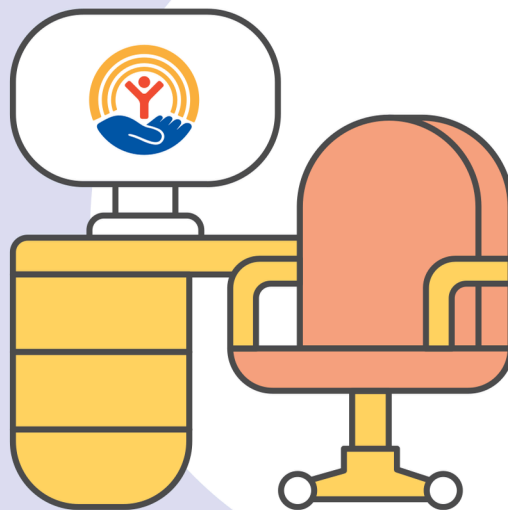




Hosting a Successful United Way Campaign



Hosting a Successful United Way Campaign

ENERGIZE



- ▶ **Visible CEO and executive-level support** during your campaign can be a key factor for success. Discuss possible corporate gifts, matches, and any campaign budget (for activities, incentives, and celebrations).
- ▶ **Recruit a strong Team** of enthusiastic and resourceful employees to help plan the best possible campaign. Diversity is important, so invite individuals from groups such as marketing, HR, accounting, and more. Talk to United Way about additional training or peer-to-peer best practices.

- ▶ **Set goals** to drive results and spur engagement. United Way can help you determine the numbers. Once they're set, make sure employees know what they're working toward.
- ▶ **Campaign timing is determined by what's best for your culture.** Short and sweet timelines have proven effective.
- ▶ **Launch** the campaign with a clear kickoff and wrap it up ceremoniously.

PLAN



INSPIRE



- ▶ **Host a kickoff event or rally.** Connect employees to the campaign through storytelling and fun activities. United Way can help illustrate the needs of our community and how contributions make an impact. **Ask!** Ask for a financial gift or pledge via payroll deduction.
- ▶ **Grow the Leadership Circle.** Set a meeting to educate past contributors
- ▶ on the unique benefits of giving at the Leadership Circle level.

- ▶ **Campaigns with great visibility** encourage everyone to get involved. **Incorporate creativity** with themes, contests, and buzz-worthy incentives.
- ▶ **Use a mixed media approach** to maintain excitement: email, intranet, personalized letters, pay stub inserts, videos, social media, and United Way's website are all vehicles to help promote your campaign. Hang posters in high traffic areas to announce campaign dates and important info.

COMMUNICATE



CELEBRATE



- ▶ **Publicize** your campaign's end date and ensure all pledge forms are turned in by the deadline.
- ▶ **Finalize results:** place pledge forms, all cash and checks in campaign envelope provided by United Way. Tally results and verify amounts enclosed. Sign and seal for pick-up.
- ▶ **Celebrating** final results is an important team-builder. Ensuring a positive experience is critical to reinforcing gratitude and creating loyal support.
- ▶ **Don't forget to say thanks.** Thank employees and your campaign team in well-timed fashion. Recognize contributors for participating with prize drawings, thank-you lunch, or personal letters.
- ▶ **Embrace continuous improvement.** Conduct a debriefing session on what worked well and what can be improved upon, as well as jotting ideas for next year.



