Lead United Live United

Campaign Ambassador Guide

United Way Denton County
Dear Campaign Ambassador,

United Way Employee Giving Campaigns across Denton County don’t just happen. They are brainstormed, directed, and realized by dedicated people like you – our Campaign Ambassadors. And for that we say THANK YOU! You are pivotal to the effectiveness of the United Way of Denton County Employee Giving Campaign at your company.

Successful campaigns translate into greater support and a wider array of services for our neighbors in need throughout Denton County, including thousands of children, hundreds of families, Veterans, people experiencing homelessness, and people undergoing mental health challenges. We recognize the additional responsibilities you are accepting to serve as your company’s Ambassador, and we appreciate your initiative in taking on this leadership role.

The information included in this guide will give you the tools, best practices, and guidance you need to make your 2020 United Way Campaign a success. United Way of Denton County’s Annual Campaign is vital to building a better Denton County for all of us. Our efforts and continued progress wouldn’t be possible without you and the indispensable leadership and energy you provide.

THANK YOU!

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ABOUT UNITED WAY OF DENTON COUNTY

We empower neighbors to invest in one another to help the Denton County community thrive.

WORKING TOGETHER, WE IDENTIFY NEEDS, IMPLEMENT IDEAS, AND IMPROVE LIVES.

DENTON COUNTY NEEDS ASSESSMENT

The first step to improving lives in Denton County is understanding our community’s needs. United Way of Denton County researches and collates both primary and secondary data from many sources, including our Partner Agencies, community focus groups, client surveys, subject matter experts at the local, state and national levels, the Texas Education Agency, and the United States Census Bureau. We publish full reports every five years highlighting Denton County’s highest-priority needs. Annual updates assess changing trends. UnitedWayDenton.org/Needs

GLOBALLY RECOGNIZED, LOCALLY FOCUSED

United Way is both the world’s largest nonprofit network and the world’s most valuable nonprofit brand, widely recognized for the efficiency and effectiveness of each local United Way organization. Thus, donors are sure to see a return on investment of time, talent, and treasure with United Way of Denton County.
CHANGE DOESN’T HAPPEN ALONE

Donations strengthen our dual strategy of supporting Partner Agencies and leading Collective Impact Initiatives to serve the most vulnerable populations in Denton County.

By building strong, inclusive relationships between Denton County businesses, governments, and nonprofits, our Collaborative Initiatives and Programs aim to tackle complex socioeconomic problems in Denton County like poverty, homelessness, and mental illness.

We leverage connections and credibility to do the difficult task of making county-wide impact.

UnitedWayDenton.org/Programs
YOUR ROLE

Ambassadors engage coworkers in building a stronger community by planning, organizing, and coordinating a successful United Way Employee Giving Campaign. Essentially, you advocate for us within your company, helping your colleagues understand the value of United Way across Denton County.

In this role, you serve as a lifeline between your company and the thousands of individuals and families benefiting from United Way supported programs.

WHAT DO AMBASSADORS DO?

• Attend United Way Ambassador Training
• Recruit a team of coworkers to help you build support for the campaign
• Create a fun and engaging campaign strategy
• Set goals to increase giving and volunteering
• Hold a campaign kickoff and other special events within your organization
• Distribute United Way materials and pledge forms, and then collect and submit forms to your United Way liaison
• Encourage and educate employees on the benefits of leadership giving
• Thank your donors and volunteers
• Engage with United Way of Denton County throughout the year (see page 15)

WHAT ARE THE BENEFITS TO AMBASSADORS?

• Create positive impact in your community
• Develop career-building skills
• Network across your company and community
• Showcase your leadership and project management skills at work
YOUR RESOURCES

It takes the right tools to build an effective campaign, and you can easily access the United Way Campaign Toolkit online. The Toolkit offers videos, templates, graphics, and other resources to assist you at every stage of the campaign. Make sure to utilize this valuable resource!

UnitedWayDenton.org/CampaignToolkit

DEVELOPMENT TEAM
United Way of Denton County staff members who assist Ambassadors with campaign efforts, including year-round activities.

