

# 2025-26 SHAWNEE COUNTY CAMPAIGN COORDINATOR GUIDE



**UNITED WAY**  
Kaw Valley



# OUR COMMITMENT TO EQUITY

## Our Commitment to Diversity, Equity and Inclusion

Social justice and equity are now a formal part of UWKV's strategic planning framework, from operations, to grant-making, to personal development.

### **United Way of Kaw Valley Diversity, Equity, Inclusion Statement**

**To truly Live United, we must commit to placing diversity, equity, and inclusion at the forefront of our work, internally and externally.**

**A successful fight for the education, financial stability, and health of every person requires that we listen to, learn from, and amplify the voices of those who are most in need and those who have been traditionally underrepresented.**

**We recognize that everyone in our United Way community brings value to our mission. We understand every employee, donor, volunteer, partner and stakeholder brings different experiences, perspectives, and expectations. We respect and encourage insight and participation from all.**

**We actively promote a variety of voices among our staff, volunteer committees and Board of Directors, and the non-profit community.**

**We commit to being curious and courageous in how we communicate with each other. We do so in a constant effort to grow and move our community forward together.**

UWKV is an equal opportunity employer. It is the policy of UWKV to take affirmative action to provide equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, genetics, creed, physical or mental disability, marital status, veteran status, sexual orientation, gender identity or expression. In addition to federal law requirements, UWKV complies with applicable state and local laws governing nondiscrimination in employment at every location in which the Agency has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.



# KEY CONTACTS

Staff take the lead in organizing the workplace campaign with help from the volunteer campaign leadership and our loaned Campaign Ambassadors.

## Key UWKV Fundraising Contacts- Shawnee County

**Angel Romero**, Vice President of Resource Development

- [aromero@uwkawvalley.org](mailto:aromero@uwkawvalley.org) 785.228.5128
- Oversees all UWKV fundraising
- Contact for bus tours and other special experiences
- Liaison for UWKV Campaign Chairs



**Jenna Gorton**, Director of Donor Engagement- Shawnee County

- [jgorton@uwkawvalley.org](mailto:jgorton@uwkawvalley.org) 785.228.5117
- Primary contact for all Douglas County workplace campaigns
- Liaison for UWKV Douglas County Campaign Ambassadors



**Terri Long**, Administrative Assistant (Part-Time)

- [tlong@uwkawvalley.org](mailto:tlong@uwkawvalley.org) 785.581.0207
- Assists with scheduling donor meetings and experiences
- Manages campaign materials and mailings



## Shawnee County Campaign Chair

This individual is a community leader who supports our campaign efforts as a community champion. They occasionally attend check presentations or other campaign events as a representative of United Way.

**2025 - 2026 Shawnee County Campaign Chair:** Doug Wolff, Security Benefit

Please coordinate requests for Chair appearances through Angel or Jenna.



## Campaign Ambassadors

A Campaign Ambassador will reach out to you around the beginning of September to offer their assistance. These key volunteers are loaned to UWKV from companies across the community to help with workplace campaigns. Each Ambassador manages a portfolio of companies and acts as a liaison between those companies and UWKV during campaign season. They assist with:

- General campaign planning
- Campaign materials distribution
- Scheduling speakers
- Special events



# WHY GIVE?

## TOP REASONS TO GIVE TO UNITED WAY

### 1) Local Giving, Local Results

By sharing resources and expertise across our community, we can help make a difference in more lives while ensuring **local donations remain invested in local programs and services**. United Way of Kaw Valley serves four counties, spreading from Holton to Topeka to Lawrence, and everywhere in between. Donations help make a difference right in your community.

### 2) We Focus on Creating Vital Connections

United Way of Kaw Valley brings people together and inspires local action, connecting people who want to make a difference with organizations who know our community's needs best. We collaborate with local residents and partners to co-create solutions, stepping in where gaps exist and utilizing all of our unique strengths to build stronger, more resilient communities that we can all be proud of.

### 3) More of Your Money Goes to Where it Should

Through the work of dedicated community volunteers and numerous partnerships, United Way of Kaw Valley is able to make a significant investment back into the community.

We help struggling families today while knowing we must also change the systems that contribute to their struggle.

