

United Way Workplace Campaign

2025 TOOLKIT



UNITED WAY
of Cass-Clay

GETTING TO KNOW YOU

Our mission is to inspire and activate our community to improve lives. We envision a vibrant, welcoming community where everyone can thrive. We have a unique perspective on our community's issues and can see the barriers for people in poverty. By using data and activating the right resources, we focus on solutions that will have the biggest, long-term impact.

We bring our mission to life through:

- Strategic connections. Through community collaboration, we develop meaningful and impactful solutions no one group could do on their own.
- Strategic investments. By ensuring donor dollars go towards solutions that will be the most effective and efficient, donors can be confident in entrusting their investment with us.



Local and Meaningful

When you support United Way, your dollars stay right here in our community and go to tackling our community's biggest challenges. Our Bold Goals are the three areas of biggest opportunity in our community that will help make healthy and strong families.



- 1,050 people experience homelessness every night; 200 of those are children
- 16,000 people experience food insecurity annually; 6,400 of those are children



- 1 in 7 children under 5 live in poverty
- Only 37% of children under 4 are enrolled in early education
- Children in poverty are 3x more likely to experience poverty as adults



- 1 in 9 people live in poverty
- Poverty is defined as a family of 4 living on less than \$32,150 a year
- 75% of children who need mental health support don't have access

WELCOME & THANK YOU!



Hello!

I am thrilled to be stepping into the role of Campaign Chair for United Way this year, and I can't wait to work alongside each of you to make a meaningful impact in our community. I believe in the power of making a difference, and I know that together, we can create a campaign that truly shines.

United Way's mission to uplift those in need resonates deeply with me. Every dollar we raise is a beacon of hope, funding innovative programs that break the cycle of poverty and empower families right here in our community. As someone who is passionate about advancement and strategic planning, I am excited to see the transformative impact we can achieve together.

Your dedication and leadership are the heart and soul of this campaign. By volunteering your time and energy, you are making an incredible commitment to improve the lives of our neighbors. Your efforts matter not only to United Way and your workplace but to the countless families who will benefit from your generosity and inspiration.

I have a long legacy of supporting United Way, from participating in 35 Under 35 and serving on the Women United Leadership Team to volunteering with my family for the School Supply Drive and always giving as part of my employer's campaign. It is an honor to partner with you in this important work. Let's rally our community and make an investment in a brighter future for everyone. Together, we will inspire and educate those around us to give back and create opportunities for our neighbors in need. Let's make this the most impactful campaign yet!

Let's do this!

Jenny Olson

2025 United Way Campaign Chair

Vice President for Advancement and Chief Executive Strategy Officer, Concordia College



INVESTMENTS MAKE THE DIFFERENCE

STORIES

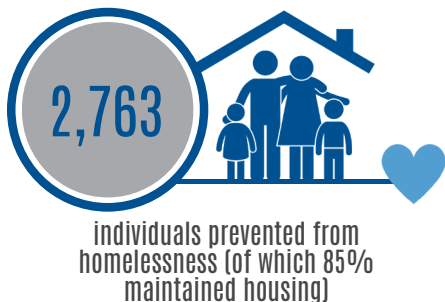
At United Way, we believe everyone deserves opportunities to reach their full potential. And nothing warms our hearts more than getting to know some of the people behind the success stories.

We invite you to meet them too (and share with others!) by visiting our Story Library at unitedwaycassclay.org/stories.



STATS

Every year we make great progress toward achieving our Bold Goals. Here are just a few things we accomplished together last year.



To learn more about the power of community, view our Annual Report at unitedwaycassclay.org/tools.



KEY DATES

- August 14
Campaign Training & Rally
- August 20
Fiesta 4 Impact for United Way with Light Consulting
- September 9
Hornbacher's Gobble It Up for United Way
- November 4
United Way Luncheon & Silent Auction
- November 26
Campaigns finalized and results turned into United Way
- March 2026
Community Celebration & Annual Meeting

Stay up to date with the latest event information at unitedwaycassclay.org/events

YOUR IMPORTANT ROLE

WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

Employee Campaign Coordinators (ECCs) are enthusiastic, knowledgeable volunteers who utilize their talents and energy to inspire and rally those around them to give and help their neighbors through United Way. Your role is to coordinate your workplace campaign and engage your team in United Way year-round.

