

# FREQUENTLY ASKED QUESTIONS

## What is a Campaign Ambassador's job?

You are responsible for coordinating the United Way of Southwest Minnesota (UWSWMN) campaign at your workplace and planning all activities from kick-off to wrap-up and reporting the results back to UWSWMN. Depending on the size of your workplace, a team of people usually makes the most sense. The UWSWMN team is here to help you with any questions you have or support you along the way.

## What if I need additional materials?

Plenty of extra supplies are available! Call **507-929-2273** or email your request to [unitedway@unitedwayswmn.org](mailto:unitedway@unitedwayswmn.org). Many of our materials are also available on our website [unitedwayswmn.org](http://unitedwayswmn.org) – Campaign Toolkit – Ambassador Resources.



## How long should our campaign run?

Campaigns can be any length of time from one day to one week to one month. Most occur October-December, but the timing and duration should be what works best for your company and will allow you and your team time to connect with all employees. We encourage a kick-off meeting and/or rally featuring a speaker from UWSWMN, distribution/posting of material, and distribution of pledge forms (or information on how to pledge if other options are available at your place of business).

## What about Special Events?

Special events can add excitement to the workplace campaign and make a great addition to 'the ask.' Events should be fun and bring co-workers together, while offering plenty of ways to learn how their investment to UWSWMN makes a difference in their own backyard.



Special event 'donations' should not take the place of an employee pledge. Many workplaces choose to hold special events throughout the year to support the community impact of UWSWMN. **Remember to invite the United Way...WE LOVE SPECIAL EVENTS!** Make sure to take pictures and submit them to [unitedway@unitedwayswmn.org](mailto:unitedway@unitedwayswmn.org)!

## I've just had a Special Event fundraiser...now what?

An Employee Campaign Report form is available online. Turn in special event funds right after the event is completed so you don't have to keep cash in your desk and checks can be cashed promptly.

Each time you turn in money to UWSWMN, it should be accompanied by an Employee Campaign Report. Please fill out the form as completely as possible, including only the money and/or pledges you are turning in at that time. Remember to mark if it is a partial or final report. Each report should be for the funds/pledges you are currently reporting/turning in and **not a cumulative report of all funds previously turned in.**

### Do I need to include copies of pledge forms with my report?

That is preferred. We use the information on the form to inform, recognize, track and thank our donors. It's especially important to have the pledge form if a donor has indicated a specific impact area that they want their donation to be directed towards (i.e. Imagination Library, Education, Financial Stability, etc.). We value the privacy of every donor and do not sell or share their personal information with anyone outside of our organization.

- **NOTE: The employee pledge forms are a one-part form. You can either make a copy of the forms and bring those to the United Way office OR bring the original pledge forms to our office and we will make copies for our records.**

We make a concerted effort to gather the names of our donors so that we may have a more personal relationship with them, keeping them informed of how their investment is being used and what impact is being made through UWSWMN (if they want).

If donors have made investments that qualify them for recognition as a **Leader in Giving**, we want to be able to thank them and verify how they would like to be listed in our annual report.

### Is there an alternative to submitting copies of all the pledge forms?

Yes. Some companies provide pledge information in an excel spreadsheet with name, address, email, pledge amount, payment information (i.e. check, cash, payroll deduction, or credit card) and, if applicable, designation. If that works best for you, please contact us regarding submitting via this option.

### How are Leaders in Giving recognized for their support?

As long as we have received copies of pledge forms and/or an excel spreadsheet with donor information, we will make certain that individuals giving at the leadership level are thanked via mail and contacted to see how they prefer to be recognized in our annual report.

