Table of Contents

A message from our Campaign Co-Chairs .........................................................3
About Us ..................................................................................................................5
Community Impact ..................................................................................................6
Equity Impact ...........................................................................................................7
Winning Ideas for Successful Campaigns ..............................................................8
  Campaign Toolkit Available Online! ......................................................................9
Campaign Resources ..............................................................................................9
Fundraising Ideas ......................................................................................................10
Campaign Timeline ................................................................................................11
Frequently Asked Questions ..................................................................................12
  What does it mean to Live United? .................................................................12
  What is the Community Impact Fund? ............................................................12
  What does it mean to “partner” with United Way? ........................................12
  Where do financial gifts go? ..........................................................................12
  Why should I partner with the United Way instead of directly to an agency? 13
  Can I designate where my contribution goes? ..............................................13
  Does United Way condone pressure in workplace giving campaigns? ......13
  What other ways does United Way bring value to our community? ...........13
  What is United Way’s Privacy Policy? ............................................................13
Questions We’ve Heard ........................................................................................14
  I have given in the past but have never received a thank you from United Way.14
  If I don’t like one of United Way’s programs or partner agencies, why should I partner with United Way? ............................................................14
  I would like to contribute, but I just can’t afford it.......................................14
  I’m not going to use these services, so why should I support them? ...........14
  Aren’t all United Ways the same? There was a controversy in the news about a United Way that concerns me...............................................................14
"If you want to go fast, go alone; If you want to go far, go together”. In many ways this proverb captures this year’s campaign theme, United We Thrive. In order to go far, in order to thrive, we need access our greatest resource; one another. Over the past century, The United Way of Washtenaw County has consistently worked with community members and partners to fulfill the organization’s vision and goals to bridge societal gaps and create sustainable positive impact. This significant, sustainable impact is made possible through partnerships, . . . relationships nurtured by a deep passion for and commitment to our mission: to provide health, education and financial stability to every member of the community.

- Pastor Mashod Evans
Let’s Live United and strive for a highly successful 2022/2023 United Way campaign. We need to work together, set high goals, and celebrate our successes.

We live in a thriving community, yet inequities continue to exist right here, right now. Across Washtenaw County, thirty one percent of households struggle to afford the basic necessities of housing, childcare, food, health care and transportation. We need your help, energy, and passion to attack this problem and help create solutions by raising funds at levels significantly above the recent past.

Our local United Way connects people, resources, and organizations together to create a thriving community for everyone. They center diversity, equity, and inclusion in everything that they do. Join us, working together we can make a difference. #UnitedWeThrive

- Tim Marshall & Emily Moore-Marshall
About Us

Our Mission

United Way of Washtenaw County connects people, resources, and organizations, together to create a thriving community for everyone.

Our Vision

By the year 2030, we aspire to live in an equitable community where opportunity is not limited and every member reaches their full potential.

FIVE KEY GOALS AND PLAN PROCESS

COMMUNITY IMPACT

Goal 1: Poverty, racism, and trauma are connected. They are intersectional. Together they cause problems in our community. UWWC wants to stop these problems and heal the harm they have caused.

Goal 2: Our community needs resources like people and money to be strong. We will stay strong when we maintain these resources within our community. UWWC believes in equity, so our community should be the center of our fundraising efforts.

Goal 3: Poverty, racism, and trauma cannot be stopped without big changes to the way government, businesses, and organizations work. UWWC works to make these changes happen.

GIVE

Goal 4: Justice and equity in a community happens when people in the community take action. UWWC inspires all people to take action using their time, passion, and talent.

ADVOCATE

OPERATIONS

Volunteer

Goal 5: UWWC needs to look at new ways to do things that will increase equity in our organization.

About United Way Of Washtenaw County

As part of our 100-year history, the United Way of Washtenaw County brings people, agencies and resources together to create a thriving community for everyone. Our focus areas of Health, Education and Financial Stability provide the building blocks to strengthen the community and create opportunities for individuals and families. Our virtual Volunteer Center is an easy, online way for people to connect with nonprofits in the community and our 2-1-1 helpline connects more than 8,000 people annually to critically needed services.

Events

- September 15, 2022
  Campaign Kickoff

- October 13, 2022
  Cornhole Tournament
  Townies Brewery

- March 2023
  Power of the Purse

- April 2023
  Annual Meeting & Volunteer Recognition Celebration

May 2023
Community Baby Shower

June 2023
National Day of Action
United Way of Washtenaw County has partnered with **TrustPlus** to provide FREE one-on-one financial coaching to help clients reach their financial goals.

Our 2-1-1, 24/7 call center, handles more than 8,000 local calls annually from people seeking help, all free of charge.

