

Lead **UNITED** **LIVE UNITED®**



CAMPAIGN AMBASSADOR GUIDE



WORDS FROM OUR LEADERSHIP

Dear 2022 Campaign Ambassador,

During this last year we have recognized a 300% increase in the needs of our communities and County, however; we've also seen a 25% decline in the funding for our nonprofits. We need your help to assist in the recovery and rebuilding of these nonprofit who have been devastated by this difficult paradox.

The United Way Employee Giving Campaigns are needed now more than ever. Dedicated leaders like you, our Campaign Ambassadors, will make the 2021 United Way Employee Giving Campaign a success. You are critical to the mission and an essential part of our team. It is caring individuals such as yourselves who support United Way of Denton County who make the difference and help our Denton County nonprofits recover and rebuild.

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 so many who cope with 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 critical leadership role.

The information included in this guide will give you the tools, best practices, and guidance you need to make your 2021 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 crucial leadership and energy you provide.


Jan Rugg
Public Affairs
Atmos Energy Corporation
2022 CAMPAIGN CHAIR



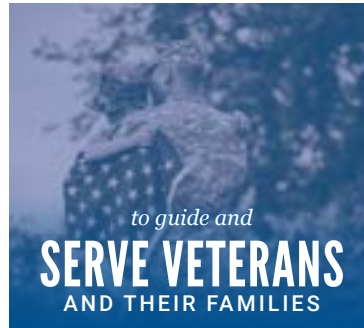
TABLE OF CONTENTS

4	ABOUT UNITED WAY OF DENTON COUNTY	10	PLEDGE PROCESS
6	YOUR ROLE & RESOURCES	11	EMPLOYEE GIFTS IN ACTION
8	CAMPAIGN CHECKLIST	14	FAQS
9	BEST PRACTICES	15	STAY INVOLVED

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.

We LIVE UNITED 4 Denton County



#UNITED4DentonCounty

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.

UNITED WAY NAMED #5 ON



UNITED WAY WORLDWIDE VOTED
AMERICA'S #1 CHARITY 2020



YOU MAKE THE DIFFERENCE

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.

See Our Impact > UnitedWayDenton.org/Impact





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)

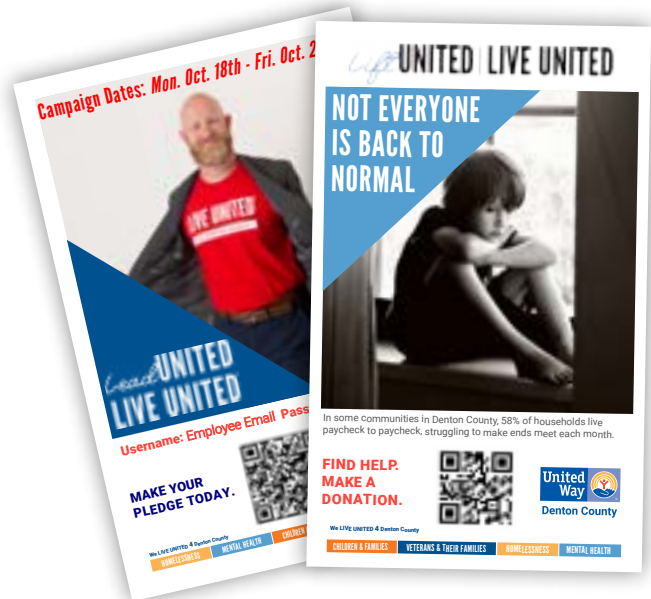
WHAT ARE THE BENEFITS TO AMBASSADORS?

- 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.

UnitedWayDenton.org/Staff

CAMPAIGN CHECKLIST

PLAN YOUR CAMPAIGN

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

EXECUTE YOUR CAMPAIGN

	Host a Kickoff Event with the United Way liaison and a speaker. <ul style="list-style-type: none"> • Make it easy with Sample Campaign Meeting Agenda (available in the online Toolkit). • Show at least one of the United Way Videos. • Share your story. Why do you give? 	
	Acknowledge your Loyal Contributors (10+ year donors).	
	Hold a Leadership Giving, Retiree, and/or Loyal Contributor event.	
	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.	
	Make sure every employee has the opportunity to give (receives a pledge form or can log into ePledge).	
	Publicize community facts and interim campaign results on your company social media.	

FINALIZE YOUR CAMPAIGN

	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.	
	Review campaign results with your leadership, committee members, and United Way liaison.	
	Announce results to all employees.	
	Thank all donors with a celebration event, letter, or email from your leadership or a visit from a United Way representative.	

