Head of the Lakes
UNITED WAY

2026 – 2027

EMPLOYEE CAMPAIGN COORDINATOR GUIDE

UNITED WE THRIVE

Dear Employee Campaign Coordinator,

Thank you for stepping up to lead your organization's Head of the Lakes United Way (HLUW) campaign. Your commitment to making a difference in our community is deeply appreciated.

As an Employee Campaign Coordinator (ECC), you'll play a vital role in raising awareness among your colleagues about the needs in our region and how HLUW is working to meet them. You'll help inspire others to get involved and contribute, creating real and lasting impact.

We can't thank you enough for joining our efforts to tackle some of the most pressing challenges facing our communities. Now more than ever, your leadership and support are essential to our success. At HLUW we work to ensure families have their basic needs met, children are ready to learn, and individuals have the tools to build a better future. Lives are changing every day, and it wouldn't be possible without people like you.

This guide will walk you through how to run a successful campaign. Inside, you'll find helpful tips, resources, and materials to support your outreach efforts and build excitement around the campaign. Please don't hesitate to reach out to our team with any questions, feedback, or ideas– we're here to support you every step of the way.

Thank you again for your dedication. Our mission to strengthen our community is only possible when we work together.

Yours sincerely,

Sara Niemi
President
Head of the Lakes United Way

2026 - 2027 EMPLOYEE CAMPAIGN COORDINATOR GUIDE

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EMPLOYEE CAMPAIGN COORDINATOR

Employee Campaign Coordinators (ECC) are key to the success of every organization's Head of the Lakes United Way (HLUW) fundraising campaign. As the 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, partner, 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?

During your organization's workplace campaign, employees make their annual pledge and participate in events to raise funds that support HLUW's 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 HLUW's local impact and inform your colleagues about our work. Educational campaign materials can be found at: ***hlunitedway.org/campaign-materials*** or you can connect with your HLUW contact for assistance.

ENGAGING

Running a workplace campaign doesn't just benefit the community, it also improves workplace morale and employee engagement. Providing employees with the opportunity to give back to the community at work is becoming increasingly important for employees and job seekers.

THANK YOU!

Your effort and dedication to our work is appreciated more than you know. Remember that we are available to help every step of the way. Please don't hesitate to ask!

Head of the Lakes
UNITED WAY

STRONG CAUSE

MISSION

To strengthen our communities by uniting people and resources.

VISION

We are striving to improve the health, education, and financial stability of EVERY person in EVERY community we serve.

STRONG PURPOSE

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.

In addition, we provide funding to over 30 partner agencies throughout the regions we serve, which include Ashland & Bayfield Counties, Greater Duluth, Lake & Cook Counties, and Superior-Douglas County.

STRONG IMPACT

Working together with our community partners, our volunteers, and donors like you, we've been able to positively impact the lives of so many in our communities. We believe in the power of working together to create lasting change across Northeast Minnesota and Northwest Wisconsin. United is the way to strengthen our communities.

COMMUNITY PROGRAMS AND INITIATIVES

Our Community Investment Process provides funding to nonprofit programs focused on health, education, and financial stability. More than 30 local nonprofit organizations benefit from the community-led process.

VOLUNTEER CENTER

The HLUW Volunteer Center serves as a "one-stop-shop" for individuals and groups looking for volunteer opportunities in our communities.

United Way 211 is a FREE, nationwide service offered 24/7 to anyone seeking information and referrals regarding local resources.

AFL-CIO COMMUNITY SERVICES

Community Services is a partnership with AFL-CIO that supports working families and strengthens our communities.

Creating lasting change means stepping up to meet emerging needs. HLUW leads a variety of initiatives across the region. To lean more visit our website at: ***hlunitedway.org***

SERVICE AREAS

HLUW serves **Ashland & Bayfield Counties**, and **Superior-Douglas County** in Wisconsin as well as **Greater Duluth Area** (Duluth, Hermantown, Proctor, Rice Lake, and the township of Duluth, Solway, Grand Lake, Fredenberg, Gnesen, Normanna, Canosia, Lakewood, and Midway) and **Lake & Cook Counties** in Minnesota.

