or Check Donations:
If you have pledge cards with cash or checks attached, please email IU Mail Services at iumail@indiana.edu to request an accountable mail envelope and complete the accountable mail pick-up request at https://mailsvc.indiana.edu/mailsvc/acctmail.asp.

**Directions:**
1. In the "Pick-up From" section please put your department information. In the blank for "security bag", put the serial number found on the accountable mail bag you received from IU Mail Services.
2. In the "Notes" section, enter "send United Way pledge money to Bryan."
3. In the "Deliver To" section, click on "other," and then select BAP as the department, Bryan Hall as the building, enter 003 as the room, enter Pam Sturgeon as the receiver name, and psturge@iu.edu as the receiver email.
4. IU Mail Services will pick up and deliver the pledge card and money for you.

**Credit Card:** For security reasons, donors who wish to make a gift by credit card should go online to www.monroecounties.org/give and click the “Donate Now” button or call United Way directly at 812-334-8370.

**** PLEASE TURN IN YOUR PLEDGE CARDS PAM AS YOU RECEIVE THEM. ****
#6: Share your Campaign & Be Recognized!
Celebrate your co-workers’ generosity and caring! We want to hear about – and see – your campaign! Remember to snap pictures of any great moments to display at your office and to share with us. We can take a picture of you and your group to share on our media outlets. Either email photos to us or email our staff to arrange for a photo to be taken. Contact Jenn Hottell at: jenn@monroeenitedway.org.

Be sure to follow us on Facebook, Instagram, and Twitter! Share your United Way moments on your feed and ours at:
www.facebook.com/MonroeUnitedWay
www.instagram.com/MonroeUnitedWay
twitter.com/MonroeUnitedWay

Thank you!
CHANGE BEGINS WITH YOU.

ARE YOU IN?
CHANGE BEGINS WITH YOU.

Make a real and lasting impact in your community. Stand up to ensure families have opportunities and everyone can meet basic living needs.

You have the power to create great change.

ARE YOU IN?

To read about how your donation is fighting for our community, visit monrohumidityedway.org/MyImpact.

(812) 855-4343 ext. 27 / Fax (812) 334-8387
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www.monrohumidityedway.org / unitedway.indiana.edu