

**United  
Way**



United Way of Mesa County

# WORKPLACE AMBASSADOR GUIDEBOOK



Name: \_\_\_\_\_



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United Way of Mesa County

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# LETTER FROM ZEB

Executive Director

 970-243-5364

 [zebulon@uwmesacounty.org](mailto:zebulon@uwmesacounty.org)

**Dear Ambassador,**

United Way of Mesa County believes that everyone can reach their full potential in the areas of health, education, and self-reliance. As a community working together, we can improve literacy rates in our schools, bring comfort and basic resources to those in a time of need, and lend a helping hand to those who are vulnerable. Together, we can provide the tools and resources to change the life of a neighbor.

United Way is built on the model that it is our community that understand our needs, it is our community that can create solutions, and it is our community that rallies to fight and overcome. Anyone who participates can make a difference and everyone in our community benefits. Working united, we can achieve so much!

United Way of Mesa County annually gives hundreds of thousands of dollars in grants to nonprofit organizations right here in Mesa County that have been identified and researched by your friends and neighbors. In addition, United Way of Mesa County runs the Mesa County Imagination Library which provides a free book each month to children under the age of five. In our first year running the program, we put 40,000 books into the hands of our future. We have united many agencies and nonprofits to help us tackle homelessness with our United to Solve Homelessness community education programming, and our Volunteer United portal has linked those that want to volunteer their time in our community to agencies looking for help.

Through these programs, we have seen the power of the community working together. United, we can build a strong Mesa County for all.

**Best Regards,**

A handwritten signature in black ink, appearing to read 'Zebulon Miracle', written over a white background.

**Zebulon Miracle**

# LETTER FROM FAITH AND CASSIDY

Corporate Engagement Manager  
& Administrative and Donor Manager



📞 970-243-5364

✉️ faith@uwmesacounty.org,  
cassidy@uwmesacounty.org

**Dear Ambassador,**

We are so excited you have taken on the ambassador role at your workplace. We look forward to working with you during your campaign season. Your partnership with United Way of Mesa County is meaningful and is making lasting change in our community through the resources and connections you help us cultivate. It is fun to see your passion for our community come to life as you reach your goal, host events, and help motivate and inspire your coworkers.

As you move through your campaign, you are not alone! We are here every step of the way and want to help you be successful and enjoy this role in any way we can. Please utilize us to help educate and motivate your workplace and make your campaign as easy as possible. Faith would love to present on what United Way of Mesa County is and what we do to serve the community. Cassidy is here to help set up your campaign, deliver materials, and help you go digital if that is something that interests you. Cassidy will also work with your payroll team and provide a spreadsheet of donation data and results.

Together we are making a difference in Mesa County. We believe in creating a true partnership and stand by the idea that your donation is an investment in us and our community. Please include us in your campaign events- we would love to be judges, cheerleaders, participants, etc. Also, be sure to tag us on social media! If you have any questions, we are always available to assist in any way we can. Please don't hesitate to reach out, we love talking with you! We wish you success in your campaign and appreciate your continued enthusiasm and support!

**Sincerely,**

*Faith Rodriguez*      *Cassidy Lujan*

**Faith Rodriguez & Cassidy Lujan**



# About Us

At United Way of Mesa County, we believe the caring power of the community can provide everyone the opportunity to reach their full potential. **100% of the dollars raised locally stay here in Mesa County.** United Way of Mesa County fights for the **health, education and self-reliance** of every person in our community. Services funded by UWMC are utilized by roughly **50,000 individuals in Mesa County**, which is about **1 out of 3 people** living here! For 2022-2023 we are supporting **33 local agencies providing 43 programs in Mesa County.** But we aren't stopping there. UWMC launched four community impact programs to serve even more people in our community: **Volunteer United** (a free-to-use one-stop-shop platform for those looking for volunteer opportunities and for agencies to post volunteer opportunities), **Mesa County Imagination Library** (a free book program for kids under 5 to get a book in the mail once per month), **United to Solve Homelessness** (an educational experience for community members to help address the Mesa County homeless issue), and **United for Child Care** (a fund specifically used to address child care issues in Mesa County)



