



United Way of
Richland County

LIVE
GIVE
HELP **HERE**



**This Is What
Community Looks Like.**

2026-2027 Campaign Packet

Thank you for being a part of the 2026-2027 United Way campaign.

We appreciate your continued support of our organization and the community as a whole. Your generosity and support makes all the difference!

Here's a quick overview of what you will find in this packet:



Welcome Letter: You will find a welcome letter from Elizabeth Daniels, Board President for United Way of Richland County.



2026-2027 Campaign Coordinator Action Guide: Step-by-step instructions to plan your campaign, the best campaign tools to make the greatest impact, and ideas and tips to make your campaign more engaging.



Workplace Fundraising Ideas: Fun ideas for your United Way workplace campaign.



Pledge Forms: The pledge form is a three part document. Please make a pledge form available to each employee. Once completed, the top (white) copy should be put back into the envelope and returned to United Way. The second (yellow) copy goes to the payroll department for those employees who choose payroll deduction and the third (pink) copy is for the donor to keep for their records. Please be sure that the yellow copies of all payroll deductions pledge forms or a copy of the electronic form are delivered to your payroll department.



Payment Sheets: **There is only one sheet you need to fill out. On it you can denote all names and simply mark an "X" whether the gift is payroll deduction, direct bill, or fully paid.** This sheet is available electronically, in Excel. To receive it, please see the next page for the United Way contact information. Additionally, we accept all major credit cards, along with PayPal and Venmo.



United Way Brochure: The 2026-2027 tri-fold details the impact areas that the United Way of Richland County invests in following its yearly allocation process. These 4 areas are: Community Health, Basic Needs, Families, and Youth & Education. The tri-fold also includes our partner agencies that donors can designate all or part of their contribution to, if they so choose. Please note, designated contributions can be divided between impact areas, United Way partner agencies, or any other verifiable 501(c)(3). If anyone from your organization wishes their donation be designated, please be sure that they provide clear details regarding that designation on their pledge form.

Once all employees have had a chance to fill out a pledge form, please:

- Collect the top (white) copies or electronic version of the form.
- Complete the payment sheets or payroll deduction, direct bill, and cash gifts.
If you prefer to submit an Excel spreadsheet in place of the forms, please email asnook@unitedwayofrichlandcounty.org for the form.
- Complete the front of the yellow pledge envelope—please be sure to include your name and contact phone number in case there are questions on totals, etc.
- Deliver paper or electronic copies of pledge forms for payroll deduction pledges to your payroll department.

A member of the United Way campaign team will contact you about picking up your completed packet, or you can call the United Way office at 419-525-2816 and let us know it's available for pick up.

Please know:

If at any time, you need more pledge forms, brochures, pens, or just have a question, please call the United Way office at 419-525-2816 and we'll be more than happy to help you.

If you would like a speaker either from United Way or one of our partner agencies to present to your employees, call the United Way to schedule a speaker. We have a group of ready and willing people excited to tell their story.

If you have extra materials left over such as blank pledge forms or brochures, please return them to the United Way office in the campaign envelope.



Thank you again and remember:

**United Way fights for the health, education, and financial stability
of every person in our Richland community. That's what it means to
"Live United."**



A letter from the president

Thank you for leading your organization's 2026-2027 United Way Campaign. Your personal commitment is essential and we sincerely appreciate your assistance.

As an ambassador for United Way of Richland County, you are our most important campaign volunteer. You play a key role in educating your colleagues about the impact that the United Way is making in Richland County. Programs funded by the United Way campaign not only provide some of the best solutions available to challenges in our community, but also enable the community to take advantage of the great opportunities and resources Richland County has to offer.

Your efforts as a Campaign Coordinator, for this year's United Way Campaign, will be critical to our success. Enclosed are tools to make this campaign successful – whether you are a first-time coordinator or a veteran volunteer. Our United Way staff is available to answer questions and help you in any way they can.