Kristin Jones, MBA
Director of Development
Kristin@UnitedWayDenton.org
940-566-5851 Ext. 102

Dominique Peillard
Development Coordinator
Dominique@UnitedWayDenton.org
940-566-5851 Ext. 123

Michelle Huber
Development Manager
Michelle@UnitedWayDenton.org
940-566-5851 Ext. 107

Madeline Fink
Development Specialist
Madeline@UnitedWayDenton.org
940-566-5851 Ext. 115

LOANED EXECUTIVES
Volunteers from a United Way of Denton County corporate partners who assist the Development Team in building Employee Giving Campaigns. Learn more at UnitedWayDenton.org/LoanedExecutive.

CAMPAIGN CABINET LIAISONS
United Way of Denton County volunteers who support the Resource Development team year-round by recruiting and launching new or renewed Employee Giving Campaigns with our corporate partners.
# CAMPAIGN CHECKLIST

## PLAN YOUR CAMPAIGN

<table>
<thead>
<tr>
<th>TO DO</th>
<th>TARGET DATE</th>
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<tbody>
<tr>
<td>Attend United Way Ambassador Training.</td>
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<tr>
<td>Review the previous campaign's performance to determine opportunities and challenges.</td>
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<tr>
<td>Meet with your leadership to set participation and monetary goals and incentives for giving, and get his/her personal endorsement.</td>
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<tr>
<td>Recruit a Co-Ambassador or Planning Committee (if needed).</td>
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<tr>
<td>Meet with your United Way liaison to discuss campaign strategies and themes, and develop a calendar of events.</td>
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<tr>
<td>Request materials, speakers, and agency tours through your United Way liaison.</td>
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<tr>
<td>Send a “Campaign Kickoff” invitation from your leadership endorsing and announcing the upcoming campaign. Invite retirees to your Kickoff event.</td>
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<tr>
<td>Promote your campaign and distribute your calendar of events.</td>
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<tr>
<td>Consider incorporating a volunteer opportunity into your campaign.</td>
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<tr>
<td>Visit the online Campaign Toolkit any time for campaign materials and ideas.</td>
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## EXECUTE YOUR CAMPAIGN

<table>
<thead>
<tr>
<th>TO DO</th>
<th>TARGET DATE</th>
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<tbody>
<tr>
<td>Host a Kickoff Event with the United Way liaison and a speaker.</td>
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<tr>
<td>• Make it easy with Sample Campaign Meeting Agenda (available in the online Toolkit).</td>
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<tr>
<td>• Show at least one of the United Way Videos.</td>
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<tr>
<td>• Share your story. Why do you give?</td>
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<tr>
<td>Acknowledge your Loyal Contributors (10+ year donors).</td>
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<tr>
<td>Hold a Leadership Giving, Retiree, and/or Loyal Contributor event.</td>
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<tr>
<td>Conduct special events, an agency tour or fair, and other activities. Share photos from your events on your company’s social media and tag United Way of Denton County.</td>
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<tr>
<td>Make sure every employee has the opportunity to give (receives a pledge form or can log into ePledge).</td>
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<tr>
<td>Publicize community facts and interim campaign results on your company social media.</td>
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</table>

## FINALIZE YOUR CAMPAIGN

<table>
<thead>
<tr>
<th>TO DO</th>
<th>TARGET DATE</th>
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<tbody>
<tr>
<td>Collect pledge forms, calculate results, and submit Campaign Report Form and white copies of pledge forms to your United Way liaison. Submit yellow copies to your payroll department. Donors keep pink copies.</td>
<td></td>
</tr>
<tr>
<td>Review campaign results with your leadership, committee members, and United Way liaison.</td>
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<tr>
<td>Announce results to all employees.</td>
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<tr>
<td>Thank all donors with a celebration event, letter, or email from your leadership or a visit from a United Way representative.</td>
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INCENTIVES, THEMES, & SPECIAL EVENTS
Investing in your community should be a positive and uplifting experience. Effective campaigns incorporate incentives, themes, and special events to engage employees and keep things fun. Your company’s unique culture is the best place to look for inspiration.

TOP-LEVEL SUPPORT
No matter the size of your company, input and endorsement from leadership is key to a successful campaign. Your leaders have partnered with United Way because they care about improving and transforming lives in Denton County. Look for opportunities to showcase their support and keep them updated on the progress of the campaign.

GOAL SETTING
Is your company reaching its full potential to improve lives in Denton County? Set a challenging, yet attainable campaign goal to motivate your team and build momentum.

