



Watertown Area United Way

# WORKPLACE CHAMPION GUIDE



United Way advocates for the health, education, and financial stability of individuals in every community.

**GIVE.  
ADVOCATE.  
VOLUNTEER.**



*Thank you...*

for your commitment to motivating your team to enhance our community. Your role as a champion for the principles of Living United is truly appreciated. Our community is thankful to have someone like you advocating for equitable access to education, health, and financial stability. We sincerely appreciate your efforts!

*Laura Heathcote*

**Watertown Area United Way**  
**Executive Director**

## What does United Way do?

Watertown Area United Way (WAUW) is dedicated to creating a community where everyone has equal access to, and participates in, quality healthcare, education and financial resources.

We work to create opportunities for a better life for everyone by engaging people from all walks of life and inspiring action to help build a better community. It's all based on the simple belief that we are stronger and can have an even greater impact together than we could ever have alone.

By working together, we can all Live UNITED.

## Contents

- p1. Reasons to Give
- p2-3. 10 Workplace Campaign Steps
- p4. Campaign Calendar and Checklist
- p5. Event and Engagement Ideas
- p6-14. Campaign Resources and Shareables
- p16. FAQs

## Top reasons to give to United Way

### 1. Local giving, local results:

By sharing resources and expertise across our community, we can help make a difference in more lives while ensuring local donations remain invested in local programs and services. Donations help make a difference right here where we all live, work, and/or play.

### 2. We focus on creating vital connections:

Watertown Area United Way brings people together and inspires local action, connecting people who want to make a difference with organizations who know our community's needs best. We collaborate with local residents and partners to co-create solutions, stepping in where gaps exist and utilizing all of our unique strengths to build stronger, more resilient communities that we can all be proud of.

### 3. More of your money goes to where it should:

Through the work of dedicated community volunteers and numerous partnerships, Watertown Area United Way is able to make a significant investment back into the community. We invest in local organizations that provide services in alignment with our strategic priorities. Funding requests are reviewed annually through a competitive grant process and vetted to best meet our community's needs.

### 4. It's easy:

You can choose the option (or options) that best suit your needs and that of your workplace. For example, payroll giving makes it easy and affordable. By giving a little each pay period, the sum of your (tax-deductible) donation is a benefit to you and the community. We also have online giving tools available, widening the variety of options available to help make your campaign a breeze. We are happy to help you find the giving option that works best for your team.

# 10 Steps to Improving Your Community Through a Workplace Campaign

# 1

## Understand your workplace needs.

You know your team best! Our campaign guide serves as a resource, but ultimately, you choose what works best for you and your organization. Consider how best to reach your employees, what messages they will respond to and how to keep them engaged.



# 2

## Brainstorm ideas.

We are happy to work with you to develop new materials and to energize your campaign in new ways. Let's bring your ideas to life!

# 3

## Set a goal.

Where do you think your workplace campaign can grow: number of donors, number of payroll deductions, total number of dollars raised, or anything else? Set a goal, and unite your team behind it to drive motivation to reach that goal.



# 4

## Build a team.

Running a campaign can be daunting. Find people on your team who can help you make your workplace campaign a success. Look beyond your organization's everyday leaders to find those seeking new ways to step up.



# 5

## Engage leadership.

Senior management and other leaders can help inspire team members to join the cause. Utilize these individuals to help kick-start your campaign and set an example for others.

The number one reason people give for not donating: **“I was never asked.”**

## 6

### Make the ask.

Asking people for their support is one of the most important, and often overlooked, aspects of fundraising. By making an ask, you give everyone the opportunity to support their community. For new donors, ask for a first-time gift. For annual donors, encourage continued support and an increased donation.



## 7

### Share stories and impact.

Local stories help paint a picture of local impact. Share our stories (page 12) about the individuals and organizations that make up Watertown Area United Way so your team can feel more connected. You can also create your own stories by sharing why people on your team give.



## 8

### Have fun.

Engage your team through a variety of activities and incentives (page 5) to keep building that local love. If your team has more fun, you'll likely have more fun too!