We think and act strategically about volunteering, using volunteers to build capacity and help our partners serve more of our neighbors, in less time, with better results.

We invest in local partners to create an unbreakable network of support. Investments are community-specific, powering strategies endorsed by local volunteers in each county. **Dollars raised in a community/county remain in that community unless a donor designates otherwise.**

With our community partners, United Way of Kaw Valley supports the whole family in all its forms. We know the success of each person in a household is connected to the success of every other person in the household. So we make sure our investments support all of them.

### 4) It's Easy

You can choose the option (or options) that best suit your needs and that of your workplace. For example, payroll giving makes it easy and affordable. By giving a little each pay period, the sum of your (tax-deductible) donation is a benefit to you and the community. We also have online giving tools available, widening the variety of options available to help make your campaign a breeze. We are happy to help you find the giving option that works best for your team.

# CAMPAIGN TIMELINE

The 2025 -2026 annual campaign runs from **July 1, 2025, to June 30, 2026.**

Organizations may run a workplace campaign anytime between now and June 1, 2026. Most companies typically run their campaign sometime between September and November, but we support the timing that is best for the company. Jackson County companies typically run their campaigns between January and March of our campaign year.

## Key Dates

- Campaign Ambassadors Begin Reaching Out to Companies: September 2
- Nancy Perry Day of Caring: September 19 - 20
- Campaign Ambassadors Depart: Third week of November



**BEST PRACTICE TIP:** Try to avoid the holiday season when scheduling your campaign.

## UWKV OVERVIEW

In September of 2022, United Way of Greater Topeka and United Way of Douglas County merged to become United Way of Kaw Valley. The addition of Douglas County, directly to our east, brought several new communities into the service area, joining those in Shawnee, Jackson and Jefferson counties. In 2024 the two United Way volunteer platforms on Galaxy Digital combined to become a single hub at **[KawValleyVolunteers.org](https://KawValleyVolunteers.org)**.

Currently we have local advisory councils for Shawnee, Jackson and Douglas counties. These councils work to understand the needs in each community and make recommendations to our staff on funding priorities, collaborative opportunities, and strategic planning. The advisory councils are parallel in purpose, but use their local knowledge to put local dollars to work.

# UWKV OVERVIEW

At this time we do not have an advisory council or fund work specifically in Jefferson County, although many of our partners already serve the residents of the county. We hope to increase engagement in Jefferson County in the future and welcome conversations with interested volunteers, agencies and businesses who want to make this happen.

UWKV maintains two physical offices. Staff at both locations can be reached through a directory system on our main phone line, 785.273.4804.

## **Topeka Office**

1527 SW Fairlawn Rd  
Topeka, KS 66604

## **Lawrence Office**

1127 Iowa  
Lawrence, KS 66044

While staff housed in Douglas County are mostly responsible for Douglas County programs and fundraising, staff in both offices work collaboratively daily for the benefit of all four counties.

## **Our Focus: Local solutions that consider the “Whole Family” in all its forms.**

No one lives in a vacuum. The success of our children depends on the success of those who care for them. The success of our students depends on access to schools, healthy food, affordable medical care and stable housing. The success of our young adults hinges on understanding the financial realities of adult life. And none of this can happen without you and a network of basic support that protects the most vulnerable in our community in times of need.

We are leaders in **Youth Opportunity**, working with our early education and child care partners to ensure that those who start life with a disadvantage can get back on level ground BEFORE they have a chance to fall behind in school. We know that the work doesn't end there, that students and their families need continued support in school and beyond. Our work in K-12 supports helps students build a solid foundation for college and career, setting the stage for on-time graduation and a career.



**Financial Security** continues to elude too many families in our community. Our work in this area includes providing opportunities for youth financial literacy and workforce readiness programs that prepare teens and adults for success. We also work collaboratively with partners to address the critical need for safe, secure, and affordable housing.

Your United Way contributions also help ensure that our neighbors have partners to turn to when they need food, short-term help paying for rent or utilities, access to health care, or help escaping relationship violence or trafficking. Together, these resources form the bedrock of a **Healthy Community**, ensuring that individuals and families have the resources and conditions they need to thrive.



