



# EMPLOYEE CAMPAIGN COORDINATOR GUIDE

**FY 2020-2021**

Head of the Lakes  
United Way



# LIVE UNITED®



Dear Employee Campaign Coordinator,

Thank you for making the decision to lead your organization's Head of the Lakes United Way giving campaign. Your dedication and commitment to improving our community is greatly appreciated. In your role, you'll educate your coworkers about our community's needs and how United Way is making an impact, and you'll inspire them to join the effort and make a difference with their gifts.

I cannot thank you enough for being a part of our team and working with us to solve some of our region's most difficult challenges. Now more than ever, your support is crucial to our success. At United Way, we work to ensure families can meet their basic needs, that children are ready for school, and that people are equipped with skills to build a better life. We change lives, and we simply could not do it without your support.

This guide, as well as our Virtual Campaign Toolkit, will help you run your campaign. We've included tips and tricks to help make your campaign a success, as well as materials that will support you in spreading the word about United Way. Please feel free to contact our team any time with questions, ideas or feedback. We are glad to offer our guidance and support.

Again, thank you for taking on this task. Our mission is critical to improving lives throughout our region. Together, we make it happen.

Invest in your community. Give where you live.

Thank you for choosing to Live United.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Matt Hunter'. The signature is stylized with a large, sweeping 'M' and 'H'.

Matt Hunter

President

Head of the Lakes United Way

# EMPLOYEE CAMPAIGN COORDINATOR GUIDE

FY 2020-2021

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# WHAT IS AN EMPLOYEE CAMPAIGN COORDINATOR?

Employee Campaign Coordinators (ECC) are key to the success of every organization's United Way fundraising campaign. As the Employee Campaign Coordinator (ECC), you serve as the connector between United Way and the employees of your organization. With the materials and support we provide, you will educate your colleagues about United Way's vital role in the community and provide them with an opportunity to give, advocate and volunteer with us. Whether you volunteered or were asked to take on this role, we appreciate you, and we are here to help!

## WHAT IS A WORKPLACE CAMPAIGN?

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The workplace campaign is crucial to supporting United Way. During your organization's United Way campaign, employees make their annual pledge and participate in events to raise funds that support our work in the community. Lasting from a week to a month, workplace campaigns should be:

### FUN

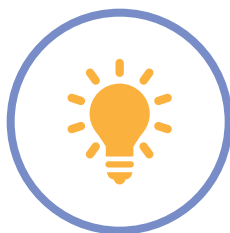
- We encourage you to set up events to promote the campaign and bring employees together.

### EDUCATIONAL

- The most important reason to have a campaign is to raise awareness about United Way's impact. You should use your campaign period to inform colleagues about United Way's work through videos, posters and speaking events.
- These items can be located online at [hlunitedway.org/campaignmaterials](https://hlunitedway.org/campaignmaterials) or you can contact our team at Head of the Lakes United Way for assistance.

### ENGAGING

- Running a workplace campaign not only benefits the community, but it can also improve workplace morale and employee engagement. Giving employees the opportunity to give back at work is becoming increasingly important for workers and job seekers.
- Your effort and dedication to our work is appreciated more than you know. We encourage you to set up a campaign committee to divide responsibilities throughout your organization, and remember that Head of the Lakes United Way staff are available to help every step of the way. Please don't hesitate to ask for assistance or ideas.



#### INSPIRE

Share the United Way story with all employees.



#### ASK

Ask everyone to give.



#### THANK

Thank everyone for giving.

# HEAD OF THE LAKES UNITED WAY

## STRONG CAUSE

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Head of the Lakes United Way fights for the basic needs, education, financial stability, and health of EVERY person in EVERY community we serve.

## STRONG PURPOSE

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Since 1922, we've been confronting the critical issues facing individuals in our community. Today, we tackle those issues by organizing and fundraising, mobilizing hundreds of volunteers, and connecting people with the resources they need through 2-1-1 information and referral service.

In addition, we provide funding to over 50 partner agencies throughout the regions we serve, including Ashland-Bayfield Counties, Greater Duluth, North Shore (Lake & Cook Counties), and Superior-Douglas County.

## STRONG IMPACT

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Working together with our community partners, our volunteers, and donors like you, we've been able to positively impact millions of lives. See inside for a few examples from across our service region.

## OUR PROGRAMS AND INITIATIVES

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### **United Way 2-1-1 Information and Referral Service:**

United Way 2-1-1 is a FREE service offered all day, every day to anyone seeking information and referrals simply by calling 2-1-1.