FOCUS AREAS

HEALTH

We make it easier for individuals to access mental health and substance abuse programs, receive quality health care, and access nutritious foods. We're striving to help everyone get - and stay - healthy.

EDUCATION

We're seeking to shift the odds so tomorrow's leaders can build a better foundation today. With an approach to education that spans from cradle to career, we're ensuring that every child gets a strong start in life, teenagers have the tools to learn and grow, and young adults thrive in the job market.

FINANCIAL STABILITY

We're striving to put every person, in every community, on a path toward financial empowerment. That starts with access to housing, job training, credit counseling, and money management programs.

COMMUNITY PARTNER AGENCIES

ASHLAND & BAYFIELD COUNTIES

New Day Advocacy Center
Second Harvest Northland
The BRICK Ministries, Inc.
Workforce Resource, Inc.

GREATER DULUTH

Ampact
Boys & Girls Clubs of the Northland
Brightwater Health
Center City Housing
Children's Dental Services
CHUM
Damiano of Duluth, Inc.
Domestic Abuse Intervention Programs
Duluth Community School Collaborative
Family Freedom Center
First Witness Child Advocacy Center
Just Kids Dental
Justice North
Lake Superior Community Health Center
Life House, Inc.
Lutheran Social Services of Minnesota
Program for Aid to Victims of Sexual Assault (PAVSA)
Safe Haven Shelter & Resource Center
Second Harvest Northland
True North Goodwill

LAKE & COOK COUNTIES

Care Partners of Cook County
Community Partners Two Harbors
First Witness Child Advocacy Center
Just Kids Dental
North Shore Area Partners
Second Harvest Northland

SUPERIOR-DOUGLAS COUNTY

Boys & Girls Club of the Northland
Douglas County-Extension Department – Douglas County 4-H
Just Kids Dental
Lake Superior Community Health Center
Mentor North
Northwest Wisconsin Community Service Agency Inc.
Second Harvest Northland

For more information about our grant recipients, visit out website: hlunitedway.org/get-involved

OUR WORK IN ACTION

WHAT DOES HLUW 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, you, and many others partner with us. Together, we tackle some of our community's toughest issues. We find solutions that create real change. Together we're making progress toward stronger communities.

HOW DONATIONS ARE USED

As community support grows, 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.

HEALTH

We're striving to help everyone get, and stay, healthy. From mental health to dental health, food access to care access. Programs to help our community's most vulnerable. From access to health care to transportation to appointments to making sure families have working smoke detectors.

EDUCATION

We approach education from all different angles. Building tomorrow's leaders through group programming, after school programs that promote learning outside the classroom, and even educating the community on how to keep each other safe.

FINANCIAL STABILITY

A strong financial future requires more than a steady paycheck. We're seeking to give our community financial freedom and peace of mind. That starts with access to housing, job training, credit counseling, and money management programs.

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 with have a higher satisfaction in the workplace. In addition, people who volunteer and are engaged with HLUW are more likely to donate. We encourage you to consider supporting HLUW in multiple ways.

EMPLOYEE WORKPLACE CAMPAIGN

Give your employees the chance to engage with their community by hosting a workplace giving campaign. Share information about needs in the community with employees and offer the opportunity to donate through payroll deductions or one-time donations.

ORGANIZATION GIFT

Contribute a monetary gift at the corporate or organizational level.

SPECIAL EVENTS HELD ON BEHALF OF HLUW

Organize a special event with proceeds benefiting Head of the Lakes United Way (HLUW), such as a golf tournament or bingo. On a smaller scale, hold internal workplace events such as silent auctions, bowling events, potlucks, round-ups, fishing tournaments, etc.

SPONSORSHIPS & IN-KIND DONATIONS

Maximize the visibility of your partnership with HLUW and capitalize on marketing opportunities by sponsoring the 2026 campaign year, or provide an in-kind donation of a product or service.

VOLUNTEER

Take part in group volunteer opportunities with HLUW such as Day(s) of Caring or an on-site kit-building project at your workplace. Currently, HLUW is looking for groups to help complete hygiene kits to distribute locally.

