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

We need you on our team!

We can do so much more when we do it TOGETHER!

Help us bring the work of United Way to life virtually through leadership meetings, in conversation with colleagues, and campaign special events of all kinds.

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

Inside you will find five easy steps to help you make a big difference.

WELCOME TO THE TEAM!!
Learn about the difference United Way makes in people’s lives and how United Way identifies and invests in our community to meet local needs. Visit United Way of Johnson & Washington Counties’ website @UnitedWayJWC.org.

LOCALLY…

Iowa Unemployment
May 2020 9.9% Highest Unemployment Rate in the last 10 Years: January 2010 7.3%

Digital Divide Not all students have access to high-speed internet, a device or a quiet place to learn at home — otherwise known as the "digital divide." Students who qualify for free and reduced meals are particularly vulnerable to the opportunity gap and digital divide.

Those who don’t have insurance or are underinsured are more likely to become severely ill if they get coronavirus.

57,813 Calls 2,016 Johnson & Washington Counties Calls
3.8.2020 - 8.1.2020 630 Mental Health Calls in April – July

FY19 OUR UNITED WAY… Increased Holiday Adopt a Family from 16 to 46 families.
Increased Build Me A Learning Space from 41 to 80 desks.
EDUCATION INITIATIVES - Reading proficiency by third grade is one of the most powerful predictors of future academic and career success. In fourth grade children switch from "learning to read" to "reading to learn."

My Very Own Book Drive: A community-wide book drive from which over 8,000 books were donated in 2019 and are currently being distributed.

Reading Buddies: This program partners community volunteers with young student readers to help develop language and literacy skills.

Pen Pal Program: Volunteers are paired with elementary students to become a Pen Pal to foster positive connections. The program helps students practice the art of writing, increase literacy skills, and build positive relationships.

Literacy Kits: A “Literacy Kit” is comprised of a book and a game or activity designed to make reading interactive.

Summerships: Provides 84 Summership scholarships for children who otherwise could not afford to go to a summer camp.

HEALTH INITIATIVES – Helping children and adults in our community thrive through an integrated approach to health and wellness creating good habits for life.

Healthy Kids Initiative: Healthy Kids is an initiative that provides health services to school-aged children and their younger siblings with unmet health needs to improve access to health care and reduce barriers to learning.

FINANCIAL STABILITY INITIATIVES - Financial education and literacy aim to increase the ability to make decisions regarding the management of money.

CONNECT Pop Ups: CONNECT pop up support is free to local individuals and families. During pre-registration, individuals self-identify their most pressing needs. At the CONNECT pop up sites volunteers and staff share relevant information, applications as well as make referrals to local non-profits for attendees.

Community Assessment: United Way of Johnson & Washington Counties convenes the process for researching and assessing community conditions every five years and leads multi-sector goal setting every ten years. By developing strategies, recruiting resources, and requiring accountability to drive change, United Way focuses on delivering results by monitoring progress and change in community conditions.
DISASTER ASSISTANCE - In times of disaster, United Way provides volunteer coordination and resources to aid in relief and recovery efforts. Long-term recovery from disasters takes time, money, volunteers, and strong partnerships, and we stand ready to facilitate providing resources to those who need it most. COVID-19 was, and is, a new challenge for us; but we are up to it. United Way was built for this. 100% of the funds donated to United Way of Johnson & Washington Counties’ Community Disaster Relief Fund were distributed to our neighbors. United Way processed nearly $119,000 in requests from 154 Households, serving 227 adults and 206 children.

John works as a custodian for the University, his first steady job in over a year. His income affords him to live in a small apartment and covers his needs. When the University did not return from Spring Break, John found his job was on hold. Worried about losing his income and becoming homeless, he called the United Way of Johnson & Washington Counties Disaster Line for help. John received assistance with his April rent, information about a local funding source that could help with his electric bill and was connected to a United Way funded community pantry for food assistance. John, unable to wait to return to work, is looking for a new job but fearful that the economy will limit his opportunities.

