

2017 Coordinator Guide

State and University Employee, Milwaukee
Partners in Giving



Department Requests:

Offer Leadership Support by the following:

- Give to the campaign and set the example
- Assign a campaign coordinator
 - If a department over 50 staff members or in multiple locations, identify a team to assist coordinator (Best practice is one coordinator for every 50 staff members)
- Support your campaign coordinator and campaign team
- Determine goal

Campaign Coordinator Responsibilities

- Attend training
- Attend weekly meetings
- Communicate during campaign
- Support Online Auction by getting donations from your department and contacts and promoting the auction to co-workers
- Present at a department meeting and/or mini- meeting
- Ask every employee personally - #1 reason people don't give is they were not asked
- Push Online Giving
- Plan a special event
- Make it fun
- Hang posters, utilize other marketing techniques and tips

Contact Information:

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Campaign Background

Milwaukee Partners in Giving (State and University Combined Campaign) is an annual Workplace Giving Campaign which benefits various charities both locally, nationally, and internationally. Each State agency/department within the Milwaukee area, Madison and Statewide employees runs separate campaigns. You are part of the Milwaukee Partners in Giving.

Umbrella Group Charities Represented

1. America's Best Charities
2. America's Charities
3. Community Health Charities
4. Community Shares of Greater Milwaukee
5. EarthShare Wisconsin
6. Global Impact
7. Hunger Relief Fund of Wisconsin
8. Neighbor to Nation
9. United Performing Arts Fund
10. United Way of Greater Milwaukee and Waukesha County
11. Wisconsin Environmental Education Foundation

Did You Know?

- The #1 Reason people do not donate is because they were never asked
- Remember, you are not asking for yourself, you are asking for someone less fortunate
- Most charities have costs to fundraise. Milwaukee Partners in Giving allows them to reach state wide employees without those costs
- Most popular way to give: **Online**

Important Dates

Training:

September 20th

3:00-4:30

United Way

Campaign Dates:

October 9th-November 30th

History of the Campaign-2016 Results

Dollars Raised

\$159,578

Participation

7.5%

BE THE CHANGE AND VOLUNTEER

State Results

2016



Special Events	29 Leadership Donors
\$7,315	\$1,200+
5% of overall giving	40% of overall giving