Workplace Report Envelope

Workplace Coordinator Information

Please provide your contact information below:

Name: _____
Phone: _____
Email: _____

UNITED WAY USE ONLY

Envelope # _____
Date Rec'd _____
Posted QB _____
Posted Andar _____
Posted by _____

1 Gift Information

☐ Final envelope **OR** ☐ Additional envelope(s) is/are coming

Type of Contribution	# of Donors	Total Amt. Pledged	Payment Enclosed
A Corporate Gift			
B Cash & Checks			
C Credit Cards/Direct Bills			
D Payroll Deduction			
E Special Events/Other			
F GRAND TOTAL			

2 Payment Information

Payments will be made:

Corporate Gift (1A)	Payroll Deduction (1D)
☐	☐
☐	☐
☐	☐
☐	☐

Date of first payment _____

Do you wish to receive a reminder statement? ☐ Yes ☐ No

3 Checklist: ☐ All items completed on checklist printed on back of envelope.

4 Workplace Contacts

Envelope Completed By	Phone
Payroll Office Contact	Phone
Signature	Title
	Date

NOTE: When envelope is complete, please contact United Way Blackhawk Region at (608) 314-8421 to arrange for pick-up.

Thank you!



United Way Blackhawk Region
101 N. Parker Drive Ste 220
Janesville, WI 53545

United Way
Blackhawk Region

Unitedwaybr.org

UNITED, WE THRIVE.

LIVE UNITED



UNITED WAY
Blackhawk
Region

WHAT YOUR DOLLAR BUYS

UnitedWay invests in programs that support the **Healthy Communities** and **Financial Stability** of children, families and individuals throughout the Blackhawk Region. Your gift via payroll deduction impacts 30 effective, evidence-based programs that deliver measurable outcomes, creating a strong return on your investment. **United, We Thrive.**



\$1 PER WEEK

Provide preventative dental services for a child under the age of 10, helping to ensure dental health through adolescence

\$2 PER WEEK

Purchase one canned soup, fruit, or vegetables per week for the food pantry



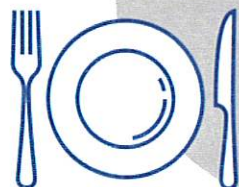
\$5 PER WEEK



Provides a Club member with an afternoon of safe, supervised programming

\$7 PER WEEK

Provides supportive services and resource for individuals experiencing homelessness



\$50 PER WEEK

Provide three households with rental assistance to prevent eviction.



\$25 PER WEEK

Delivers two healthy meals right to the door of a homebound neighbor 60 or older



\$10 PER WEEK

Provides 10 older adults with transportation to vital health and medical appointments in our local community



