United Way of Mesa County

AMBASSADOR GUIDE

A GUIDE TO PLANNING YOUR 2019 CAMPAIGN

United Way of Mesa County

Celebrating 60 Years 1959-2019
Thank you for being a

UNITED WAY AMBASSADOR

Dear Ambassador,

You are essential to the success of our Community Campaign. Without you, we could not provide the critical funds needed to support 40 programs at more than 25 local agencies. What binds us together is the belief that each of us has a stake in the success of our fellow citizen. We believe the caring power of the community can provide everyone the opportunity to reach their full potential. United, we can ensure our community thrives.

Whether this is your first time as an Ambassador or you’re a seasoned veteran, this guide will help you conduct a successful campaign from start to finish.

On behalf of our organizations, United Way and all of the people served in Mesa County, we thank you for coordinating your 2019 workplace campaign.

AMBITASSADOR BENEFITS

- Career-building skills
- Networking opportunities
- Recognition within your organization
- Expert knowledge of the value of giving to United Way

AMBITASSADOR ROLE

- Work closely with your organization’s leadership
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you (if needed)
- Hold campaign kickoff
- Promote the campaign throughout your organization
- Encourage leadership giving in your campaign
- Make your campaign fun
- Thank your donors and volunteers

UNITED WAY AMBASSADORS

Engage co-workers in building stronger community by planning, organizing, and coordinating a successful United Way Campaign

AMBITASSADOR BENEFITS

KEY DATES

Pacesetter Kickoff
August 21, 2019
8:00-9:15 am
Dinosaur Journey Museum
550 Jurassic Ct, Fruita, CO 81521

Pacesetter Ambassador Training
August 22, 2019
9:00—10:00 am
UWMC Conference Room

Pacesetter Envelopes Due
September 13, 2019

Community Campaign Kickoff
September 18, 2019
11:30 am —1:00 pm
Cross Orchards Historic Site
3073 F Rd

Community Campaign Ambassador Trainings
September 19, 2019
4:00—5:00 pm
UWMC Conference Room
or
October 2, 2019
9:00-10:00 am
UWMC Conference Room

Community Campaign Envelopes Due
November 8, 2019

Community Celebration
March 12, 2020
TBD
The new Orchard Mesa Middle School

Home Loan Taste of the Grand Valley
February 3, 2020
CMU Ballroom
**CAMPAIGN CHECKLIST**

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<th>Plan your campaign</th>
<th>Target Date</th>
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<tr>
<td>Attend United Way Ambassador Training</td>
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<td>Review the previous campaign’s performance, determine opportunities and challenges.</td>
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<td>Meet with your CEO, determine your participation and monetary goals, incentives for giving, and get his/her personal endorsement.</td>
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<td>Recruit a Co-ambassador or Planning Committee (if necessary).</td>
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<td>Invite your United Way Resource Development Manager to the campaign planning meetings to answer questions and offer ideas.</td>
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<td>Discuss campaign strategies, themes and develop a calendar of events.</td>
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<td>Request materials and speakers through United Way of Mesa County. <strong>Available Materials</strong></td>
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<td>Send a “Campaign Kickoff” letter from your CEO endorsing and announcing the upcoming campaign. <strong>Sample Communications</strong></td>
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<tr>
<td>Promote your campaign and distribute your calendar of events</td>
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<tr>
<td>Visit the online Toolkit any time for campaign materials and ideas. <strong>Campaign Toolkit</strong></td>
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**Execute Your Campaign**

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<td>Hold a fun and engaging Kickoff Event and invite a United Way or agency speaker. Share your story—why do you give?</td>
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<td>Invite a member of the leadership team to the kickoff meetings to communicate management support of the campaign.</td>
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<td>Personally distribute and collect pledge forms. Ask everyone to return their pledge form, even if they choose not to give. Recycle extras with United Way.</td>
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<td>Make sure everyone is given the opportunity to make a contribution to the campaign. The number one reason people say they didn’t give is because they weren’t asked.</td>
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<td>Show employees the impact their contributions can make. Giving goes up when people know their gift is making a real difference.</td>
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<td>Send out reminders and encourage people to turn in their pledges.</td>
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<td>Make personal follow-ups with individuals who have not turned in their pledge as the campaign nears the end.</td>
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**Finalize your Campaign**

