

**TO  
MOVE  
FORWARD  
YOU  
HAVE  
TO  
GIVE  
BACK**



**MILWAUKEE PARTNERS IN GIVING  
2019 STATE EMPLOYEE GIVING CAMPAIGN**

**MILWAUKEE PARTNERS IN GIVING  
COMBINED GIVING CAMPAIGN  
2019 COORDINATOR GUIDE**



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# WHAT IS THE MILWAUKEE PARTNERS IN GIVING CAMPAIGN?

The Milwaukee Partners in Giving Campaign is a volunteer driven combined giving campaign through which State of Wisconsin employees based in the greater Milwaukee area can give to one or many of their favorite charitable organizations and causes. This partners the efforts of 11 umbrella groups and hundreds of local, national and international charities to host 1 campaign each year to make 1 combined ask for support each year.

*The Milwaukee Partners in Giving Campaign is....*

## SELECTIVE

Each organization listed on the campaign brochure is a 501c3 charitable organization and is regularly reviewed by the umbrella organization/federation it is connected with as well as reviewed by a State of Wisconsin panel annually. You can have confidence that your gift is going to the programs and causes you intend them to.

## SIMPLE

On just one pledge form or with a few quick clicks of the mouse, you can give to as many organizations as you like! With hundreds of options to choose from, you can choose to give 1 time through check, credit card (online only) or the very convenient payroll deduction, which will automatically divide your donation up and take out of your paycheck throughout the year. Take care of all of your yearly giving in 1 stop!

## STREAMLINED

By combining efforts into a single campaign, the participating charities save time and money! Because workplace campaigns are planned largely by employees, overhead costs are much lower. This means more donor dollars can go directly to the critical work these charities are doing in our communities.

## SUCCESSFUL

In the past 10 years the Milwaukee Partners in Giving Campaign has raised over

**\$2.1 million** for our community causes and members who need it most!

# WHICH CHARITIES ARE ELIGIBLE TO PARTICIPATE?

The Milwaukee Partners in Giving Campaign includes 11 federations:

## Local/State Umbrella Groups



These



## National/International Umbrella Groups



These federations and the programming they offer are eligible to receive donations, as are the charities they are affiliated with or provide funding to. On the charity listing, each umbrella organization presented, directly followed by the charities affiliated with them.

All charities must apply through the State- and therefore, only the charities listed are eligible to receive donations.

## WHEN DOES THE CAMPAIGN TAKE PLACE?

This year's campaign runs: **Monday October 7<sup>th</sup>-Friday November 15<sup>th</sup>.**

Your department may choose to run your campaign anytime in this time frame, depending on what you think individuals in your department will best respond to.

Many campaigns find the most success with a 1 week long campaign, which provides enough time to share information, plan special events, and collect pledges. Others choose the full campaign time frame due to department size and schedules. Some campaigns have found success with a "One and Done!" 1 day campaign format.

There is no one size fits all- each department can decide for themselves what they feel employees will best respond to.

*The online donation site will be open through the end of November to capture any late donors. If a new employee start after the campaign begins but before December 1<sup>st</sup> and would like to contribute- please allow them to fill out a paper pledge form. We're happy to come pick it up.*

## HOW MUCH DO WE WANT TO RAISE THIS YEAR?

The collective goal for the Milwaukee Partners in Giving Campaign is:

**\$152,000 and 550 donors**

# WHAT DOES A COORDINATOR DO?

Having a strong coordinator (or coordinators) at a workplace is one of the most important factors in the success of a campaign. Coordinators are employees within a department that will lead the charge in educating their co-workers about the campaign, planning any campaign related special events, distributing campaign materials and collecting pledges and making sure they are submitted at the end of the campaign.

# HOW DO I SPREAD THE WORD?

Please look over the Coordinator Checklist (pg. 6) for common tasks a coordinator will complete before, during and after a campaign.

There are a number of ways to spread the message about the campaign with your co-workers.