## 9

### Live UNITED all year round.

Outside of your standard workplace campaign, you can Live UNITED all year round through various volunteer opportunities or setting up additional giving initiatives.



## 10

### Give thanks.

We are so thankful to have someone like you advocating for Watertown Area United Way. Join us in thanking your team of donors for their continued support and gifts.

# Your Campaign Calendar and Checklist

United Way campaigns generally take place over 1-2 weeks, but you can choose whatever length you find is best for your workplace. Always make sure you have a great campaign kick-off! Here is a sample timeline to guide your planning.

## Sample Timeline:

- |   |  |
|---|--|
| <p><b>Step 1</b> Confirm campaign participation and determine who will serve as your primary campaign coordinator.</p> <p><b>Step 2</b> Meet with WAUW staff and campaign member to kickoff planning.</p> <p><b>Step 3</b> Schedule your campaign timeframe, including a kickoff, WAUW presentation and other special events.</p> <p><b>Step 4</b> Review last year's results and establish a clear participation or monetary goal.</p> | <p><b>Step 5</b> Compile campaign resources and update messaging.</p> <p><b>Step 6</b> Launch your campaign, ensuring all employees have access to needed donor resources and pledge forms.</p> <p><b>Step 7</b> Keep campaign alive by sharing impact stories and conducting special events.</p> <p><b>Step 8</b> Wrap-up by thanking donors, sharing results and photos and meeting with WAUW staff to evaluate for next year.</p> |
|---|--|

# Your campaign checklist

There's a lot to planning a workplace campaign. Here is a sample checklist to help you stay organized and on track when coordinating your campaign.

## Sample Checklist:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Determine campaign ambassador</li> <li><input type="checkbox"/> Meet with WAUW staff</li> <li><input type="checkbox"/> Schedule campaign dates</li> <li><input type="checkbox"/> Schedule WAUW presentation</li> <li><input type="checkbox"/> Obtain pledge forms and materials</li> <li><input type="checkbox"/> Review last year's results</li> <li><input type="checkbox"/> Create campaign goal</li> <li><input type="checkbox"/> Engage leadership</li> <li><input type="checkbox"/> Attend WAUW Kick Off Event</li> <li><input type="checkbox"/> Plan donor incentives or prizes</li> <li><input type="checkbox"/> Hold kickoff event/send messaging</li> <li><input type="checkbox"/> Monitor progress towards goal</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Recognize and remind donors</li> <li><input type="checkbox"/> Share WAUW provided impact stories</li> <li><input type="checkbox"/> Share why YOU give to WAUW</li> <li><input type="checkbox"/> Capture and share photos</li> <li><input type="checkbox"/> Communicate challenges with WAUW</li> <li><input type="checkbox"/> Collect, record and submit all pledges</li> <li><input type="checkbox"/> Follow up on any corporate contribution</li> <li><input type="checkbox"/> Calculate and share results</li> <li><input type="checkbox"/> Finish thanking and recognizing donors</li> <li><input type="checkbox"/> Meet with WAUW to evaluate</li> <li><input type="checkbox"/> Promote volunteer opportunities</li> <li><input type="checkbox"/> Keep employees engaged year-round</li> </ul> |
|---|---|

# Event and Engagement Ideas

An important tip to running a successful campaign is to incorporate fun activities and events that engage everyone on your team. Here are a few ideas to get you on your way to planning your company's most exciting campaign yet.

# 1

## Have A Jeans or "Spirit" Day.

Encourage team members to show off their spirit. Employees can make a donation to participate and compete for the wackiest outfit.

# 2

## Compete in March Madness.

Create a March Madness-style bracket to stir up competition surrounding your campaign goal. Which department will come out on top?

# 3

## Throw a Philanthro-PARTY.

Team parties complete with tasty treats, prizes and games have proven to be a fan-favorite when it comes to hosting campaign events.

# 4

## Find a Fundraising Partner.

Restaurants, bakeries, and other shops can oftentimes host fundraisers for nonprofits. Partner with a local business that is willing to donate a percentage of proceeds from employee purchases back to United Way.