<table>
<thead>
<tr>
<th>2019 Totals</th>
<th>2020 Goals</th>
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<tbody>
<tr>
<td>SPECIAL EVENTS = $_____________</td>
<td>SPECIAL EVENTS = $_____________</td>
</tr>
<tr>
<td>CORPORATE GIFT = $_____________</td>
<td>CORPORATE MATCH / GIFT = $______</td>
</tr>
<tr>
<td>LEADERSHIP GIVERS = $____________</td>
<td>NEW LEADERS X $1,000 = $______</td>
</tr>
<tr>
<td>% PARTICIPATION = _____________%</td>
<td>NEW DONORS X $______ AVERAGE GIFT = $______</td>
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<tr>
<td>TOTAL = $______________________</td>
<td>TOTAL = $______________________</td>
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SPEAKERS BUREAU
Wondering how to communicate the mission and impact of United Way to your team? We have recruited knowledgeable and passionate volunteers to do just that through our Speakers Bureau. United Way data shows that organizations who feature a speaker at their campaign kickoff average a 114% increase in annual giving, and those featuring a speaker for the first time average a 127% increase.

PARTNER AGENCY TOURS & FARES
On an annual basis, United Way of Denton County awards grants to local nonprofits through our Community Impact program. These Partner Agencies are held to high standards of performance and accountability as they address critical needs in Denton County. We encourage Ambassadors to plan an agency tour, in-house fair, or lunch and learn to show employees how United Way funds are invested in the community.
### THE PLEDGE PROCESS

#### CONDUCTING A PAPER CAMPAIGN

1. Request the appropriate number of pledge forms and other campaign materials from your United Way liaison.
2. Consult with your company’s leadership to set a fundraising goal.
3. Hold a kickoff event to share the mission of United Way and distribute forms to employees.
4. Communication is key! Reach out on an ongoing basis to encourage employees to participate.

5. Collect forms and any cash or checks in the designated campaign envelope.
6. Schedule a time with your liaison to count the funds together and submit the envelope.
7. Review campaign results with your leadership.
8. Announce results to all employees and THANK DONORS.

#### CONDUCTING A VIRTUAL CAMPAIGN

1. At least 4 weeks prior to your scheduled campaign, complete and submit the ePledge spreadsheet provided by United Way.
2. Consult with your company’s leadership to set a fundraising goal.
3. Consider holding a virtual kickoff event to share the mission of United Way and explain the ePledge process to employees.
4. Communication is key! Reach out on an ongoing basis to encourage employees to participate.

5. Remind employees of the submission deadline and encourage them to make their pledge.
6. Track the status of the campaign through your ePledge Administrator page.
7. Review campaign results with your leadership.
8. Announce results to all employees and THANK DONORS.

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Questions about the ePledge aspect of virtual campaigns? [Watch the tutorial](#) in our online Toolkit! For ideas on virtual fundraising, click [here](#)!
LEADERSHIP GIVING

Leadership Givers serve as a collective voice of community members who invest in United Way of Denton County to help the community thrive. Established to recognize individuals and couples who donate $1,000 or more, the Leadership Giving Circle plays a significant role in the success of the United Way Campaign which, in turn, creates change for neighbors in need across Denton County.

It’s easy to encourage employees to add their names to this collective voice:

• A pledge of $20/week is all it takes to become a Leadership Giver.

• Visit with your company’s leadership about the importance of Leadership Givers. Celebrate your company’s Leadership Givers with a special meeting or public recognition to say thank you.

• Remind employees to share their spouse’s name and employer. If a couple’s combined giving totals $1,000 or more, they will be recognized as Leadership Givers.

• Your employees can engage with other like-minded donors through affinity groups such as Women UNITED and Tocqueville Society. Click to learn more.
MEET JAMIE

“Jamie” is one of 41,544 economically disadvantaged students in Denton County who want to succeed. All she needs is an opportunity – an opportunity you can provide with a donation to United Way of Denton County.

JAMIE ATTENDS AN EARLY EDUCATION PROGRAM funded by United Way, putting her on the path to success in school.

JAMIE’S PARENTS IMPROVE THEIR FINANCIAL STABILITY with financial coaching provided by trained United Way volunteers.

SHE Has GREAT SCHOOL ATTENDANCE because she participates in United Way funded mentoring and youth activities after school.