For ideas, visit: ***hlunitedway.org/volunteer***

ALICE PRESENTATIONS

HLUW offers presentations and interactive experiences to help the community better understand the daily challenges faced by ALICE households. ALICE stands for Asset Limited, Income Constrained, Employed. These tools are designed to build empathy, spark conversation, and inspire action toward lasting solutions.

LEADERSHIP GIVING

Recruit Leadership level donors giving $1,000 or more per individual/combined giver relationship. Additional information on the Lake Superior Leadership Society is available on our website at ***hlunitedway.org*** or contact Erin Grabinger at 218-726-4771

INSPIRE. ASK. THANK.

INSPIRE

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

As an Employee Campaign Coordinator (ECC), you can help your colleagues understand the importance of their gifts. Visit: ***hlunitedway.org/campaign-materials*** to find items to help inspire your team, including:

- Campaign video
- Program information
- Sample emails

You can share this information during presentations and via employee communications such as email, announcements, bulletin boards, management endorsement letters, newsletters, and social media. An easy way to inform your team is by sharing the campaign video or inviting your HLUW contact in to give a presentation.

Be sure to encourage colleagues to follow HLUW on Facebook, Instagram, and LinkedIn to stay updated throughout the rest of the year.

ASK

The number one reason people do not give is that they are not asked. So please ask everyone. We believe that giving is a personal decision. Make sure that everyone has the opportunity to lean about how HLUW changes lives and how each contribution drives our mission forward. Remember to include off-site employees and highlight any corporate match opportunities.

EMPLOYEE CAMPAIGN WRAP-UP

Thank all those who participate at every step along the way. Thank employees for their support, and don't forget to recognize your team and others who volunteered their time. Publicize your results via email, newsletters or social media to celebrate your success!

HLUW also appreciates the chance to thank your team. This includes thanking individual donors when they share their contact information, appreciating your organization through awards and recognition at our annual Celebration Luncheon, and recognition of your team through big check presentations and social media appreciation.

8 STEPS TO CAMPAIGN SUCCESS

1 DEFINE INTERNAL ROLES & RESPONSIBILITIES

- Recruit a team to help you run your workplace campaign.
- Diversity is important – Include people from various departments and backgrounds

Who is your team? _____

2 FINALIZE LOGISTICS

Determine your timeline (1 - 2 weeks works well for most workplace campaigns).

When will you start your campaign? _____

When will you end your campaign? _____

3 SET A CHALLENGING & ATTAINABLE GOAL

Review past campaign giving history:

- What areas of giving can be extended or increased?
- How has your workplace changed?
- Are there ways to become more engaged?

Identify growth potential in all types of giving; such as employee, corporate, special events, leadership, sponsorship, and volunteer involvement.

What is your campaign goal? _____

4 PLAN YOUR EMPLOYEE CAMPAIGN ACTIVITIES

- Hold special events such as auctions or potlucks.
- Incorporate into training/meetings (safety meetings, staff meetings, etc.).
- Participate in volunteer projects.
- Consider holding competitions between departments or locations.
- Offer incentives and/or prizes.

When will these activities take place? _____

5 ORGANIZE TARGETED GROUP ACTIVITIES

- Invite upper management and organizations leaders.
- Inform attendees about the Lake Superior Leadership Society – those who donate over $1,000 annually.
- Include retiree's in your campaign or make one for them!

How will we incorporate the groups?_____

6 COMMUNICATE & PUBLICIZE THE CAMPAIGN

- Send personalized emails and letters.
- Hang posters in common areas.
- Invite your HLUW contact to present.
- Share HLUW's video and materials.
- Remember, all of these materials are available on our website: ***hlunitedway.org/campaign-materials***

List methods we will use:_____

7 THANK YOUR DONORS & EMPLOYEES

To ensure employees have a positive experience and continue to donate, thank them throughout the entire campaign – beginning, middle, and end.