WHAT DOES AN ECC DO?

- Share with your company how United Way is helping our community
- Plan and execute the United Way campaign for your company
- Partner with your company's leadership to encourage giving
- Collaborate with the United Way Team and Campaign Advisors to make the best of your campaign efforts
- Have fun while making a significant impact in the community where you work, live, and call home

WHAT ARE CAMPAIGN ADVISORS?

TIP: Want to get ideas and learn what works for other companies? Connect with a Campaign Advisor!

The United Way Campaign Advisor group is made up of 10-12 volunteers spanning various industries who serve to engage ECCs at other local companies to support their employee giving campaigns.

Want to get matched with a Campaign Advisor? Email Valerie Meis to get started!

STAY CONNECTED

Be on the lookout for email newsletters from our team called ECC Link.

Check out our website at unitedwaycassclay.org and follow us on social media platforms.



PLANNING YOUR CAMPAIGN

CONSIDER THESE QUESTIONS AS YOU PLAN

- What is your company culture like?
- What were highlights of your past campaigns?
- What elements of past campaigns have your employees enjoyed?
- What ideas do you have this year? Themes? Events?
- What are some areas of opportunity for your campaign?
- When was your workplace campaign last year? Did these dates work well?
- What type (in-person, virtual, hybrid) of campaign is best for your company?
- What does your company's calendar look like during campaign season? Are there big events to avoid? Or certain weeks that are high demand?
- Do you need others to help with the campaign? (ECC Committee or Co-ECC?)
- What are some possible challenges you might face this year?

TIP: Ask for help! Invite your coworkers to help you with the campaign. Being involved in the campaign is a fun way to get to know others and will help you reach your campaign goal.

Check it Out!
ONLINE CAMPAIGN TOOLS



The resources below are available to help make your campaigns efficient, effective, and engaging.

HOW TO PLAN A GREAT KICKOFF EVENT

A campaign kickoff is a way to get your employee giving campaign started by bringing your team together to discuss your company's values, learn about the most pressing issues in our community, inspire giving, and, of course, have fun!

ENGAGEMENT IN VIRTUAL WORLD

Whether you have a mostly remote workforce, or a combination of in person and remote employees, use these tips on how to engage your team virtually.

UNITED WAY ONBOARDING FOR NEW TEAM MEMBERS

One way to show an example of your corporate values to your new hires is to tell them about your company's commitment to investing back in our community through the United Way and inviting them to get involved.

CAMPAIGN IDEAS GUIDE- BE A MAGNETIC MARVEL!

The best way to get people excited to participate in your United Way campaign is to make it fun! Use these great ideas to get your creativity going.

CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN

- Attend United Way's Campaign Training in August
- Get your campaign packet
- Meet with a United Way representative or Campaign Advisor to review last year's campaign
- Set a goal for giving and participation with your leadership team

Last year's results: (if applicable)

\$_____ total raised

Campaign goals for this year:

\$_____ total raised

TIP: To make it easy for people to give, personalize pledge forms with contact information and prior year giving amount.

- Determine your pledge tool - Paper or online (ePledge or Easy ePledge)
- Create a campaign communication plan
- Create a theme for your campaign
- Create a campaign timeline with action items, dates, and details

Campaign Dates:_____to_____

Campaign Theme:_____

- Invite your leadership team to play a key role in your campaign
- Plan your company's campaign kickoff meeting and invite United Way to attend

Plan your Campaign kickoff:

Date:_____ Time:_____

Virtual

In Person

Combo

- Plan special events
- Secure items, experiences, or incentives for giving or reaching your goal
- Invite your team to your kickoff at least 2 weeks prior



DURING THE CAMPAIGN

- Lead by example and make your personal United Way investment
- Lead your campaign kickoff and campaign events
- Distribute paper pledge forms or email your ePledge link; make sure everyone receives the invitation to give
- Reach out to team members who have given in the past to personally invite them to give again
- Send reminders to your team about the campaign
- Communicate with leadership to encourage a corporate gift

AFTER THE CAMPAIGN

- Collect paper pledge forms or end online giving
- Report final campaign results to your team
- Complete your campaign envelope and turn into United Way by Nov. 26
- Thank employees that gave and coworkers that helped you with the campaign
- Lot down ideas for next year
- Don't forget to engage with United Way year-round!