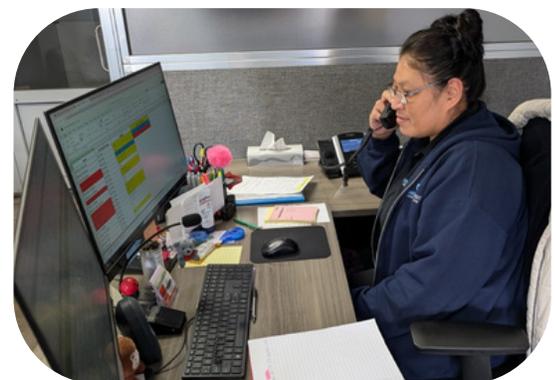
# 5

## Decorate to Win.

Host a decorating or a photo contest where participants can donate to submit an entry. Then they can get to work decorating their cubicles, doors, offices, pumpkins, or anything else you decide on.

## Use social media

Social media can help bring your campaign momentum. Share pictures along with your highlights and results, so all of us can join in on your FUNdraising!



For more ideas like these, check out the complete directory of Workplace Campaign Resources, including our "Campaign Toolkit" by visiting the Watertown Area United Way website:

<https://www.watertownunitedway.org/campaign-toolkit>

# Digital Resources and More

We're here to help you make your workplace campaign a success. The following digital resources, including activities, flyers, handouts and more, can be used to teach your team about United Way as well as keep them engaged with our mission.

**1** **NEW! Campaign in a Box**  
Materials are available, including a table cloth, donation box, balloons, and more, to make an eye-catching display for in-person efforts.

**2** **Campaign Coordinator Zoom**  
Ask campaign related questions, connect with other coordinators, and brainstorm ideas on how to bring your campaign goals to life.

**3** **Trivia & BINGO**  
These sharables highlight the impact WAUW has in Watertown, including our volunteers and our partner nonprofits.

**4** **Impact of a Donation**  
Explore the services available in Watertown made possible from local donations: "A Day in the Life of A Donation" & "What a Dollar Buys".

**5** **Impact Stories**  
Bring your team together to find out who's the Watertown Area United Way expert and discover all the ways one can Live UNITED here in Watertown.

**6** **Printables**  
Stickers, a poster, or table tents – Here's some materials and templates you can print off and use around your workplace.

**7** **Community Impact**  
Check out the work that goes into one year at Watertown Area United Way. Read complete summaries of local programs and our impact.

**8** **Canva Templates**  
Customize your campaign! Canva is a free, web-based design software. Highlight your campaign goal, donors and more.

**9** **Campaign Video**  
Add video segments to your campaign announcements and communication or request a personalized message from WAUW.

**10** **Campaign Kick- Off Week**  
Join Watertown Area United Way in our first ever Campaign Kick-Off week! See how your team can get involved.

The following pages in this document showcase these resources in more detail. If you think something is missing or have an idea for a resource that would be beneficial to you, please contact Laura Heathcote at [director@watertownunitedway.org](mailto:director@watertownunitedway.org). We will try our best to meet your needs!

## Campaign in a Box

These materials are made available to help make your in-person campaign efforts eye-catching and memorable. Campaign in a Box includes: table cloth, balloons, donation box, and plastic sign holders. Contact our office to learn more and secure these items for your campaign.



## Campaign Coordinator Connects

The Campaign Coordinator Connects sessions are scheduled to occur via Microsoft Teams every Thursday from 2:00 to 2:30 p.m. These sessions offer a platform to engage with fellow campaign coordinators, exchange ideas, and explore collaborative efforts to achieve campaign objectives.

The Coordinator Connects are planned to run weekly from August 28th until December 18th.

If you haven't received the link for these weekly sessions, please contact the United Way office at (605) 886-5815.



Did you know?

# Watertown Area United Way Trivia

The following 12 questions can help teams learn more about Watertown Area United Way, including our history, impact and variety of programs.

## Instructions

These trivia questions can be used in both in-person and virtual campaign meetings. The multiple choice questions present two possible answers, with the bolded answer being correct.

Challenge your team to see what they know about Watertown Area United Way and help others grow their curiosity.