Our plan to thank donors and employees:_____

8 EMPLOYEE CAMPAIGN WRAP-UP

To report campaign results:

- Complete the front of the campaign envelope (see pg 14 and 15 for example).
  - Report the total number of employees and donors.
  - Be sure to calculate the total for all employee and corporate gifts, as well as special events.
- Give pledge forms to your payroll department.
- Seal the envelope with a copy of the pledge forms and payments inside.
  - Make sure each donor signed their pledge form.
  - Ensure designation and credit card forms are attached to pledge forms, as indicated by donor.
- Contact your HLUW contact to coordinate pickup or drop-off.

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

WRAPPING UP THE CAMPAIGN

HLUW PLEDGE FORM

When wrapping up your campaign, please ensure a pledge form is completed for each donor, including their contact information, donation information, and signature/date. Attach cash, checks, or designation forms as needed.

Additional forms can be downloaded at: ***hlunitedway.org/campaign-materials***

Head of the Lakes UNITED WAY

PLEDGE FORM

218.726.4770 | hlunitedway.org

1 MY INFORMATION

First Name: Bob Last Name: Nelson

Home Address: 123 Main St City: Ashland State: WI Zip: 54806

Employer: Bob's Used Cars Union Member at: AFSCME Local 3558

Phone: 715-123-4567 ☐ PERSONAL ☑ WORK Email: BNelson@cars.com ☐ PERSONAL ☑ WORK

Combined gift with (spouse/partner name):

Optional: ☐ I am a new hire ☑ I plan to Retire (mm/yy) 01/26

2 MY IMPACT

TOTAL ANNUAL CONTRIBUTION: $ 260

☐ **PAYROLL DEDUCTION**

I want to donate the following amount per pay period:

☐ $50 ☐ $25 ☐ $10 ☑ $5

☐ Other amount $_____

My pay Period:

☑ Weekly (52 per year)

☐ Twice a month (24 per year)

☐ Every other week (26 per year)

☐ **BILL ME**

Please send me an invoice:

☐ Quarterly

☐ One Time on (mm/yy):_____

☐ **DIRECT GIFT**

☐ Cash $_____

☐ Check (Make payable to Head of the Lakes United Way) $_____

Check # _____ Date: _____

☐ **DONATE ONLINE AT** hlunitedway.org or scan QR code

☐ **CONTACT ME**

☐ Please contact me about stocks and securities

☐ Please contact me to make a credit card donation

* Designation forms and additional information about online giving can be found at hlunitedway.org. A complete designation form must be attached to your pledge form to be honored.

3 MY SIGNATURE: Bob Nelson **Date:** 1.23.2025

4 ADDITIONAL INFORMATION (OPTIONAL)

DONATION DESIGNATION AREA:

☐ Area of Greatest Need _____ $/%

☑ Ashland & Bayfield Counties 100 $/%

☐ Greater Duluth Area _____ $/%

☐ Lake & Cook Counties _____ $/%

☐ Superior - Douglas County _____ $/%

☐ **I WOULD LIKE TO STAY ANONYMOUS.**

I AM INTERESTED IN LEARNING MORE!

Please add me to the HLUW Email List:

☑ General HLUW newsletter

☑ Volunteer Opportunities (The Scoop)

I'd like to think long term. Please contact me about:

☐ Endowment gifts

☐ Estate planning

YOUR AGE RANGE:

☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☑ 55-64 ☐ 55-64 ☐ 65-74 ☐ 75 & older

THANK YOU FOR YOUR SUPPORT!

THANK YOU for your contribution to the Head of the Lakes United Way (HLUW) campaign. No compensation, goods or services have been given to the donor from HLUW in return for this contribution. If HLUW has any questions about your contribution, you will be contacted at the above phone number/email address. If you cannot be contacted and/or do not respond, you authorize HLUW to direct your gift to the area of greatest need. If no geographic area is selected, undesignated gifts will be applied to the area of greatest need. We respect your privacy and do not share your personal information with third parties. Please retain a copy of this form for your tax records. For payroll deductions, you will need your pay-stub or W-2 showing total amount withheld.