# UWKV OVERVIEW

## Connecting Families to Resources

United Way of Kaw Valley's Community Navigator program helps individuals and families access essential services like housing, food, and healthcare. Trained navigators assist with applications, advocate for clients, and help remove barriers to support. The program strengthens nonprofit capacity, engages volunteers, and works to make the local support system more equitable and accessible.



★ **BEST PRACTICE TIP:** Focus on the pieces of UWKV's work that mean the most to your organization.

## MEET ALICE

Do you know ALICE? Chances are you do. ALICE stands for **Asset Limited, Income Constrained, Employed**—households earning above the Federal Poverty Level (FPL) but still not enough to afford essential costs like housing, child care, food, transportation, health care, and basic technology.

ALICE could be your friends, neighbors, or even co-workers.

United Ways of Kansas and Blue Cross & Blue Shield of Kansas have partnered to bring the ALICE framework statewide to inform policy and community efforts.

Utilizing ALICE data provides a data-backed foundation to improve access to affordable housing, child care, wages, and support services through advocacy and targeted action.

ALICE data is available publicly at **UnitedForAlice.org**, and UWKV staff are happy to work with you to share this data during your campaign.



**Shawnee County  
Households in Poverty:**

**13%**

**Shawnee County  
ALICE Households:**

**27%**

**That means...**

**40%**

**of Shawnee County  
households are struggling  
to make ends meet.**

# CAMPAIGN MATERIALS

UWKV produces digital and print materials to support your campaign. Our Campaign Ambassadors can provide copies of these materials. Digital copies can be downloaded from our Campaign Toolkit online at [uwkawvalley.org/campaign-toolkit](http://uwkawvalley.org/campaign-toolkit). On that page you can also find our campaign video and other materials to aid in your campaign.

If your organization may be interested in running a completely digital campaign utilizing our e-pledge system, contact Angel ([aromero@uwkawvalley.org](mailto:aromero@uwkawvalley.org)) to start that conversation.

## Videos

Each year we produce a campaign video to educate donors about our work.

The toolkit also contains additional videos from our partners that talk more about United Way's work across each of our counties.



## Pledge Forms

We have a separate form for state employees, as well as for Douglas, Shawnee and Jackson County workplace campaigns.

## Main Brochure

This is our main overview piece that talks about United Way's work.

## What Your Dollar Provides

Breaks dollars down per paycheck and what they do, as well as talks about the amount of people served in the previous year.

## Designation List

Lists all agencies that donors can designate their dollars to, as well as the codes required for the pledge form. Agencies with a colored square are current grant partners.

## Building Capacity

Details the ways in which United Way invests in training and other opportunities that help our entire nonprofit sector serve our neighbors in need more efficiently and effectively.

## Leadership Giving Brochure

Provides information on the benefits associated with giving at various leadership levels.



**Scan here to check out the full Campaign Toolkit!**

If you think something is missing, or have an idea for a resource that would be beneficial to you, please contact us and we will try our best to meet your needs!



**BEST PRACTICE TIP:** Always check the online toolkit for up-to-date materials.



# FREQUENTLY ASKED QUESTIONS

We always welcome the opportunity to answer questions from donors about United Way and our work. It is a great opportunity to correct misperceptions, address any doubts, and be as transparent as possible. Below are some common questions we receive and how you can answer them.

**Please reach out to our staff if there are questions you are not comfortable answering.**

## Is United Way a local or national organization? Does my money stay here locally?

United Way of Kaw Valley is a local, autonomous, nonprofit organization governed by a local volunteer board of directors. In exchange for nominal dues (about 1.5% of our revenue), United Way Worldwide provides staff training, community research information, localizable materials and ongoing consultation to local United Ways that help us serve our community better. Previously as United Way of Greater Topeka, we served Shawnee, Jackson and Jefferson counties. In our new, post-merger evolution as United Way of Kaw Valley we also serve Douglas County. Money raised in each county supports work in that county.

## What are United Way of Kaw Valley's priorities?

See the Overview section for an explanation of our work.

## How does United Way support basic needs?

Supporting basic needs remains foundational to United Way's work and is represented in the Whole Family model by Family Supports. Without having their basic needs met, children may have difficulty learning in school, families may struggle to find financial stability, and individuals and families may struggle to maintain good physical and mental health.