The young woman’s deep rolling sobs came from her belly and caught in her throat so forcefully that even quick, shallow breaths were difficult. She had been laid off when coronavirus hit. She is a single mom of four children and lives in a small, rural town. She had tried applying for unemployment, but her application had been held up. What little savings she had were gone. She did not know how she was going to pay her rent, let alone electricity or water bills. She did not know how long she would be able to stretch what she had in her pantries. All her hard-earned stability had been toppled by an invisible virus a billionth of our size, but massive enough to wipe out the life she knew. She picked up her phone and reached out to the only lifeline that came to mind: 211. On the receiving end was 211 operator Amanda Arrasmith Kerr. She let the young mother cry and vent. Then, when the young woman was ready, Amanda told her where in her community she could go for help. On March 8, Iowa’s Department of Public Health designated United Way’s 211 as the public point of contact for Iowans with coronavirus questions. A federally designated phone number that is often used in times of emergency, United Way’s 211 and the people who answer the phones confidentially connect those in need with local resources. As COVID-19 became more and more prevalent, the lines “exploded,” marking a 300% increase in call volume, answering more than 35,000 queries since the pandemic began.

People in our community are struggling daily with economic challenges as a direct result of the Coronavirus Pandemic. One of the ways United Way of Johnson & Washington Counties responded to this crisis was by organizing CONNECT pop up sites. Information, applications, and resources range from Employment & Public Benefits, Rent, Utility, & Mortgage Housing Assistance, Iowa City Community School District Services, Head Start/Early Head Start, and more – all under one roof. All CONNECT pop up support are free to local individuals and families.

In addition, during COVID-19 United Way of Johnson & Washington Counties:

- Partnered with Laundromania to provide a free laundry day for those impacted by COVID-19.
- Coordinated with Iowa City Noon Rotary for a meal distribution to front line workers and community members most vulnerable to coronavirus.
- Supported KWWL and Cadenza of West High School for fundraising events.
- Joined with the Community Foundation of Johnson County for “Mask-Up” -a volunteer effort that provided over 2,000 masks to community organizations.
- Participated with local officials & nonprofits on the Emergency Operating and Planning group and Long-Term Recovery Committee.
- Served as a trusted source, informing the community by email daily, then weekly, on COVID related news.
United Way of Johnson & Washington Counties
2020-21 ECC Manual
Step Two: Build A Team & Develop A Plan

Build A Team
Recruit a team of enthusiastic volunteers, including a Campaign Chair and fellow Employee Campaigners to connect one-on-one with employees. Educate your team about United Way and campaign materials that can be used to enhance the campaign.

Make sure you have someone helping with the campaign at each business unit or location. And, do not forget to get your CEO to actively show support through communications and events. Encourage him/her to send out a personal letter, a video or an email of endorsement, speak at your company kickoff and invite them to virtually attend special events.

Develop A Plan
Learn about your company’s community impact philosophy and giving history to develop:

➢ A campaign strategy, campaign budget and goals that fit your company’s size, culture, and needs.

➢ A campaign timeline & theme.

➢ Special Events tailored to your company culture.
There are many things to consider and several methods you can use when setting your campaign goals. Analyze past campaigns/company structure. Review your organizations’ giving history with your CEO and campaign team. Identify any organizational changes. Consider the following in your analysis of previous campaigns and company history:

- Total dollars raised.
- Number of donors (participation).
- Number of leadership donors ($1,000 plus).
- Average gift per person or per capita gift.
- Number of donors using payroll deduction.
- Any re-organizations or change that impacted the number of company employees.

Compute your giving potential by:

\[
\text{Current Average Gift} \times \text{Employees} = \text{Total Potential}
\]

Choose your goals based on one or more of the following areas:

- **Percent Participation** – Try to increase your participation with a 100% Ask.
- **Dollars Raised** – Increase dollar goal from last year.
- **Per Capita Gift** – Increase the gift each person gives.

**Note:** Payroll deduction is the simplest method of giving. It allows a gift to be divided into small, equal amounts and deducted with each paycheck.

**ECC/Committee Goal: 100% PLEDGE FORM COLLECTION.** This ensures everyone has considered a gift and made their decision. It does not mean they are forced to give.
Step Four: Connect the Dots

Meet with your co-workers in groups or individually/virtually to share the United Way story and answer questions.

