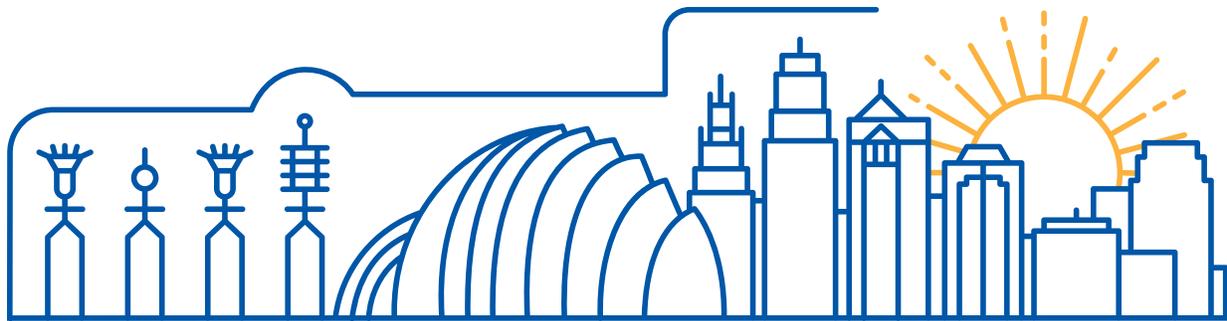


UNITED WAY OF GREATER KANSAS CITY AMBASSADOR GUIDE



United Way
of Greater Kansas City



THANK YOU FOR BEING A UNITED WAY AMBASSADOR

Dear Ambassador,

Thank you for joining us for the 2021-22 United Way Campaign! Whether you have led your organization's giving efforts for several years or you're like me and this is your first time, let me welcome you, thank you, and assure you that the success of this year's campaign begins with YOU.

At United Way of Greater Kansas City, we work to harness the collective giving and volunteer power of the community to maximize social impact throughout the region. In our more than 100 years of pursuing this mission, we have learned that Kansas City responds to highly energized and involved leadership, and that is exactly what we're counting on from you during this campaign.

To assist you, we have prepared this guide, which is full of useful resources and best practices for running a highly successful employee giving campaign. Armed with this and in partnership with your UWGKC team leader, we hope that you feel supported and prepared to lead your company's most successful campaign yet, which in turn will make a profound difference in the lives of the countless young people and families that we support each year.

On behalf of our community partners, agencies, and funded programs, I would like to say another big THANK YOU. We truly could not do this vital work without you, and we look forward to partnering together to make this a year of meeting needs, driving impact, and giving hope.

Let's make this an amazing year of working together to create a better KC for all!

Sincerely,



Chris Rosson

President and CEO

United Way of Greater Kansas City

UNITED WAY AMBASSADORS

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

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

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.

Your support is needed more in 2021 than during any time in recent memory. For our community to recover from the health, economic and sociological impacts of the recent crisis, it requires our network of resources working together.

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 211**



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 211 call specialists are available 24 hours a day, 365 days a year.

ONE DONATION, ONE COMMUNITY.

WHAT YOUR GIFT PROVIDES

\$5 PER WEEK

Keeps the utilities on for
ONE MONTH
in one household in a
crisis situation

1 YEAR
of weekly backpack snacks
for a food-insecure child

A crib, mattress and
bedding for
**ONE HOMELESS
INFANT**

\$10 PER WEEK

SECURITY DEPOSIT
for an apartment for a
family in need

200 BOOKS
for children to grow their
reading skills

Influenza vaccination
shots for
15 UNINSURED PATIENTS

\$25 PER WEEK

PREVENT EVICTION
for one family

3,600 MEALS
to those who would
otherwise go hungry

ONE YEAR
of life changing services
for one abused and
neglected child

\$50 PER WEEK

60 DAYS
of safety and healing for
a woman who has been
sexually exploited

**A YEAR'S WORTH
OF SUPPLIES**
for a preschool classroom

Dental screening and
cleaning for
24 CHILDREN

Big things begin with you.