United Way  
of Mesa County

# FACT SHEET 2022-2023

- **United Way of Mesa County has served Mesa County for sixty-three years (founded in Grand Junction in 1959).**
- **United Way of Mesa County is not just a fundraising organization. It facilitates community collaboration to ensure the community's needs are being addressed, and provides education, information, and referral to the community at large. We have 4 direct service programs, administer grants, and advocate on important issues.**
- **We feel the people who donate the money should be a part of giving it away. Between 60-80 volunteers, people like you, serve on our allocation panels each grant cycle. These panels review the grant applications from the agencies and make on-site visits to help determine which programs are most effective and efficient at delivering services our community needs.**

# FACT SHEET 2022-2023

- UWMC is governed by a local Board of Directors. All funding and policy decisions are made locally. United Way Worldwide provides training, marketing support and help with national accounts. Staff live in the Grand Junction area and we use local vendors as much as possible.
- Payroll deduction offers a convenient and affordable way to help others in need. In addition to payroll deduction, individuals may make a donation with cash, check, credit card (MasterCard, Visa, Discover, American Express), or by automatic bank withdrawal.
- Giving is a choice. We do not support coercion – giving is a personal matter and decision.
- The United Way campaign fundraising and administrative expense is just 15%. According to the Better Business Bureau, the most efficient charities spend less than 30%, on fundraising and administrative fees.

# Reasons to Support United Way of Mesa County

By donating to our Community Impact Fund you are donating to something bigger. The Community Impact Fund is the best way to help the most people, helping fund 43 local health and human service programs run by 33 agencies right here in Mesa County

When you donate, you support:



Chances are you or someone you know benefits from one of the agencies we help fund

The background features several abstract, colorful shapes: a large dark blue circle on the left, a smaller light blue circle at the top center, a large red shape on the top right, an orange shape on the bottom right, a large orange shape on the bottom left, a large light blue shape on the bottom left, and a dark blue circle on the bottom right.

# **Workplace Campaigns**

# About Workplace Campaigns

The bulk of the nearly one-million dollars raised every year comes from workplace campaigns. This is where companies, like yours, host campaigns where their employees will donate through payroll deductions, or directly. United Way of Mesa County's workplace campaigns bring people in local businesses together to take on our community's most difficult issues. Every campaign is different and can be shaped around your organization's culture and timeline. Whether you are a small business, a major corporation, or even a nonprofit, you can join other local businesses and help our friends and neighbors in Mesa County reach their full potential!



**United Way  
of Mesa County**

# As a Campaign Ambassador...

## Benefits:

- Networking opportunities
- Recognition within your organization
- Nationally recognizable volunteer work

## Your Role:

- Develop an effective campaign plan for your workplace
- Hold a campaign kick-off internally
- Promote the campaign within your organization and encourage others to give
- Make it fun!!
- Thank those who make the choice to donate

## Communication is Key:

- Have UWMC present at your kick-off
- Promote giving options: Employees can give through payroll deduction, online giving (via credit card, automatic withdraw or PayPal), by cash or via check. Take advantage of a custom giving page as an alternative to paper pledge forms!
- Utilize your campaign materials! We have posters, flyers and stickers to give out to your team. More resources available at <https://www.unitedwaymesacounty.org/workplacecampaigns>
- YOU are the advocate for United Way of Mesa County within your organization, however you are not alone. If you need some tips, tricks or general inspiration for your team please email [development@uwmesacounty.org](mailto:development@uwmesacounty.org)





FOR CAMPAIGN RESOURCES  
AND PRINTABLES...