### **United Way Community Giving Campaign:**

Each year, more than 500 local workplaces and thousands of individual donors participate in United Way's Community Giving Campaign. This campaign supports local health and human service programs that create real, lasting change for individuals and families in our region.



### **United Way Community Services:**

Community Services is a partnership between organized Labor and United Way that supports working families and strengthens our community.



### **United Way Volunteer Center:**

The United Way Volunteer Center serves as a "one-stop-shop" for volunteer opportunities in the area. Visit [www.volunteerhluw.org](http://www.volunteerhluw.org) to learn more.

## HEAD OF THE LAKES UNITED WAY'S SERVICE AREA



Head of the Lakes United Way's service area encompasses the geographical boundaries of Greater Duluth (Duluth, Hermantown, Proctor, Rice Lake, and the townships of Duluth, Solway, Grand Lake, Fredenberg, Gnesen, Normanna, Canosia, Lakewood, and Midway) as well as the North Shore of Minnesota (Lake and Cook counties).

In 2015, as the result of a merger between the United Ways of Superior-Douglas County and Greater Duluth, the area expanded to include Superior-Douglas County as well as Ashland and Bayfield counties.

## HEAD OF THE LAKES UNITED WAY IMPACT AREAS

Head of the Lakes United Way fights for the basic needs, education, financial stability, and health of EVERY person in EVERY community we serve.



### BASIC NEEDS

**Ensuring a Strong Network of Basic Human Services.**

Meet people's emergency and transitional need for food, shelter, housing, safety and clothing.



### FINANCIAL STABILITY

**Promoting Financial Stability and Independence.**

**Increase Income:** Financial stability can be achieved through a continuum of services available to increase income and reduce debt, beginning with improved money management and increased credit ratings, tax preparation assistance to claim tax credits, and providing better access to education and workforce opportunities to enhance job skills.

**Gain and sustain savings and assets:** In addition to increasing income, building savings and assets is vital for the financial stability of lower-income people.



### EDUCATION

**Fostering Successful Children and Youth.**

**Early Childhood Education:** Increase early learners' ability to succeed in school and read well by Grade 3.

**Youth Achievement:** Increase youth access to and engagement in high-quality programming which promotes academic achievement.



### HEALTH

**Improving People's Health.**

Increase access to physical, mental and dental services and benefits for uninsured and under-insured people.

In addition, increase access to activities that promote healthy behaviors and wellness.



Head of the Lakes  
United Way

# Head of the Lakes United Way

## 2020-21 COMMUNITY PARTNER AGENCIES and Funded Programs

### ASHLAND-BAYFIELD COUNTIES

#### New Day Shelter

- Basic Services Program

#### The BRICK Ministries, Inc

- Benevolence Program

### GREATER DULUTH

#### American Indian Community Housing Organization – AICHO

- Gimaajii Healthy Families Initiative

#### American Red Cross serving Northern MN and Douglas County WI

- Disaster Services

#### Arc Northland

- Family/Child Mental Health
- FASD Intervention

#### Boys & Girls Clubs of the Northland

- Education/At-risk youth

#### Center City Housing Corp.

- Early Childhood
- Transitional Housing

#### Children's Dental Services

- SMILES Across Minnesota

#### CHUM

- Drop-in Center
- Emergency Shelter
- Health and Wellness Clinic

#### Community Action Duluth

- FAIM - Asset Development
- Jump Start
- Tax Preparation

#### Courage Kenny Rehabilitation Institute - Northland

- Adaptive Recreation Activities

#### Damiano Center

- Free Store
- Kids' Kitchen
- Community Kitchen

#### Duluth Area Family YMCA

- Out-of-School Time Program

#### Duluth Community School Collaborative

- Academic and Cultural Enrichment

#### Girl Scouts of MN & WI Lakes and Pines

- At-risk Outreach

#### Goodwill Industries Vocational Enterprises, Inc.

- Community Employment

#### Human Development Center

- Family/Individual Counseling

### GREATER DULUTH (cont.)

#### Just Kids Dental

- Preventative Dental Health

#### Lake Superior Community Health Center

- Affordable Health Care Services

#### Legal Aid Service of NE MN

- Duluth Legal Services
- Expungement Project

#### Life House

- Youth Drop-in Center
- Futures Education Program
- Futures Employment Program
- Mental Health & Wellness Program

#### Lutheran Social Service

- Crisis Nursery
- Financial Counseling
- Foreclosure Prevention
- Together for Youth
- Truancy Action Project