Make sure education begins before pledge information goes out to your co-workers. Share information about United Way’s work, stories and impact at regularly scheduled meetings, in emails to employees and by placing United Way posters and messaging around your workplace. Share United Way’s brochures, infographics, videos and stories about the people whose lives we have changed. Talk to your co-workers about United Way’s Community Investment process, good stewardship and focus on results. Let your co-workers know that United Way looks at the big picture and adds value to every contribution by leveraging the power of each gift.

Help your colleagues make a personal connection with United Way and empower them to do something about it.

Have a member of your campaign team personally ask everyone to support United Way, and remember, giving is a personal decision.

We encourage you to attend and invite your team to attend the United Way Campaign drive-in kickoff on September 15, 2020. Also, make sure everyone has been given the opportunity to contribute by asking people to support United Way’s work in events, meetings and emails. Send a message to remind employees that $1 can make a difference and encourage those who gave $1/pay period last year to give $5 this year.

In addition, giving a gift of $20/week ($1,000/yr.) places an employee into the United Way Leadership Circle. Emphasizing Leadership Giving is the best strategy to grow your company’s campaign and strengthen your community impact. The number one reason people do not give is because they are not asked! Get your team together virtually to learn and give back through a United Way volunteer project. Let employees know they can give via payroll deduction, cash/check, or credit card. Ask a colleague who has been helped by United Way to share their personal story or ask your United Way representative to identify a speaker for your group. Send employees reminders to pledge and alerts to announce the close of the campaign.
The United Way Volunteer Center helps businesses build partnerships, connect with one-time volunteer projects or year-long engagement (and everything in-between), community events, community drives and opportunities for community engagement. We will help you develop annual service plans, provide best practices, help solidify service objectives, provide online volunteer sign-up and hour tracking and help develop volunteer recruitment campaigns.

Benefits of Workplace Volunteerism

- Enhances your public image in community
- Attracts customers and clients
- Improves employee morale and teamwork
- Good for community by creating positive social change

Volunteer Website

Online volunteer matching website for local volunteer opportunities. Event, one-time and on-going volunteer opportunities are listed by nonprofits and organizations. Volunteer.UnitedWayJWC.org

Group Projects

The United Way Volunteer Center makes it easy to volunteer together as a group by connecting meaningful volunteer projects to groups. A Volunteer Group can be small or large, such as corporations, civic groups, places of worship, public schools or neighborhood groups.

Volunteer Express

As a service to volunteers, organizations and the community, United Way publishes a monthly volunteer e-newsletter with one-time and event volunteer opportunities in the community. Contact United Way to subscribe.

Volunteer Leadership Directory

Website that lists leadership volunteer opportunities that are available in the community, including Boards, Committees, Commissions and Projects. LeadershipDirectory.org

Community Engagement

Poverty Simulation

Hands-on activity that provides the opportunity to experience the everyday tough choices of a low-income family in our community.

Collections and Drives

United Way assists in planning and distributing items from collections and drives to meet community needs, ie. paper goods, winter coat/warm clothing, hygiene items, school supplies, non-perishable food, laundry supplies, stocking stuffers etc.

My Very Own Book Drive

Annual book drive in April that is coordinated by United Way to collect children’s books for grades pre-K -6 to increase access to books at home for all kids. Books are distributed to students through the highest percentage of poverty schools, summer lunch programs and service agencies.

