Dear Ambassador,

Welcome to the 2019-20 United Way of Greater Kansas City Campaign—and thank you!

You are essential to our work and success. Without you, we simply couldn’t reach all the individuals who want to make a positive impact in our community. What brings us all together is the shared belief that each of us has a stake in the success of our fellow citizen.

We know the Ambassador role is an additional responsibility to your day-to-day work, and we sincerely appreciate your commitment and support. Likewise, we are here to offer you support every step of the way as you lead your organization’s United Way campaign. 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 community partners, United Way and all of the people served in our five-county region, thank you for your energy, excitement and leadership in stepping up to coordinate your workplace campaign. When we all join together, Kansas City takes care of its own.

Sincerely,

Brent Stewart
UWGKC President and CEO

AMBASSADOR BENEFITS
- Career-building skills
- Networking opportunities
- Recognition within your organization
- Expert knowledge of the value of investing in your community

AMBASSADOR ROLE
- Work closely with your organization’s leadership
- Work closely with your UWGKC Relationship Manager
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you (if needed)
- Hold campaign kickoff and recognition events
- 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 a stronger community by planning, organizing, and coordinating a successful United Way Campaign.

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WHY UNITED WAY?

Each year with your help, United Way of Greater Kansas City works to create the best version possible of our community. We stand alongside our donors and our volunteers as the leaders capable of understanding the community’s unique needs and then addressing them in ways that create real change. We do it by connecting children, teens, adults and families with the tools and support they need to thrive.

And it’s because of ambassadors like you that we can make it all happen!

Here for

**HEALTH**

Health Care  
Mental Health Advocacy  
Counseling Services  
Medical Care  
Child Abuse Advocacy, Intervention and Treatment  
Domestic and Sexual Violence  
Shelter Services

Here for

**EDUCATION**

School Readiness  
Career Pathways for School-Age Youth  
Before- and After-School Programs  
Youth Development  
Early Learning

Here for

**FINANCIAL STABILITY**

Fighting to eliminate generational poverty  
Safe, Stable and Affordable Housing  
Emergency Assistance  
Case Management  
Income and Asset Development  
Adult Education

HELP STARTS HERE

UNITED WAY 2-1-1

**DIAL**

2-1-1 or toll free at (866) 320.5764

**EMAIL**

211KC@uwgkc.org

**VISIT**

211kc.org

**MESSAGE**

Like us on facebook and message at facebook.com/211gkc

United Way also provides a free, confidential call center and a comprehensive online database to connect those in need with the community resources that can help them. United Way 2-1-1 call specialists are available 24 hours a day, 365 days a year.
Big things begin with you.
United Way of Greater Kansas City offers customizable engagement opportunities for groups of any size, on- or off-site, and that fit your skills and interests. Our volunteer experiences align with our community investments, connecting you to the programs and partners we fund, and the work United Way is already doing in our region.

To learn more or start planning your project, contact your United Way relationship manager or reach out to Brandon Calloway, Volunteer Engagement Manager: Brandon.Calloway@uwgkc.org, 816.559.4769.

It is important to give back and I love working for a company that holds that true at their core. I love being able to work on programming events, but the biggest thing to me is our volunteer activities. I love when I can be hands on with my coworkers to help out a good cause.

— Andy Grollmes, ECM at Woodruff
SO YOU WANT TO BE AN ECM?

Employee campaign managers help their organizations work with United Way throughout the year and they lead the annual United Way campaign through planning, implementation and evaluation.

WHAT DOES AN ECM DO?

- Educates co-workers about United Way and provides opportunities for them to get engaged
- Assembles a committee of ambassadors; your colleagues help you build support for the campaign
- Sets goals to increase giving and volunteering (number of donors, dollars raised)
- Holds a campaign kickoff and coordinates other special events
- Distributes United Way materials and pledge forms to colleagues; prepares and submits completed pledge forms to your United Way liaison

BENEFITS OF BEING AN ECM:

- Showcase your leadership and project management skills at work
- Network with colleagues at your organization and in other industries
- Create positive impact in your community

YOUR UNITED WAY TEAM:

Workplace Giving Manager | United Way staff member who assists ECMs with campaign efforts, including year-round activities
Campaign Associate | Seasonal United Way staff member who assists the Workplace Giving Manager with running corporate partner campaigns
Gift Processing | United Way team that processes pledges made during campaign
ePledge and eWay Coordinator | (if applicable) United Way team that builds and supports digital platforms for giving

Being an ECM allows me to both inspire my colleagues and support my community in order to be the change I want to see.
— Raheema Sampson, ECM at Compass Minerals

Believe it or not, giving your time, talent and treasure to the United Way does wonders for your physical and mental health. Your stress levels are reduced and your mood improves. Serving as an ECM is also a great opportunity for professional growth. You’ll have opportunities to network with people throughout your organization, especially executive leadership, whom you may not have otherwise. You may discover a hidden talent or passion which directly impacts self-confidence.
— Margaret Steele, ECM at Kansas Gas Service

I love getting my coworkers energized for a good cause. I love seeing us increase our giving year-over-year and knowing how much that means to neighbors in our community.
— Andy Grollmes, ECM at Woodruff
TIPS FOR A SUCCESSFUL CAMPAIGN

GET DONORS INTERESTED

78% of people are more likely to give a financial donation if they first 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 your relationship manager to schedule a speaker.
- See impact in action: Experience how important United Way-funded programs are to the community by touring an agency.
- Volunteer during Day of Caring: Strengthen your team and community by participating in a spring volunteer project.