#### Men As Peacemakers

- Boys Restorative Program
- Girls Restorative Program

#### Mentor North

- Mentor Duluth

#### Positive Energy Outdoors

- Low-income Youth Outreach

#### Safe Haven Shelter and Resource Center

- Legal Advocacy

#### Second Harvest Northern Lakes

#### Food Bank

- Food Distribution Services

#### SOAR Career Solutions

- Re-entry Services
- Subsidized Employment Services

#### The Hills Youth and Family Services

- Cambria Hills
- Neighborhood Youth Services

#### The Salvation Army - Greater Duluth Area

- Emergency Assistance
- Family Transitional Housing
- Food Services

#### Valley Youth Centers of Duluth

- Youth After School and Summer Supportive Services

#### YWCA Duluth

- Early Childhood Center
- Girls and Youth Programs

### NORTH SHORE

#### Care Partners of Cook County

- Senior Chore

#### Community Partners

- engAGE
- Volunteer Services Program

#### Just Kids Dental

- Dental Literacy

#### North Shore Area Partners

- Volunteer Services

#### North Shore Horizons

- 24-hr Domestic and Sexual Violence Crisis Intervention

#### Two Harbors Area Food Shelf

- Food Shelf Program

### SUPERIOR-DOUGLAS COUNTY

#### American Red Cross serving Northern MN and Douglas County WI

- Disaster Services

#### Boys & Girls Clubs of the Northland

- Education/At-risk youth

#### Center Against Sexual and Domestic Abuse, Inc – CASDA

- Emergency Shelter Services

#### Harbor House Crisis Shelters – HHCS

- Children's Life Skills Enhancement
- Homeless Stabilization Project

#### Health Care Clinic

- Community Health Care

#### Just Kids Dental

- Preventative Dental Care

#### Lake Superior Community Health Center

- Affordable Health Care Services

#### Lutheran Social Services of Wisconsin and Upper Michigan, Inc.

- Financial Counseling

#### Mentor North

- Mentor Superior-Douglas County

#### School District of Superior

- After School Program

#### Superior Douglas County Family YMCA

- YMCA Membership Scholarships

#### Superior Vocations Center Inc.

- Employment Support Services



Basic Needs



Education



Health



Income/Financial Stability

# OUR WORK IN ACTION

## WHAT DOES UNITED WAY DO?

We bring people and organizations together to do more than any of us can do on our own. Employers, nonprofits, government, educators, labor, health providers, community leaders, youth and many others partner with us. Together, we tackle some of our community's toughest issues. We find solutions that create real change. It's not simple, or easy. Together, we're making progress, and seeing results.





# WE GET RESULTS

## HOW ARE DONATIONS USED?

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As our numbers grow, so do the programs, services, and opportunities we can provide. Join your neighbors, friends, and co-workers in a movement dedicated to creating stronger communities. We have one life. To live better, we must LIVE UNITED.



### BASIC NEEDS

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\$1 donated equals \$7 worth of food shelf groceries

\$2.60 per day for 1 month provides 20 days of shelter for a family of 4

\$40 allows an advocate to assist a victim of domestic violence at a restraining order hearing



### EDUCATION

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\$1 a week sends an at-risk child to camp for a full week

\$15 supports a teenager's opportunity to earn a nationally recognized training credential to help secure a job

\$55 provides a 9-month After School Program scholarship for 1 child



### FINANCIAL STABILITY

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\$1.80 a day keeps 1 individual working despite barriers to employment

\$18 provides 8 hours of care for 1 child so a parent can go to work

\$20 a week provides financial counseling for 5 families



### HEALTH

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\$10 a week pays the medical co-pays for 30 individuals

\$13.65 per week provides dental supplies and preventive dental care for 100 children

\$15.70 per week provides a family with a health and wellness scholarship

# ENGAGE WITH UNITED WAY

Head of the Lakes United Way provides opportunities year-round for organizations to get involved. By engaging in volunteer programs and outreach, employees will have a higher satisfaction in the workplace. In addition, people who volunteer and are engaged with United Way are more likely to donate. We encourage you to consider supporting United Way in multiple ways. There are six different ways to engage. Join the challenge to participate in all six.

## EMPLOYEE WORKPLACE CAMPAIGN

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Host a Workplace Campaign allowing United Way to share information with employees, and to collect payroll or one-time donations. Read on for specific instructions, tips and tricks on holding an effective workplace campaign.

## ORGANIZATIONAL (CORPORATE) GIFT

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Contribute a monetary gift at the corporate or organizational level.

## SPECIAL EVENTS (HELD ON BEHALF OF HLUW)

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Organize special events where proceeds are donated to United Way such as a golf tournament or bike swap. On a smaller scale, hold internal workplace events such as auctions, bowling events, etc.