## Your Gift to United Way of Kaw Valley Helps the WHOLE FAMILY

### Youth Opportunity

Preschool, Childcare,  
Home Visitation, K-12  
School Supports

### Financial Security

Youth Financial Literacy,  
Workforce Readiness,  
Housing Supports

### Healthy Community

Food Security, Access to  
Healthcare, Services for  
Survivors of Relationship  
Violence & Trafficking

## Who gets grants from United Way? OR Why isn't x organization receiving funds from United Way?

Investment decisions are guided by partner submissions to a formal Notice of Funding Opportunity (NOFO). Their responses are evaluated by both our Community Impact staff and community volunteers. Proposals showing the greatest ability to meet the goals receive funding made available through our annual campaign. The amount available to the community depends on how much we are able to raise each year.

# FREQUENTLY ASKED QUESTIONS

## **Can I designate my donation to a specific organization?**

Yes, but there is a \$50 minimum contribution for each partner organization or other United Way that you choose. You may designate all or a portion of your donation to a United Way partner organization. Eligible organizations are listed on our website at <https://www.uwkawvalley.org/communitypartners>. Grant dollars are not connected to the donor designated dollars an organization might receive. Use the QR code to visit the partner designations page on our website.



## **Some of our employees are struggling. How can we ask them to give?**

Often, people who have recently struggled and have seen the benefits of a helping hand are the ones who most want to help others. They appreciate the opportunity to make a gift, even if is small, or they may wish to volunteer or advocate for United Way's work.

Everyone should have the opportunity to express caring through philanthropic giving whether it is a financial gift or a gift of time through volunteering or advocating. Also, payroll deduction makes it easy to give small amounts that add up and combine with the gifts of others in the community to achieve even greater impact.

## **I heard the UWKV CEO makes \$500,000/\$1 million a year and has their own private jet!**

UWKV's Board of Directors sets our CEO's compensation, which is far less than that amount. It also does not include any allowances for items such as a private jet. Our financial documents (audits and IRS Form 990s) can be viewed online at [uwkawvalley.org/finances-reports](http://uwkawvalley.org/finances-reports).

If you are referring to the CEO of United Way Worldwide, their financials can be viewed for the most recent year available at [unitedway.org/about/public-reporting](http://unitedway.org/about/public-reporting).

## **I heard that United Way supports Planned Parenthood and I would never support such an agency.**

Each United Way is independent and autonomous in how they make their funding decisions in alignment with their community goals and priorities. United Way of Kaw Valley does not provide funding locally or nationally to Planned Parenthood. The dues that UWKV pays to United Way Worldwide do not support Planned Parenthood.



**UNITED WAY**  
Kaw Valley

# FREQUENTLY ASKED QUESTIONS

## How much of my gift goes to services versus administrative costs?

**Our percentage of administrative and fundraising costs is currently 16.6 percent.** The Better Business Bureau and the IRS recommend that nonprofits spend **no more than 35 percent** on overhead. Charity Navigator, an independent charity evaluator to which United Way of Kaw Valley subscribes, states that the **most efficient charities spend less than 25% on fundraising and administrative fees.**

AT UWKV, we take pride in keeping all of our internal costs as low as possible, so that donor dollars are used efficiently and effectively to build strong, healthy and equitable communities. That being said, without thoughtful expenditures on support services, we couldn't raise the money we grant or otherwise help our staff do their jobs. **These expenses include the costs of fundraising, rent, communication, accounting, and management, as well as activities critical to our mission and to the larger nonprofit community, like volunteer coordination and training, capacity building, advocacy and cross-service collaboration and coordination.**

**UWKV carries a 4-star rating on Charity Navigator, the highest available.**



**BEST PRACTICE TIP: UWKV staff can help you find a great partner speaker.**

## NOTES



# MYTHBUSTERS

Mythbusters have been posted on our social media channels at different times. In general you can still share these, although some of the specifics (# of partners, etc.) may have changed.

## MYTH: "I can't designate my dollars."

**FACT:** We strongly believe donors should have a choice when making their gift. Donors have the ability to designate to all of our current grant partner agencies, as well as partner agencies that were at one time grant partners. If an agency no longer receives a grant from United Way, they remain on our list so that donors can continue to invest in their work.