# Visit our Website



[https://www.unitedwaymesacounty.org  
/workplacecampaigns](https://www.unitedwaymesacounty.org/workplacecampaigns)

# Campaign Goal Setting

Last Year's Campaign		This Year's Campaign
	# of Donors	
	# of Leadership Donors	
	Employee Participation Rate	
	Special Event Dollars Raised	
	\$ Raised from Employee Gifts	
	\$ Raised from Corporate Match	
	Corporate Gift	
	Total Campaign Dollars Raised	

# 10 Strategies for a Successful Campaign

**Affirm and Engage Top Management Support**

**Recruit Help and Delegate Tasks**

**Reflect on Previous Campaigns**

**Develop a Plan and Set Goals**

**Personalize Campaign to Company and Employee Passions**

**Publicize Campaign and Incentivize Giving**

**Discuss and Recognize Leadership Giving and Company Match**

**Keep momentum and include new hires**

**Report Results and Thank Donors**

**Have Fun and Remember What Great Work You are Doing!**

# Building Your Campaign Plan

Start Date

End Date

Number of Employees

Pledge Collection Type Paper Forms Custom Giving Page Hybrid

Who is Collecting Pledges

## Communications Plan

What	When	How
Pre-Campaign Communications		
Presentation		
Campaign Start		
Reminder		
Reminder		
Last Chance to Submit Pledges		

# Engagement and Special Fundraising Event Ideas

- 1 Jeans/Casual Day
- 2 Cutest pet contest
- 3 Bake Sale
- 4 Chili Cookoff
- 5 Ice Cream Social
- 6 Parking Spot Raffle
- 7 Holiday Gift Wrapping
- 8 Pumpkin Carving/Decorating
- 9 Baby Photo Guessing Contest
- 10 Potluck Lunch

**Please invite us to participate! We would love to stand in as cheerleaders,  
judges, etc!**

# GUIDE TO MAKING THE ASK

People give to United Way of Mesa County for various reasons, but the number one reason people don't give is because they weren't asked.

Below you will find some resources to help you "make the ask."

## ASKING ONE-ON-ONE

United Way's research shows a peer-to-peer ask is the most effective way of asking for a pledge. Sincerely communicating your commitment to supporting the community through United Way really does make a difference. Leaving pledge forms on employees' desks and hoping they fill them out is not recommended.

- Know what United Way's mission is and how it's working to achieve it
  - Ask for a first-time gift or specific increase
  - Handle concerns by seeing "Managing Objections" below
  - Say thank you, regardless of what the donor decides
- If they don't want to donate, give them options for other ways to show support through attending a special event like Home Loan Taste of the Grand Valley or volunteering

## ASKING IN A GROUP SETTING

Company campaign kickoff and special activities are a great way to introduce employees to United Way and ask for a donation.

- Determine who will make the ask. Many companies choose their CEO to make an ask during an event. He or she can discuss why your company chooses to support United Way, your company goal and the impact United Way has on Mesa County.
- Invite a speaker from United Way to do a short presentation. This is one of the best ways to increase donations.
  - Distribute pledge forms. Hand them out at the event and offer incentives to those who turn them in.
- Make the ask. Close the event with one call to action: make a gift.

# GUIDE TO MAKING THE ASK

## MANAGING OBJECTIONS

**ANSWER QUESTIONS HONESTLY – NEVER GUESS. IF YOU DON'T KNOW THE ANSWER TO A QUESTION, LET THE PERSON KNOW YOU'LL FIND OUT AND FOLLOW UP WITH UNITED WAY.**

**I already give to other causes. Why should I give to United Way?**

Giving is a personal decision, and it's great that you've found a cause with which you identify. One thing to keep in mind is United Way works across the health and human service spectrum. When you make a gift to United Way, you're not only supporting one cause, but a variety of important issues here in Mesa County. I encourage you to take a look at United Way's brochure to see the initiatives United Way supports and the changes the organization is working to make.

**I can't give a lot so my donation won't have an impact.**

Every dollar really does make a difference. The great thing about United Way is with so many people choosing to help, when we each give a little, it has a huge impact. I hope you will consider supporting United Way in a way that makes sense for you.

**My spouse gives at his/her company. Why should I give my own gift to United Way?**

Thank you for your spouse's donation! Many couples choose to give at both workplaces because they want to participate with their coworkers. It's also a great way to support your individual companies.

**United Way supports an organization or a cause that I don't like.**

It's important that you feel comfortable with your decision to donate. Although you may not care for one agency, United Way supports programs within many other agencies that serve people in our community. Without the support of the community through United Way, many of these important programs and services would not exist. Check out a list of current partner agencies on the brochure.

