

UNITED WAY WORKPLACE CAMPAIGN

2026 TOOLKIT



UNITED WAY
of Cass-Clay

GET TO KNOW UNITED WAY

United Way of Cass-Clay is created by and for the community.

We bring people together to help our neighbors thrive by uniting partners, volunteers, and resources to deliver help and hope.

Our work supports working households, strengthens community connections, and invests in brighter futures for children and families.

By focusing on local needs and fueling proven solutions through collective action, we activate the power of our community to change lives and create a stronger, more resilient region for everyone.



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.

PREVENT HUNGER & HOMELESSNESS

- 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

PREPARE CHILDREN TO SUCCEED

- 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

STRENGTHEN FAMILIES

- 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!



Thank you for stepping up for our community.

United Way's mission to uplift those in need starts with people like you. Every conversation you spark, every colleague you inspire, and every dollar raised is a beacon of hope for neighbors right here in Cass and Clay counties. Your dedication and leadership are the heart and soul of this campaign.

By volunteering your time and energy as an Employee Campaign Coordinator, you are making a real commitment to improve lives. Children gain access to better futures. Families find stability. Neighbors facing hardship find hope. That impact is possible because of what you do.

As we build toward United Way of Cass-Clay's 100th anniversary in 2027, we are reminded that this organization has always been created by and for the community. Every generation of workplace champions has helped carry that legacy forward. Now it is your turn.

Let's make this the most impactful campaign yet.

With gratitude,

Sandi Piatz
President & CEO
United Way of Cass-Clay



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.



2,580
HOUSEHOLDS
WERE PREVENTED FROM
HOMELESSNESS



1,660
STUDENTS
WERE CONNECTED TO A
POSITIVE ADULT MENTOR



438
INDIVIDUALS
SECURED
EMPLOYMENT

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



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 to make the most of your campaign efforts
- Have fun while making a significant impact in the community where you work, live, and call home

JOIN CAMPAIGN CABINET

Do you love connecting with people, talking about causes you care about, and getting others fired up to do good?

The United Way Campaign Cabinet is a group of volunteers from all kinds of industries who help bring the business community into the fold. Cabinet members build relationships with local leaders and their teams, share their enthusiasm for United Way, and help raise support for the annual campaign. If you are a natural connector with great communication skills and a passion for this community, we would love to have you at the table. **To learn more contact Madison Maides at mmaides@unitedwaycassclay.org**

UPCOMING EVENTS

- **August 13**
Campaign Volunteer Social at Junkyard West Fargo
- **August 13 & 19**
Eat United with Blue Cross Blue Shield of ND on Aug 13
Fiesta 4 Impact for United Way with Light Consulting on Aug 19
- **September 17**
Hornbacher's Gobble It Up for United Way
- **November 4**
United for Impact Women's Luncheon
- **November 26**
Campaigns finalized and results turned into United Way
- **March 2027**
Community Celebration & Annual Meeting

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

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 YOUR CAMPAIGN:

- 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 IDEA 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 July
- ☐ 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

- ☐ 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

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



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
- ☐ Jot 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.

2 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).

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.

3 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.

How to Plan a Great Kickoff Event

A campaign kickoff event 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!

What are the benefits of hosting a Campaign kickoff?

- Ensures your team knows about the campaign and how to donate and participate
- Builds workplace culture by bringing everyone together and uniting towards a common goal
- Educates employees about the work of United Way why it is important to the company

How can I host a Campaign kickoff at my workplace?

Schedule a Meeting

- Reserve at least 15 minutes at an existing meeting to kick off your United Way campaign. Or, you can plan a separate meeting (lunch or mornings work best) and invite your team.

Get the Word Out

- Send an initial invitation email to everyone at least 2 weeks before the meeting. Follow up with additional reminders the week before and the day before.
- Don't forget the power of personal invitations! Consider making your way around the office to invite each co-worker personally.

Set Your Agenda

- A kickoff typically lasts between 15 and 30 minutes, but we can adjust content to last anywhere from 5 minutes to an hour. See our Campaign Toolkit for a suggested agenda!

Successful Kickoffs Always Have

Leadership Support. Encourage a member of your leadership team to speak for a couple of minutes about why the company supports United Way.

A United Way Representative. Invite a United Way team member to share our inspirational message and video.