Holiday Adopt-a-Family

Individuals, businesses and groups contact United Way to “adopt” a family that has been identified and referred by a partner agency during the holiday season.
On-Site/At-Home Volunteer Projects

**Literacy Kits**
Literacy Kits contain a children's book and an activity related to the book to make reading fun. The kits are distributed to families for early elementary-aged children through the highest percentage of poverty schools, summer lunch programs and service agencies. Volunteers complete the literacy kits by making the activity (includes coloring, cutting, pasting, etc) to go with the children's book. Typically, one volunteer can complete 1-2 kits in an hour. Literacy Kits are available for over 100 children's books, including topics of STEM, animals, diversity and inclusion, and financial literacy. Cost: $8/Kit

**Alphabet Flash Card Sets**
Children's knowledge of letter names and shapes is a strong predictor of their success in learning to read. Volunteers complete the sets by decorating flash cards with the capital and lower case of each letter and creating a picture of an object, animal, household item etc. that corresponds with the letter on the back of the card. Typically, one volunteer can complete 1-2 sets in an hour. The flash card sets will be distributed to students at high poverty schools and Kindergarten orientation. Cost: $2/set

**Birthday Bash**
Fill a child's birthday gift bag with a cake mix, frosting, candles, a card and party décor and a positive note for the birthday kid. Bags will be distributed to families living in local shelters and accessing food pantries and other programs. Cost: $6/bag

**Mindful Stress Balls**
Mindful stress balls help remind kids to breathe and relax to get through a tough moment. Volunteers complete the stress balls using several balloons and an assortment of filling materials. The goal is to create a great tool for portable stress relief. Project typically takes 15 minutes to complete. Cost: $.50/stress ball

**STEM Coding Kits**
Introducing coding to kids through a fun activity, designed for any age, is a great way to build skills and learn problem solving. Coding kits contain pipe cleaners, beads, string, and instructions to build words in binary. Cost: $2/kit

**Healthy Snack Packs for Kids**
When a student worries about food, it can be difficult to focus on the valuable education that will lead them to later success. A healthy snack pack filled with brain food (such as granola bars, juice box, pretzels and more) is a simple way to help a child succeed. When they are decorated to look like animals, that makes everything more FUN! Cost: $4/pack

**Reading Magic Carpets**
Magic Reading Carpets are fun, colorful reading mats for young readers that are handmade by volunteers. The goal is the help get young minds excited about books and reading. The magic reading carpets are mobile so their 'book nook' can be anywhere the carpet can go. The magic carpets will be distributed with Literacy Kits at Kindergarten Orientation. Typically, one volunteer can complete 2 magic carpets in an hour. Cost is $6/magic carpet

**Life-Size Board Games**
Jumbo versions of a Scrabble-like crossword game or the Candy Land-inspired “Imaginary Lands,” are built with the goal of engaging kids to develop social skills like teamwork and problem-solving. Volunteers complete the life-size games by working together to design, paint, and follow the easy-to-understand directions to create the games. The games are provided to local schools and youth programs to offer interactive and engaging literacy activities. This activity works best for a group size of 10-12 people and requires 1.5 to 2 hours and space for the game to dry overnight. Cost: $125/game

**Reusable T-shirt Bags**
Put your old t-shirts to use and turn them into reusable grocery bags to support a local food pantry. The bags are great to use when distributing food and when you align it with a group food drive, you are supporting sustainability and food security. The bags will be distributed to local food pantries. Typically, one volunteer can complete 2-3 bags in an hour. Volunteers will need to provide t-shirts for the project.
On-Site/At-Home Volunteer Projects

Cards for Homebound Seniors
Receiving a holiday or cheerful card can serve as a simple reminder that someone cares about you. Yet for homebound seniors, it can mean much more because they often miss the daily human interactions they used to have. Volunteers use cardstock, paper, markers, stickers and other decorations to create cards that will be delivered with Meals on Wheels.

Senior Activity Kits
Physical distancing has caused many seniors to feel isolated and lonely due to not seeing their loved ones. Senior Activity Kits will provide local seniors with activities they can do from the safety of their home.
Cost: $4/Kit

Teacher Kits
According to the most recent national data, teachers spend $467, on average, on supplies for their classroom. Providing teachers with a few classroom supplies and some words of encouragement is a great way to start a teacher’s day with a smile. The kits will be distributed to teachers at schools across the community.
Cost: $10/kit

Teen Hygiene Kits
It can be easy to take for granted something as simple as body wash or deodorant. For teens living in poverty or struggling, having access to personal care items supports their health and self-respect. Kits will be distributed to teen-serving organizations and through Student and Family Advocates. Volunteers assemble and decorate kits with positive messages.
Cost: $8/Kit

Calm Down Kits
Calm Down Kits are a container filled with easy tools and strategies to help calm and self-regulate when feeling big emotions. It is great for all ages. Kits will be distributed through agencies and programs serving families.
Cost: $5/Kit

Family Game Kits
Families are spending more time together while staying safe at home. The kits are simple and include an instruction sheet to engage families in new, fun, educational activities.
Cost: $3/Kit

Customized projects available to fit any engagement or CSR goals.

