

## **The Who, What, Where, When and How of the Campaign**

**WHO:** The campaign helps various charities throughout Milwaukee, Wisconsin, nationally and internationally through America's Charities, Community Health Charities of WI, Community Shares of Greater Milwaukee, EarthShare Wisconsin, Global Impact, Hunger Relief Fund, of Wisconsin, Independent Charities of America, Neighbor to Nation, United Performing Arts Fund, United Way of Greater Milwaukee and Wisconsin Environmental Education Foundation. All the charities are vetted in Madison annually to assure they comply with regulations.

The Milwaukee Partners in Giving Board meets monthly to plan the campaign, training, marketing, budget control and special events.

United Way of Greater Milwaukee is the campaign's fiscal agent and completes an annual audit as well as adheres to campaign controls regarding accounting practices and regulations.

Coordinators are the backbone of the campaign and are the reason the campaign is successful. One on one asks by peers is the most effective fundraising model.

**WHAT:** An annual Wisconsin State employee workplace giving campaign.

**WHERE:** Each State agency/department within the Milwaukee area. Madison and Statewide employees run separate campaigns.

**WHEN:** Annually. In 2014 the campaign runs October 6 – November 21. Year round fundraising and awareness is encouraged.

**HOW:** Review this guide for information that will be helpful in running a successful campaign.

Check our new and improved website at [www.mkegiving.org](http://www.mkegiving.org) for additional information and resources.