

DIGITAL CAMPAIGN GUIDE



United Way of
Missoula County

United
Way



OUR MISSION: TO BUILD A BETTER COMMUNITY



We are more than fundraisers. We are hand-raisers.

We are stop-talking-start-doing-take-on-the-impossible game changers.

We lead the way.

We fight for the education, financial stability, and health of every person in Missoula.

But change doesn't happen alone. Together, there's a way.

For almost 90 years, United Way of Missoula County has been a trusted community partner. We know that this year has brought tremendous change and upheaval to our lives.

United Way of Missoula County still stands strong.

With faithful and incredible donors like you, we will continue to meet the challenges of the Missoula community.

TIPS FOR A SUCCESSFUL CAMPAIGN

TANGIBLE GOALS allow for transparency and a clear plan of action.

SUPPORT from your organization's leadership is critical. Ask your leadership to speak at the kickoff event, employee presentations, or write a letter stating the organization's history with United Way.

PERSONALIZE. A personal ask is always best. United Way of Missoula County has personalized pledge forms that you can send out after campaign kickoff.

PROMOTE. PUBLICIZE. PLAN. Promote and publicize the campaign through correspondence with staff and leadership and social media postings (see Campaign Communications). Plan by setting deadlines and sticking to them (See Campaign Timeline & Checklist)!

ASK. Distribute pledge forms after the kickoff presentation.

CELEBRATE! Acknowledge those who are participating and helping with the campaign.

HAVE FUN! Make presentations and events fun for all - use engaging incentives and healthy competition to entice your coworkers to participate.

ONLY HAVE 60 SECONDS FOR YOUR PRESENTATION?

BE AN ADVOCATE:

- United Way recruits people and organizations who bring passion, expertise, and resources needed to get things done.
- Giving to United Way's LIVE UNITED fund is the most efficient and powerful way for you to invest in our community.
- United Way is not a short-term investment; it is about lasting change. We work together to address our community's most critical problems for the long term.
- United Way is:
 - **EFFECTIVE:** We only invest in programs with results that are measurable, sustainable, and meet current community needs.
 - **EFFICIENT:** Donor gifts are leveraged with others to meet the most pressing needs in our community.
 - **LOCAL:** We have been investing in the Missoula community since 1931 and also serve Mineral and Ravalli counties.

CAMPAIGN GOAL SETTING

LAST YEAR'S CAMPAIGN

THIS YEAR'S CAMPAIGN

_____	Number of Donors	_____
_____	Employee Participation Rate	_____
_____	Average Employee Gift Total \$	_____
_____	Employee Gifts	_____
_____	Corporate Gift	_____
_____	\$ Raised from Special Events	_____
_____	Number of Medallion Donors	_____
_____	Number of Staff Educated about United Way	_____
_____		_____

#SHAREYOURCAMPAIGN

Receiving support from your organization's CEO or leadership is critical to gaining the support of your coworkers and the success of your United Way Campaign. Look for more tips and tricks in the Communications Guide in the Campaign Center!

Dear [insert employee name],

Welcome to [your organization's name]'s giving campaign to support United Way of Missoula County! [Your organization's name] has been supporting United Way for over XX years. Last year, we raised \$XX and hope to surpass that number this year by raising \$XX. I hope you can join us in supporting United Way.

United Way of Missoula County builds a better community for all, specifically in the areas of **education**, **financial stability** and **health**, which are building blocks for a healthy life and community. United Way convenes partners across many sectors to identify issues facing the community as a whole and implement long-term, effective solutions and strategies for success.

Serving Missoula, Mineral and Ravalli Counties, United Way administers many programs that you may be familiar with, such as Imagination Library, Project Tomorrow Montana, 5-2-1-0 Let's Move! Missoula, and more.

United Way has served our community for almost 90 years, largely thanks to the support from donors who give during employee giving campaigns. I hope you will join me in supporting our community through a gift to United Way. By doing so, you will help far more than one person or program. You, along with hundreds of others, will help achieve real results in the areas of education, financial stability, and health.

Your generosity and involvement matter. Together, we can create opportunities for a better life and brighter future together. We can #LiveUnited.

Sincerely,

[your organization's leadership]

FREQUENTLY ASKED QUESTIONS

CAN I DESIGNATE MY GIFT TO A SPECIFIC CHARITY?

United Way of Missoula County honors designations above \$50 to a qualified 501c3 organizations, although we believe that the most powerful way to invest your donation is to donate to our undesignated LIVE UNITED Fund. In order to cover the cost of administering a pledge processing fee is applied to every designated donation.

HOW MUCH OF MY DONATION STAYS LOCALLY?

Your donation stays local and helps people in our service area of Missoula and Ravalli Counties, and one program in Mineral County. We pay the national office 1% of our total assets annually. In exchange, United Way Worldwide provides us with important training and networking opportunities, valuable research information, national marketing and advertising materials.

WHERE CAN I REFER PEOPLE FOR IMMEDIATE HELP?

Call 211 for the best source of information on where someone in need can get referrals for essential services like food, shelter, clothing, and health care. 211 can be dialed from most phones; if your carrier does not allow 211 access, call 406-549-5555.

HOW LONG SHOULD I RUN OUR CAMPAIGN FOR?

We typically recommend that online campaigns run for a maximum of three weeks. This means that your online giving page is live, and employees can donate during this time.

CAN WE STILL HAVE PAPER PLEDGE FORMS?

Absolutely! We have updated our paper pledge forms and they are available in the Campaign Center at missoulaunitedway.org/campaign-center.

CAN WE HAVE UNITED WAY STAFF PRESENT TO OUR COMPANY?

Yes! United Way staff can present to virtual staff meetings or other virtual meetings that you have throughout your campaign.

WHERE CAN I FIND CAMPAIGN MATERIALS?

You can find all 2020 campaign materials at missoulaunitedway.org/campaign-center. If you still have questions, you can find Erin Wilkins' and Rosie Goldich's contact information there.

For any more questions on how your organization can support or volunteer with United Way, please contact email Rosie Goldich at rosie@missoulaunitedway.org.

THANK YOU



United Way of
Missoula County



United Way of Missoula County

412 West Alder Street

Missoula, MT 59802

406-549-6104

www.missoulaunitedway.org