7.5% Participation



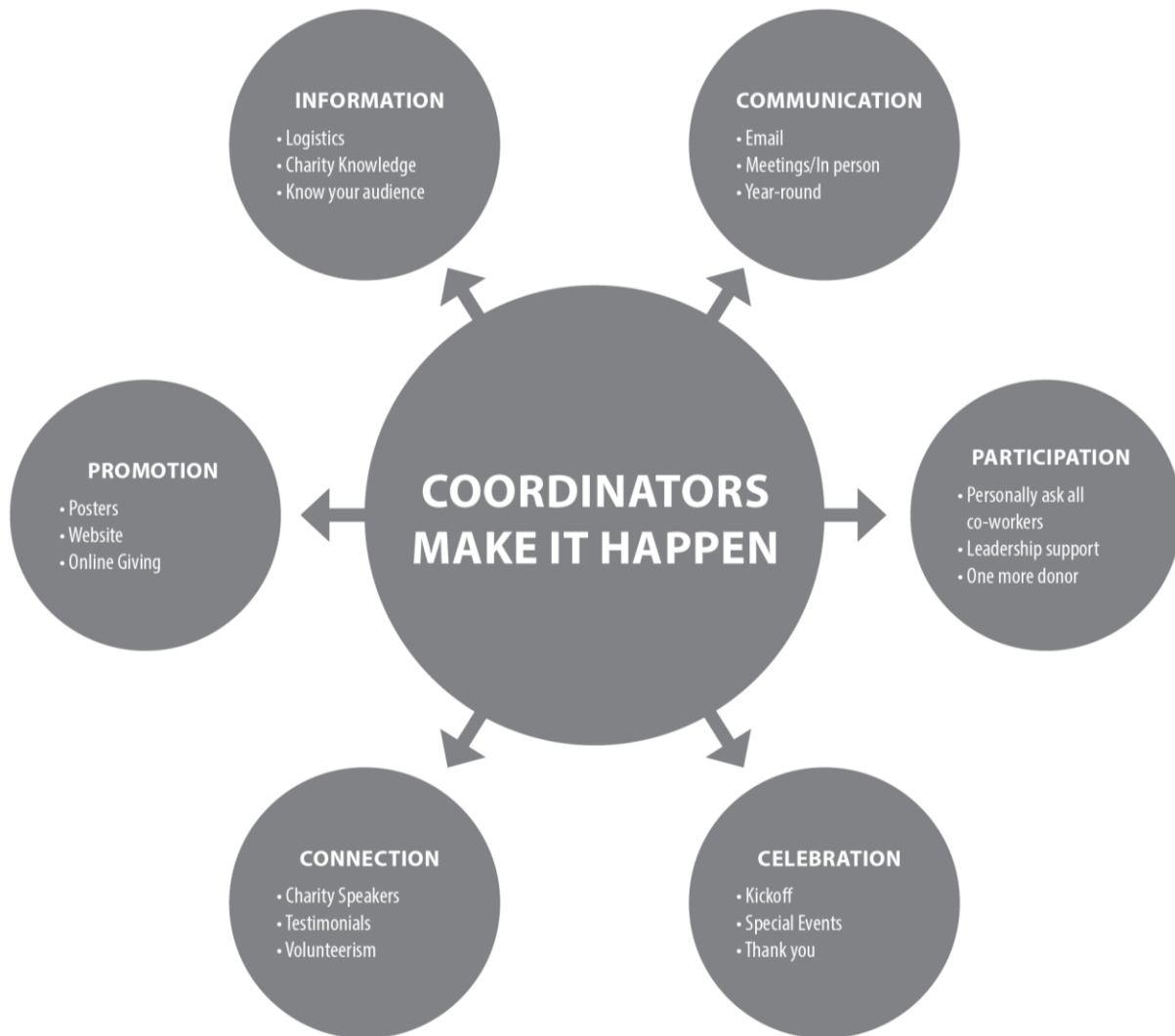
Coordinator's Role

Duties

- Plan, coordinate, and promote the campaign
- Implement best practices
- Motivate donors and provide them opportunities to give
- Encourage Online Giving

Benefits

- Showcase leadership and project management skills
- Promote networking opportunities with colleagues at various levels of your organization
- Create a positive impact in the community
- Increase personal knowledge about community issues and the value of giving



BE THE CHANGE AND SAVE ANIMALS

BEST PRACTICES

1. **Gain leadership support and engagement**
Although campaigns are employee driven, the best campaigns have leadership support and encouragement from the top.
2. **Organize and Promote**
Timeframe, routine, and communication are key. Choose promotion methods that are best suited to your workplace culture and ensure information about upcoming events and updates on the campaign's progress are pushed out.
3. **Use your skills**
Do what you do best. Consider a product or service that you offer that can be used to help others and make that a focus of the campaign.
4. **Stay at work**
There are plenty of organizations that can provide onsite volunteering. This means your employees can contribute to the campaign, without having to take extra time away from the office.
5. **Connect to the charities**
Charity speakers are effective and inspirational. A five to fifteen minute speech in a workplace can shift opinions and motivate. Consider an agency fair where a group of charities attend the kickoff event or set up a table during lunch.
6. **Make it fun**
Use themes, special events, food, and incentives to increase reception and appeal of giving. No prize is too small, "jeans day," VIP parking, and gift cards are all great incentives.
7. **Foster year round engagement**
Share stories and volunteer opportunities all year long. Hold a special event outside of the campaign cycle.
8. **Report results and acknowledge participants**
Share your campaign results. Send out a post-campaign survey to help improve next year's campaign. Thank everyone who gave or helped you.

Only have 60 seconds? Be an efficient advocate:

- The Combined Giving Campaign recruits people and organizations who bring passion, expertise, and resources needed to get things done.
- The Combined Giving Campaign is both efficient and powerful, investing nearly 92 cents on every dollar; well above the national average.
- The Combined Giving Campaign is not a short term investment; this is about lasting change.