MAKE THE ASK

Give prospective donors the chance to say yes.

- Ask for the pledge: With new prospects, 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.

LIVE UNITED ALL YEAR LONG

90% of businesses indicated that partnering with reputable nonprofit organizations enhances their brands. We provide you with the tools you need to show donors how United Way is using their gifts, months after they’ve given.

- Share facts and updates: Send fun facts and stories via email, newsletters, the intranet or a bulletin board.
- Connect on social media: Advocate for United Way by posting photos of your employee volunteers in action or your special event.
- Create an annual engagement calendar that includes Lunch & Learn sessions, hosting a drive, site visits and more. Contact your United Way relationship manager for more information.

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 is the most efficient and most powerful way for you to invest in our community. We invest over 80 cents of every dollar raised into community problem solving—and that far exceeds national standards.
- 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 and 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 220+ programs at more than 140 local agencies in the areas of Health, Education and Financial Stability located in Platte, Clay, Jackson, Cass and Johnson counties.

Make sure you know why United Way and/or community involvement is important to you so that you can motivate others.

— Raheema Sampson

ECM at Compass Minerals
BEST PRACTICES

TOP-LEVEL SUPPORT AND CORPORATE MATCH
Endorsement from your company’s CEO is vital to the overall success of your United Way fundraising efforts. A corporate match on employee dollars is a great way to incentivize a donor’s pledge.

CONDUCT A FUN AND EDUCATIONAL CAMPAIGN
- Don’t run your campaign alone—form a committee
- Use incentives to turn special event donations into payroll deduction/monthly pledges
- Educate before asking: communicate United Way’s work in Greater Kansas City and the needs of our community
- Promote United Way via social media and internal resources

ENGAGE LEADERSHIP TO STRENGTHEN YOUR COMPANY’S INVESTMENT
- United Way leadership donors are leaders in their organization, leaders in our community and leaders in generosity
- The success of UWGKC depends on the community working together to change people’s lives and create lasting results. Leadership donors build the foundation of that success

CAMPAIGN EVENT IDEAS:
- *Minute to Win It* challenges at kickoff or campaign event.
- Home Run Derby: rent or reserve a local field, charge entry fee that goes to UW
- Hold a mini golf event/competition
- Hold a live auction with other employees or leadership as auctioneers
- Chili cook-off, include a most creative chili name category
- Pancake breakfast, served/flipped by management/leadership
- Lip sync battle between department teams
- Halloween costume contest

SETTING A UNITED WAY MEETING
- Sample agenda
- **MEETING** | **PRESENTER** | **DURATION**
  | Opening remarks | ECM | 2 minutes
  | CEO endorsement | CEO | 1 to 5 minutes
  | United Way overview | Relationship Manager | 5 minutes
  | Partner program story | Agency Speaker | 5 minutes
  | The ask | ECM or CEO | 2 minutes
  | Closing remarks with detail of activities and incentives | ECM | 1 minute

*Most importantly—say thank you!*

You can never start planning too soon. Think about how much time you need and then add some more. If you are working with an internal team or other ECM/Ambassadors, hold meetings every other week to stay on task and then increase them to each week as it gets closer to your kick off.

— Andy Grollmes, ECM at Woodruff
PLANNING YOUR CAMPAIGN

- Review the previous campaign's performance; identify opportunities and challenges.
- Meet with your CEO to determine your participation and monetary goals, incentives for giving and to get their personal endorsement.
- Recruit a Co-Ambassador or Planning Committee (if necessary).
- Connect with a Donor Network Member at your workplace (if applicable).
- Meet with your relationship manager to discuss campaign strategies, themes and to develop a calendar of events.
- Request materials and speakers through your relationship manager.
- Send a “campaign kickoff” letter from your CEO endorsing and announcing the upcoming campaign. Invited retirees to your kickoff event.
- Promote your campaign and distribute your calendar of events.
- Consider incorporating a volunteer opportunity into your campaign.

EXECUTING YOUR CAMPAIGN

- Hold a kickoff event with support from your relationship manager and agency speaker. Share your story...why do you give?
- Acknowledge your loyal contributors (10+ years donors).
- Hold a leadership giving, retiree and/or loyal contributor event.
- Conduct special events, lunch & learn sessions and other activities. Share photos of your organization participating in these events on the ECM Facebook page.
- Make sure every employee receives a pledge form and has the opportunity to give.
- Publicize community facts and interim campaign results.

FINALIZING YOUR CAMPAIGN

- Collect pledges, calculate results and submit final report envelopes to your relationship manager.
- Review campaign results with your committee members and relationship manager.
- Announce results to all employees.
- Thank all donors with a celebration event, letter or email from your CEO, or a visit from a United Way representative.

For more information, support or specific campaign materials, contact your United Way relationship manager.