For more information on any service project, contact Patti Fields at patti.fields@unitedwayjwc.org or 319-338-7823.
Thanks to the generosity of donors like you and your team, United Way touches the lives of nearly 1 in 3 individuals in Johnson & Washington Counties.

Help us make sure every donor knows how important his/her gift is and how grateful we are for their support.

**Celebrate Your Campaign Success!**

Consider hosting a thank you event for employees, announce results and share appreciation via internal communications and send a thank you letter or email to all donors. Work with your United Way representative to close out your campaign. Submit an electronic summary of donor results and information, including pledge card data, payroll summary data and corporate pledge data. A hard copy of this information should be turned in with your campaign report envelope. Contact your United Way Representative and report results - your UW Representative can pick up the envelope from your location. Provide donor contact and gift information to United Way so we can thank every donor as well. Work with United Way to compile a complete list of leadership donors. United Way shows thanks by hosting special events and publishing materials that recognize donors.
What does the United Way do?
At United Way we fight for the education, financial stability, and health of every person in our communities. Working directly with the best and most effective partners in the community, United Way finds solutions to today’s biggest problems. United Way connects the donor and volunteer to resources that make the most direct impact and provide transparency, fiscal responsibility and accountability.

Additional Information: The United Way of Johnson & Washington Counties (UWJWC) focuses on providing Education, Financial Stability and Health for every person in our communities:
❖ Education: Providing early learning assistance and resources for students.
❖ Income: Supporting basic needs while increasing financial stability opportunities.
❖ Health: Increasing access to critical health, well-being and safety services.

What happens to my donation?
Your donation will be amplified with other contributions and the total will be distributed across vetted agencies and collaborative initiatives to address critical community needs.

Additional Information: Community volunteers provide oversight of the investment of campaign funds, focused on meeting community needs. The United Way Community Impact Council reviews each funding request and makes recommendations for funding to the UWJWC Board of Directors.

Are United Way contributions tax deductible?
Thanks to the CARES Act, when you donate to UWJWC, you’ll be eligible to claim a tax break of up to $300, ($600 for MFJ) even if you don’t itemize your taxes.

Is it possible to designate my gift?
Yes. The pledge form gives you the option to designate your gift to a specific partner agency, to another United Way serving another community, or to any other 501(c)(3) non-profit organization.

Why should I give to United Way instead of giving directly to an agency?
United Way’s comprehensive approach to addressing community problems allows your gift to have a maximum impact, tackle community challenges and improve lives. United Way is the only non-profit in our area that exists to assess community needs, target resources and monitor results.

What is United Way of Johnson & Washington Counties’ administrative and fundraising fee?
United Way’s operating expenses are 16% of total revenue. That means 84 cents of every dollar goes directly to the community. This is competitive with the top 100 nonprofits in the U.S. and well below the industry standard & recommendations from the Better Business Bureau Wise Giving Alliance and Charity Navigator. United Way keeps a close eye on expenses, while making sure we have the talent, expertise, and systems to raise and invest resources for maximum impact.
Frequently Asked Questions Continued

Does United Way collect all the money that individuals pledge?
Unfortunately, no. But we have a pretty good track record. We are lucky that most people who pledge pay their pledges.

Does the United Way have an Endowment Fund?
We are associated with four Community Foundation of Johnson County endowment funds:

- United Way Endowment Fund – to build for the sustainable future of operations and community impact activities
- United Way Entrepreneurial Fund – to build the pool of grant funds for innovative approaches to solving community priorities and addressing emerging issues
- United Way Healthy Kids School-Based Clinics Endowment Fund – to generate sustainable funding for school-based health clinics
- *Summerships* Endowment Fund - to provide scholarships for low and middle-income youth to participate in out of school time programs and camps.
- Or you can set up a Personal Family Named Fund

In addition, United Way has one fund with the Community Foundation of the Greater Cedar Rapids Area:

- The Washington County Valentine Education Fund: This fund supports education programs and resources for Washington County students and schools.