Have some fun! See who knows the most. Ask trivia questions to your team. Get answers correct to stay in the game. Who's still standing at the end?

## Questions

**1. How many years has Montgomery's Furniture sponsored the \$5000 Room Makeover?**

- 17
- 10

**2. How many nonprofit programs were supported by the 2024-2025 Campaign?**

- 22
- 36

**3. How many individuals benefited from fresh food resources during the weekends in 2024 through the Watertown PACH Program?**

- 425
- 663

**4. What grade level do students need to be reading at in order to stay on track to graduate high school?**

- 5th Grade
- 3rd Grade

**5. When did Watertown Area United way form?**

- 1971
- 1975

**6. How many needs were identified by 211 Helpline for Codington County between 1/1/2024 - 12/31/2024?**

- 1064
- 786

**7. How old must children be to be eligible for Dolly Parton's Imagination Library?**

- 0-5 Years Old
- 2-7 Years Old

**8. How many Board Members serve on the Watertown Area United Way's Board of Directors?**

- 17
- 14

**9. What is Watertown Area United Way's newest initiative?**

- Born Learning Trail
- Give United

**10. How many children did East-Central Court Appointed Advocates (CASA) advocate for in 2023?**

- 158
- 53

**11. What is the number to call to connect with United Way services?**

- 988 Lifeline
- 211 Helpline

**12. What are the top three needs in Codington County, as identified through calls to 211?**

- Health, Education, Housing
- Mental Health, Housing, Food Insecurity



# Just for fun!

# Watertown Area United Way Bingo

## RULES

United Way BINGO brings teams together by exploring the ways someone can exemplify Living UNITED in our community.



Watertown Area United Way

1. Find someone on your team who has Lived UNITED by doing what is listed in the square, write their name in the space in the square.
2. Complete as many squares as possible.
3. First one to fill in five squares vertically, horizontally, or diagonally should submit their form to the assigned workplace campaign coordinator for a chance to win a prize.
4. Continue to Live UNITED.

Served as a United Way Board Member	Donated clothes or other household items to Beacon Center	Has visited UW's webpage: <a href="http://watertownunitedway.org">watertownunitedway.org</a>	Has attended a Watertown Area United Way Kick Off Event	Knows all six campaign sign locations
Has visited UW's webpage: <a href="http://watertownunitedway.org">watertownunitedway.org</a>	Has watched UW's 2025 Campaign Video on YouTube:	Volunteered to Coach a Watertown Park & Rec Baseball or Softball Team	Donated food items and supplies to a food pantry: Salvation Army or Beacon Center	Am a loyal UW contributor (someone who has supported UW for 5+ years)
Donated to United Way or another local nonprofit	Delivered a meal to someone in need through Meals on Wheels	FREE SPACE  THANK YOU FOR LIVING UNITED!	Donated holiday gifts to a family or child at Salvation Army	Helped someone file their taxes or have gotten their taxes done through VITA
Has used transportation services from Watertown Community Transit	Is interested in volunteering for United Way in the future	Told someone about calling 2-1-1 or has called 2-1-1 Helpline	Assisted with the planning of a United Way Workplace Campaign	Has received or knows someone who has received free books through Dolly Parton's Imagination Library
Has watched UW's 2025 Campaign Video on YouTube	Donated to United Way or another local nonprofit	Attended a UW campaign presentation at which a representative or agency spoke	Told someone about calling 2-1-1 or has called 2-1-1 Helpline	Is interested in volunteering for United Way in the future

# A DAY IN THE LIFE

of your contribution to Watertown Area United Way



Watertown Area United Way

Your support matters. You change lives.  
You help people. Thank you for Living United.

# WHAT A DOLLAR BUYS.

LIVE UNITED

United Way mobilizes the caring power of our community to create a community where everyone has equitable access to and participates in education, financial resources and quality healthcare. Your contributions add up to big wins for your local community. That's what Living United looks like.