## SPONSORSHIP (MONETARY OR IN-KIND)

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Sponsor United Way events/activities, or provide an in-kind donation of a product or service. We offer many options for partnering through sponsorship. For more information, please visit our website at [hlunitedway.org](http://hlunitedway.org) or contact Rachel Loeffler-Kemp at 218-726-4771.

## LEADERSHIP GIVING

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Recruit Leadership level donors giving \$1000 or more per individual/combined giver relationship. Additional information on the Lake Superior Leadership Society is available in the Special Gifts section of this guide (Page 17).

## VOLUNTEER

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Take part in volunteer opportunities with United Way such as Day(s) of Caring. Organize an on-site speed volunteering project at your workplace. For ideas, visit [volunteerhluw.org](http://volunteerhluw.org) and view/download a packet of "Speed Volunteering Projects." Other opportunities include serving as a HLUW Board member, committee member or Community Investment panelist.

# 8 STEPS TO CAMPAIGN SUCCESS



## DEFINE INTERNAL ROLES & RESPONSIBILITIES:

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- Recruit a team to help you run your workplace campaign
- Diversity is important – include people from various departments

Our Team: \_\_\_\_\_



## NAIL DOWN LOGISTICS:

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- Determine your timeline (1-2 weeks is a good length for a workplace campaign)

Campaign start date: \_\_\_\_\_

Campaign end date: \_\_\_\_\_



## SET A CHALLENGING AND ATTAINABLE GOAL:

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- Review past campaign giving history – what areas of giving can be extended or increased? Are there ways to become more engaged?
- Identify growth potential in all types of giving – employee, corporate, special events, leadership, sponsorships and volunteer involvement

Our Campaign Goal/s: \_\_\_\_\_



## PLAN YOUR EMPLOYEE CAMPAIGN ACTIVITIES

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- Hold rallies or special events
- Incorporate into trainings/meetings (i.e. safety meetings, staff meetings)
- Participate in volunteer projects
- For more resources, visit [hlunitedway.org](http://hlunitedway.org)

Our rallies and activities will be held on: \_\_\_\_\_



## ORGANIZE TARGETED GROUP ACTIVITIES

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- Recruit/invite upper management and organization leaders
- Inform attendees about the Lake Superior Leadership Society
- Start or run a retiree campaign

Our leadership giving meeting is: \_\_\_\_\_



## COMMUNICATE & PUBLICIZE THE CAMPAIGN

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- Email and personalized letters
- Posters in lobbies, kitchens/lounges, elevators
- Incentives & prizes (You can order items from the UW store at [unitedwaystore.com](http://unitedwaystore.com))
- Presentations: UW campaign staff available to present and share info
- HLUW materials (brochures, posters, campaign video, pledge forms, casual day sticker template and more!)

List methods we will use: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## THANK DONORS & EMPLOYEES

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- Ensures employees have a positive experience & continue to donate
- Thank donors, employees & campaign team at the end of the campaign (prize drawings, luncheons, & personal letters)

Our plan to thank donors and employees: \_\_\_\_\_

\_\_\_\_\_



## EMPLOYEE CAMPAIGN WRAP UP

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- To report campaign results, complete the front of the envelope, seal with pledge forms and payments, & deliver to HLUW or call for pick up.
- Remember:
  - Record the total number of employees and donors
  - Include contact information (phone and email) in case we have questions about the pledge
  - Make sure each donor selected a geographic area for their gift and signed their pledge form
  - Ensure designation and/or credit card forms are attached to pledge forms, as indicated by donor
  - Be sure to calculate the total for all employee and corporate gifts and special events
  - Remind donors to keep their copy of the pledge form for tax purposes

Results will be turned in to Head of the Lakes United Way by: \_\_\_\_\_



# 10 REASONS YOU CAN FEEL GOOD ABOUT YOUR GIFT TO UNITED WAY

There are many great reasons to support your local community. Our donors helped us compile this list of the TOP 10 REASONS TO GIVE to Head of the Lakes United Way.

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- 1. You're Fighting For Your Community**  
Together we fight for the basic needs, health, education, and financial stability of every person in our region. We've been doing this work for nearly 100 years.
- 2. You Receive A Strong Return On Your Investment**  
Gifts to United Way leverage state, federal, and corporate resources, multiplying the impact of your individual gift.
- 3. Your Money Is Invested Wisely**  
At United Way, we listen and learn to identify the most pressing needs in our community, and put your donation to work in innovative and impactful ways to create lasting change.
- 4. You Support Local Solutions To Local Problems**  
You can give where you live. Your donation is invested in your community and helps build a better place for all of us to live, work, and raise our families.
- 5. You Are Not Alone!**  
Together we create more impact than any one person could possibly accomplish on their own.
- 6. You Can Support Causes You're Passionate About**  
Whether you give, advocate, or volunteer, we can connect you to a cause that means the most to you.
- 7. You Set An Example For Future Generations**  
Creating a tradition of philanthropy encourages community connection and drives home the importance of being a good neighbor.
- 8. It's Easy**  
Payroll deduction, cash, check, credit card, or online donations make it simple and convenient to give. Just pick the method that works for you.
- 9. It's Tax Deductible**  
Reduce your taxes and direct more of your income to help your neighbors. You'll thank us during tax season. Really!
- 10. Giving Back Feels Good!**  
It's JUST that simple. Donate today at [hlunitedway.org/donate](http://hlunitedway.org/donate).