In the last year, the Volunteer Center welcomed 6,558 visitors and helped them connect with over 660 ways to serve. More than 231 agencies and their clients benefited from their help.

In 2021, our free Volunteer Income Tax Assistance clinic prepared 1,064 tax returns for low-income Washtenaw County residents totaling over $1.75 million in refunds and credits.

Our Varsity Letter Program recognizes high school students who give by volunteering. We are nurturing the next generation to be caring and involved citizens.

### United Way Staff

United Way Staff are here to assist your campaign efforts every step of the way. Your United Way Campaign Manager can be a great resource to offer ideas and suggestions to take your campaign to the next level. Please review the staff list below and feel free to contact us if you have any questions, comments, or concerns.

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Inequities hurt everyone. Focusing on equity is necessary to realize our vision of a just, connected, and inclusive Washtenaw County in which systemic racism and its consequences no longer exist. UWWC is focusing on removing barriers and increasing access so all people have the opportunity to thrive.

We define equity as the presence of justice and fairness within our procedures, processes and distribution of resources. This year, applying an equity lens to our grant making meant investing in efforts that prioritized the people and communities that continued to be most impacted by COVID-19.

United Way of Washtenaw County pioneered the **21-Day Equity Challenge** in Washtenaw County and learning was returned to the United Way Network. To date, equity challenges have engaged more than 300,000 people with United Ways throughout the US and two countries abroad.

- 34% of grants supported our priority geography of Ypsilanti/Eastern Washtenaw County (49 grants)
- 33% of grants were made to organizations led by Black, Indigenous, Persons of Color (BIPOC) individuals (24 grants)
Here are some tips for any Employee Campaign Coordinator to maximize the impact of your giving campaign.

**Engage**

- **Get their undivided attention.** Use a required all-staff meeting or incentivize attendance with food, prizes.
- **Be the first to make a pledge.** Then, thank those who follow your example.
- **Be curious.** Find out what their values are (education, financial stability, health), what they know about United Way, and their potential barriers to partnering with United Way.
- **Be proactive.** Answer any and all questions you can. If you are unsure how to follow up with a potential donor, contact your Campaign Manager.

**Motivate**

- **Show the latest Campaign Video.** Find the latest campaign video by going to [uwwashtenaw.org/campaign-toolkit](http://uwwashtenaw.org/campaign-toolkit).
- **Schedule a presentation to your staff by United Way’s staff.** United Way staff love joining any staff, board, or community meeting to discuss how UWWC invests.
- **Host a special event.** Offer free food during your United Way presentation.
- **Offer incentives to give.** Workplaces often offer PTO, long lunches, or “jeans day” incentives to their employees.

**Ask**

- **“Not being asked” is one of the top reasons for not giving.** Personal contact is critical to your campaign team’s success.
- **Start off with people who already give.** Ask your Campaign Manager for a list of donors from last year.
- **Encourage payroll deduction.** It’s easier to give smaller amounts consistently.
- **If they’re not able to give, ask them to G.A.V.E.** In addition to Giving, community members can Advocate, Volunteer, and explore Equity in their community.
- **Be comfortable with hearing “no”.** We recognize that some community members do not share our values. In this case, there may be other organizations in our community that are a better fit for them.

**Thank**

- **Recognize all your employees, no matter how they partner with United Way.** We respect, appreciate, recognize and build relationships with all of our partners including donors, advocates, volunteers, and equity champions.
Campaign Resources

We want to give you all the tools, resources, and support you need to make your campaign a success. Have questions? Contact your Campaign Manager.

Campaign Toolkit Available Online!

- **PDF Pledge Forms** – While some campaigns run completely online, we recognize that others may function better using paper pledge forms. Your campaign manager can provide you with any number of pledge forms.

- **Campaign Video** – Let our video help you tell the United Way story.

- **2-1-1 Cards** – Spread the word about United Way’s FREE 24/7 community helpline. Our call center professionals can connect you to social service resources in your area.

- **SingleCare Cards** – For more than 15 years, United Way of Washtenaw County has partnered with SingleCare to reduce the cost of medical prescriptions for Washtenaw County residents. Use one of these cards to save up to 80% on prescription drug prices.

- **Marketing Materials** – Our staff have created a packet of marketing materials for your campaign. It’s as easy as copying and pasting our messages into your email or social media accounts.

Equity is the foundation of our work, from our engagement with donors, to our investment of resources across neighborhoods in our community and in our interactions with the public. We define equity as the presence of justice and fairness within the procedures, processes, and distribution of resources by institutions or systems. We commit to equity as a core value and practice in order to advance our mission of connecting people, resources and organizations together to create a thriving a community for everyone.
Here are a few event ideas to maximize your company's impact. These events can be done for free! For additional ideas or ways to turn these ideas into fundraisers, contact your Campaign Manager.