For information about a gift to an endowment, contact UWJWC President & CEO, Katie Knight.

Our outstanding social services attract more people who need service. Doesn't my contribution cause more people who need help to move here?
It may or may not. Johnson and Washington Counties are great places to live and the quality of life here attracts many people for many reasons. The United Way believes everyone deserves a safe and healthy place to live.

Who runs United Way of Johnson & Washington Counties?

- Volunteer community leaders form the governing Board of Directors of the United Way, and each Board member serves on at least one of these Board Committees – Strategic Planning, Community Investment, Resource Development and Internal Operations
- Volunteers also participate in making funding decisions and providing oversight of funded organizations through their service on the Community Impact Council
- Volunteers provide leadership on the United Way Campaign Cabinet, and Workplace Campaign Teams

Do you support?

**Boy Scouts?** Boy Scouts is not currently interested in being a partner agency; however, we honor donor choice, and some donors do make designated gifts to the Boy Scouts through United Way and we distribute those funds to the organization.

**Girl Scouts?** Girl Scouts of Eastern Iowa and Western Illinois is a United Way partner agency. In Johnson County, United Way funding is used to provide access to programming for girls who otherwise could not participate. Girl Scouts collaborates with several of our other partners – both agencies and businesses - on programs that promote financial literacy, healthy behaviors and education.

**Planned Parenthood or the Emma Goldman Clinic for Women?** Planned Parenthood and/or the Emma Goldman Clinic for Women are not partner agencies, and neither has applied for or received grant funding from United Way of Johnson & Washington Counties; however, we honor donor choice, and some donors do make designated gifts to Planned Parenthood and/or the Emma Goldman Clinic for Women through the United Way and we distribute those funds to the organization(s).

DO YOU HAVE OTHER QUESTIONS? Please view our website at [www.UnitedWayJWC.org](http://www.UnitedWayJWC.org), or contact us at 319-338-7823 or by e-mail at: Trisha.Smith@UnitedWayJWC.org.
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United Way Website: Visit UnitedWayJWC.org and see our new website (coming Monday September 1, 2020). There you can learn about our work and discover our digital Campaign Toolkit. There you can also download brochures and other campaign materials. New this year, each company will have a private webpage with a webform pledge card to make completing and submitting pledges easier than ever or you can offer your employees an interactive .pdf pledge form. You will also find a downloadable power point to use for digital kickoffs, virtual Partner Agency tours, Virtual Meeting Backgrounds, UWJWC’s COVID-19 Response and so much more!

Social Media: Connect with United Way of Johnson & Washington Counties on social media and encourage your colleagues to do the same. Get shareable updates on United Way’s work, impact, events and other happenings. Follow Us:  
Facebook @United Way of Johnson & Washington Counties  
Twitter @uwayjwc  
LinkedIn @United Way of Johnson & Washington Counties

Infographics: Infographics can dissect a complex subject and provide the ability to sustain the attention of readers while doing so. They help to cover “heavy” topics in an enjoyable way and often people would rather look at an infographic than read a lengthy text containing the same content. Get our 2020-21 branded infographics by emailing Trisha.Smith@UnitedWayJWC.org or by downloading them from the new website.

Video: Did you know…Before reading any text, 60% of site visitors will watch a video if available and one minute of video is worth 1.8 million words? We have local & statewide “UNITED” videos for you to share with your team. Also, we have a “What is United Way” video available to support your campaign.

OneCause Giving Platform: United Way of Johnson & Washington Counties has purchased a license with OneCause for a Giving, Text2Give, & Silent Auction platforms. Consult with Trisha Smith for use.

Campaign Report Envelope: Download your fillable .pdf campaign envelope to place with any pledge forms, cash and check donations.

