



AMBASSADOR GUIDE

2025

UNITED WAY

Missoula County



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.

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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CAMPAIGN TIMELINE AND CHECKLIST

3-4 WEEKS BEFORE

- Recruit your campaign team
- Develop theme, goal, incentives and special events
- Gather United Way promotional and educational materials, either print or online
- Review previous campaign performance

2 WEEKS BEFORE

- Execute campaign theme through newsletters, emails, signage
- Receive pledge forms and campaign materials from United Way or set up virtual campaign page
- Engage your CEO or organizational leadership
- Invite United Way staff to speak

KICK OFF CELEBRATION!

- Make sure employees receive all virtual or print materials
- Regularly update staff and organizational leadership on campaign results
- Send out reminders on a routine basis

POST CAMPAIGN

- Wrap up campaign and collect all outstanding pledge forms
- Submit campaign reports to United Way staff
- Share campaign results with your coworkers
- Thank all contributors!



FREQUENTLY ASKED QUESTIONS

CAN I DESIGNATE MY GIFT TO A SPECIFIC CHARITY?

United Way of Missoula County honors designations above \$50 to qualified 501(c)3 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 two 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 on our [website](#).

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 2025 campaign materials on our [website](#). If you have questions, email Erin Wilkins erin@missoulaunitedway.org, Bailey Clarke bailey@missoulaunitedway.org, or call 406-549-6104.