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<td>Collect pledges, calculate results and submit final campaign envelope with pledges and left-over materials to United Way.</td>
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<td>Review campaign results with your committee members and leadership.</td>
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<td>Announce results to all employees.</td>
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<td>Thank everyone! Thank all donors with a celebration event, letter or email from you or your CEO. <strong>Thank you Ideas</strong></td>
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Don’t forget to have fun... just like our United Way ambassadors below!
**UNITED WAY’S COMMUNITY IMPACT FUND**

Giving to United Way’s Community Impact Fund is the most efficient and most powerful way for you to invest in our community.

| Community needs are assessed and the most critical issues are identified. | United Way’s Community Impact Fund |
| Funding stays local and is based on program performance and overall impact on our community. | ✓ |
| Rigorous program oversight is provided by United Way staff and volunteers year-round. | ✓ |
| Agencies are visited by United Way staff and volunteers to ensure program compliance and progress | ✓ |
| Yearly reviews of agencies’ financials are conducted. | ✓ |
| Opportunity exists to double donations through challenge grant matches sponsored by companies and foundations. | ✓ |
| Donate conveniently through workplace campaign and payroll deduction. | ✓ ✓ |
| Donation is distributed directly to nonprofits | ✓ ✓ |

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**THE BEST WAY TO GIVE.**

A gift to United Way’s **Community Impact Fund** allows you to help more people than a gift to a single nonprofit can.

United Way experts look for gaps and duplications so **Community Impact Fund** dollars go to the needs everyone is aware of but also to those needs less obvious but no less important.

Your gift to United Way’s **Community Impact Fund** ensures that your donation is invested where the need is greatest. Donations are monitored to ensure the programs are effective, meet current community needs, and are financially stable and sustainable.

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**LEVERAGE YOUR INVESTMENT**

Agencies that receive United Way funding also receive a “community seal of approval” through the allocation process, which they can then leverage with other funders to bring more dollars into Mesa County.

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Executive Director Lindsay Keller
Imagination Library
1. SET PRIORITY AREAS

United Way continuously monitors the conditions in our community to ensure we’re working in the areas of highest need. Currently, our priority areas are: health, education and self-reliance.

2. ELIGIBILITY

Every year, United Way of Mesa County opens the grant cycle with agency eligibility. The agencies submit documentation showing they are a non-profit in good standing and they meet our strict eligibility criteria.

3. APPLICATION

Applications are extended to eligible agencies to apply for program-level funding. We ask for a lot of information in the application, so we use an online system to track the progress.

4. PROGRAM REVIEW

There are many good agencies in our community. Our commitment to United Way donors is to find the very best agencies that are fighting for the health, education and self-reliance of everyone in our community. To do this, a team of over 60 well-trained, community volunteers are assigned to Community Investment Panels. The panels are separated into priority areas. Each panel reviews and visits their assigned agencies. This is known as our Citizen Review process.

5. BOARD REVIEW

At this point, the community volunteers have finished their review, and their funding recommendations have been sent to our Board of Directors for approval. The Board makes the final decisions on which programs receive a grant and the amounts. Our Board Members, as stewards of our community’s resources, have a responsibility to ensure our donors’ gifts have the greatest impact and are used to address the most critical and emergent problems in our community.

6. FUNDING

It’s an exciting day when the funding decisions are announced to agencies. When a program is funded by United Way, they receive a contract that outlines how United Way will pay the funds and what the expectations are for both parties. Once the contract is signed, the program is officially a United Way funded agency.

If you are interested in becoming a Community Investment Panel Volunteer, contact Lindy Hodges at lindy@uwmesacounty.org or 970-243-5364.
TIPS FOR A SUCCESSFUL CAMPAIGN

Get Donors Interested
78% of people are more likely to give a financial donation if they have a positive engagement experience.

- **Share the story:** Educate employees by inviting an agency speaker to share a story about the positive impact that donor dollars have on our community. Contact United Way staff to schedule a speaker.
- **Volunteer during Community Investment:** Experience how important United Way funded agencies are to the community by participating on an allocation panel. Allocation volunteers are trained on how to read grants and how to determine a program’s efficiency and effectiveness. During the allocation process, volunteers will attend program site visits, tour the facilities, and speak with staff and clients. When the process is complete, allocation volunteers recommend funding amounts to the United Way Board of Directors.

