

# UNITED WAY OF SOUTHWEST MINNESOTA

## FREQUENTLY ASKED QUESTIONS

### What's new this year?

This year United Way of Southwest Minnesota (UWSWMN) is working hard to think outside the box and have more virtual options available for your workplace campaign. Communication will be a key between you and your co-workers, but also between you and UWSWMN. Please never hesitate to reach out to our office with questions or items that might make your campaign more successful. We cannot accomplish our mission of uniting people and resources to improve lives and strengthen communities without your support and the support of your co-workers! Thank you for all you do and the difference that your passion make to better our communities.



### What are my responsibilities as a Campaign Ambassador in my workplace?

As a Campaign Ambassador, you (and your team, if you have one) are responsible for coordinating the UWSWMN campaign at your workplace and planning all activities from kick-off to wrap-up to reporting the results back to UWSWMN. Depending on the size of your workplace, a team of people usually makes the most sense. The UWSWMN team is here to help you with any questions you have and to support you along the way.

### What if I need additional materials?

This year we'll have lots of virtual supplies available in addition to the traditional printed supplies. Call **507-929-2273** or email [unitedway@unitedwayswmn.org](mailto:unitedway@unitedwayswmn.org) to let us know what you would find helpful! Many of our materials are available on our website [unitedwayswmn.org](http://unitedwayswmn.org) – Campaign & Events – Ambassador Resources.

### How long should our campaign run?

Campaigns can be any length of time from one day to one week to one month. Most occur October-December, but the timing and duration should be what works best for your company and will allow you and your team time to connect with all co-workers. We encourage a kick-off meeting and/or rally featuring a speaker from UWSWMN, distribution/posting of material, and distribution of pledge forms (or information on how to pledge if other options are available at your place of business). **We are offering the opportunity for several virtual options this year in regards to kick-off including virtual program tours, message from our CEO Sarah Kicmal and our campaign video, to mention a few.**

Every  
**PERSON.**  
Every  
**COMMUNITY.**

### What about Special Events?

Special events can add excitement to the workplace campaign and make a great addition to 'the ask.' **One of our resources has several suggestions for events that can be held virtually! Check it out!**

Events should be fun and bring co-workers together (even if it's only virtually!), while offering plenty of ways to learn how their investment to UWSWMN makes a difference in their own backyard. Special event 'donations' should not take the place of an employee pledge. **Many workplaces choose to hold special**

events throughout the year to support the community impact of UWSWMN. Remember to invite the United Way...WE LOVE SPECIAL EVENTS! Make sure to take pictures and submit them to [unitedway@unitedwayswmn.org](mailto:unitedway@unitedwayswmn.org)!



### I've just had a Special Event fundraiser...now what?

A Workplace Campaign Report form is available online. Turn in special event funds right after the event is completed so you don't have to keep cash in your desk and checks can be cashed promptly.

Each time you turn in money to UWSWMN, it should be accompanied by a Workplace Campaign Report. Please fill out the form as noted (i.e. some areas don't need to be filled in each time). Each report should be for the funds/pledges you are currently reporting/turning in and **not a cumulative report of all funds previously turned in**. Remember to mark if it is a partial or final report.

### Do I need to include copies of pledge forms with my Workplace Campaign Report?

That is preferred. We use the information on the form to inform, recognize, track and thank our donors. It's especially important to have the pledge form if a donor has specified an impact area that they want their donation to be directed towards (i.e. Imagination Library, Education, Financial Stability, etc.). We value the privacy of every donor and do not sell or share their personal information with anyone outside of our organization.

**You can either make a copy of the forms and bring those to the UWSWMN office OR bring the original pledge forms to our office and we will make copies for our records.**

We make a concerted effort to gather the names of our donors so that we may have a more personal relationship with them, keeping them informed of how their investment is being used and what impact is being made through UWSWMN (if they want) year round.

Additionally, if a donor has made an investment that qualify them for recognition as a **Leader in Giving**, we want to be able to thank them and verify how they would like to be listed in our annual report.

### Is there an alternative to submitting copies of all the pledge forms?

Yes. Some companies provide pledge data in an excel spreadsheet with name, address, email, pledge amount, payment information (i.e. check, cash, payroll deduction, or credit card) and, if applicable, designation. If that works best for you, please contact us regarding submitting via this option.

### How are Leaders in Giving recognized for their support?

As long as we have received copies of pledge forms and/or an excel spreadsheet with donor information, we will make certain that individuals giving at the leadership level are thanked via mail and are recognized in our annual report.