United Way of Greater Kansas City offers no-contact and virtual 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 Hannah Boehm, Director, Donor and Volunteer Engagement:

Hannah.Boehm@uwgkc.org, 816.559.4769.

Check out available volunteer opportunities at
www.volunteeruwgkc.com

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“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 work with United Way throughout the year on the annual United Way campaign for their organization. Over the past year, it has required some outside-the-box thinking, but many of the most successful campaigns had one thing in common: engaged ECMs! From virtual and web-based implementations to creative activities, ECMs are encouraged to bring new ideas to the table. So, while campaigns might look a little different this year, need in our community hasn't changed.

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.

eCommerce Coordinator | (if applicable) United Way team that builds and supports digital platforms for giving.

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“I’m so fortunate to work for an organization that recognizes service as one of their core values. Service to our customers, to our employees and to the community. I’m honored to serve as the ECM for our United Way campaign because it gives me the opportunity to educate our employees about the amazing, impactful work the United Way is doing to support organizations that are improving the lives of so many people in our community.”

– 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

“Burns & McDonnell is committed to United Way in dozens of communities across the country. I enjoy connecting our employee-owners to their local affiliate and seeing the impact of our workplace campaign magnified by everyone stepping up together.”

Charlotte Lewin, ECM at Burns & McDonnell

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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 fall 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 brand. 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.
 @UnitedWayGKC
  /UnitedWayGKC
- ▶ **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.
- 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 more than 140 partner agencies and 236 programs and initiatives across dozens of vital health and human service areas located in Platte, Clay, Jackson, Cass, Wyandotte and Johnson counties.

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“Give back! ARC Physical Therapy+ prides ourselves on giving back to the community in which our roots were founded. I am honored to work for a company who truly believes in taking care of others, even outside our clinic walls. We recognize that as community partners, we must take care of the communities in which we serve.”

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— Tonya Knoettgen
ECM at ARC Physical Therapy

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 events 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:

- ▶ Host an online competition Organize a Texas Hold ’em, Scrabble or video game tournament.
- ▶ Host Trivia Night, Bingo, or a 50-50 Raffle Enjoy fun activities over video chat.
- ▶ Hold an online learning activity Cook like a chef, or teach flower decorating (led by a local celebrity or colleague
- ▶ Virtual Run/Walk. Have participants pledge a specific number of miles for their goal.

Your United Way relationship manager is here to help you brainstorm even more ideas!



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!

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“I am thankful and proud of the support the leadership of the Federal Reserve Bank of Kansas City has provided to our United Way Committee. It gives me perspective to see that the exceptional campaign we had last year is truly making a difference in people’s lives this year. It is a great feeling to know our efforts are helping others of many diverse backgrounds in the community.”

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– Victor Rodriguez
ECM at Federal Reserve Bank of Kansas City

CAMPAIGN CHECKLIST

✓ PLAN YOUR CAMPAIGN

- Attend Ambassador Training: United Way Ignite, July 15, 2021.
- 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. **Invite retirees to your kickoff event.**
- Promote your campaign and distribute your calendar of events.
- Consider incorporating a volunteer opportunity into your campaign.

✓ EXECUTE 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.
- Make sure every employee receives a pledge form and has the opportunity to give.
- Publicize community facts and interim campaign results via your intranet or private Facebook page.

✓ FINALIZE 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.

DONOR NETWORKS

Giving back is a great way to get involved and be part of the community. So why not make the most of it and join one of our United Way Donor Networks? These three groups comprise the best of Kansas City's generous spirit, active professional networking scene and unique philanthropic experiences.

TOCQUEVILLE SOCIETY

Elite philanthropists, who donate \$10,000 or more annually, making broad sustainable change in the Kansas City community.

WOMEN UNITED

A network of dynamic and influential women, who make an annual gift of \$2,400 or more, committed to early childhood development in Kansas City through leadership philanthropy, collaboration, volunteerism and advocacy.

EMERGING LEADERS SOCIETY

Join this group of passionate volunteers to participate in a variety of service projects with partner agencies focused on poverty, food insecurity and housing instability. Network with and get to know career-diverse individuals from entry-level to top executives and retirees.