TIP: You can turn in checks and cash during your campaign to United Way. Donors appreciate checks being cashed in a timely manner.

UNITED WAY VOCABULARY

Corporate Gift: We encourage your company to consider making an investment in our community. A corporate gift gives your employees, your customers, and your neighbors a strong promise that you stand behind providing opportunities for families and children in poverty.

Employee Giving: Employees that wish to invest in United Way will fill out a pledge form (paper or electronic). Employee giving is all donations (payroll, bill me, credit card, check, or cash) made by an employee to our mission.

Special Events: Fundraising events that raise additional support for United Way.

Employee Participation: # of donors / # of employees. Setting a participation goal is a great way to motivate your team to get involved!

Total Goal: Corporate giving + employee giving + special events. The total financial impact your team is creating in the community.



TIPS FOR SUCCESS

1 *Work With Others*

To have the most successful campaign possible, include others.

Involve leadership. Leadership support is crucial to a successful campaign. Invite them to play a role at your campaign kickoff, share a video message, ask for their advice, brainstorm incentives together, or encourage them to personally thank donors.

Engage with others. Make sure you are receiving ECC Link emails with all the information and updates you may need.

Campaign Committee. Many companies have committees to help plan and implement the campaign. Even just adding a partner to your planning can take your campaign to the next level.

3 *Spread the Word*

Share how an investment in United Way can provide hope for a better tomorrow.

What's your why? Share why you invest and volunteer with United Way.

Explain the purpose of United Way. Use the United Way elevator pitch on page 2 to talk about our mission.

Ask coworkers to join you. Ask your team to consider serving as a Leader in Giving (which starts at \$14/week or \$720/year) or a Community Builder (which starts at \$6/week or \$300/year). By invested at this level, they have access to Lead UNITED - programming focused on volunteer and leadership development experiences that activate and elevate connections, skills, and our community.

Ask your leadership to join you. Ask your business to provide a corporate contribution to United Way or an employee matching gift to help incentivize giving!

Be thoughtful in your communication. Creating a timeline can ensure you are communicating all needed information and being clear.

It's about your neighbors. The work you are doing results in helping children and families in need. Remembering them when you are asking for donations is a great way to find inspiration and purpose.

Have your Campaign Committee make individual asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well.

2 *Generate Excitement*

You get to support our local community and have fun while doing it!

Pick a theme. Themes help create excitement and energy for the campaign and are used to help drive results. Virtual campaigns can have themes, too!

Leadership announcement. Have a member of your leadership team send a letter or video message to the team announcing the campaign and asking for their support.

Announce incentives. Many companies provide incentives tied to their campaign goals. A large budget is not necessary for incentives. Many are free and still appealing to employees.

Kick off with a United Way speaker. Bringing in a United Way team member to speak at your kickoff has been proven to make campaigns more successful. We offer a virtual option as well. Schedule your kickoff presentation with us today by Emailing Valerie Meis!

Show the campaign video. The campaign video is a great tool to raise awareness of our work.

Promote any corporate match, corporate gifts, or other incentives to increase contributions.

4 *Gratitude is the Best Attitude*

We could not do this without everyone's support. Help us spread the message of gratitude.

Invite United Way at any point in the year to share success stories and say thank you to your team.

Send a thank you letter, video message, or e-card from leadership to your team.

Highlight investors on your company's intranet or through an email to your team.

Plan a United Way celebration event to unveil your campaign results and thank your team.

Give back year-round through our many volunteer opportunities.

Say thank you. Regardless of what the donor decides, thank them for their time. Remind them that any gift is appreciated and makes a difference.

LEAD UNITED

Lead UNITED provides volunteer and leadership development experiences that will activate and elevate your connections, skills, and our community.

How Lead UNITED makes each of us, and our community, stronger:

- Grow professionally and personally with leadership-based programming led by local leaders.
- Help our neighbors most in need and see your generosity at work through hands-on volunteer opportunities.
- Maximize your time and impact by investing in solutions to our community's biggest challenges while growing your network and connections.
- Gain a deeper understanding of critical issues in our local community and how each of us can make a difference.

Lead UNITED is available to those investing \$300 or more annually in United Way.

FAQ

What is a United Way packet and where can I get mine?

