



Welcome!

Campaign Leader Workshop



Haley Armstrong

Nebraska Medicine

“Game, Set, Corporate Match”

By a Show of Hands....

How many of your organizations have a corporate match program?

A History Lesson

- Nebraska Medicine has held a joint-campaign with our campus partners UNMC
- The Nebraska Medicine portion averaged around \$100k from our employees.....mind you we have 8,500+ employees 😞
- Corporate check was cut to makeup our difference from goal
- This all changed when in 2016 we hired a new CEO.....*Dr. DeBehnke!*

Why Does This Matter?

Having the right team and perspective
makes all the difference!

Let Me Introduce You to My Team

Cory Shaw, Our Senior Vice President & UW Board Member

Dr. Dan DeBehnke, Our CEO



Me, United Way Campaign Manager

Nebraska Medicine Employees

Why Do I Say This?

How will you know what's possible if
you don't ask?

So I asked!

For a corporate match on our dollars and guess what?



Yep, That Feeling I Had When Our New CEO Said We Could Have a Corporate Match!



What Did It Look Like?

We gave expected giving levels.....

Chiefs - \$1,500 (\$125/month) minimum

Vice Presidents - \$1,000 (\$83/month) minimum

Executive Directors - \$750 (\$62.50/month) minimum

Directors - \$500 (\$42/month) minimum

Nebraska Medicine Employed Physicians - \$1,000 minimum

All Other Colleagues - \$26 (\$1/pay period) minimum

The Dollar Match:

Chiefs – \$1,000 Nebraska Medicine match

Vice Presidents – 50% Nebraska Medicine match up to \$1,000

Executive Directors – 50% Nebraska Medicine match up to \$1,000

Directors – 50% Nebraska Medicine match up to \$1,000

Nebraska Medicine Employed Physicians – 50% match up to \$1,000

All other colleagues - \$1.00 Nebraska Medicine match up to \$10.00 total

Extra Incentive

- To provide incentive for more “Bridgebuilder” level donors, every colleague making a \$1,500 contribution would be matched with \$1,000 corporate donation in the employee’s name.
- This would take the donor from bronze level to silver level Bridgebuilder recognition.

What Did We Find?

2016

1,039 matched donors

2017

1,394 matched donors

That Moment the Campaign Ended...



Our Success....

2015 = \$0 in matched funds. Total Raised: \$125,379

2016 = \$65,333 in matched funds. Total Raised: \$246,800

2017 = \$54,090 in matched funds. Total Raised: \$252,279

Questions?

Contact Me:

Haley Armstrong, MSMK
Patient & Community Engagement
Liaison

(402) 552-2449

harmstrong@nebraskamed.com



Bob Gunia

Physicians Mutual

“Campaign Leadership at its Best”

Putting the Fun in Fundraising

The Physicians Mutual Difference

June 28, 2018

Make it Fun
Make it Count
Make it Year-Round

Dunk Tank and Car Wash



Hamster Ball Races



Duck Stampede



Picnic in the Park



Raffle & Silent Auction



Raffle Winners



Halloween Bake Sale & Candy Walk



United Way Rally





Shane Parshall & Michelle Muirhead

Physicians Mutual

“Event Best Practices”

Date	Title	Leaders	Description
6/4 – 6/8	CWS Ticket Raffle	Tim Patti	Company donated 2 seats to each game plus parking passes. A separate raffle will be established for each day's tickets/pass. Drawing morning of June 8. Tickets are \$2 ea or 3 for \$5.
???	Dress For Your Day	Shane Michelle Kim	Shane and Michelle will propose 3 months when reviewing the campaign with Rob. We will continue with \$20 per month. Kim will establish bracelet sales schedule once dates are known.
9/24 – 9/28	Baskets	Kim Amanda Kim Ashley	Business solicitation letters to be distributed in July (coordinate with Cindi). Department solicitation communications in August. Group effort to build baskets week of 9/17. Kim will establish sign up for ticket sales. Tickets are \$1 ea or 6 for \$5.
10/1 – 10/31	Pledges	Shane Michelle Shonda	Bridge Builder breakfast in early September. Solicitor communication & meeting in late September. Solicitors distribute pledge cards on 10/1. Solicitation rallies (6?) for all employees during 2 nd and 3 rd weeks of October. Pledge cards to Payroll NLT 10/31. Results rally on 11/21?
10/26	Bake Sale	Connie Paula Swan	Halloween themed bake sale. Two types of tickets sold. First type is for baked goods purchases. Helps with competition among floors for most baked goods sold. Second type is for raffle for 'large / specialty' baked goods and for Candy Walk. Kim will establish sign up for ticket sales. Tickets are \$1 ea or 6 for \$5.
December	Recognition	Shane Michelle	Organize Thank You luncheon for UW team members.