BE THE CHANGE AND HELP THE ELDERLY

Special Event Ideas

The goal for a special event is to encourage participation, promote enthusiasm and generate interest in your employee giving campaigns. The following ideas have been used successfully at other workplaces. Start early to plan new initiatives or set new themes. Take advantage of office communications to publicize your special events. Please contact any federation or charitable organization for more ideas and support. They may be willing to help you sell during a bake sale if you are unable to leave your work space. We can also provide incentives/prizes to help make these more successful. Contact Kathy Miller; 414-263-8150 for more suggestions or help.

- **Giving Fridays**
For one month, have a special Friday dress up/down day.
- **Bake/Treat Sale**
Put the treats on a cart and deliver desk-side so no one has an excuse!
- **Media Resale (books, movies, CDs)**
Have co-workers donate things they don't want anymore and sell in a common area.
- **Prize Drawings**
These can be for the folks who turn their pledges in the first week, for the end of the campaign, etc. Ask your Area Leader or Loaned Executive what they have available for prizes.
- **Ethnic Potluck**
Taco Tuesdays, Pasta Party, etc. Or make it international and have a variety.
- **Ice Cream Social/Root Beer Floats**
Make it easy and fun. Everyone needs an afternoon break!
- **Marshmallow Golf**
Who can hit the marshmallow the farthest in the parking lot or hallway?
- **Candy Jar**
Fill a jar with candy and collect \$1 for every guess. Whoever is the closest receives the jar.

The sky's the limit on what you can do. You will be pleasantly surprised how just one special event can help you reach and exceed your goal. Make it fun! Remember to put all the proceeds of your special event on line "C" of the Report Envelope.

BE THE CHANGE AND SPREAD THE LOVE

Online Giving

We encourage state employees to **give online**. Pledging online keeps a “real time” record of the giving and saves money for the campaign. Online giving is the most popular way to give.

Coordinator’s Role

Encourage all of your co-workers to give online this year. Utilize the book marks to help advertise Online Giving. Put them in the break rooms, mail boxes, co-workers’ desks, etc.

How to Give Online

1. Go to **www.mkegiving.org**
2. Follow the steps to register and pledge
3. Choose your workplace location
4. Search for charities of your choice
5. Choose method of payment: credit card or payroll deduction

Why Give Online?

1. **Fewer errors** occur without handwritten forms
2. **No math required.** The computer does it all
3. **Eco-friendly** process means less printing and that more money goes directly to the charities
4. **Better efficiency.** Reduced data entry means less time spent compiling paper forms and saves on overall campaign expenses
5. **Credit card option** exists for a one time donation using VISA, MasterCard, or Discover
6. **Confidential** submission ensures your coordinator knows you pledged online, but not how much
7. **Convenience.** Pledge what you want
8. **Safe online payment** on a secure site
9. **Quick.** Pledge and submit
10. **Easy** thanks to intuitive page navigation and simple instructions

www.mkegiving.org

BE THE CHANGE AND FIGHT HUNGER

What Your Dollar Can Do

Dollar Menu

\$1 per pay period has the following impact

Education

- Gives 1 book to 52 children in poverty
- Fund a child's school fees for 1.8 months
- Provides 1 youth with computer-skills training
- Allows 1 child to attend a swimming lesson and gain water safety knowledge
- Allows 2 hours of homework help

Health

- Provides lifesaving antibiotics to 435 children
- Provides a hygiene kit to help 52 men and women in homeless shelters
- Funds an information packet for parents who have a child with disabilities
- Funds 26 measles vaccinations

Environment/Animal Welfare

- Helps preserve water resources, natural areas, and working lands
- Removes 60 pounds of trash from a beach
- Protects 1/2 an acre of tropical rainforest
- Feeds one endangered Falcon for 10 days
- Funds 5.2 vaccinations for dogs and cats

Hunger

- Supplies a family of four with all meals for one day
- Provides 13 breakfasts to help children start the school day off right
- Supplies 260 hungry children with one meal
- Provides \$208 worth of groceries to feed hungry families, thanks to the buying power of food banks

Items of Equivalent Cost

- 26 candy bars from the vending machine
- 2 six packs of beer
- 17 packs of gum
- 26 items off the McDonalds dollar menu

What will your dollar do?

Donate at
MkeGiving.org

BE THE CHANGE AND SAVE THE PLANET

How to Complete a Pledge Form

Sample form on the following page

1. Provide your information

Print your personal information. Please print legibly. Sign if you select payroll deductions.