Make the Ask
Research shows that the #1 reason people don’t give to United Way is because they were never asked.

- **Ask for the pledge:** With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.
- **Answer questions and handle concerns:** Answer questions honestly and if you don’t know the answer ask your United Way representative.
- **Leverage incentives:** Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking, and gift cards are great incentives.

- **Say thank you:** Regardless of what the donor decides, thank them for their time.

UNITED All Year Long
Partnering with a reputable nonprofit organization can enhance a business’ brand. Show donors how United Way is using their gift, months after they’ve given.

- **Share facts and updates:** Share United Way updates and news with employees on a regular basis throughout the year so they can see the impact of their contributions.
- **Connect on Social Media:** Advocate for United Way by posting photos of your kickoff events or share testimonials on why your employees invest in United Way.
- **Use New Hire and Retiree Packets:** United way can provide the packets to engage new employees outside of campaign season and allow retirees to continue their involvement.

**ONLY HAVE 60 SECONDS?**

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 Community Fund is the most efficient and most powerful way for you to invest in our community. Together we can accomplish more than a single person, group or organization could.
- United Way is not a short-term investment; it’s about lasting change. We surround a community’s most critical problems and we fight. We fight for those who need a voice and those whose names we do not know.
- United Way is:
  - Effective. We only invest in programs at agencies that are in good financial health and in programs with results that are measurable, sustainable, and meet current community needs.
  - Efficient. Donor dollars are leveraged with others to meet the most pressing needs in our community.
  - Local. We invest in 40 programs at 25 local agencies in the areas of Health, Education and Self-Reliance located in Mesa County. All money raised in Mesa County stays in Mesa County.
WHAT YOUR DOLLARS CAN DO

Your gift, no matter what size, makes a difference. Plus, the dollars you donate to United Way’s Community Fund stay right here in our community. For the cost of everyday items and activities, you can provide urgent and life-changing resources that impact people throughout Mesa County.

**$1 Per Pay Period**

- Can provide an emergency 3-day meal supply for a hungry family in Mesa County.

**DID YOU KNOW?**

- Mesa County’s median household income is $12,000 lower than the state’s median income.¹
- Approximately half of households with children younger than 18 are receiving SNAP benefits.¹

**$5 Per Pay Period**

- Can provide four children a new book each month for a year, helping ensure they enter kindergarten ready to learn.

**DID YOU KNOW?**

- Children not reading at grade level by 4th grade are more likely to drop out of high school.²
- In Mesa County, only 34% of children (3-4 years) are enrolled in preschool.¹
- And, only 17% of adults (25+ years) have a bachelor’s degree.¹

**$10 Per Pay Period**

- Can prevent a low-income family in Mesa County from losing their home due to eviction and assist them in becoming financially self-reliant.

**DID YOU KNOW?**

- 55% of households in Mesa County pay 30% or more of their income on rent.¹
- 20% of people who are homeless are younger than 18.¹
- 10% of people who are homeless are veterans.¹

**$20 Per Pay Period**

- Can provide nine counseling sessions to a child victim of sexual assault in Mesa County, reducing trauma, promoting dignity, justice and healing.

**DID YOU KNOW?**

- In Mesa County, 17 per 1,000 children (younger than 18 years) experience abuse or neglect.¹
- Use of mental health crisis services have doubled in the past two years.¹

Sources: ¹ Mesa County Community Health Needs Assessment 2018-2020; ² Kids Count Data Center.

For a complete list of our 2019-20 Funded Agencies, visit our website at [www.unitedwaymesacounty.org](http://www.unitedwaymesacounty.org)
e-PLEDGE: TAKE YOUR CAMPAIGN ONLINE

e-Pledge is an online pledging software that allows employees to pledge through a personalized website. You can include your company logo, CEO endorsement, photo, incentives, and donation instructions. For more info on e-Pledge, email Daysha Snow at Daysha@uwmesacounty.org or call 243-5364.

Benefits:
- Reduced administrative costs
- Timely reporting
- Email communication
- Confidentiality
- Creates payroll deduction report

Thank you!

WE ❤ OUR CAMPAIGN AMBASSADORS!