



United Way Ambassador Guide

We are more than fundraisers. We are hand-raisers. We strive for the education, financial stability, and health of every person in Missoula.

But change doesn't happen alone. Together, there's a way. For over 90 years, United Way of Missoula County has been a trusted community partner. We know that these past few years have brought tremendous change and upheaval to our lives.

United Way of Missoula County still stands strong. With incredible ambassadors like you, we will continue to meet the challenges of the Missoula community.

United Way of Missoula County
412 Alder St W, Missoula, MT 59802
missoulaunitedway.org

**United Way
of Missoula
County**

**United
Way**



Tips for a Successful Campaign



SUPPORT from your organization's leadership is critical. Ask your leadership to speak at the kickoff event, and 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.

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Frequently Asked Questions

CAN I DESIGNATE MY GIFT TO A SPECIFIC CHARITY?

United Way of Missoula County honors designations above \$50 to 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 about three weeks. This means that your online giving page is live, and employees can donate during this time. Each campaign is unique, and can be shortened or extended based on your own individual needs!

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 or in-person staff meetings or other meetings that you have throughout your campaign.

WHERE CAN I FIND ADDITIONAL CAMPAIGN MATERIALS?

You can find all 2022 campaign materials at missoulaunitedway.org/campaign-center. If you still have questions, you can find Erin Wilkins' and Salina Chatlain's contact information there.

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