1. **Print Materials:** In your packet you will have campaign posters, charity flyers, and pledge forms. These can also be found on the Milwaukee Partners in Giving Campaign website in the event that you need additional materials.
  2. **Email:** Sending a message through email allows you to reach the largest number of people, as well as include pictures, video links and the link to the online donation site. You can find templates for emails on the campaign website.
  3. **Face to Face:** Whether in a full staff meeting or one on one, the MOST effective way to spread the message about the campaign is to share the information in person. You can also choose to invite a speaker from one of the charities to speak at a staff event about what the employee giving campaign contributions allow their organization to accomplish.
- Milwaukee Partners in Giving Campaign Website- [www.mkegiving.org](http://www.mkegiving.org)
  - Direct Giving Site- <https://givingnexus.org/secc/>

# HOW DO I PLAN A CAMPAIGN? COORDINATOR CHECKLIST

<b><u>BEFORE THE CAMPAIGN</u></b>	✓
Attend a training session	
Review Coordinator Guide- ask any questions you have before campaign begins	
Educate yourself about what the participating organizations do in the community	
Check the Milwaukee Partners in Giving Campaign website for templates, ideas, special events and more	
Secure Leadership support	
Recruit a helper or a team to assist you	
Schedule a speaker, volunteer activity or kickoff/special event	
Promote the campaign, goals, schedule of events in advance to generate campaign buzz	
Promote State wide events that employees can participate in	
<b><u>DURING THE CAMPAIGN</u></b>	✓
Send a campaign letter or email on kickoff day with link to donor site	
Distribute materials, pledge forms and hang posters	
Ensure every individual gets asked to donate personally	
Conduct special events	
Monitor and share progress towards your goals	
Answer campaign questions from co-workers, reach out if you need assistance	
Keep the campaign alive by sharing successes, stories and photos with your departments and other coordinators	
<b><u>AFTER THE CAMPAIGN</u></b>	✓
Make a last call for pledges	
Collect pledges and special event money (ideally within 1 week after end of campaign)	
Fill out and seal report envelope, request envelope pick up from Loaned Executive	
Send completed payroll deduction pledge forms to your payroll department	
Announce department results and State campaign results to your whole team	
Thank donors and everyone who helped with the campaign	
<i>Consider year round engagement through speakers and/or volunteer activities</i>	



# HOW DO I ASK FOR CONTRIBUTIONS?

- Ask face to face- handing a pledge form to someone personally is more effective than leaving it in a mailbox or on their desk. It also allows you an opportunity to share information and answer any questions they have.
- Ask those who you know already give first, their continued participation will help build momentum as you share the department total.
- Ask everyone to respond/fill out a pledge form- even if they choose not to give. This way you won't have to continue to reach out to someone who is making the choice not to give.
- Highlight the "fair share" donation option/table listed on the campaign flyer for those unsure of how much to give.
- Highlight the number of causes available to give to. From education and animal rights, to the arts and environment- there are hundreds of options available.
- Promote payroll deduction. It can be easier for some to give in small consistent amounts rather than one large donation at one time.
- Promote online giving. It gives access to the most information for donors and is a faster more convenient way to give (and also allows 1 time credit card donations).
- Giving site link: [https://givingnexus.org/\\_secc/](https://givingnexus.org/_secc/)
- Review common concerns and questions in case anyone addresses giving concerns with you.
- If someone doesn't want to pledge- perhaps they will participate in a special event or help you plan an activity. A "no" to pledging doesn't always mean "no" to participating in any capacity.
- Don't take a "no" personally- thank them for their time and response

# HOW DO I COLLECT CONTRIBUTIONS?

Some campaigns run 100% online, some run with 100% paper pledges, but most have some of both per donor preference or the logistics of your department. You will know best how your department will best respond. You will be provided with both paper pledge forms and a report envelope when you meet with your Loaned Executive (LE) or attend training to discuss the upcoming campaign. Please see a copy of the paper pledge form on page 9.