## GIVING BACK: THE POWER OF YOUR DONATION



**\$5**

Cup of coffee

OR



**6 ONE-ON-ONE COUNSELING SESSIONS**

Lutheran Social Services- Behavior Health Services



**\$10**

Streaming subscription

OR



**TRANSPORTATION FOR 5 MEMBERS**

To attend the Boys & Girls Club Watertown



**\$20**

Specialty pizza

OR



**12 FREE BOOKS SENT TO A CHILD**

Through Dolly Parton's Imagination Library



**\$50**

Dinner out

OR



**PACH BAGS FOR 10 YOUTH IN NEED**

Through Watertown Area People Against Child Hunger



**\$100**

Shopping trip

OR



**1 TANK OF GAS FOR 4 CLIENTS**

Fleeing abuse at the Beacon Center

## Impact Stories

The following sharables highlight the impact WAUW has in the Watertown Area, including our volunteers and our partner nonprofits. When you share these stories with your team, you help share how our community Lives UNITED every day.



The mission of the **Codington County Treatment Court** is to enhance public safety with the goal of developing sober, productive, law-abiding citizens by holding the offender accountable while providing supervision, treatment, and life skills in a judicial setting.

The Codington County Treatment Court has had **fifty-six graduates since inception, July 2014**. The graduation rate for our court is 50%.

For every one graduate, is one more life helped, one more father, mother, son, daughter saved for a family. We have given them the tools to succeed a positive, sober lifestyle.



Court Appointed Special Advocates  
**FOR CHILDREN**

**EAST CENTRAL CASA**

**East - Central Court Appointed Special Advocates (CASA)** seeks to promote and protect the best interest of children who have been the victims of abuse and neglect by providing the skilled, dedicated and compassionate advocacy efforts of trained volunteers.

They believe that every child has the right to a safe, nurturing and permanent home, and deserves the support and involvement of their community to make this possible.

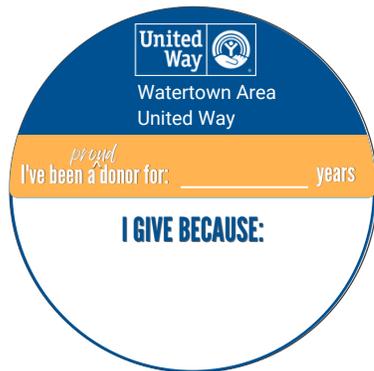
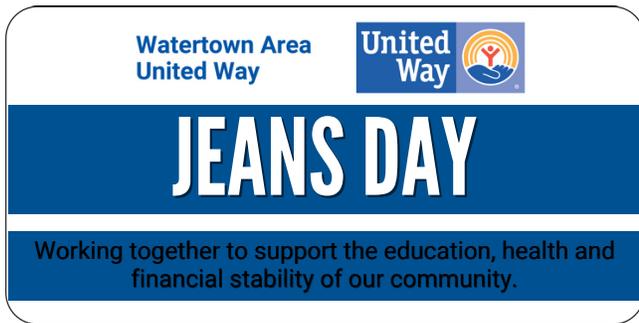
**CASA volunteers** are now appointed to all abuse and neglect cases in the ten counties of the Third Judicial Circuit (Brookings, Clark, Codington, Duel, Grant, Hamlin, Lake, Minor, Moody, Kingsbury and the Flandreau Santee Sioux Tribe.)

# Campaign Printables

The following items have been designed for you to easily print off and use around your workplace. Is there something else you'd like to see? You know where to ask!

## STICKERS

The stickers below are for use on Avery sticker templates. Print them off for use during Jeans Day or to display on other wearables during your campaign. Your team will enjoy showing off their United Way Pride! Please note: this page serves as a preview. Templates are available for download from the Campaign Toolkit page.



## POSTER (11"x17")

This poster shows your team members valuable information on our community's current challenges and our community-driven solutions that are made possible through their donations.



### WILL YOU RAISE YOUR HAND....

...for a child's brighter future? Someone's next meal? A neighbor's mental health? A family in crisis?



By raising your hand and giving to Watertown Area United Way, you are changing lives and ensuring that your donation has the broadest possible impact! Together, let's LIVE UNITED and make our community a place where everyone thrives.