BEST PRACTICES

When you partner with United Way of Denton County, you benefit from over 68 years of experience raising funds and awareness in the community. Use these tips to maximize the impact of your Employee Giving Campaign. For more information and ideas, visit the [Campaign Toolkit](#) or ask your United Way liaison.

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.

2021 Totals	2022 Goals
SPECIAL EVENTS = \$ _____	SPECIAL EVENTS = \$ _____
CORPORATE GIFT = \$ _____	CORPORATE MATCH / GIFT = \$ _____
LEADERSHIP GIVERS = \$ _____	NEW LEADERS X \$1,000 = \$ _____
% PARTICIPATION = _____ %	NEW DONORS X \$ _____ AVERAGE GIFT = \$ _____
	TOTAL = \$ _____

INVITE A SPEAKER

Wondering how to communicate the mission and impact of United Way to your team? We have knowledgeable and passionate staff and volunteers to do just that. 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 & FAIRS

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 (either in-person or virtually) to show employees how United Way funds are invested in the community.

THE PLEDGE PROCESS

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.

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

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.

EMPLOYEE GIFTS IN ACTION



Download full poster from our online Toolkit.

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 *Michelle & Brian Cree SWX Global Design & Production* [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](#).

EMPLOYEE GIFTS IN ACTION

Download full poster from our online Toolkit.

MEET JAMIE

"Jamie" is one of 46,772 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 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.

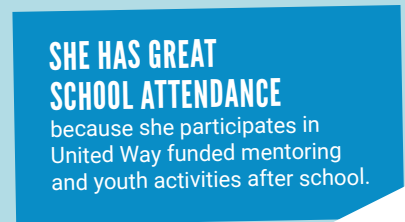
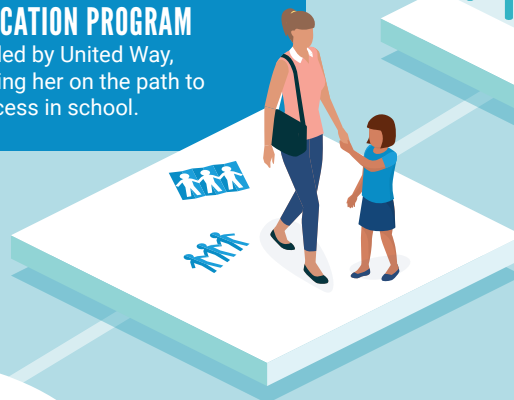
SHE HAS GREAT SCHOOL ATTENDANCE

because she participates in United Way funded mentoring and youth activities after school.

JAMIE EARNS HER HIGH SCHOOL DIPLOMA!

HER PARENTS PAY TAXES D

by a trainee and receive Tax Credit down payment



ACCESS TO HEALTH AND MENTAL HEALTH SERVICES

across Denton County, means Jamie's mind and body are strong and equipped to learn.



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.



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.



PARENTS GET THEIR CREDIT SCORE FOR FREE

United Way volunteer provides a \$5k Earned Income Credit, which they use as a payment for a car.



JAMIE AND HER FAMILY PAY IT FORWARD

by investing and volunteering with United Way of Denton County allowing the next "Jamie" to begin their journey.



THANK YOU FOR YOUR GIFT TO UNITED WAY OF DENTON COUNTY

which helps thousands of people in Denton County.

Learn more at
UnitedWayDentonCounty.org

FREQUENTLY ASKED QUESTIONS

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, UnitedWayDentonCounty.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 2.7%, 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.



STAY INVOLVED

SPECIAL EVENTS



June 20, 2022

UnitedWayDenton.org/Golf



September 9 & 16, 2022

UnitedWayDenton.org/Kickoff-Breakfasts



January 28, 2023

UnitedWayDenton.org/UNITED-Tribute

INITIATIVES & VOLUNTEER OPPORTUNITIES

BACK-TO-SCHOOL PROGRAMS

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

BOARD LEADERSHIP INSTITUTE

Learn the skills needed to shape and govern a successful nonprofit organization. UnitedWayDenton.org/Board-Leadership-Institute

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.**

ENDING VETERAN HOMELESSNESS

A county-wide call to action to reduce barriers and increase resources to ensure every Veteran in Denton County has a home. UnitedWayDenton.org/End-Veteran-Homelessness

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

VOLUNTEER INCOME TAX ASSISTANCE (VITA)

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

WOMEN UNITED

Our Women United network makes a lasting impact through collaboration, volunteerism, innovation, and leadership philanthropy. UnitedWayDenton.org/WomenUnited



SIGN UP FOR OUR NEWSLETTER! UnitedWayDenton.org/newsletter

THANK YOU!