**I don't have kids and don't really see the need for helping my neighbors.**

Everyone wins when a community thrives. Many issues facing Mesa County are intertwined. If a child gets enough to eat at home, they're able to focus at school. If they graduate, they're more likely to get a job to support themselves. When people have a stable income and can stay in their homes, they're able to spend money at businesses and contribute more to the local economy. When businesses thrive, they can hire more people, give raises or invest in the business. When people are healthy, they miss less work. Sometimes, all people need is a little help to make ends meet.



# INCREASING GIFTS AT YOUR WORKPLACE

## WHEN SETTING A GOAL

- Calculate the total you wish to achieve.
  - Divide it by the total employment.
  - Share with employees what the gift per employee would be.
- Examples: If everyone in our company, at a minimum, would give \$5 per paycheck we could raise \$13,000.

## WHEN TRAINING YOUR COMMITTEE AND SOLICITORS

- Emphasize the goal is to increase giving.
- Teach them how to ask people to increase their gifts.
- If someone is uncomfortable asking others to give, ask them to assist the campaign in other ways like special event organization, hanging posters or calculating donation totals.

## WHEN PROMOTING THE CAMPAIGN

- Emphasize how increasing individual gifts makes an impact right here in Mesa County.
- Use incentives tied to giving.
- Share stories from United Way about local people and the impact United Way has made in their lives.

## DURING GROUP MEETINGS

- Be sure to share the campaign goal.
- Ask for employees to increase their gift on their pledge cards (remember small increases add up).
- Remind people every dollar counts.

## RECOGNITION

- Recognize employees who increased their gifts on bulletin boards, in newsletters, within departments.
- Do a special “Thank You” for employees who increased their gifts.

# THANK YOU! Ideas

- Raffle for a day of PTO
- Casual Day
- Ice Cream/Pizza Party
- United Way or Company Branded Item



United Way of Mesa County



# Corporate Engagement

# CORPORATE GIFT FORM

Company Name:

Company Contact:

Phone Number:

Billing Address:

Email:

Corporate gift amount:

\$

Special event(s) total:

\$

Payment Type:

Check

Credit Card / PayPal / Bank Withdrawal  
(Please visit [uwmesacounty.org/give](http://uwmesacounty.org/give) or  
use QR code)

Other \_\_\_\_\_



Would you prefer to be billed?

No

Once

Quarterly

Monthly

Designation

Corporate gift is for Community Impact  
Fund

Please match dollars to employee  
designations

How would your company like to be recognized for your gift?

None

Social Media

UWMC Website

All forms of recognition

Authorized Signature

Date

United Way of Mesa County maintains customary security measures to keep your information confidential. No goods or services were exchanged for this donation. See our full Donor Privacy Policy at [unitedwaymesacounty.org/policies](http://unitedwaymesacounty.org/policies). Please consult your tax advisor when filing for deductions and keep a copy of this form for your records. United Way of Mesa County is a 501(c)(3) registered charity. Tax ID 84-0503686

**THANK YOU FOR  
YOUR SUPPORT!**

United Way of Mesa County  
PO Box 153  
Grand Junction, CO 81502

Is your company interested in sponsoring local events or opportunities that directly impact Mesa County families?

To learn more about our corporate partnership opportunities and benefits, please contact:

Faith Rodriguez  
Corporate Engagement Manager  
970-243-5364  
Faith@uwmesacounty.org



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# Volunteering



**There are many ways community members can support United Way of Mesa County. Join us to GIVE, ADVOCATE, VOLUNTEER, and spread the word about our work.**

**[Volunteermc.org](http://Volunteermc.org)**

**Our Volunteer United portal is a centralized database for volunteer opportunities in Mesa County! Looking for meaningful ways to give your time or get your workplace involved but don't know where to start? Volunteer United is your answer. Browse volunteer opportunities from various nonprofits, educational institutions, local government, and more! It's easy and free to sign up, and easy to give your time.**



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