Ask your employer about payroll deduction or make a donation today at [watertownunitedway.org/donate](http://watertownunitedway.org/donate)



## Campaign Brochure

Here's another way to display information about our organization. Print off a campaign brochure to place in break rooms, meeting spaces, or other common areas. The campaign brochure includes information on the agencies we support, the impact of Delta Dental Mobile and Imagination Library, the impact of giving \$1 a week and shares how to make a donation.



# Community Impact

The Watertown Area United Way Annual Review serves as a summative document of the impact we made together in just one year. You will find information about the programs we supported and managed, our partners and donors, and most importantly, the people we serve.



# Canva Templates

Spotlight team members who give to United Way and share your campaign goals by customizing these templates into shareable graphics via Canva. Canva is a free, web-based design software that offers a user-friendly platform to create engaging content. Three graphic sizes are currently available:

- IG Story (1080x1920)
- IG Post (1080x1080)
- Facebook/LinkedIn Post (940x788)



# Campaign Video

The Campaign Video provides additional insights into Watertown Area United Way's work in our community, including a special highlight of The Beacon Center, The Boys & Girls Club, and PACH.

Engage your team members by sharing this content through your company newsletters, intranet or other messaging.



# Frequently Asked Questions

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As you promote your workplace campaign, you may come across some questions, or maybe even some concerns. No matter the question, share the facts, answer honestly and if you don't know how to respond, contact us at Watertown Area United Way so we can provide more information.

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## **Q Why should I give to United Way rather than directly to my favorite agency?**

**A** Gifts to Watertown Area United Way support over 30 results-oriented local organizations and the services they provide to address our community's most pressing needs. We have an unmatched, unique ability to work across complex issues with community partners. If everyone donated to their "favorite" agency, many recognizable, vital community services would not be available in our community.

## **Q How much of my contribution goes to United Way Worldwide?**

**A** Just one percent of total funds raised are designated towards United Way Worldwide, which allows our organization to maintain our branding and access shared resources for employee development and other tools. Otherwise, the donations raised here, stay here, and make an impact right here where we all live work, and/or play. Remember, the true measurement of a charity is the amount of good they do with the donations they do receive.

## **Q Are all United Ways the same?**

**A** No, each local United Way is unique to their own community. Across the country, there are approximately 1,350 United Way organizations. United Ways are in their communities to build hometown partnerships and leverage resources to create plans for long-lasting change. While we share similar logos, have similar mission statement, each United Way is independently managed and lead by local staff and volunteers.

## **Q I can't give a lot, so why should I bother making a donation?**

**A** Every donation counts. Even just one dollar per paycheck can help a youth at Boys & Girls Club of Watertown experience something new on a field trip, and that's just one example of the many impactful services your donation supports. When we bring your gifts together along with the caring power of our community, we can create a much bigger impact.

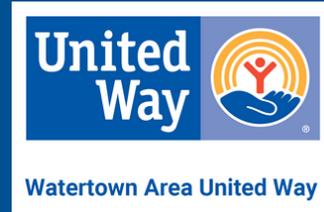
## **Q I love United Way! How can I get more involved?**

**A** Thank your for your interest and support! Please contact the Watertown Area United Way Office at 605-886-5815, email: [director@watertownunitedway.org](mailto:director@watertownunitedway.org) or visit our website: [www.watertownunitedway.org](http://www.watertownunitedway.org)

# Thank you...

## CONNECT:

-  [watertownunitedway.org](http://watertownunitedway.org)
-  [@area\\_united57201](https://www.instagram.com/area_united57201)
-  [@WatertownUnitedWay](https://www.facebook.com/WatertownUnitedWay)
-  [@area\\_united](https://twitter.com/area_united)
-  [@Watertown Area United Way](https://www.linkedin.com/company/Watertown Area United Way)
-  [@Watertown Area United Way](https://www.youtube.com/channel/UC...)
-  [director@watertownunitedway.org](mailto:director@watertownunitedway.org)



mobilizing the caring power of our community since 1973.

818 S Broadway, Ste 100  
PO BOX 283  
Watertown, SD 57201  
(605) 886-5815

### Office Hours

Monday - Friday 9:00 AM - 5:00 PM