Representatives from SOAR Career Solutions share their story at the Live United Luncheon.

# INSPIRE

Prior to your organizations campaign kickoff, send emails to employees to educate and motivate them to give. Include a message from your President or CEO or consider hosting a company-wide event with presentations and CEO appearances.

As the Employee Campaign Coordinator (ECC) for United Way, you can help your colleagues understand the importance of their gift. Our team at Head of the Lakes United Way is here to help you every step of the way. We have created several assets to communicate the value of United Way's work in our online toolkit at [hlunitedway.org/campaignmaterials](http://hlunitedway.org/campaignmaterials) including:

- Videos
- Posters
- Infographics
- Sample letters
- Campaign Brochure
- United Way Logos

You can share this information during presentations and via your employee communications, such as intranet, voicemail, announcements, bulletin boards, email, management endorsement letters, newsletters, paycheck stuffers and social media.

Be sure to encourage colleagues to follow us on Facebook, Twitter, LinkedIn and Instagram to stay updated.



DURING CAMPAIGN



Lake Superior Leadership Society co-chair Barbara Reyelts shares information about leadership giving.

# ASK

**1** The #1 reason people do not give is because they are not asked! So please ask everyone. United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to learn about how United Way changes lives and how each contribution drives our mission forward.

Start at the top – ask company leadership to set the example by making their contributions early. Remember to include off-site and remote employees and highlight corporate support, especially if your company has a program in place that matches employee donations.

You can make the ask:

- Personally
- At campaign events
- At staff meetings
- At leadership events
- Via email and social media

**2** Ensure that your campaign team has the opportunity to speak with all employees. Here are some ways to connect:

- Keep regular totals and give progress reports to your CEO, team, organization.
- Publicize campaign results throughout the organization.
- Track contributions by asking all employees to return pledge cards to you (even if they do not make a gift).
- Ask retirees to make a planned gift.
- Set an average gift goal for your company and incorporate an incentive.
- Hold a special Leadership Society solicitation/recognition event.
- Include names of Leadership donors on the intranet/newsletter/etc. (with their permission).
- Set participation rate as a company goal.
- Hold a raffle for everyone who donates (prime parking spots, days off, gift cards, etc.).
- Hold competitions between stores/branches/locations/departments based on participation rate.
- Offer a casual dress day to everyone who donates.
- Offer an opportunity to win United Way swag.



## POST-CAMPAIGN



City of Duluth Human Rights Officer Carl Crawford gives a keynote speech at the Live United Luncheon.

# THANK

It is just as important to officially close the campaign and thank people as it is to begin the campaign.

- Thank employees for their participation, time and support individually through a CEO recognition letter.
- Recognize your team and others who volunteered their time.
- Publicize your results via email, voicemail, intranet, newsletters, social media, etc.
- Celebrate your success.

## RECOGNITION

Your organization's support of the annual United Way community giving campaign is critical to our joint success and your investment produces positive community results.

To recognize our supporters, we have established several recognition opportunities. Please consider striving for one of these awards as part of your overall workplace campaign effort. Awards are presented each year at our annual LIVE UNITED Luncheon in May.

### **Best in Show:**

Top 10 Recognition for Total Dollars Raised

### **Best in Fundraising:**

Top 10 Recognition for largest INCREASE in Total Dollars Raised

### **Best in Employee Participation:**

Recognition for all organizations with 75% or greater employee participation

### **Best in Engagement:**

Recognition for all organizations engaging with United Way in four (4) or more areas. See Page 10.



# SPECIAL GIFTS

## LAKE SUPERIOR LEADERSHIP SOCIETY

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The Leadership Giving program is designed to encourage and recognize individuals or combined donors who make gifts of \$1,000 or more to the community through the annual United Way Campaign and makes up about 30% of total donations. Conducting a Leadership Giving campaign is one of the best ways to increase the success and impact of your company's overall campaign. As an integral part of your employee campaign, Leadership Giving allows your employees to make a meaningful difference and sets your organization apart as a leader in our community.