Jeans for the Month of July 2018

First Name

Last Name

Employee ID

Department Name:

Check form of payment:

- Cash - exact change is required
- Check payable to Physicians Mutual
- Payroll Deduction (July 13 and July 31)

Submit



Rob Reed
President & CEO

October 10, 2017

Dear RETIREE NAME,

Our 2017 United Way of the Midlands Campaign is underway, and I am hoping you will continue to support this worthy cause. Physicians Mutual retirees have always been generous with their donations, which are essential in helping us achieve the Company's annual fundraising goals.

This year our co-chairs, Rose Earlywine, Vice President, Customer Group Business Operations and Shane Parshall, Vice President, Internal Audit & Information Protection are working to raise \$2XX,000.

Your donation, large or small, helps the United Way of the Midlands focus their efforts to help our neighbors stand strong – by addressing basic needs and fostering success in the classroom and the workplace.

Enclosed is an envelope which you may use to return your check made payable to United Way. I would appreciate receiving your check by November 3, 2017.

Thank you for making our community stronger through your contribution.

I wish you continued health and happiness in your retirement.

Sincerely,





Jane Beerman

Blue Cross Blue Shield

“A Deeper Dive into What Works”

A Deeper Dive into What Works



Haunted Cubicles

Raised \$11,196

- Entry fee \$100 per team = \$500
- Voting \$1 per vote = \$10,696
- No expenses
- Teambuilding
- Voting online or in person
- Company involvement – visit live or watch video



Boo Baskets

Raised \$10,463

- Expenses: \$3,598
candy, popcorn and
containers
- Volunteers shop,
assemble baskets, help
hand out
- Online ordering. Email
to “pay it forward”
- Baskets not picked up
donated to Kids Can!
Community Center





Husker Legends

Raised \$6,860

- Expenses for printing absorbed in department budget
- Sold posters in advance
- Autograph-signing session
- Also sold Legends group photo from the day







Silent Auction

Raised \$10,989

- No expenses
- Volunteers!
- Solicit donations from departments, teams and leaders (internal only)
- Photograph and catalog for online shopping
- Set up room
- Bidding online one day only



Technicolor Walk/Run

Raised \$1,770

- Expenses: t-shirts, colored powder, city permit, barricades, snacks, medals and Peak Performance = \$1,165
- 59 participants @\$30 per entry
- FAMILY FRIENDLY
- Community spirit





United Way
of the Midlands



#ThatKindofTown



Hamster Relays

Raised \$1,620

- Expenses: Big V's Bubble Soccer and popcorn = \$820.50
- 20 teams of 4 @ \$60 entry fee
- Healthy competition
- Teambuilding
- Outdoor FUN



Keys to Success:

- Volunteers
- Online ordering and registration
- Payroll Deduction
- Communication/promotion
- Honor tried and true but don't fear new concepts



Jessie Gibbons

Nebraska Furniture Mart

“Workshop Success Stories”

Learning Lesson #1: Make It Simple!

- The easier it is for staff to donate, the more likely they are to do it!
- It's not one size fits all



Learning Lesson #1: Make It Simple!

- What worked for NFM
 - Online campaign
 - eLearning with video and link to pledge form



Learning Lesson #2: Build Your Army

- You can't do it alone
- Find your go-getters!