Campaign Shirts: Show your support with your own “I am United” shirt. With every purchase, $5 will be invested in our communities through the United Way. Encourage your whole team to order theirs today! Visit HERE!

The Campaign Hotline: Contact us at 319.338.7823 or by email at Trisha.Smith@UnitedWayJWC.org to ask questions or get any information needed.
United Way of Johnson & Washington Counties
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Staff https://www.unitedwayjwc.org/staff

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**Your FIRST contact to assist you with your campaign

Role of UWJWC Staff & Campaign Cabinet
Your United Way representative & Campaign Cabinet Member are here to help you energize, engage, and inspire employees throughout your campaign. They are your greatest resource and are an important part of your team.

- Assist with delivery of campaign digital support
- Available to participate in planning with you and your team
- Speak on behalf of United Way at company campaign meetings
- Bring fresh ideas to invigorate your campaign
- Answer questions from you and your co-workers
- Arrange pick-up of campaign proceeds
- Participate in Thank You events and end-of campaign evaluation

Contact them for help with your questions, scheduling speakers and implementing new campaign strategies.
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Partner Agencies [UnitedWayJWC.org/Partner-Agencies]

Education
4Cs Community Coordinated Child Care
The ARC of Southeast Iowa
Big Brothers Big Sisters of Johnson Co.
Girl Scouts of Eastern Iowa and Western Illinois
Hawkeye Area Community Action Program (HACAP)
Joan Buxton School Children’s Aid
Neighborhood Centers of Johnson County
United Action for Youth (UAY)

Financial Stability
CommUnity Crisis Services & Food Bank
Coralville Community Food Pantry
Free Lunch Program
Goodwill of the Heartland
The Housing Fellowship
Iowa Legal Aid
Iowa Valley Habitat for Humanity
North Liberty Community Pantry
Shelter House
Table to Table

Health
Abbe Mental Health Center
Domestic Violence Intervention Program (DVIP)
Elder Services, A Program of Horizons
Geriatric & Special Needs Dental Program
Healthy Kids School-Based Clinics
Hillcrest Supported Living
Iowa City Free Medical & Dental Clinic
National Alliance on Mental Illness—Johnson Co.
Aging Services/Pathways Adult Day Health Center
Prelude Behavioral Services
Rape Victim Advocacy Program (RVAP)
Visiting Nurse Association (VNA)
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Campaign Timeline and Checklist

6 Weeks Before
☐ Attend Virtual ECC Training, hosted by United Way (August 27, 2020 8:30AM-9:30AM).
☐ Review the previous campaign’s performance, determine opportunities and challenges.
☐ Meet with your CEO to confirm his or her commitment.
☐ Recruit and train a campaign team to help you run the campaign and plan fundraising events.
☐ Develop campaign goals and strategies with your campaign team.
☐ Develop campaign timeline with dates and goals.

4 Weeks Before
☐ Plan your campaign theme and special events.
☐ Set dates for employee meetings and virtual agency tours.
☐ Contact United Way about virtual speakers for employee meetings.
☐ Download/Request digital support materials, including web-based pledge forms and brochures for all employees.
☐ Personalize pledge forms with contact information and prior year giving information for each employee.

2 Weeks Before
☐ Promote your campaign special events and meetings.
☐ Conduct a leadership giving campaign, one of the best ways to increase the success of your overall campaign.
☐ Send communications from the CEO endorsing and announcing the campaign.

Kickoff Celebration
☐ Launch your campaign group meetings.
☐ Make sure every employee receives materials and has an opportunity to give.
☐ Conduct special events and activities.
☐ Publicize interim campaign results.
☐ Send follow-up emails every few days to keep up enthusiasm and build awareness; include community facts and success stories.
☐ Have fun!

After Your Campaign
☐ Wrap up campaign, collect all pledges and follow up with those who did not submit pledge forms.
☐ Calculate results and submit final reports to United Way.
☐ Announce results to your staff.
☐ Thank all contributors with a celebration event, letter, email or visit from a United Way representative.
☐ Conduct a campaign debrief with your team and develop a written summary for next year.