**Campaign Incentives**
- Paid Time Off
- Office Competition
- Jeans Day
- Corporate Match
- Gift Cards
- Casual Day
- Ticket Giveaways
- Premier Parking Spot
- Company Logo Apparel

**In-Person Activities**
- Pie Eating Contest
- Chili Cook-Off
- Game Night
- Ice Cream Party
- Jellybean Jar Guess
- Trivia Night
- Pie-in-the-Face Contest
- Office Awards
- Putt Putt Golf Outing
- Penny Wars
- Brown Bag Lunch Days
- Car Wash
- Office Olympics
- Scavenger Hunt

**Virtual Activities**
- Online Auctions
- Family Feud
- Bake Sale
- Raffle
- Time with the CEO
- Trivia Night
- Lunch paid by the Company
- Virtual Coffee Break
- eBingo
- Compliment-O-Gram
Use this timeline and mark your calendar to get organized for your upcoming workplace campaign. Don’t forget your Campaign Manager (CM) is available to help.

8 Weeks Before Campaign
• Schedule a meeting with your CM to discuss the campaign
• Determine campaign start and end dates
  The most effective campaigns are best kept to 1-2 weeks
• Make plans for your kick-off. If you are holding a more elaborate kick-off with events, prizes, refreshments, etc., it’s a good idea to start planning early.
• Determine how your employees will give
  ☐ e-Pledge
  ☐ Paper pledge forms
  ☐ Both
• For larger organizations, recruit a campaign team (leaders, ambassadors, etc) representing your company’s key departments (ex: human resources, finance, C-suite, etc.)

4-6 Weeks Before Kickoff
• Schedule your virtual or in-person kick-off, department meetings, a leadership event, and any other engagement/educational events during your campaign.
• Finalize goals and strategies with your leadership and campaign team.
• Visit the United Way campaign resources page at uwwashtenaw.org/campaign-toolkit for resources to help you generate support for your campaign.
  ☐ Download the materials you need. If you need to order any United Way materials, let your CM know.
• e-Pledge Campaigns: Send your employee file to your Campaign Manager. That Excel file should include the following…
  ☐ Employee name(s)
  ☐ Employee email address(es)
  ☐ Employee Zip Codes (if needed)

2 Weeks before Campaign
• Begin publicizing your campaign
• e-Pledge Campaigns: Identify 3-5 employees to test e-Pledge site

1 Week Before Kickoff
• Print any campaign materials you need from uwwashtenaw.org/campaign-toolkit
• e-Pledge Campaigns: Test your e-Pledge website.
  - You and other designated employees will receive a test link from e-Pledge

4-5 Days before Kickoff
• Send CEO video, intro email, or letter to your employees

Day of Kickoff
• Host your company-wide campaign kick-off event
• e-Pledge Campaigns: kick-off email sent to employee emails

Throughout campaign
• Continue building awareness and growing enthusiasm
• e-Pledge Campaigns: campaign emails are sent automatically from United Way

After Campaign
• Send Thank you email to employees.
This guide is designed to help you answer frequently asked questions about contributing to the United Way. Questions and concerns are a natural part of the process of asking people to give, advocate, volunteer, or foster equity in their lives. If you encounter any questions that you can’t answer, please contact your United Way representative.

What does it mean to Live United?

LIVE UNITED. It’s our mission. A goal. A constant reminder that we have the power to facilitate change. More, it’s an invitation. To Give. To Advocate. To Volunteer. To explore Equity in your community. It takes everyone working together. Whether you’re giving a monetary donation, advocating on behalf of an issue, volunteering your time, or promoting equitable conversations in your community, you’re joining the movement for a brighter future.

What is the Community Impact Fund?

The Community Impact fund is comprised of all donations to the United Way of Washtenaw County that are not directed to a specific cause or organization. The Community Impact Fund supports education, financial stability, and health efforts in the community, by:

- Providing funding for 67 local agencies through 7 grant funds.
- Investing in core United Way programs and partnerships including TrustPlus (a one-on-one financial coaching agency), our Volunteer Center, and 2-1-1, our information and referral service.

What does it mean to “partner” with United Way?

We encourage all community members to consider partnering with us through the acronym GAVE…

- Give – Pledge a financial gift today to partner with us; building a stronger, healthier, and more compassionate community. United Way’s mission is to advance the common good through the three building blocks of a good quality of life: education, income, and health. Make your gift @ uwwashtenaw.org/give.
- Advocate – use your voice and raise awareness about causes that impact our community. Advocating sounds like a very official word, but all it means is a supporter, an ally, or someone who stands up for another.
- Volunteer – Visit Volunteer Washtenaw to check out a host of virtual and in-person volunteer opportunities available with local nonprofits.
- Equity – Participate in an Equity challenge. These are self-guided, private, learning journeys where you can explore topics like structural racism, segregation, and privilege to better understand how you can become an equity champion in your personal and professional life.