UnitedWayBR.org

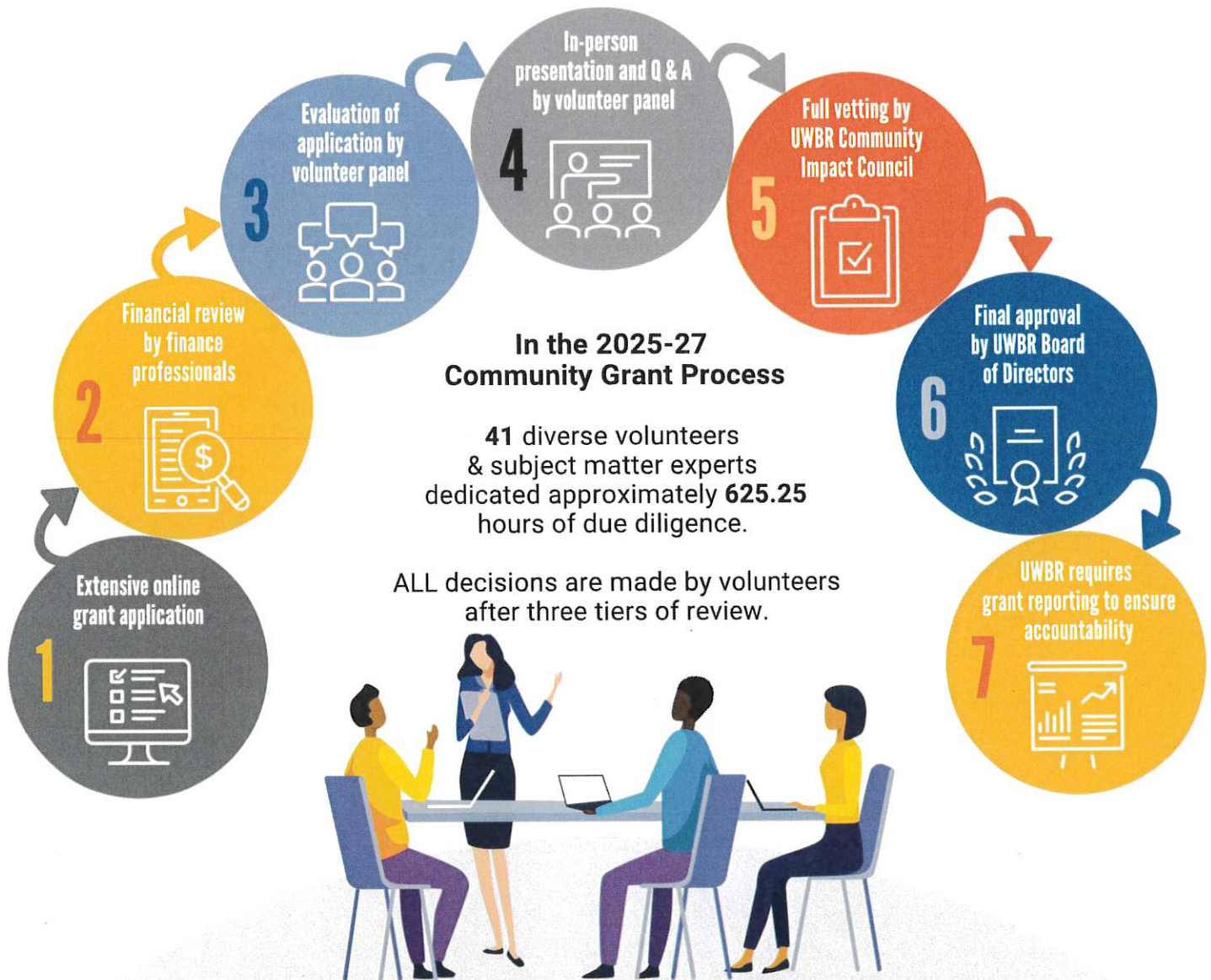


Your Dollars at Work

LiveUnitedBR.org



UNITED WAY
Blackhawk
Region



Where Your Money Goes

Grants awarded to 26 effective, evidence-based programs delivering measurable outcomes
– \$99,090 average grant amount –



Healthy Community

7 grants totaling
\$458,695

Improving people's physical and behavioral health through access to care, education, and prevention.



Youth Opportunity

8 grants totaling
\$1,133,000

Helping children and youth achieve their potential, from early childhood through the transition after high school.



Financial Security

11 grants totaling
\$984,650

Providing for basic and crisis needs and promoting economic stability and work readiness skills.

Thanks to the generosity of our donors, grant investment = \$2,626,345.

UWBR also invests in 211 and other initiatives. To GIVE, visit LiveUnitedBR.org/GIVE or Text "Blackhawk" to 41444

UNITED WAY BLACKHAWK REGION

MEET ALICE

She works. She earns. She still cannot cover the basics.

ASSET
LIMITED
INCOME
CONSTRAINED
EMPLOYED

YOUR NEIGHBOR. YOUR COWORKER. YOUR FRIEND.



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Region

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WHO IS ALICE?

TOO MUCH TO QUALIFY FOR HELP. NOT ENOUGH TO GET BY.

The ALICE Threshold counts what a household actually has to pay for:



Housing



Child care



Food



Transport



Health care



Phone



Taxes

No savings. No cushion. Nothing left over when something breaks.

\$84,372

What a Wisconsin family of four
needs to cover the basics

\$31,200

What the federal government calls
poverty for that same family



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ALICE IN ROCK COUNTY

4 IN EVERY 10 HOUSEHOLDS.



40%

of Rock County households live below the ALICE Threshold. That is 27,150 households. Statewide the rate is 35 percent.

