

UNITED WAY OF SOUTHWEST MINNESOTA

Frequently Asked Questions

What's new this year?

United Way of Southwest Minnesota (UWSWMN) is continuing to meet you where you are, whether that's in the office, working from home, or a combination of both. As always, communication will be a key between you and your co-workers, but also between you and UWSWMN. Please don't 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 you are making 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. Your campaign can be as simple as a one-day event, or be spread over several days, or even throughout the year.



Where do I access materials? What if I need additional materials?

UWSWMN tries to provide everything you need to have a successful campaign. We typically provide hard copies of campaign brochures, pledge forms and goal posters. Additionally, there are many resources available on our website including: campaign basics; local videos; social media ideas; educational resources; and fundraising ideas. Call **507-929-2273** or email unitedway@unitedwayswmn.org to let us know what you would find helpful!



How long should our campaign run?

Campaigns can be any length of time from one day to one week to one month. Most occur sometime during September - 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 a pre-recorded video message from our CEO Sarah Kicmal and our campaign video.**

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

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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. Maybe even more important for some donors, is that if their donation is \$250 or more, we send them a receipt that they can use for income tax purposes as needed.

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.

**EVERY PERSON. EVERY COMMUNITY.
Every Day of the Year.**

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