Food. Consider providing donuts, lunch, cookies, coffee, or other treats. People love a great snack! And this will boost event attendance.

Campaign Details. Share your campaign deadlines, dates for upcoming event(s), and remind them how to make their donation. You want to make sure people know how they can participate in your campaign.

Appreciation. Remember to thank your teammates for attending. If you've run a campaign before, share your gratitude with those that gave last year.

Ready to request a United Way speaker?

Reach out to Madison Maides at [mmaides@unitedwaycassclay.org](mailto:mmmaides@unitedwaycassclay.org) or 701-532-4612

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.

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.



CAMPAIGN IDEA GUIDE

Each year during our United Way Community Celebration & Annual Meeting we honor companies and individuals that go above and beyond to do incredible things for our community. The Magnetic Marvel Award recognizes local companies that brought energy, enthusiasm, and creativity to their United Way workplace campaign.

2025 Magnetic Marvel Award Winner: West Acres Development

The best way to get your team excited for your United Way campaign is to make it fun. Here are some ideas to get you started!



THEMES can help create excitement and energy for the campaign.

- Bold Goals
- LIVE UNITED
- Super Heroes
- Reality TV Shows
- Carnival
- Game Show
- Travel
- Summer Camp
- Sports/Olympics
- Tailgate Party - Go Bison!
- Hollywood - Movies, Oscars, Walk of Fame
- Construction - great idea if you're currently remodeling your office
- Midwest - show your ND or MN pride
- Seasonal/Holiday - fall, Halloween, Thanksgiving, etc.
- Back to School/Homecoming Week
- 60's, 70's, 80's, 90's
- Top Gun: 2022 Magnetic Marvel Award Winning theme from Marsh McLennan Agency

'FUN-RAISERS' can be used to raise awareness of the campaign and can be kick-off or wrap-up events.

- Shave for United Way (have someone shave their beard or head when a monetary goal is reached)
- Give employees "official photographs" of one or two top executives to take home for their children to draw. Consider a \$5 entry fee per child. Employees pay to vote for the best drawing.
- Balloon or candy grams
- Picture matching games (use baby photos, senior pictures, etc. for a fun guess who game)
- Talent show
- Cake walk
- Chili/soup/casserole kick off contest
- Wii/Switch tournaments
- Office Olympics
- Board game contest
- Children's drawing contest
- Bake-off/baking competition
- Dress Up Day (best suit, dress, etc.)
- Jeans Day or themed casual days
- Bake sales/basket sales
- Ice cream social
- Team/department challenges
- Managers serve breakfast/lunch
- Office decorating contests
- Dunk the CEO or senior leadership
- Golf/mini-golf tournaments
- Raffles
- Silent auctions
- Executive team lip sync battle
- United Way t-shirts (available to order on our website)
- Flamingo or balloon someone's office



VIRTUAL events are fun, too! Here are a few ideas!

- Bingo
- Cooking/mixology classes
- Wine tasting
- Paint or craft class
- Trivia
Play general trivia or for a fun twist see who knows their co-workers the best! Make trivia questions by collecting baby photos and interesting facts about participants.
- Gaming tournament
Vote to select leadership team members to go head to head in an online gaming tournament, complete with virtual spectators.
- Tiny campfire
Bring all the perks of a campfire indoors! Provide each employee with a s'more making kit and log onto your preferred virtual platform to share stories and enjoy the company.
- Coworker feud (like Family feud)
- Pictionary
- T-shirt sales
Get your co-branded LIVE UNITED t-shirts through Promo Plus! A portion of each sale goes to United Way.
- Volunteering - contact our team to learn ways you can volunteer!
- Lunch and learns
- Lightning scavenger hunt
Have to find the object in your house and come back the fastest.
- Concert, performance, talent, or comedy show
- Hidden objects
Each person is given an item they have to hide within their frame. Host sends out a list of items they should be looking for, not knowing who has hidden which object.
- One word to rule them all
At the beginning of the call, pick a word and an action that should be done each time that word is said (Jumping Jack, push up, antlers...)

INCENTIVES are a great way to create excitement. A large budget isn't necessary.