JAMIE EARNS HER HIGH SCHOOL DIPLOMA!

HER PARENTS IMPROVE THEIR FINANCIAL STABILITY with financial coaching provided by trained United Way volunteers.

HER PARENTS PAY IT FORWARD by investing and volunteering with United Way of Denton County allowing the next “Jamie” to begin their journey.

SHE STARTS EACH SCHOOL YEAR OFF RIGHT with a free backpack, school supplies, and vision/hearing screenings at one of several Back To School Fairs supported by United Way.

Her parents improve their financial stability with financial coaching provided by trained United Way volunteers.

Her parents increase their earning potential and financial capabilities through bundled services made possible by the Denton County Workforce Success program supported by United Way.

Her parents get their taxes done for free by a trained United Way volunteer and receive a $5k Earned Income Tax Credit, which they use as a down payment for a car.

Thank you for your gift to United Way of Denton County which helps thousands of people in Denton County.

Learn more at UnitedWayDenton.org

Download full poster from our online Toolkit.
MEET JAMIE

"Jamie" is one of 41,544 economically disadvantaged students in Denton County who want to succeed. All she needs is an opportunity – an opportunity you can provide with a donation to United Way of Denton County.

ACCESS TO HEALTH AND MENTAL HEALTH SERVICES across Denton County, means Jamie's mind and body are strong and equipped to learn.

BY 3RD GRADE SHE IS READING PROFICIENTLY because the Early Childhood Coalition in partnership with United Way, empowered her parents with resources.

JAMIE AND HER FAMILY HAVE ACCESS TO HEALTHY FOOD thanks to food drives and meal programs supported by United Way.

THANK YOU FOR YOUR GIFT TO UNITED WAY OF DENTON COUNTY which helps thousands of people in Denton County.

Learn more at UnitedWayDenton.org
AS AN AMBASSADOR, WHAT IF I GET A QUESTION I DON’T KNOW HOW TO ANSWER?
Don’t be afraid to say you don’t know. Get the person’s name and phone number and contact your United Way liaison who will follow up with the person. Our website, UnitedWayDenton.org, also offers extensive information.

WHERE DOES MY CONTRIBUTION GO?
All campaign funds go into the Community Fund unless a donor designates a specific agency or other United Way. Each year, United Way of Denton County volunteers evaluate the needs of our community. Money is then allocated based on these evaluations and the recommendation of the volunteer committee. The Community Fund is the best way to help the most people and meet the greatest needs in our community.

WHO DECIDES HOW MY GIFT IS SPENT?
In January and February, trained United Way of Denton County volunteers evaluate the services provided by United Way Partner Agencies. This review assures all gifts are used to best meet the needs of our community. These volunteers make funding recommendations to the United Way of Denton County Board of Directors for final approval. To learn more or find out how you can volunteer, visit UnitedWayDenton.org/community.

WHAT ABOUT THE PRESSURE TO GIVE?
United Way of Denton County has specific policies against pressuring anyone to give. The decision to give is a personal one; no one should be pressured or coerced into giving.

HOW MUCH OF MY DONATION STAYS IN DENTON COUNTY?
The money raised in Denton County stays in Denton County. Our organization sends less than 2% of the total amount raised to United Way Worldwide as our membership fee. This fee provides us with national fundraising opportunities, marketing, and staff training support.

HOW MUCH OF MY CONTRIBUTION GOES TO HELP PEOPLE?
United Way of Denton County’s current percentage for fundraising and administration expenses is 5.5%, far below the 35% recommended by the Better Business Bureau’s Standards of Charity Accountability. Outside these expenses, every dollar given goes toward helping people in the Denton County area.

UNDER THE NEW TAX LAW, IS MY GIFT STILL TAX DEDUCTIBLE?
Yes, the new tax law still allows you to deduct your charitable giving. The major change is the doubling of the Standard Deduction which means fewer people will itemize their taxes.

CAN I GIVE MY GIFT TO A SPECIFIC AGENCY?
Yes, the designated contribution section at the bottom of the pledge form allows donors to pick a specific agency to receive their gift. Donors may give to any health and human service 501(c) (3) organization that adheres to the Patriot Act. There is a minimum of $100 to designate.