### Community Benefits

- **Access to New Resources** – New dollars from Leadership giving donations enhance the ability of United Way to respond to emerging community needs efficiently.
- **Recognition of New Community Leaders** – Leadership donors are recognized as community leaders.
- **Increased Community Spirit** – Leadership donors have increased pride in the community and desire to participate in community activities.

### Lake Superior Leadership Society Levels

- Tocqueville \$10,000 and over
- Innovator \$5,000 to \$9,999
- Visionary \$3,500 to \$4,999
- Pacesetter \$2,000 to \$3,499
- Friends \$1,000 to \$1,999

Leadership giving is an opportunity for contributors to maximize their gifts' impact. Contributions at leadership levels (\$1,000+) will go a long way toward creating opportunities for a better life for all.

### Donor Benefits

- **Community Awareness** – A formal leadership giving program improves communication, increases understanding and awareness of community needs.
- **Positive Image** – Leadership donors are perceived as positive role models for their peers helping to increase the level of participation and total dollars raised throughout the community.
- **Personal Satisfaction** – As a leadership donor, you are giving back to the community. You are making a difference in the lives of people each and every day.

## STOCK GIFTS

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Head of the Lakes United Way accepts stock gifts. For more information or assistance to make a stock gift, contact our finance team at [finance@hlunitedway.org](mailto:finance@hlunitedway.org) or call (218) 726-4774.

## PLANNED GIVING

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Gifts to the United Way Endowment Fund are carefully invested to support the donor's tradition of caring. The gift is carried on from generation to generation. The United Way Endowment Fund accepts gifts through wills and estate plans that provide a continuing source of revenue separate from the annual campaign. Planned gifts could include annual gifts to the endowment fund of cash and securities, or future gifts including:

- **Bequests:** By designating a specific amount of money, a percentage of your estate, or a specific property, you help ensure a future of support.
- **Life Insurance:** Contributing a policy you own, assigning dividends as a gift, or naming Head of the Lakes United Way as beneficiary can provide support for those in need and provide tax benefits to you.
- **Property:** Gifting donations of real estate, jewelry, or other valuables may also provide significant tax benefits.
- **Memorial Gifts:** Directing donations for annual recognition or in honor of a loved one.
- **Other Planned Gifts:** Establishing a charitable remainder trust, lead trust, or other planned gifts.

# WRAPPING UP THE CAMPAIGN

## UNITED WAY PLEDGE FORMS

When wrapping up your campaign, please ensure a pledge form is completed for each donor, and check that all of the highlighted areas on their form are complete, including their contact information, geographic region selected for their gift, donation information, and signature/date. Also, attach cash, checks, credit card, or designation forms as needed. Additional forms may be downloaded at [hlunitedway.org/donate](http://hlunitedway.org/donate).