2. How do you wish to give?

With the paper pledge form, you may donate by payroll contribution, cash, or check. Credit card payment is acceptable for online donations only.

Use line 1 to make a payroll contribution. Contributions will begin with the first pay period of January 2018.

If you wish to donate cash, use line 2. If you wish to donate with a check, use line 3. Make checks payable to "United Way—Fiscal Agent."

3. Acknowledge name release

Your information will be provided by April 1st to the agencies, and only the agencies, designated on your pledge form unless you check the box asking the campaign not to release your name.

4. How would you like to help?

You can decide how your contribution is allocated by directing your gift to any combination of umbrella groups, individual charities, or the overall campaign.

- Use box **A** on the pledge form to contribute to one or more federations. Specify the amount(s) on the appropriate lines.
- Use box **B** to make a contribution to an agency listed in the donor brochure.
- Use box **C** to make a general contribution to all federations.

BE THE CHANGE AND SUPPORT EDUCATION

2017 MILWAUKEE PARTNERS IN GIVING

State and University Employees

Please Print

LAST NAME FIRST NAME DEPT. CODE EMPLOYEE I. D.

1 Your Signature and Today's Date

SIGNATURE DATE EMAIL (optional)

STREET ADDRESS CITY STATE ZIP

2 How do you wish to give?



A. Payroll Deduction (Begin with the first paycheck in January 2018)

\$ _____ x _____ = \$ _____
Amount Per Paycheck Number of Paychecks

B. Cash (attach) _____ \$ _____

C. Check (payable to United Way-CMO) \$ _____

TOTAL DONATION \$ _____
(must equal the total of all amounts in part 4)

Thank You!

3 Name Release/Acknowledgement

Your name will be provided to designated agencies, unless you check the box below:

Please DO NOT release my name to any designated agencies.

4 How do you want to help?

Please designate where your donation should go to support vital human services. You may donate to any combination of the following:

- one or more specific federations under Part A or
- one or more specific agencies under Part B or
- all federations under Part C

A. Federations Enter the total annual amount for each group.

	America's Charities		Independent Charities of America
0400	\$ _____	0200	\$ _____
	Community Health Charities		Neighbor to Nation
4200	\$ _____	0500	\$ _____
	Community Shares of Greater Milw.		United Performing Arts Fund
4600	\$ _____	4500	\$ _____
	EarthShare		United Way of Greater Milwaukee & Waukesha County
0900	\$ _____	3000	\$ _____
	Global Impact		WI Environmental Education Foundation
0300	\$ _____	1000	\$ _____
	Hunger Relief Fund of Wisconsin <small>(Administered by Hunger Task Force, Inc)</small>		
0700	\$ _____		

B. Specific Agencies Enter the code number and the total annual amount for each agency of your choice.

CODE #	CODE #
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____

C. General Contribution Enter the total annual amount you want distributed among all federations.

\$ _____

No goods or services were provided in exchange for this contribution. Keep a copy of this form for your tax records. Payroll deduction pledges also require a copy of your pay stub or other employer document showing amount withheld. Consult your tax advisor for more information.

Add Designations A, B and C → \$ _____

(must equal total donation in part 2)

TOTAL DONATION

Online Giving Now Available: mkegiving.org

BE THE CHANGE AND HELP A NEIGHBOR

How to Complete a Report Envelope

Sample report envelope on the following page

2. Submit payroll office information

Please make copies of all donors that have selected payroll deduction and send to your payroll offices. If your payroll office is at a different location, please specify correct address.

4. Provide total number of employees

Specify the total number of employees (full-time, part-time, etc.)

5. Add pledge total

Please ensure cash or checks are securely paper clipped to the donor's pledge form, not stapled.

A. Tally the total number of non-payroll donations (cash, check, credit card) and the total dollar amount

B. Tally the number of payroll pledges and the total dollar amount

C. Tally A and B

D. Tally total dollar amount from any special events

E. Tally C and D

6. Specify report prepared by

Please provide the information of the person who prepared the envelope.

Attention:

The Loaned Executive or board member cannot pick up the envelope unless it is completed and sealed. When the Loaned Executive picks up the envelope, he or she will sign and date over the seal, as will the Coordinator or person giving the envelope to the Loaned Executive.