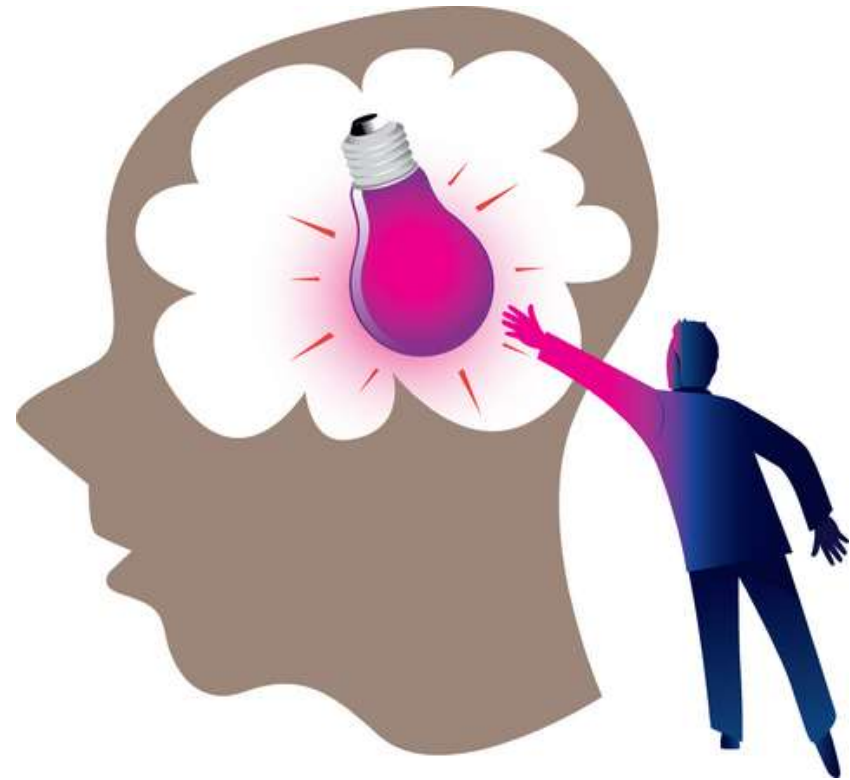
Learning Lesson #3: Make It Exciting!

- Offer incentives and drawings
- Low or no-cost options:
 - Reserved parking spot
 - Extra day of PTO
 - Lunch with the President



Learning Lesson #4: Steal Ideas!

- Boo Bags
- Bake Sale
- Jeans Day



Learning Lesson #5: Keep It Fresh!

- New this year: Giving Levels
 - Bronze - \$11/pay period
Breakfast
 - Silver- \$12/pay period
Breakfast and entry for travel voucher
 - Gold - \$13/pay period
Breakfast, entry for travel voucher, t-shirt
- Find what gets people excited



2017 Results:

Activity	Amount Raised
Staff Pledges	\$266,000
Other activities (boo bags, bake sale, jeans day)	\$15,000
Grand Total	\$281,000



Feel free to contact me!
Jessie.gibbons@nfm.com

GOOD LUCK

with your campaign!





Shelly Mann

Millard Public Schools

“Epic Fundraising in a Flash”

Step 1:

- ❑ Create a Project Plan to include:
 - ❑ Kick Off Date and event
 - ❑ Pre-campaign meeting with your United Way coordinator



Step 2:

- ❑ Brainstorm with your campaign team to ensure events create excitement and make it easy for donations to be given/received.
 - ❑ Include realistic goals for each event - if ideas are labor intensive they will not be successful.
 - ❑ Our most successful event and most lucrative happened at Millard North High School - “Flash Campaigns” during one class period
 - ❑ **JUST 120 SECONDS**



Millard North HS @MillardNorthHS · 22h
Stangs, you raised \$1471.34 for @UnitedWayOmaha in 1 minute! U guys are the best! 🙌 #straightcashhomie 💰
Do it again Thurs to win @ChickfilA



Brian Begley, MillardPublicSchools and MPS Superintendent.



Millard North HS @MillardNorthHS · 1h
Our students are so generous we had to ask @ChickfilA at Legacy for a 2nd box of sandwiches. We raised another \$1,395.70 for @UnitedWayOmaha