- In communications with your employees, please provide them with a link to the online giving site as well sharing that paper pledge forms are available as well. Copies of the pledge form can be found on the campaign website as well. Be clear about the date any pledge forms should be submitted and whom they should be given to.
- If you run an online campaign, all results will be sent to you to forward to your payroll department following the end of the campaign.
- Make copies of all paper pledge forms and submit these to your payroll department.
- Complete all fields on the report envelope to the best of your ability/knowledge. Only report on the actual paper pledges/cash/checks included in the envelope. No pledges submitted online should be included on the report envelope submitted (the processing office already has these pledges recorded as they are being submitted). If you'd like an update on online pledge totals as the campaign is taking place, your LE can provide this for you or you can check the donor site.
- Most campaigns will only submit 1 report envelope. However, if you have large amounts of cash coming in at different points throughout the campaign and would be more comfortable having this picked up, please notify your LE and they will pick up completed envelopes and drop off blank ones as many times as you need them.
- Please make sure the envelope is sealed and you sign over the seal for security purposes and keep in a secure location until a representative picks up the envelope.
- Please find an example of a fully completed envelope on page 10.

# PAPER PLEDGE FORM

## 2019 MILWAUKEE PARTNERS IN GIVING

State and University Employees

Please Print

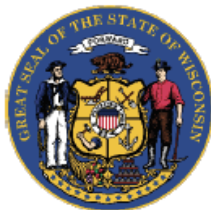
LAST NAME FIRST NAME DEPT. CODE EMPLOYEE I.D.

### 1 Your Signature and Today's Date

SIGNATURE DATE EMAIL

STREET ADDRESS CITY STATE ZIP

### 2 How do you wish to give?



#### A. Payroll Deduction (Begin with the first paycheck in January 2020)

\$ \_\_\_\_\_ 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		America's Best Charities
0400	\$	0200	\$
	Community Health Charities		Neighbor to Nation
4200	\$	0500	\$
	Community Shares of Greater Mtlw.		United Performing Arts Fund
4600	\$	4500	\$
	EarthShare Wisconsin		United Way of Greater Milwaukee & Waukesha County
0900	\$	3000	\$
	Global Impact		WI Association for Environmental Education
0300	\$	1000	\$
	Hunger Relief Fund of Wisconsin (In partnership with Hunger Task Force, Inc.)		
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 amount in part 2)

**TOTAL DESIGNATIONS**

LEARN MORE or GIVE ONLINE: [www.mkegiving.org](http://www.mkegiving.org)

# EXAMPLE ENVELOPE

Envelope # 1 of 1

## Combined Giving Campaign Report Envelope

for UWGMWC use only

City 816033 County 816330 MPS 816082  
Other 837591 SECC 816066 MATC 816132

**FISCAL AGENT:**  
United Way of Greater Milwaukee  
& Waukesha County  
225 West Vine Street  
Milwaukee, WI, 5322-0971  
P 414.263.8100  
UnitedWayGMWC.org

for UWGMWC use only  
Andar Envelope #

ENVELOPE TYPE **A M W**

### PLEASE COMPLETE ITEMS 1 THRU 6

for UWGMWC use only  
Acct #:

**1** Name and Address

BaySide High School  
1640 Riverside Drive  
Milwaukee, WI 53202

**2** Please enter payroll statement address  
(if different than #1)

Regina Phalange  
Contact Person  
4 Priet Drive  
Address  
Milwaukee, WI  
City, State  
53202  
Zip+4

**3** Is this your FINAL Campaign Report? ☒ Yes ☐ No

**4** Total employees at organization 40

**5** Contributions Enclosed **DO NOT** include previously reported pledges or online pledges.

Type of Contribution	Number of Donors	Total Amount Pledged		Payment Enclosed	
<b>A. Cash and Checks</b>	10	\$ 5,000	50	\$ 5,000	50
<b>B. Payroll Deductions</b>	25	\$ 10,500	75		
<b>C. Special Event</b>		\$ 2,200	00	\$ 2,200	00
<b>D. GRAND TOTAL</b> (Add lines A thru C)	35	\$ 17,701	25	\$ 7,200	50

**6** Michael Scott  
Report Prepared by (PLEASE PRINT)

Signature

(414) 555-2868  
Telephone No.