Where do financial gifts go?

Local dollars are changing local lives and grants are made only to Washtenaw County agencies. Visit uwwashtenaw.org/yourdollarsatwork for a list of non-profit agencies that receive funding via UWWC. This list is part of our commitment to financial transparency and accountability.
Why should I partner with the United Way instead of directly to an agency?

United Way of Washtenaw County does what no single organization alone can do. Your partnership, when combined with the gifts of others, makes a powerful impact in our community. By including United Way of Washtenaw County as one of the agencies you support ensures that together, we are investing in the needs of our community.

Join us today by Giving, Advocating, Volunteering, and promoting Equity in your community.

Can I designate where my contribution goes?

Yes, you can designate your gift to any 501(c)(3) organization. United Way has a 13.5% administration fee for gifts that are designated.

You may also designate your gift to a specific part of our work, such as health, income, or education.

Your contribution makes the largest impact when it is undesignated and can support all of United Way’s work.

Does United Way condone pressure in workplace giving campaigns?

No, United Way does not condone pressure towards any employee before, during, or after giving campaigns. All donors should give voluntarily.

What other ways does United Way bring value to our community?

Financial Coaching – TrustPlus, a United Way partner, provides one-on-one financial coaching to help clients reach their financial goals.

2-1-1 – Our FREE, 24/7 call center that handles more than 8,000 calls annually from people seeking help.

Volunteer Center – The Volunteer Center pairs local agencies and volunteers to improve lives and create lasting change in our community.

Volunteer Income Tax Assistance (VITA) – The VITA program processes over 1,000 tax returns annually for low-to-moderate income clients in Washtenaw County. This service returns millions of dollars in refunds and credits back to our community.

Varsity Letter – Our program recognizes high school students who give by volunteering to develop the next generation of caring, and involved citizens.

What is United Way’s Privacy Policy?

Confidentiality is a hallmark of our professionalism. United Way of Washtenaw County uses reasonable commercial efforts to avoid disclosure of information which is confidential, privileged or nonpublic other than in accordance with this privacy policy. See our full privacy policy here.
I have given in the past but have never received a thank you from United Way.

Each company that runs a workplace campaign has different company policies with United Way. Some company policies prevent United Way from thanking employee donors. If you would like to find out how your gift makes a difference, read our Annual Report or visit uwwashtenaw.org/yourdollarsatwork for our more detailed grant reports.

I would like to contribute, but I just can’t afford it.

Luckily, there are many ways to get involved with United Way. We encourage all community members to follow the acronym GAVE. United Way values all community members whether they Give, Advocate, Volunteer, and explore Equity in their community. Make a pledge to advocate, volunteer, and explore equity in your community.

I’m not going to use these services, so why should I support them?

We believe that when all members of our community have access to the tools they need to thrive, we all benefit. Maybe you’ve never needed help, but statistics show that you or a member of your family probably have or will rely on United Way or one of our community partners at some point in your lives. Giving to United Way ensures that there is a place to turn in times of need – wherever that might be!

Aren’t all United Ways the same?

There was a controversy in the news about a United Way that concerns me.

United Ways are independent organizations governed at the local level. Funds RAISED in our community STAY in our community. We are a transparent, Washtenaw County-based organization that envisions an equitable community where opportunity is not limited and where every member reaches their full potential. We strive towards this goal by offering grants to community agencies, uplifting opportunities for advocacy, promoting volunteering opportunities, and creating spaces to explore equity in our lives.

I have given in the past but have never received a thank you from United Way.

Each company that runs a workplace campaign has different company policies with United Way. Some company policies prevent United Way from thanking employee donors. If you would like to find out how your gift makes a difference, read our Annual Report or visit uwwashtenaw.org/yourdollarsatwork for our more detailed grant reports.

If I don’t like one of United Way’s programs or partner agencies, why should I partner with United Way?

Our community is best served if we see ourselves as part of a larger ecosystem working collectively to build a just society. Many agencies in our community rely on one another, our missions are interrelated.

For example, Agency A and Agency B work in the same neighborhood. Agency A’s mission is to improve the financial stability of families while Agency B is focused on improving educational outcomes for students.

At first glance, these missions may seem unrelated, however, families may have members that utilize the services of both agencies.

By participating in Agency A’s financial empowerment programs, the family would have more control over their finances. This could positively impact the school performance of their child who works with Agency B.

By giving to United Way, you are ensuring that our community continues to have a thriving safety net for all in our community, whenever they need it.

Washtenaw County who never sought help before are doing so now. In fact, you probably know someone who has turned to United Way for help. With needs of community residents