

2018 Key Leader Guide



United Way
of Kosciusko County



Thank you for volunteering with United Way.

Volunteers are the heart of United Way, providing the leadership, hustle and compassion necessary to strengthen our community. When people come together to work for the common good, great things happen. This year, you are going to be a big part of that.

Key Leader

A Key Leader is a volunteer who organizes and implements a workforce campaign at their organization. Most often, these leaders

- Gather a team of their colleagues to plan the campaign
- Explore creative and fun ways to engage their co-workers
- Lead an enthusiastic and crisp campaign week

2017 Campaign Timeline

August 1	Early Campaign Launch
August 22-24	Days of Caring
September 1	Campaign Kickoff: Early campaign results announced, all campaigns may begin
October 31	Campaign Close: Final Campaign results turned into United Way
November 15	Community Thank You Announcement for Campaign Efforts
February	Campaign Total Announcement, Volunteer Thank You

United Way Essential Contacts

- *Katelyn Blanchard, Director of Donor Services*
(katelyn@unitedwaykosciusko.org) (574) 269-2592 ext. 101
Look to her for - Scheduling speakers for presentations, additional materials, questions about billing, most questions about individual donor details
- *Darren Bickel, President*
(darren@unitedwaykosciusko.org) (574) 269-2592 Ext 104
Ask him about – Ways to involve your senior leadership, help if your campaign connects to neighboring counties, finding solutions when roadblocks come up

United Way is creating real, lasting change where you live and work by focusing on the building blocks of a good life – education, income and health: a quality education that leads to a stable job, enough income to support a family through retirement and good health.

Mission Statement

Uniting Kosciusko County to create positive change that improves the quality of life across the community by:

- Developing programs and initiatives that drive long-term positive change
- Growing strategic partnerships to maximize resources
- Striving to be effective community stewards of the resources entrusted by the donors.



United Way Special Initiatives

2-1-1 is an information and referral system that is an easily accessible telephone and online resource (www.myunitedway2-1-1.org) providing information for health and human services. This service is free and confidential.

Kindergarten Countdown is a 3-week initiative that introduces incoming kindergartners with little or no school experience to skills that will help them achieve educational success. Pre-tests and post-tests measure success in nine learning areas. Children continue to show benefits through 2nd grade.

VITA: Volunteer Income Tax Assistance is provided in partnership with the William P. Gordon Institute at Grace College. This program offers tax preparation to lower income residents. Volunteers doing the tax preparation are IRS certified and are located at multiple locations throughout the county. During tax season, residents can call 2-1-1 to schedule an appointment.

Volunteer Kosciusko is a web-based volunteer database “where willing people find worthwhile causes”. All non-profit organizations in Kosciusko County have access to posting their needs in a job opportunity format. County residents can log onto the site, www.volunteerkosciusko.org and connect directly with those agencies.



Community Impact

United Way brings volunteers together annually to decide how to make grants that will have the deepest impact across Kosciusko County. These grants develop into partnerships with local organizations to help families get stronger.

EDUCATION: United Way makes sure children start school ready to succeed, become proficient readers at a young age and stay on track to earn their high school diploma.

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| <ul style="list-style-type: none"> • Baker Youth Club • Cardinal Services • Kindergarten Countdown • Kosciusko Literacy Services • Milestones Child Care Center | <ul style="list-style-type: none"> • New Beginnings Child Care Center • Teen Parents Succeeding • Tippecanoe Valley Schools • Warsaw Schools • Wawasee Schools |
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INCOME: United Way empowers people to get on stable financial ground with proven methods like job training, coaching and financial skill building.

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| <ul style="list-style-type: none"> • Bowen Center • Combined Community Services • Fellowship Missions | <ul style="list-style-type: none"> • Housing Opportunities • Kosciusko Literacy Services • Salvation Army |
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HEALTH: United Way builds healthier communities by promoting healthy lifestyles, expanding access to quality health care and integrating health into early childhood development.

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| <ul style="list-style-type: none"> • All Things New • Beaman Home • Heartline Pregnancy Center • Joe's Kids | <ul style="list-style-type: none"> • Kosciusko Community Senior Services • Kosciusko Homecare & Hospice • Rose Home North • United Way 211 |
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Round #1 – Before the Campaign

Draft Your Team

- Check with your CEO/Senior Leadership to make sure you have the greenlight
- Pick a team of All Stars to help you shoulder the load.
- Set a schedule to meet.



Make Your Plan

- Review last year's results & set some bold goals. Dream big.
(# of givers, \$ amount to raise, departments/shifts to get involved)
- Most campaigns run over a 2-week period; one week to promote and one week to make the ask. Crisp & clean.
- Explore themes, activities and ideas to get things moving. Consider Days of Caring opportunities. Do something fun!
(Reach out to other key leaders and United Way staff at this point. We can help)
- Share your plan with your CEO/Senior Leadership. Check for the green light.



Round #2 – The Campaign

Prep Week: Get the Word Out

- A week before the 'Ask,' use your tools to get the word out (emails, bulletin boards, newsletter, staff meetings). Leave no stone unturned.
- Send a message from your CEO/Senior leadership. Have them record a short video, send an email or write a letter. Your co-workers need to know leadership is backing this event.
- Make sure you have everything ready to go; supplies, speakers, video equipment, incentives, etc.



CAMPAIGN WEEK – This is it!

- Bring the excitement. Momentum and energy are key. Let people know this is something special.
- Get as many people as you can involved in setting the tone. Have volunteers pass out pledgcards, set up chairs, pass out goodies. Let everyone have a role in 'their' campaign. People give to people.
- Its Go Time – Run a great 15-minute presentation. Stay focused. Rely on the planning you have done. Keep on message and have fun.
- Get the pledgcards before they go. Great campaigns never let the pledgcards leave the room. Say thank you a lot at this point.



Round #3 – After the Campaign

- Make sure everybody got asked to give. Review the pledgcards and be sure all departments/shifts/plants were included. Resolicit as needed.
- THANK YOUR CO-WORKERS. Use all your communication tools to let your peers know they are appreciated.
- Gather up all the materials, complete the campaign envelope and contact United Way to get the packet collected.



Matching Grant Opportunity *'Double Your Gift'*

For 2017, United Way has received a Lilly Endowment grant which can match donations from Kosciusko County. The grant will match up to \$200,000.

Donations that are eligible for the match

- Any new donor contributions
- Donors who increase their contribution by 10% over last year
- Donors who increase their gifts to the Leadership (\$1,000) or \$5,000 Giving-levels

Impact

The new dollars will drive United Way's efforts across priority areas:

- Empowering working families to get on stable financial ground with via job training, coaching and financial skill building.
- Making sure children start school ready to succeed and become proficient readers at a young age.

Bottom Line

This is a win-win situation. Donors can magnify their gifts and increase the overall funds to the community.