10/31/18  
Date

Art Vandelay  
Picked up by (PLEASE PRINT)

11/1/18  
Date

PLEASE RETURN ALL PLEDGE FORMS, CASH AND CHECKS IN ENVELOPE.  
**THANK YOU!**

for UWGMWC use only

A:    /    /   

I:    /    /   

E:    /    /   

C:    /    /   



# WHAT ARE SOME TALKING POINTS?

The focus of our messaging for this year is that:

1- Small gifts have big impact

2- Do what you can, where you can.

3- Give to what moves you.

The below talking points can be incorporated into your communications with your co-workers as you share this year's campaign information in support of those focus points.

- Last year the Milwaukee Partners in Giving Campaign raised \$147,131.75 through the support of 402 employees who donated. This year we're aiming for \$152,000 and 550 employee donors.
- Look at the [mkegiving.org](http://mkegiving.org) for success stories and videos from the charities participating.
- Though each of the participating federations and the charities they fund serve different community members and causes- they all have 1 common goal, which is the same as ours- to provide a community where everyone has access to what they need to live their best life. We know that a community where everyone has what they need is a stronger community that we all benefit from.
- There are so many elements of our daily world that are out of our control, but we can control how we show we care about our community and the people in it. One way to do this is to invest in a charity in our community that you feel is doing important work to help others and create positive change.
- Look at the more than 200 charities listed on this year's charity flyer- representing a broad scope of work being done to address education,

hunger, homelessness, the environment, social justice, animal welfare, health care access, health care research, and so much more. There really is a cause for everyone. Find what you care most passionately about and show your support for the work they do!

- Attach a video to a department email demonstrating the work these organizations do. Links to federation videos can be found by clicking their names on the next two pages.
- Invite a speaker from a charity to speak to your department. Hearing stories from those working closely to the causes can help motivate employees to get involved. Request forms can be found on the County Campaign page.
- Did you know that if every employee who didn't give last year gave just \$5, and all those who did give increased their gift by \$5, the Milwaukee Partners in Giving Campaign would increase by \$35,935? If everyone gave \$10, that would be a \$71,870 increase!
- Gifts do not need to be large to have a big impact in the community. Look at what just \$25, \$50, \$75 and \$100 can do for the charities participating in this campaign:

### **Community Health Charities:**

\$25 can.... give 20 people access to an anonymous online mental health screening

\$50 can.... provide childcare while a breast cancer patient has a three to four hour chemotherapy infusion

\$75 can.... purchase one day of an "Adaptive Winter Ski Program" that gives a child with a chronic or life-threatening illness the opportunity to participate in winter sports, including skiing, snowboarding and snowshoeing

\$100 can..... supply a grocery gift card for a family that is staying out of town for their child's long-term treatment

### **Community Shares of Milwaukee:**

\$25 can....provide “Know Your Rights” guides to 30 individuals through Disability Rights Wisconsin

\$50 can..... support the supplies for 1 child to participate in Victory Garden’s youth programming

\$75 can... purchase 66 pounds of food for cats being cared for a MADDAC.

\$100 can..... provide household items and food to veterans being served through Milwaukee Homeless Veterans Initiative

### **EarthShare Wisconsin:**

\$25 can.... cover the removal of 20 pounds of trash from a beach

\$50 can.... fund a volunteer for several days at special trail work projects throughout the state with the Ice Age Alliance

\$75 can..... support an educational class visit and tour at the Schlitz Audubon Nature Center

\$100 can..... help preserve and enhance permanently protected land in Door County

### **Hunger Relief Fund:**

\$25 can.... provide 20 jars of peanut butter that kids can eat for breakfast, lunch or dinner