See our current list of designation partners at [uwkawvalley.org/communitypartners](http://uwkawvalley.org/communitypartners)

Even if an agency no longer receives a grant from us, they remain on our designation list so that donors can continue to invest in their work.

The great thing about designated dollars? These dollars are unrestricted, and can be used by recipient agencies however they see fit! During the 2023 campaign, our donors collectively gave \$179,788.31 in designations to our partner agencies. You can see our current designation list here: [uwkawvalley.org/communitypartners](http://uwkawvalley.org/communitypartners).

Also, donor designations do not reduce the amount of total dollars our grant partners receive from United Way. (i.e. if an agency is receiving a \$100,000 grant from United Way, then receives \$20,000 in donor designations, they get all \$120,000!)

We're happy to allow our donors the chance to easily invest in our partners, along with our impact work. Together, these dollars help build a healthy and resilient community for everyone!

## MYTH: "I can only give through the workplace."

**FACT:** While many individuals know United Way through our workplace campaign, we offer many ways for individuals to invest in their community.

You can make an individual gift online at [UWKawValley.org/Give](http://UWKawValley.org/Give)

You can also join our Oliverius Society by committing to include United Way of Kaw Valley in your estate plan.

Individuals are also welcome to utilize other instruments such as IRA charitable distributions, gifts of stock, etc.

While your main focus as a campaign coordinator is your workplace campaign, it's always good to be able to explain United Way to your friends and family who don't work with you. Here are some basics about donating outside of a workplace campaign, or what we refer to as individual giving.

As a donor, there are more options than ever for you to invest in your community, and that's certainly true when it comes to United Way of Kaw Valley. While many people get to know us through workplace campaign, there are a variety of options available for you to invest in your community outside the workplace.

Whether it's an individual gift at [UWKawValley.org/Give](http://UWKawValley.org/Give), or utilizing a planned giving tool, we are proud to offer many ways to support a strong, healthy, and equitable community.

# MYTHBUSTERS

**MYTH:** "United Way of Kaw Valley is "just a middle man."

**FACT:** UWKV is so much more than a vehicle for donating donor dollars. Through our leading role as a community convener, the following is a sample of what has been made possible:

- Development of a centralized community database for volunteer opportunities
- \$12.9 million in economic impact over 10 years through volunteerism
- Convening weekly meetings of nonprofit agency partners to tackle the challenge of COVID-19
- Facilitating advocacy opportunities, including the founding of the Shawnee County Farm and Food Advisory Council

Mythbusters have been posted on our social media channels at different times. In general you can still share these, although some of the specifics (# of partners, etc.) may have changed.

United Way is so much more than "just a middle man!" From leveraging our expertise in volunteer engagement to convening agencies, businesses, and individuals to tackle our community's biggest challenges, we're working hard to build healthy and resilient communities.

Don't just take our word for it. Listen to our partners at the Topeka Rescue Mission as they talk about how they leveraged their United Way partnership into continued support for Operation Food Secure during the pandemic: [https://www.youtube.com/watch?v=9G1-\\_2\\_uQZo](https://www.youtube.com/watch?v=9G1-_2_uQZo)

**MYTH:** "I don't want my dollars to leave my community."

**FACT:** Money raised remains in the county where it was donated unless donors designate otherwise. 99% of donated dollars stay right here in the counties we serve (Shawnee, Jackson, Jefferson, and Douglas Counties).

We pay 1% of our revenue in dues to United Way Worldwide, which includes training and resources for staff and volunteers, to ensure we are serving our community in the best way possible.

We know donors face a lot of choices when looking to invest in their community. That's why we want to make sure you have access to accurate information about our organization, and how we operate.

Let's talk about a subject that is near and dear to us—where your money goes. 99% of our total donated dollars remain right here in the communities we serve. Only 1% of our total revenue each year is paid to United Way Worldwide in the form of dues. These dollars cover the cost of valuable training and resources for our staff and volunteers. The return on investment for that 1% is huge—highly trained staff and volunteers that have the best tools available to serve our community.

Have further questions? Heard a rumor that you were curious about? Email us at [contact@uwkawvalley.org](mailto:contact@uwkawvalley.org) and we'll be happy to provide you with accurate information.