BELOIT 44%

JANESVILLE 38%

of households below the ALICE Threshold

Source: United For ALICE, 2026 Wisconsin Data Sheet (2024 data)

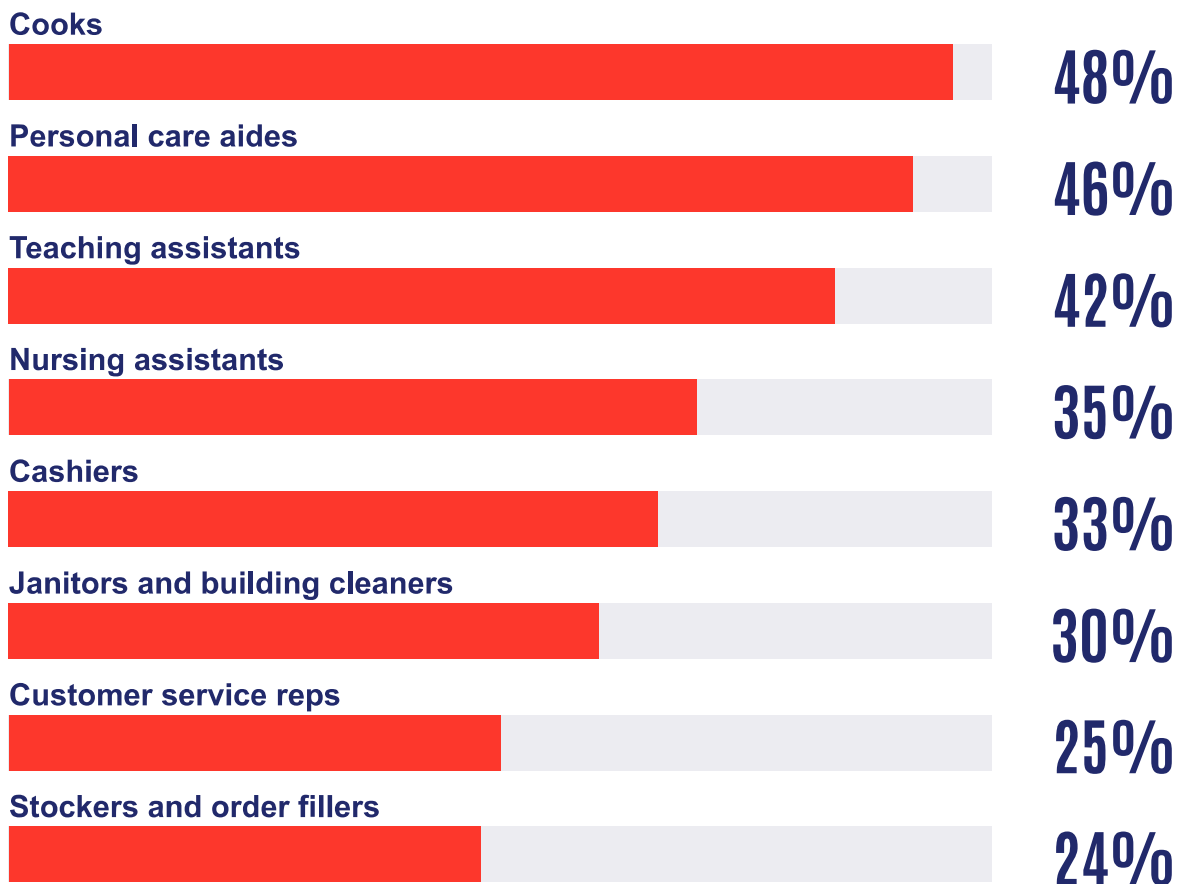


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ALICE IS

THE PEOPLE THIS COMMUNITY RUNS ON.

Share of Wisconsin workers in these jobs living below the ALICE Threshold



These are the jobs that keep our schools, clinics, restaurants, and factories open every single day.