The Coordinator will make and retain a copy of the front of the envelope.

BE THE CHANGE AND GIVE HOPE TO OTHERS

Envelope# _____ of _____

Employees' Combined Giving Campaign Report Envelope

<small>for UWGM use only</small>			FISCAL AGENT: United Way of Greater Milwaukee 225 West Vine Street Milwaukee, WI 53212-0971 P 414.263.8100 www.unitedwaymilwaukee.org	Andar # _____	<small>for UWGM use only</small>	
City 816033	County 816330	MPS 816082		ENVELOPE TYPE		<small>for UWGM use only</small>
Other 837591	SECC 816066	MATC 816132		A W		

PLEASE COMPLETE ITEMS 1 THRU 6

for UWGM use only
Acct #: _____ → **2** Please enter payroll statement address (if different than #1)

1 Name and Address

Contact Person _____

Address _____

City, State _____

Zip+4 _____

3 Is this your FINAL Campaign Report? Yes No **4** Total employees (not FTEs) at organization _____

→ **5** Contributions Enclosed **DO NOT** include previously reported pledges.

Type of Contribution	Number of Donors	Total Amount Pledged	Payment Enclosed
A. Cash and Checks			
B. Payroll Deductions			
C. Special Event			
D. GRAND TOTAL (Add lines A thru C)			

→ **6**

Report Prepared by (PLEASE PRINT) _____ Signature _____

Telephone No. _____ Date _____

Picked up by (please print) _____ Date _____

PLEASE RETURN ALL WHITE COPIES OF PLEDGE CARDS AND CASH OR CHECKS IN ENVELOPE. THANK YOU!

for UWGM use only

A: ____/____/____ I: ____/____/____ E: ____/____/____ C: ____/____/____

SM 415

BE THE CHANGE AND HELP A FAMILY

2017 REPORT CARD

Name: _____ Phone Number: _____

Department: _____ Email: _____

Campaign Challenge	Letter Grade
Attended in-person training	
Promote campaign in your department	
Promote Online Giving option to co-workers	
Introduce the campaign at a department meeting or mini-meeting	
Invite an agency speaker to a meeting	
Make an individual ask to each staff member	
Increase participation rate from 2016	
Meet 2017 department goals	
Make campaign fun (special events, promotions, etc.)	
Thank all donors	
Keep your Loaned Executive informed about your campaign and ask for help if needed	
Total Number of A's:	

Return by end of campaign to kmiller@unitedwaygmwc to be in a drawing for special recognition and prizes!

BE THE CHANGE AND HELP OTHERS

Name	Agency	Email	Phone
AnnMarie Alvarez	WI Dept. of Revenue	annmarie.alvarez@wisconsin.gov	414-227-4982
Ursula Borowiak	Dept of Workforce Development	ursula.borowiak@dwd.wisconsin.gov	608-224-2800
Mary Cayan	State Public Defender	cayanm@opd.wi.gov	414-227-4764
Keri L Duce	UWM	klduce@uwm.edu	
Fatima Haagensen	Department of Transportation	fatima.haagensen@wisconsin.gov	414-769-5711
Sherron Harris	DHS- Miles	Sherron.harris@dhs.wisconsin.gov	414-289-5728
Kathy Manske	Dept. of Corrections	katherine.manske@wisconsin.gov	414-467-1106
Kevin Joseph Oconnor	UWM	kjoc@uwm.edu	
Kelly Podrug	WI Dept. of Revenue	Kelly.podrug@wisconsin.gov	414-227-3880
Cheryl Quinn	WI Dept of Children & Families	cheryl.quinn@wisconsin.gov	414-302-6170
Angelique Richards	DOC	Angelique.richards@wi.gov	414-229-0550
Brooke Robinson	WI Dept. of Natural Resources	Brooke.Robinson@Wisconsin.gov	414-263-8535
Denise Sampson	DWD Vocational Rehab	Denise.Sampson@dwd.wisconsin.gov	414-389-6469
Dawn Stachowiak	State Public Defender	stachowiakd@opd.wi.gov	414-266-1180
May Vang	WI Dept. of Natural Resources	may.vang@wisconsin.gov	414-263-8565

BE THE CHANGE AND MAKE THE WORLD A BETTER PLACE