\$50 can..... provide 3 cans of formula to feed infants

\$75 can.... provide 5 turkeys for families in need of a holiday meal

\$100 can..... provide 40 pounds of fresh green beans to local seniors

### **United Performing Arts Fund:**

\$25 can... buy tickets for three students to attend a Milwaukee Symphony Orchestra “Concerts for Schools” performance

\$50 can... purchase an instrument for a Milwaukee Youth Symphony Orchestra scholar in their Waukesha strings initiative

\$75 can... provide a “Setting the Stage” pre-show workshop at First Stage for 50 children

\$100 can.... provide one cash prize to a young playwright in Milwaukee Chamber Theatre’s YPF Playwriting Competition

**United Way Greater Milwaukee & Waukesha County:**

\$25 can.... provide 2 group fitness classes to keep older adults active

\$50 can... provide 10 hours of emergency respite care for a child to help reduce parental stress

\$75 can... give 15 days of emergency food for a family of 5

\$100 can... allow 12 youths to attend presentations on the dangers of alcohol and drug use



# HOW CAN I MAKE THE CAMPAIGN FUN?

Your campaign not only raises awareness, funds and support for charities in our community and worldwide, but can also be a wonderful opportunity for team building and a morale boost for your department as well!

You can find a “building buddy” if you want to plan special events on a larger level across departments.

## FOOD! FOOD! FOOD!

Cereal Bar- Bring the classic childhood favorite’s in-Trix, Cocoa Pebbles, Cinnamon Toast Crunch, and host a morning cereal bar! Charge per bowl or offer a sample flight option to try them all!

Cookie Gram “Dough Exchange” – allow employees to send a cookie with a message to a co-worker

Ice Cream Sundae Bar- get all the fixings for ice cream sundaes, charge a price per sundae

Coffee Cart- Instead of spending \$5 at your local coffee place, provide coffee and creamer at a fee that benefits the campaign

Lunch and Learn- Ask a speaker to come in and allow those who have pledged to attend and bring their lunch to learn more

## GET COMPETITIVE

Soup Cook Off- Co-workers bring in their best creations. Employees pay to taste and vote. Offer up a “recipe” book of participating soups for an additional cost.

Draw Your Boss Contest (get boss’ permission first.... Of course) - charge to enter- post submissions and the winning drawing wins a prize!

Trivia Contest- Generate Milwaukee specific or charity specific questions in a battle of the wits!

Office Olympics- Office chair race, spelling bees, typing contests, etc. Go for the gold!

Board Game or Video Game Tournament- Team up and bring in your favorite classic board games or a Wii for a bracket style tournament!

Change Battles- Ask teams within your department to contribute loose change to jars. Silver coins count for the total BUT sabotage can come from other teams as pennies will count against the team!

Office Scavenger Hunt- A selfie with the boss, collect all the restaurant menus you can find in the breakroom, track down the oldest office document you can find.... And go!

### **OTHER SPECIAL EVENTS**

Choose a Theme- A creative theme can personalize the campaign and engage the entire team- maybe even those who haven't been involved in the past! Movies, sports, a particular decade. The possibilities are endless!

Service Auction- ask co-workers to donate their talents to a silent auction. Examples include- tax preparation, baking of cookies, knitting a scarf, etc....

Prank for a Purpose- Allow employees to pay to prank a co-worker. This could be gift wrapping or post-it-ing their office or cube, decorating it with yard gnomes, or whatever else you can think of! Co-workers can pay extra for prank protection.

Baby picture match- ask co-workers to submit their baby pictures. Charge a fee to take a guess. Most correct guesses win a prize!

Host a supply drive- towels for animals at MADDAC, peanut butter jars for Hunger Task Force- engage employees in a different way by highlighting other ways to be involved.

Parking for Pledges- Pledges of a certain amount are entered into a drawing for a premium parking space for a particular time frame.

Packer Mondays! - Pledges of a certain amount can dress in Packer gear the Monday after game day all season.

Fit Fundraising- Offer a lunchtime yoga or workout class that coworkers can contribute to join.