Your campaign packet will contain everything you need to plan and implement a successful campaign. Didn't receive yours by August 30? Reach out to us right away.

Can I turn in checks and cash throughout our campaign to United Way?

Yes! In fact, we highly encourage you to turn in checks and cash throughout your campaign. Please reach out to us if you'd like someone to pick it up or you can drop it off at our office located at 4351 23rd Ave. S. in Fargo.

When should I turn my packet in?

Please turn your packet in within a week of the completion of your campaign. The latest deadline to turn in your packet is November 26. Please reach out to us if you'd like someone to pick it up. You can also drop it off at our office located at 4351 23rd Ave. S. in Fargo.

Do you recommend including special events?

Absolutely! We love the creative ideas ECCs come up with. Check out our Campaign Idea Guide for ideas and tips. You may even be nominated for our Magnetic Marvel Award!

How can I get my team involved with volunteer and engagement opportunities?

If you are interested in engagement opportunities or would like more information, please contact Briana Nupdal at bnupdal@unitedwaycassclay.org or call 701-237-5050.

WE WANT TO RECOGNIZE YOU

We like to celebrate the individuals and companies who make our community a great place to live, work, and thrive. Each spring, we proudly honor outstanding contributions through our annual United Way Awards. Curious about the award categories or eager to see who earned top recognition this year? Head over to our website for all the details.



#1 Engaged Workplace and Heart of Our Community Award Winner
Sanford Health

- | | |
|--|----------------------------------|
| 1. Sanford Health | 14. Fargo Center for Dermatology |
| 2. Red River Commodities, Inc. | 15. American Federal Bank |
| 3. Blue Cross Blue Shield of North Dakota | 16. Western State Bank |
| 4. First International Bank & Trust | 17. Marvin |
| 5. Choice Bank | 18. Cash Wise |
| 6. Cardinal IG | 19. Caterpillar Reman Drivetrain |
| 7. Eide Bailly, LLP | 20. John Deere |
| 8. American Crystal Sugar Company | 21. West Acres Development |
| 9. Noridian Healthcare Solutions | 22. Hornbacher's |
| 10. Light Consulting | 23. Roers |
| 11. Marsh McLennan Agency | 24. Fargo Park District |
| 12. Cornerstone Bank | 25. Fargo Glass & Paint Co. |
| 13. Goldmark Property Management & Sterling Management | |

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|---|-------------------|-----------------------------|
| 1. Blue Cross Blue Shield of North Dakota/
Noridian Healthcare Solutions | 4. SCHEELS | 8. Marvin |
| 2. Eide Bailly LLP | 5. Bell Bank | 9. Hornbacher's |
| 3. American Crystal Sugar Company | 6. Sanford Health | 10. Sammons Financial Group |
| | 7. John Deere | |

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| 11. Caterpillar Reman Drivetrain | 25. Cornerstone Bank | 39. Western Products, Inc. |
| 12. Cardinal IG | 26. Light Consulting | 40. Western State Bank |
| 13. Marsh McLennan Agency | 27. Valley Imports | 41. Forum Communications |
| 14. Microsoft | 28. Alerus | 42. Cash Wise |
| 15. North Dakota State University | 29. Nodak Insurance Company | 43. United Sugar Producers & Refiners Cooperative |
| 16. AgCountry Farm Credit Services | 30. General Equipment & Supplies | 44. Fargo Glass and Paint Co. |
| 17. U.S. Bank | 31. Butler Machinery Company | 45. DFC Company |
| 18. Red River Commodities, Inc. | 32. WEX | 46. Lakes & Prairies Community Action (CAPLP) |
| 19. Titan Machinery, Inc. | 33. Essentia Health | 47. Saving Smiles Dentistry |
| 20. Border States | 34. Corwin Automotive Group | 48. Kilbourne Group LLC |
| 21. MasTec Renewables | 35. Doosan Bobcat | 49. Fargo Public Schools |
| 22. First International Bank & Trust | 36. West Acres Development | 50. PARK CO., REALTORS® |
| 23. Enclave | 37. Vogel Law Firm | |
| 24. Choice Bank | 38. Bremer Bank | |

2025

25

Engaged
WORKPLACES

2025

50

Generous
WORKPLACES

YOUR RESOURCE DEVELOPMENT TEAM



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We are here to support you!