IS PLANNED PARENTHOOD A UNITED WAY OF DENTON COUNTY PARTNER AGENCY?
Planned Parenthood is not a partner agency of United Way of Denton County. Donors’ investments to United Way of Denton County support a network of nonprofits, initiatives, and programs that align with UWDC’s strategic focus areas.
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INITIATIVES & VOLUNTEER OPPORTUNITIES

BACK-TO-SCHOOL PROGRAMS

We coordinate the collection and distribution of school supplies for economically disadvantaged children. UnitedWayDenton.org/backtoschool

COMMUNITY GRANTS

We amplify the efforts of highly efficient and effective nonprofits by investing resources to address the most critical needs of Denton County. You can volunteer to be on the committee to make these important decisions. Email Leah@UnitedWayDenton.org, or visit UnitedWayDenton.org/CommunityImpactGrants to learn more.

FINANCIAL COACHING

Volunteer to work with individuals and families to reach personalized goals to improve financial stability. UnitedWayDenton.org/FinancialCoaching

HOMELESSNESS CENSUS

Volunteer for the annual one-day homeless population census, to better understand the nature of homelessness. UnitedWayDenton.org/point-time-count

LOANED EXECUTIVES

Practice leadership and relationship management through invaluable hands-on experience in the community. UnitedWayDenton.org/LoanedExecutive

MENTAL HEALTH FIRST AID

Be a mental health first responder. This course equips attendees with a 5-step action plan to respond and refer anyone experiencing a mental health crisis. UnitedWayDenton.org/mental-health-first-aid-course

PROJECT BLUEPRINT BOARD LEADERSHIP TRAINING

Learn the skills needed to shape and govern a successful nonprofit organization. UnitedWayDenton.org/ProjectBlueprint

VOLUNTEER INCOME TAX ASSISTANCE (VITA)

Volunteer to provide free tax preparation to low and moderately-low income families. UnitedWayDenton.org/VITA/Volunteer

SIGN UP FOR OUR NEWSLETTER! UnitedWayDenton.org/newsletter

SPECIAL EVENTS

UNITED Tribute

January 16, 2021
UnitedWayDenton.org/UNITED-Tribute

PEOPLE HELPING PEOPLE GOLF TOURNAMENT

June 21, 2021
UnitedWayDenton.org/Golf

COMMUNITY CONVERSATION

September 18, 2020
UnitedWayDenton.org/Kickoff

STAY INVOLVED

SPECIAL EVENTS
YOU CHANGE LIVES WHEN YOU SUPPORT UNITED WAY OF DENTON COUNTY

COVID-19 has severely disrupted our lives in ways that will have long-term effects on our Denton County community. Teachers & students have been forced out of their classrooms, unemployment is soaring to record levels and our community's health is at risk as we battle this virus.

Together, we can change this. These issues – education, income, and health — are the day-in-day-out work of United Way of Denton County. And this crisis brings the importance of our work into sharp focus.

United Way Denton County has been identifying our community’s needs and responding to the most pressing problems for more than 65 years, but change does not happen alone. We are in this together and it’s the strength of our community partners, like you, that drives real change. We are facing new challenges, but we’re up for it. YOU built United Way of Denton County for such a time as this.

In 4 short months, we have taken immediate action to address the pressing needs of Denton County and our neighbors whom have been adversely affected by COVID-19:

- Over $4.4 Million Invested
- Across 27 Municipalities

The COVID-19 Eviction Prevention Program has provided 1,403 MONTHS of assistance from April-July 2020 to help prevent 1,054 HOUSEHOLDS* across Denton County from experiencing homelessness due to COVID-19

*Some duplicates

Together, we are finding and creating innovative solutions to new challenges.

- Leveraged public and private sector relationships to procure over $3.3 million in funding support.
- Joined forces with Communities Foundation of North Texas, other local United Ways and North Texas funders in the North Texas Cares collaborative to provide emergency funding to support and sustain the local nonprofit sector.
- With tremendous support from Denton County Commissioner’s Court via CARES Act funding, we disbursed $1,824,964 in COVID19 Recovery grants to 28 nonprofit partners.
- Rallied network of nonprofit partners to accept referrals on behalf of residents across Denton County for eviction prevention. In just a few months, over $961,700 has been disbursed from Fund to assist 1254 homes.

If you know someone who needs help, refer them to UnitedWayDenton.org/FindHelp.