Executive Costume Contest- With your boss' permission, allow workers to contribute to the jar with the costume they'd like their boss to dress as for Halloween. The jar with the most change/money is what they will dress as! (Example- 1 jar labelled "Ghost", 1 jar labelled "Witch", etc....).

Plant Sale- Ask employees if they have any plants or seeds they would be willing to donate to be sold in the office.

White Elephant Sale- allow employees to bring funny items to be displayed on a co-workers desk for the duration of the campaign. They can pay to move the items to another worker's desk, otherwise the items have to stay up all campaign.

Consult the Calendar- Did you know November 3<sup>rd</sup> is National Sandwich Day? That September 19<sup>th</sup> is International Talk Like a Pirate Day? Work fun days like this into your campaign!

### INCENTIVIZE

- Write to local businesses, use personal connections or ask your LE for swag items to use in drawings. Common drawings are "Early Bird" (giving the first day of the campaign), "First Time Donor", "Increased Gifts" or anyone giving at \$10 or \$25.
- Give out jeans stickers with proof of donation- they can wear jeans for the duration of the campaign (incentivizes early giving!).
- Internal incentives seem to be the best received- Boss for a Day, a special parking spot, having someone bring them coffee for a week, casual day coupons are all very popular.
- Have a group or collective incentive for reaching your pledge or participation goal. "Flee at 3" (get out of work early, a pizza lunch, casual day, etc.

# HOW CAN I ADDRESS COMMON CAMPAIGN CONCERNS OR QUESTIONS?

## “What is a ‘combined campaign’?”

Gifts are made to agencies belonging to one of the 11 participating Umbrella groups/federations that join forces each fall. This means 1 pledge card, during 1 ask rather charities asking for your donations throughout the year. You can designate your gift to 1 charity or impact area or as many as you’d like.

## “Is my contribution tax- deductible?”

Yes. Keep a copy of your pledge form for your records. With payroll deduction, the total amount is shown on your last pay stub for the year in which the donation is made. Donors who give by cash, check or credit card will receive a receipt for tax purposes for a single payment of \$250 or more. Receipts for gifts less than \$250 are available upon request. Please contact your tax professional with any specific tax related situation or question.

## “Why shouldn’t I just give directly to my favorite charity?”

Combined campaigns actually save your favorite charity money. Here’s how:

- It exposes your favorite charity to thousands of potential donors at no cost to the agency.
- The campaign allows convenient payroll deduction option that spreads your donation over time. Research shows that total donations received via payroll deduction are on average 4-5 times larger than 1 time donations by check or cash.
- Smaller agencies do not have the personnel to reach out each year to every employer or employee in participating campaigns on their own. Fundraising in workplaces through being a member of a federation is time and resource efficient for these agencies.

## “If I choose payroll deduction...when will deductions start?”

Deductions will begin the first pay period of the New Year (2020). Please check your pay stub to ensure deductions are being made from your check at that time.

## “I can’t give very much.... Does it matter if I give?”

Gifts do not have to be large to have impact. Gifts of \$5, \$10, \$25 make an difference, especially combined with those of so many others. Half of the campaign is comprised of gifts of \$100 or less.

**"I'm paying more out of my paycheck for health insurance. Why should I give?"**

Most employees find themselves in the same difficult situation, however... there are many good reasons to give BECAUSE of this:

The need has never been greater. Because of the continually increasing costs of basic needs, these necessities become even further out of reach for some. Those of us that have those basic needs reliably and securely covered have an opportunity to make sure every member of our community has the same.

**"I've never used these services and never will, so why should I give?"**

Even if you or no one you know has or ever will use a service provided by one of the hundreds of charities, we believe that when all members of our community have what they need to live their best life- we all benefit by being part of a stronger, healthier place to live; and that the quality of life for everyone in the community is improved.

Hopefully you will never need many of the services- but no individual, regardless of current circumstance, is immune or protected from unplannable life events: illness, accidents, or natural disasters. When these events happen- the charities participating in this campaign will be there to help.... but only if we make sure they are supported and can continue their missions to help those in need in the future.