On behalf of the United Way Board of Directors, our staff, and most importantly, the thousands of Richland County residents who will be helped by this campaign, thank you for partnering with us!

Elizabeth Daniels

2026 United Way of Richland County Board President

United Way of Richland County

Phone: 419.525.2816

Website: unitedwayofrichlandcounty.org



**United Way of
Richland County**

2026-2027 Action Guide: Campaign Coordinator



Inside the Action Guide:

- ▶ Step-by-step instructions to plan your campaign
- ▶ The best campaign tools to make the greatest impact
- ▶ Ideas and tips to create an engaging campaign



Campaign Timeline

4-6 Weeks Before Kickoff: Plan

- Connect with your UW representative to review last year's campaign
- Confirm dates and materials required (pledge forms, information materials, etc.)
- Secure CEO and Senior Leadership support
Recruit your campaign team
- Host a planning meeting with your campaign team to brainstorm ways to establish campaign goals, objectives, and activity timeline
- Schedule United Way speaker(s) for internal presentations
- Send staff calendar requests to attend campaign events
- Begin campaign promotion:
 - CEO letter/email to employees
 - Your letter/email to employees, with a reminder of important dates and campaign goals/incentives

Kick It Off: Next Steps

Starting the Campaign:

- Host your kick-off event
- Host a UW speaker
- Ensure all employees get donation information (pledge forms) and incentives to participate
- Host activities, contests, fundraisers, etc.
- Send follow-up emails every few days to remind people of activities and track progress
- Collect all pledge forms and ensure each form is signed

Completing the Campaign (Step-by-Step):

- 1 Calculate results and complete "Campaign Report Envelope"
- 2 Make copies of pledge forms and give them to your HR/payroll department
- 3 Place original pledge forms in campaign envelope
- 4 Give United Way your completed pledge envelope with original pledge forms inside
- 5 Announce results to employees and thank them!
- 6 Conduct a campaign debrief with your UW rep to determine next year's Campaign Coordinator, tentative campaign dates, and year-round engagement.



Your Campaign Toolkit



SCAN for
annual
campaign
resources

1

Gain CEO/
Senior
Leadership
support

2

Form a campaign
committee and
set a company
goal

3

Hold a kickoff
event

6

Find a way to
thank your
donors

5

Encourage
leadership level
giving

4

Offer a corporate
match or
corporate gift

7

Arrange partner
site visits
for your
employees

8

Have open
communication
with United Way
staff

9

Offer year-round
engagement
opportunities for
employees

Add FUN to Your Fundraising Efforts

Need fresh, fun ideas to boost engagement? Check out these tried and true fundraising hits from workplaces across the country. Use them as a starting point, then make them your own to match your team's unique vibe.



Fitness Challenge: Log your active minutes over time and compete for prizes like most steps, best group activity, or most creative workout. A great way to get moving and give back!



Caffeine Cart: Roll through the office with coffee, tea, and snacks for sale. It's a mid-day pick-me-up that also raises funds.



Office Sale or Auction: Declutter and do good. Sell off unused or gently-loved office items and donate the proceeds.



Bracket Challenge: Whether it's March Madness, fantasy football, or even Rock-Paper-Scissors, turn it into a fundraiser. Half the pot goes to United Way—half to the winner!



Basket Auction: Departments create themed baskets (Movie Night, Backyard BBQ, Spa Day, etc.) to auction off. Fun to build, fun to bid on.



Spirit Week: Celebrate themed dress-up days with a fundraising twist. Pay to participate or earn raffle tickets by showing off your spirit (jerseys, concert tees, silly hats and more—virtual or in-person).



Cooking Contest: Enter your best dish for a small donation. Judges vote on taste, presentation, or creativity. Great for office kitchens or virtual cooking showdowns.



United Way Challenge: Departments earn points by donating, volunteering, or attending events. Compete for prizes like lunch with leadership or a half-day of PTO.