HEAD OF THE LAKES UNITED WAY PLEDGE FORM		424 W. Superior Street, Suite 402   Duluth, MN 55802 Duluth: 218-726-4770   Superior: 715-394-2733   <a href="http://www.hlunitedway.org">www.hlunitedway.org</a>		 <b>United Way</b> Head of the Lakes United Way	
<b>STEP 1 DONOR INFORMATION:</b>				<input type="checkbox"/> Check here if your contact info has recently changed.	
Prefix _____ First Name _____ MI _____ Last Name _____ Suffix _____					
Home Address _____ City _____ State _____ Zip _____					
<input type="checkbox"/> I am Retired. Employer _____ <input type="checkbox"/> I am a Union Member of: _____					
Please provide your preferred phone number and email address so that we may contact you if we have questions regarding your pledge.					
<input checked="" type="checkbox"/> Phone _____		<input type="checkbox"/> Cell _____		<input type="checkbox"/> Cell _____	
<input type="checkbox"/> Home _____		<input type="checkbox"/> Home _____		<input type="checkbox"/> Home _____	
<input type="checkbox"/> Work _____		<input type="checkbox"/> Work _____		<input type="checkbox"/> Work _____	
<input checked="" type="checkbox"/> Alt Phone _____		<input type="checkbox"/> Alt Phone _____		<input type="checkbox"/> Alt Phone _____	
<input checked="" type="checkbox"/> Email _____		<input type="checkbox"/> Email _____		<input type="checkbox"/> Email _____	
<b>STEP 2 CHOOSE YOUR GEOGRAPHIC AREA*:</b>					
<input type="checkbox"/> Ashland – Bayfield Counties <input type="checkbox"/> Greater Duluth <input type="checkbox"/> North Shore (Lake & Cook Counties) <input type="checkbox"/> Superior – Douglas County					
<b>STEP 3 MAKE YOUR PLEDGE:</b>				<b>TOTAL Annual Contribution:</b> \$ _____	
				Indicate payment method below:	
<input type="checkbox"/> <b>PAYROLL DEDUCTION</b>		<input type="checkbox"/> <b>BILL ME</b>		<input type="checkbox"/> <b>DIRECT GIFT</b>	
I want to donate the following amount <b>per pay period</b> :		Please send me an invoice:		One-time or recurring CC charge	
<input type="checkbox"/> \$50 <input type="checkbox"/> \$25 <input type="checkbox"/> \$10 <input type="checkbox"/> \$5		\$ _____		<input type="checkbox"/> My credit card form is attached*	
<input type="checkbox"/> Other amount \$ _____		(\$25 minimum)		<input type="checkbox"/> I'll give securely online at:	
<b>My pay period is:</b>		<input type="checkbox"/> Quarterly		<a href="http://www.hlunitedway.org/donate">www.hlunitedway.org/donate</a>	
<input type="checkbox"/> Weekly (52 per year)		<input type="checkbox"/> One Time on: _____		<input type="checkbox"/> Please contact me	
<input type="checkbox"/> Twice a month (24 per year)		mm/yy		*Credit card forms and additional information about online giving can be found at <a href="http://www.hlunitedway.org/donate">www.hlunitedway.org/donate</a> .	
<input type="checkbox"/> Every other week (26 per year)					
<input type="checkbox"/> Other _____					
<input type="checkbox"/> <b>LAKE SUPERIOR LEADERSHIP SOCIETY</b>					
An individual or combined gift of \$1,000 or more qualifies you as a <b>Lake Superior Leadership Society Member!</b> In addition, the Emerging Leaders program recognizes donors that give \$500 with a commitment of increasing their gift to \$1,000 within 3 years.					
<b>SELECT YOUR LEVEL:</b>					
<input type="checkbox"/> Combined Gift with _____		<input type="checkbox"/> Emerging Leader (\$500+)		<input type="checkbox"/> Visionary (\$3,500-\$4,999)	
<input type="checkbox"/> Recognition: " _____"		<input type="checkbox"/> Friend (\$1,000-\$1,999)		<input type="checkbox"/> Innovator (\$5,000-\$9,999)	
		<input type="checkbox"/> Pacesetter (\$2,000-\$3,499)		<input type="checkbox"/> Tocqueville (\$10,000 & above)	
				<input type="checkbox"/> I/We wish to remain anonymous.	
Please use this as my/our names in United Way publications					
<b>STEP 4 REQUIRED SIGNATURE X</b> _____					
Date: _____					
<b>ADDITIONAL INFO: (OPTIONAL)</b>					
<input type="checkbox"/> Please contact me regarding PLANNED GIVING.					
<b>PLEASE ADD ME TO THE HLWU EMAIL LIST:</b>					
<input type="checkbox"/> General Head of the Lakes UW e-news					
<input type="checkbox"/> Volunteer Opportunities					
DESIGNATIONS: If you would like to designate your gift, visit <a href="http://WWW.HLUNITEDWAY.ORG/DONATE">WWW.HLUNITEDWAY.ORG/DONATE</a> to view our current partner agencies and fill out/print a designation form. A completed designation form must be attached to your pledge form to be honored.					
AGE RANGE: <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44					
<input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65-74 <input type="checkbox"/> 75 & older					
<input type="checkbox"/> I am a NEW HIRE. <input type="checkbox"/> I plan to RETIRE _____					
mm/yy					
Thank you for your contribution to the United Way campaign. No compensation, goods or services have been given to the donor from Head of the Lakes United Way in return for this contribution. If HLWU has any questions about your contribution, you will be contacted at the above phone number/email address. *Geographic Area: If no area is selected, we will apply your gift to the geographic area corresponding to your provided zip code.					
Original: United Way   Duplicate Copy: Donor/Payroll Dept					
<b>THANK YOU FOR YOUR SUPPORT!</b>					

# WRAPPING UP THE CAMPAIGN

## UNITED WAY CAMPAIGN REPORT ENVELOPE

Once you have all of the pledge forms verified with appropriate forms attached, put everything into the Campaign Report Envelope, and follow the instructions listed on the outside. This information is used by our finance department to ensure all donations are recorded correctly. If you have any questions, please contact your Community Campaign Coordinator.