Source: United For ALICE, The State of ALICE in Wisconsin, 2026 (2024 data)



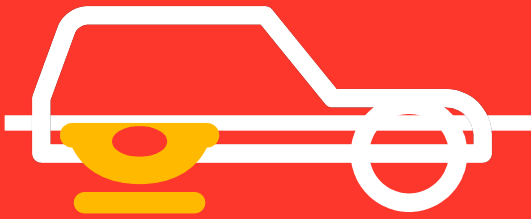
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WHAT ALICE IS UP AGAINST

ONE FLAT TIRE. THAT IS THE MARGIN.



A steady household and
a crisis can be four
weeks apart.

- 1 The car breaks down on a Tuesday.
- 2 The repair costs more than the rent is short.
- 3 Two shifts get missed, so the paycheck shrinks.
- 4 The late fee lands before the next deposit does.

UNITED WAY CLOSSES THAT GAP BEFORE IT OPENS.



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Blackhawk
Region

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United Way Blackhawk Region

TODAY YOU CLOSED THE GAP.

Every project you touched today supports a neighbor who is working hard and still coming up short. Keep going.



FINANCIAL SECURITY



HEALTHY COMMUNITY



YOUTH OPPORTUNITY



COMMUNITY RESILIENCY

GIVE, VOLUNTEER, OR FIND HELP.

Dial 211 anytime, day or night. Scan the code to connect.



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GET CONNECTED. GET HELP.

One free, confidential call connects you to help in Rock County.
Available 24 hours a day, seven days a week.

- Rent and utility assistance
- Food pantries and meal sites
- Child care and youth programs
- Health and mental health care
- Transportation and job support
- Help for older adults and caregivers

DIAL 211

Free. Confidential. 24/7.

A small blue speech bubble icon with a white '211' inside. The bubble has a white outline and a small tail pointing towards the bottom right.



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211 IN ROCK COUNTY

NEIGHBORS REACHED OUT. 211 ANSWERED.

2025 Rock County Service Report



8,768

Total referrals



3,293

Total contacts



31,000

Minutes serving clients



325

Agency sites



171

Chat, text, and email contacts



122

App visitors

ONE CALL. THE RIGHT HELP. DIAL 211.

Source: 211 Wisconsin, 2025 Rock County Service Report



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Donor
Information

FIRST NAME _____ MI _____ LAST NAME _____

EMAIL ADDRESS To receive updates on how your gift is making an impact. Addresses are not shared.

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____ TELEPHONE _____

EMPLOYER _____

Are you planning to retire soon? ☐ Yes ☐ No

PLEASE CHOOSE:

☐ **Option #1:**

Payroll deduction

- ☐ I pledge \$_____ per pay period.
Number of pay periods: _____
- ☐ I pledge a one-time payroll deduction
of \$_____

My total gift: \$ _____

OR ☐ **Option #2:**

Direct gift

- ☐ Cash ☐ Check (Enclosed — made payable to United Way)
- ☐ Credit Card Payment, start date: _____
☐ Monthly ☐ Quarterly ☐ One time: _____ (date)
- Name on Card : _____
Acct #: _____ Exp: _____
(Or call 608-314-8424 to provide credit card number directly to United Way)
- Please bill me (Home address required)
- ☐ Monthly ☐ Quarterly ☐ One time: _____ (date)
- ☐ Stocks/Securities (Please call 608-314-8424 prior to transferring funds.)

My total gift: \$ _____



Signature _____ Date _____

LEADERSHIP CIRCLE RECOGNITION

Bronze (\$600-\$1,499) Silver (\$1,500-\$4,999)

Gold (\$5,000-\$9,999) Alexis de Tocqueville (\$10,000+)

☐ **This gift qualifies for Leadership Circle**

and/or

☐ **Please combine my gift with:**

Name: _____ Employer: _____

Our combined gift totals: \$ _____

☐ **For recognition, Please list my/our name(s) as shown below OR**

(Otherwise, name at top will be used)

Name(s): _____

☐ **I/we wish to remain
anonymous**

Payment Information

Leadership Circle

Thanks to our 2026-27 Marketing Sponsors



If you wish to designate dollars to another United Way or one of our UWBR Funded Program Partners, please request a designation form.