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WRAPPING UP THE CAMPAIGN

HLUW CAMPAIGN REPORT ENVELOPE

Once you have all pledge forms verified, with the appropriate forms attached, put everything into the campaign report envelope and follow the instructions. This information is used by our Finance Department to ensure all donations are recorded correctly. If you have any questions, please reach out to your HLUW contact.

Head of the Lakes United Way

CAMPAIGN REPORT ENVELOPE

To ensure accuracy, please complete this form as completely as possible.

Head of the Lakes United Way

HEAD OF THE LAKES UNITED WAY
314 W Superior St #750 Duluth, MN 55802
(218) 726-4770 | www.hlunitedway.org

www.hlunitedway.org

7D

THIS REPORT IS: ☐ PARTIAL ☒ FINAL

Enclosed in this envelope:

☒ United Way pledge forms - 1 per donor. Cash, checks, credit card forms and/or designation forms are attached as needed. (Go to hlunitedway.org/donate to print additional forms.)

☒ Company/organization pledge card, signed, with pledge indicated and/or donation enclosed.

☒ ASHLAND-BAYFIELD COUNTIES ☐ GREATER DULUTH ☐ NORTH SHORE (Lake & Cook Counties) ☐ SUPERIOR-DOUGLAS COUNTY

STEP 1. COMPANY INFORMATION

Completed by your Campaign Coordinator at HLUW

Organization name: Bob's Used Cars # Employees: 26

Envelope completed by: Bob Nelson Date: 1.23.2025

Email: BNelson@cars.com Phone: 715-123-4567

Before submitting this envelope:

- ☐ 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
- ☐ If payment method is "credit card," verify that a credit card form is filled out correctly and attached to the pledge form.
- ☐ Verify that all checks are made out to *United Way*.
- ☐ For Payroll Deduction, give a copy of the completed pledge form to your payroll dept.
- ☐ Complete the total number of donors and dollars for each category.
- ☐ Verify the total number of people employed by your organization.

STEP 2. LEADERSHIP SOCIETY DONATION INFORMATION

Please check if there are Lake Superior Leadership Society pledges enclosed ($1,000 or more). Include these numbers in the employee contribution summary section.

Number of Leadership Donors: 0 Leadership Dollar Amount: $ 00.00

STEP 3. PAYMENT SCHEDULE

Payment for the Company/Organization Gift begins 2.1.2025 and will be paid:
❑ Monthly ☒ Quarterly ❑ Semi-annually ❑ One-time

Payment for the Employee Payroll Deduction begins 2.1.2025 and will be paid:
❑ Monthly ☒ Quarterly ❑ Semi-annually ❑ One-time

STEP 4. CONTRIBUTION SUMMARY

	AMOUNT PLEDGED	AMOUNT ENCLOSED
A. COMPANY/ORGANIZATION GIFT	$ 100	$ 100
B. WORKPLACE SPECIAL EVENTS CASH: $_____ CHECK: $_____	$	$

EMPLOYEE CONTRIBUTIONS (With pledge cards enclosed)	NUMBER OF DONORS	AMOUNT PLEDGED	AMOUNT ENCLOSED
Cash	2	$ 50	$ 50
Check	1	$ 25	$ 25
Payroll Deduction	10	$ 425	
Direct Bill/Securities		$	$
Credit Card		$	$
Online Giving		$	$
C. TOTAL EMPLOYEE GIFTS		$	$

TOTAL ALL GIFTS (A+B+C)		$ 500	$ 175

FOR UNITED WAY USE ONLY

Auditor's Initials	
Date	
Cash	
Checks	
Payroll	
To be billed	
Credit Card/Online	
Stocks/Securities	
TOTAL	

Cashier's Initials	
Date	
Cash	
Checks	
Payroll	
To be billed	
Credit Card/Online	
Stocks/Securities	
TOTAL	

Entered by Initl.			
Processed Date			
Andar Env #	ABC#		GDC#
	NSC#		SDC#
Cmpn Audt Pg #			

Head of the Lakes
UNITED WAY

BUILDING A STRONGER COMMUNITY TOGETHER

CAMPAIGN TEAM CONTACTS

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218.726.4771

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