<div style="display: flex; justify-content: space-between;"><div style="width: 60%;"><p>Head of the Lakes United Way <b>CAMPAIGN REPORT ENVELOPE</b></p><p><i>To ensure accuracy, please complete this form as completely as possible.</i></p><div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"><b>THIS REPORT IS:</b>   <input type="checkbox"/> PARTIAL   <input type="checkbox"/> FINAL</div><p><b>Enclosed in this envelope:</b></p><p><input type="checkbox"/> United Way pledge forms - 1 per donor. Cash, checks, credit card forms and/or designation forms are attached as needed. (Go to <a href="http://hlunitedway.org/donate">hlunitedway.org/donate</a> to print additional forms.)</p><p><input type="checkbox"/> Company/organization pledge card, signed, with pledge indicated and/or donation enclosed.</p></div><div style="width: 35%; text-align: right;"><p><b>Head of the Lakes United Way</b></p><p>424 West Superior St. #402 Duluth, MN 55802 Duluth: 218-726-4770 Superior: 715-394-2733 <a href="http://www.hlunitedway.org">www.hlunitedway.org</a></p></div></div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; text-align: center;"><input type="checkbox"/> ASHLAND-BAYFIELD COUNTIES   <input type="checkbox"/> GREATER DULUTH   <input type="checkbox"/> NORTH SHORE (Lake &amp; Cook Counties)   <input type="checkbox"/> SUPERIOR-DOUGLAS COUNTY</div>		<p><b>Before submitting this envelope:</b></p> <p><input type="checkbox"/> Check ALL pledge forms for: STEP 1. Complete donor contact information STEP 2. Preferred Geographic Area indicated STEP 3. Total annual pledge STEP 4. Pledge form signed and dated</p> <p><input type="checkbox"/> If payment method is "credit card," verify that a credit card form is filled out correctly and attached to the pledge form.</p> <p><input type="checkbox"/> Verify that all checks are made out to <i>United Way</i>.</p> <p><input type="checkbox"/> For Payroll Deduction, give a copy of the completed pledge form to your payroll dept.</p> <p><input type="checkbox"/> Complete the total number of donors and dollars for each category.</p> <p><input type="checkbox"/> Verify the total number of people employed by your organization.</p>																																													
<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px; text-align: center;">STEP 1. COMPANY INFORMATION</div> <div style="border: 1px solid black; height: 80px; margin-bottom: 10px; text-align: center; color: #ccc;">PLACE ADDRESS LABEL HERE (OPTIONAL)</div> <p>Organization name: _____ # Employees: _____</p> <p>Envelope completed by: _____ Date: _____</p> <p>Email: _____ Phone: _____</p>		<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px; text-align: center;">FOR UNITED WAY USE ONLY</div> <table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="width: 30%;">Auditor's Initials</td><td></td></tr><tr><td>Date</td><td></td></tr><tr><td>Cash</td><td></td></tr><tr><td>Checks</td><td></td></tr><tr><td>Payroll</td><td></td></tr><tr><td>To be billed</td><td></td></tr><tr><td>Credit Card/Online</td><td></td></tr><tr><td>Stocks/Securities</td><td></td></tr><tr><td><b>TOTAL</b></td><td></td></tr></table> <table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="width: 30%;">Cashier's Initials</td><td></td></tr><tr><td>Date</td><td></td></tr><tr><td>Cash</td><td></td></tr><tr><td>Checks</td><td></td></tr><tr><td>Payroll</td><td></td></tr><tr><td>To be billed</td><td></td></tr><tr><td>Credit Card/Online</td><td></td></tr><tr><td>Stocks/Securities</td><td></td></tr><tr><td><b>TOTAL</b></td><td></td></tr></table> <table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="width: 30%;">Entered by Initl.</td><td></td></tr><tr><td>Processed Date</td><td></td></tr><tr><td>Andar Env #</td><td>ABC#      GDC# NSC#      SDC#</td></tr><tr><td>Cmpn Audt Pg #</td><td></td></tr></table>		Auditor's Initials		Date		Cash		Checks		Payroll		To be billed		Credit Card/Online		Stocks/Securities		<b>TOTAL</b>		Cashier's Initials		Date		Cash		Checks		Payroll		To be billed		Credit Card/Online		Stocks/Securities		<b>TOTAL</b>		Entered by Initl.		Processed Date		Andar Env #	ABC#      GDC# NSC#      SDC#	Cmpn Audt Pg #	
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# LIVE UNITED®

Head of the Lakes United Way fights for the basic needs, education, financial stability, and health of EVERY person in EVERY community we serve.

We have one life. To live better, we must LIVE UNITED.



## Head of the Lakes United Way

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Duluth, MN 55802

Duluth: 218-726-4770  
Superior: 715-394-2733

[hlunitedway.org](http://hlunitedway.org)

Head of the Lakes  
United Way



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