# MYTHBUSTERS

**MYTH:** "United Way only serves residents in certain Zip Codes."

**FACT:** Needs exists in every Zip Code in our communities. That's why we're proud to partner with dozens of agencies to serve residents across all four counties that we serve.

Mythbusters have been posted on our social media channels at different times. In general you can still share these, although some of the specifics (# of partners, etc.) may have changed.

We know that need exists in every Zip Code in our community. That's why United Way services like 211 referral line, SingleCare Prescription discounts, and MyFreeTaxes.com are available to everyone. And our contributions to and coordination of Dolly Parton's Imagination Library in Shawnee County includes ALL Zip Codes.

When it comes to impact grants, we try to focus on the areas of the community with the greatest need, which sometimes means the geographic area might be smaller than the community at large.

All of our community partners that receive or have received impact grants also stay on our designation list, allowing donors to give directly to them through the workplace campaign process. Those partners serve our neighbors throughout our four counties.

# NOTES



# DONOR CHOICE

It's important for donors to have a choice in where their dollars go. The employee pledge form (both the paper version and in epledge) make many options available for donors. Below is information you can share with employees about how they can direct their contribution.

## **Community Impact Fund (Default)**

By default, a donor's dollars go to our Community Impact Fund, otherwise known as a general fund. These dollars not only support our grant-making, but also support our important work in strategic volunteer engagement, advocacy, and leading community collaborations. Examples of activities supported by the Community Impact Fund include:

- Our grants in Youth Opportunity, Financial Security, and Healthy Communities
- Maintenance of the KawValleyVolunteers.org website which connects individuals to volunteer opportunities throughout Shawnee County
- Community Navigation work to connect people to resources
- Professional development opportunities like Board Leadership Training and the Shawnee County Volunteer Expo
- Leading community collaborations, such as the Whole Family Work Group, which brings together dozens of agencies from across Shawnee County to collaborate and align our Whole Family work

## **Impact Area Designations**

Donors can choose to designate their gift to any of our impact areas (Youth Opportunity, Financial Security, and Health Communities), or to the Community Navigation program.

## **Dolly Parton's Imagination Library**

Donors can also make a gift to support Dolly Parton's Imagination Library in Shawnee, Jackson, or Douglas County. Through the Imagination Library, every child has access to one free book each month from birth to age five.

The program is completely free for any family to enroll. Local partner affiliates cover the cost of postage and books, along with match dollars from the state of Kansas.

## **Agency Designations (\$50 minimum investment)**

Donors have the option of designating their funds to any of the agencies listed on our designation list. The agencies on this list include agencies that are currently receiving funds or have formerly received grant funds from United Way.

## **Designations to Other United Ways**

Donors may designate their funds to any other United Way in the United States or even around the world. They can enter either the zip code or the name of the United Way they wish to designate to.

# CAMPAIGN PLANNING

## 1 CEO CONTACT



Involve your CEO in all initial planning. Discuss budget, corporate gifts and CEO involvement throughout the campaign.

## 2 RECRUIT & REACH OUT



Recruit a committee or cochaors to help set your timeline and budget, and design your campaign. Be creative! Identify your campaign activities and delegate tasks to your committee. Got a question? Need a great special event idea? Your United Way Campaign Ambassador is here to help!

## 3 SET GOALS



Consider setting a goal for total dollars raised or campaign participation. Setting goals is a great way to motivate your coworkers/employees. Not sure how to set a good goal? Reach out to your Campaign Ambassador or UWKV staff for help!

## 4 HAVE FUN RUNNING YOUR CAMPAIGN



Share information with employees early to build excitement for the campaign. Distribute campaign materials and host a United Way speaker. Engage your coworkers/employees with fun AND meaningful activities, prizes and volunteer opportunities.

## 5 REPORT AND THANK



Announce your final results to your organization and UWKV as soon as you can, and don't forget to thank everyone who made your campaign possible! Compile all donation information and complete your Campaign Envelope before contacting your Campaign Ambassador for pick-up.

# 5 STEPS

*to a successful campaign*

Our Campaign Dates	
Our Campaign Goals	
Our Team Members	
Campaign Ambassador	

# APPENDIX

## Communication Templates

### **Kick-Off Email:**

Hello!