You may also notice that many of the supported charities are not dealing solely with responding to basic or emergency needs- but are rooted in educational, environmental or cultural causes that are critical components to ensuring a good quality of life which can be enjoyed by all of us who call the Milwaukee area home.

**"I want my money to go to programs, not to administrative overhead."**

We understand that you want as much of your donation to go to your chosen causes as possible. Like any business, nonprofits must invest money in order to operate. Examples of administrative overhead include staff salaries, rent, materials, etc. While a charity's overhead/administrative percentage can give some insights into their operation, it is overall an inaccurate measurement of a charity's performance or effectiveness.

If this is an important factor in who you choose to make your gift to- we try to make it easy for you to find this information. You can login to the online giving site and see the administrative percentage for each of the charities. The charity industry average accepted percentage is 30% or under for overhead. You will see that nearly all of the charities in this campaign are under this percentage.

**"I'd like to give... but I want to be anonymous."**

Both online and paper pledge forms allow you to keep your information private. Please note you will not receive a direct acknowledgement or benefits if you elect to remain anonymous as your name and contact information will not be released. If you do choose to release your contact information- it will be given only to agencies you donate to in order to acknowledge your gift and keep you informed of the impact it is making in the community. If you choose to release your information, you can still opt out of receiving communications from the individual organizations at any time.

**"I don't like (Charity name here) and I want don't want them to get any of my money."**

The joy of having so many charities to choose from is that your gift only goes to the organizations you select. If you feel strongly for or against a particular organization, you can designate to or choose not to designate to them.

**"I feel pressure to give to the campaign."**

We want to create a campaign where people give because they WANT to, not because they feel they have to. You should feel no pressure to give to the campaign. This campaign's goal is to inform employees about the agencies and programs involved and benefits of giving, but the choice is yours.

**"I prefer to give my time over money."**

Personal service is a wonderful way for workers to make an impact without spending too much money. Many of our participating charities have many volunteer opportunities to choose from should you be looking for a volunteer opportunity. Another way to volunteer if you prefer service over monetary donation is to offer your services to a campaign coordinator in organizing a special event that can raise funds to contribute to the campaign.

**"I can't find the charity I am looking for online/on the flyer."**

For the State of Wisconsin, charities must go through an application with the State to be approved as a charity eligible to receive donations. If you do not see the charity you are looking for in this flyer, you unfortunately cannot contribute to them through this campaign.

**"I don't know anything about what these charities do."**

Each participating federation has their own focus area you can learn more about through the online giving portal. Even if you do not select to give online, you can still access the site, look up the charities and view their organizational description and link to their website.

# WHAT IF I NEED MORE INFORMATION?

## Donor site, materials, envelope pick up, general:

Melissa Feldmeyer, United Way of  
Greater Milwaukee & Waukesha  
County  
414-263-8324  
[mfeldmeyer@unitedwaygmwc.org](mailto:mfeldmeyer@unitedwaygmwc.org)

## Incentives:

Ann Marie Alvarez  
[annmarie.alvarez@wisconsin.gov](mailto:annmarie.alvarez@wisconsin.gov)

## Federation Contacts:

Jackie Ruggles, Community Health  
Charities  
[jruggles@healthcharities.org](mailto:jruggles@healthcharities.org)  
608-520-4182

Sachin Chheda, Community Shares  
of Greater Milwaukee  
[sachinc@communitysharesmke.org](mailto:sachinc@communitysharesmke.org)  
414-412-6099

Darren Blankenship, EarthShare  
Wisconsin  
[darren@earthshare.org](mailto:darren@earthshare.org)  
608-274-1173

Jonathan Hansen, Hunger Relief  
Fund of Wisconsin  
[jonathan@hungertaskforce.org](mailto:jonathan@hungertaskforce.org)  
414-777-0483

Maggie Griffith, United Performing  
Arts Fund  
[mgriffith@upaf.org](mailto:mgriffith@upaf.org)  
414-239-6261