- Company swag
- Free lunch pass
- Weekend at vacation home/unused time share or cabin
- Meat raffle
- Gift cards – retail, gas, oil change, etc
- Jeans/casual day passes
- Coveted/close parking spots
- Sports/show/movie tickets
- VIP tickets to United Way events (sponsor an event to receive these VIP tickets! Levels start at just \$1,500)
- Subscription service for a year (Hulu, HBO, Disney Plus, etc.)
- Lunch or coffee with CEO or senior leadership
- Personal day off
- Sleep-in/long lunch pass
- Massage chair



Pick one, two, or any number of events to enhance your campaign. These are great ways to bring teams together, revitalize your campaign, and raise money for United Way all at the same time!

Feel free to reach out to our team for ideas, support, and resources. Additional info can be found at unitedwaycassclay.org/tools

WE WANT TO RECOGNIZE YOU

Each year, we recognize the workplaces that go above and beyond in giving back: our Top 50 Most Generous Workplaces and Top 25 Most Engaged Workplaces. These lists celebrate the companies whose campaigns reflect the deepest generosity and whose employees show up in the biggest ways through participation, volunteering, and giving. That kind of workplace culture is what drives this success. Every pledge, volunteer hour, and conversation helps move the needle for thousands of neighbors across our community.

2026 TOP 25 ENGAGED WORKPLACES

#1 Engaged Workplace and Heart of Our Community Award Winner Red River Commodities, Inc.

- | | |
|--|--|
| 1. Red River Commodities, Inc. | 13. Blue Cross Blue Shield of North Dakota |
| 2. Sanford Health | 14. Hornbacher's |
| 3. Cardinal IG | 15. Doosan Bobcat |
| 4. Choice Bank | 16. West Acres Development |
| 5. Eide Bailly LLP | 17. Fargo Center for Dermatology |
| 6. First International Bank & Trust | 18. Roers |
| 7. Marsh McLennan Agency | 19. Fargo Glass & Paint |
| 8. American Crystal Sugar Company | 20. Vogel Law Firm |
| 9. Cash Wise Foods | 21. Marvin |
| 10. Cornerstone Bank | 22. American Federal Bank |
| 11. Goldmark Property Management & Sterling Management | 23. Caterpillar Reman Drivetrain |
| 12. Town & Country Credit Union | 24. TrueNorth Steel |
| | 25. Sammons Financial Group |

2026 TOP 50 GENEROUS WORKPLACES

- | | |
|---|---|
| 1. Eide Bailly LLP | 6. Bell Bank |
| 2. Blue Cross Blue Shield of North Dakota / Noridian Healthcare Solutions | 7. Marvin |
| 3. Sanford Health | 8. SCHEELS |
| 4. American Crystal Sugar Company | 9. Hornbacher's |
| 5. John Deere | 10. Sammons Financial Group |
| 11. Cardinal IG | 39. Western State Bank |
| 12. Caterpillar Reman Drivetrain | 40. TrueNorth Steel |
| 13. Marsh McLennan Agency | 41. DFC Company |
| 14. Red River Commodities, Inc. | 42. Midco |
| 15. Microsoft | 43. Forum Communications |
| 16. Cornerstone Bank | 44. Cole Papers, Inc. |
| 17. MasTec Renewables | 45. United Sugars Corporation |
| 18. Corwin Automotive Group | 46. Goldmark Property Management & Sterling Management |
| 19. North Dakota State University | 47. Xcel Energy |
| 20. Border States | 48. CAPLP (Lakes & Prairies Community Action Partnership, Inc.) |
| 21. Light Consulting and Coaching | 49. Gate City Bank |
| 22. First International Bank & Trust | 50. Town & Country Credit Union |
| 23. Doosan Bobcat | |
| 24. Choice Bank | |
| 25. Alerus | |
| 26. Valley Imports | |
| 27. Butler Machinery Company | |
| 28. West Acres Development | |
| 29. U.S. Bank | |
| 30. Nodak Insurance Company | |
| 31. Enclave | |
| 32. Essentia Health | |
| 33. WEX | |
| 34. General Equipment & Supplies | |
| 35. Cash Wise Foods | |
| 36. Western Products, Inc. | |
| 37. Vogel Law Firm | |
| 38. Fargo Glass and Paint Co. | |

This image shows a full page of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



YOUR RESOURCE DEVELOPMENT TEAM



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We are here to support you!



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