Welcome to the United Way of Kaw Valley campaign at x company! As you know, at (company), we care deeply about (statement about company community goals). That is why we are proud to support the work of United Way of Kaw Valley. You can learn more about United Way's work here: (link to campaign video or our website)

This week you'll have the opportunity to learn more about United Way's work in our community, as well as make a financial pledge in support of their work. We'll also get to have some fun thanks to some special activities that have been organized throughout the week.

The goal for our campaign this year is (GOAL). If we hit that goal (and I'm sure we will!), then (incentive).

I hope you'll join me in supporting United Way's fight for healthy and resilient communities!

Company Leader

### **Mid-Campaign Email (General):**

Hello!-

Thanks to everyone that has contributed so far to our United Way of Kaw Valley campaign!

Every dollar raised is going to make a difference in the lives of kids, parents, seniors, and more in our community. Your dollars will help people like (insert success story here- ask UWKV staff to provide success story).

Our campaign ends on DATE. Will you consider joining me in making a gift in support of United Way's work in our community? Don't forget...(incentives or other reminders about campaign events)

Thank you!-

Company Leader



# APPENDIX

## **Communication Templates (Cont'd)**

### **Mid-Campaign Email (ALICE Themed):**

Hello!-

Thank you to everyone that has contributed so far to our United Way of Kaw Valley campaign!

One of the powerful ways your dollars make an impact through United Way is by supporting ALICE households. ALICE stands for Asset-Limited, Income-Constrained, and Employed. These are families and individuals working hard, but still struggling to afford the basics like housing, childcare, food, and transportation. These are often our neighbors, coworkers, or friends who fall just above the poverty line but still can't make ends meet.

Your dollars are an investment in support and stability for ALICE families, which account for 27% of households in Shawnee County.

If you haven't had a chance to donate yet, there's still time! Every gift, no matter the size, makes a difference. Together, we can ensure that more people in our community have a chance to thrive.

Thank you!-

Company Leader

### **Wrap-Up Email:**

Hello!

THANK YOU for investing in your community! Because of you, we raised (Dollar amount)! That's enough to (impact statement- can get from UWKV staff).

We know our organization grows stronger when our whole community is strong. Your dollars are going to work to build a strong, healthy and equitable community for everyone. To stay connected with volunteer opportunities throughout the year with United Way, be sure to check out [KawValleyVolunteers.org](http://KawValleyVolunteers.org). Volunteering is a great way to build on the work we've done through our campaign.

Thank you for your investment of time and treasure in this year's campaign!-

# APPENDIX

## Communication Notes

- **Think about who is sending your communication-** who will it mean the most coming from? Your CEO? Another corporate leader?
- **Make your employees the hero!** Use “you” language as often as you can, talk about the impact “you” can make
- **Use Multiple Channels-** Combine email, intranet posts, flyers, staff meetings, and social media to reach everyone.
- **Lead with Impact!** Share compelling stories or statistics that show how United Way makes a difference –especially local examples (like ALICE or community programs).
- **Thank Often, and Publicly-** Recognize participation throughout the campaign–not just at the end–and personalize your appreciation whenever possible.
- **Utilize UWKV Ambassadors and Staff-** Need a compelling story or statistic for your email? Looking for another set of eyes to review your messaging? Your Campaign Ambassador and UWKV staff are always available to help!

## Special Event Ideas

Special events are a great way to build excitement for the campaign, as well as generate extra dollars! Events should not take attention away from pledging, but act as a way to supplement the overall campaign.

See the attached Special Event Appendix for ideas, and don’t forget to check the Campaign Toolkit for virtual event ideas If needed. As a reminder, Campaign Ambassadors and staff are always available to assist with the logistics of your events.



# THANK YOU!



**UNITED WAY**  
Kaw Valley

Creating and cultivating an  
unbreakable network of  
support.

Topeka Office  
1527 SW Fairlawn Rd  
Topeka, KS 66604  
785.273.4804

## CONNECT:

-  @UWKawValley
-  @UWKawValley
-  @UWKawValley
-  @United Way of Kaw Valley
-  United Way of Kaw Valley
-  [UWKawValley.org](https://UWKawValley.org)