No goods or services were provided by United Way in exchange for this contribution.

Your Dollars at Work

UnitedWayBR.org



UNITED WAY
Blackhawk
Region



Where Your Money Goes

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NOMBRE INICIAL APELLIDO

CORREO ELECTRONICO Para recibir información sobre el impacto de su donación. Las direcciones no se comparten.

DIRECCION DE DOMICILIO

CIUDAD ESTADO CÓDIGO POSTAL TELÉFONO

EMPLEADOR

¿Piensa jubilarse pronto? ☐ Si ☐ No

ELIJA UNA OPCIÓN:

☐ Opción n.º 1:

Deducción de nómina

☐ Dono \$_____ por periodo de pago.

Número de periodos de pago:_____

☐ Dono una deducción única de nómina de \$_____

Mi donación total: \$_____

0

☐ Opción n.º 2:

Donación directa

☐ Efectivo ☐ Cheque (adjunto — a nombre de United Way)

☐ Pago con tarjeta, fecha de inicio:_____

☐ Mensual ☐ Trimestral ☐ Una vez:_____ (fecha)

Nombre en la tarjeta:_____

N.º de cuenta:_____ Vence:_____

(O llame al 608-314-8424 para dar el número de tarjeta directamente a United Way)

☐ Envíenme la factura (se requiere dirección de domicilio)

☐ Mensual ☐ Trimestral ☐ Una vez:_____ (fecha)

☐ Acciones/valores (Llame al 608-314-8424 antes de transferir fondos).

Mi donación total: \$_____



Firma

Fecha

RECONOCIMIENTO DEL LEADERSHIP CIRCLE

Bronce (\$600-\$1,499) Plata (\$1,500-\$4,999)

Oro (\$5,000-\$9,999)

Alexis de Tocqueville (\$10,000+)

☐ Esta donación califica para el Leadership Circle y/o

☐ Combine mi donación con:

Nombre:_____ Empleador:_____

Nuestra donación combinada totaliza: \$_____

☐ Para el reconocimiento, indique mi/nuestro nombre(s) abajo 0

(De lo contrario, se usará el nombre indicado arriba)

Nombre(s):_____

☐ Deseo/deseamos permanecer anónimo(s)

Gracias a nuestros patrocinadores de marketing 2026-27



Si desea destinar fondos a otro United Way o a uno de nuestros programas socios financiados por UWBR, solicite un formulario de designación.

United Way no proporcionó bienes ni servicios a cambio de esta contribución.

Sus dólares en acción

UnitedWayBR.org



UNITED WAY
Blackhawk
Region



A dónde va su dinero



Subvenciones otorgadas a 26 programas eficaces y basados en evidencia con resultados medibles
– \$99,090 monto promedio de subvención –



Comunidad Saludable

7 subvenciones por un total de \$458,695

Mejorar la salud física y conductual de las personas mediante el acceso a atención, educación y prevención.



Oportunidad Juvenil

8 subvenciones por un total de \$1,133,000

Ayudar a niños y jóvenes a alcanzar su potencial, desde la primera infancia hasta después de la secundaria.



Seguridad Financiera

11 subvenciones por un total de \$984,650

Atender necesidades básicas y de crisis y promover la estabilidad económica y las habilidades laborales.

Gracias a la generosidad de nuestros donantes, la inversión en subvenciones = \$2,626,345.

UWBR también invierte en 211 y otras iniciativas. Para DONAR, visite UnitedWayBR.org/GIVE o envíe "Blackhawk" al 41444