Brian Begley, MPS Superintendent and MillardPublicSchools

**In ONLY 2 minutes
(YES - 120 seconds!)
they raised over \$2800!!!**

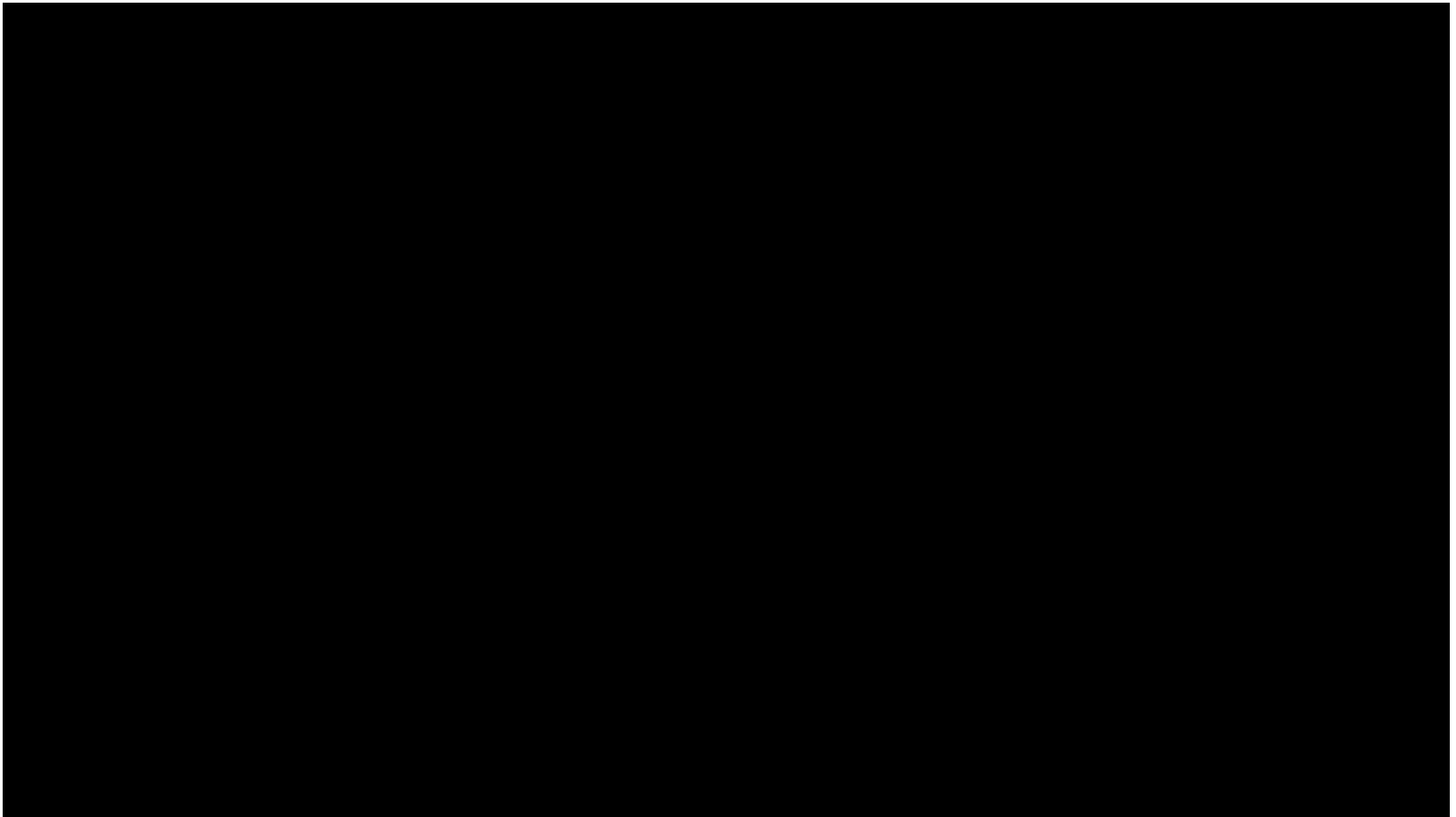
Step 3:

- ❑ Simple is key for us!
 - ❑ Traveling Trophies - each building competes for employee and student trophies.
 - ❑ Jeans days, gift cards, or extended lunch hours
- ❑ Minimal works for us - here's what we do
 - ❑ Kick off breakfast with our building campaign coordinators
 - ❑ We provide electronic timeline that includes links they use to run a successful building campaign. It includes a video showing them how to donate online; United Way Campaign Video; Electronic Forms to tally their building contributions; due dates; and powerful statements to share with their buildings.

Sample of Links Given to Building Campaign Coordinators Include:

- Video tutorial on how to log-in to pledge online
- Link to paper pledge forms
- Link to Contribution Report (which we made a fillable form)
- Campaign toolkit; steps for success & LOTS of fundraising idea links
- Bi-weekly reminders to staff

We Always Do an “End of Campaign Video/Thank You”



Campaigns should be fun!

Thank You

millard
PUBLIC SCHOOLS



Anshu Pasricha

Koley Jessen

“Theme-Based Campaigns”

Koley Jessen hosts an annual “Office Olympics” week to raise additional funds for United Way and encourage the whole firm to get involved.



Ireland
Dan McMahon, Captain

Tom Ackley
Dawn Albertson
Roger Anderson
Elsa Born
Gayle Clark
Heather Clark
Linda Dammann
Meagan Deichert
Dan Fischer
Sarah Greer
Margaret Hershber
Peggy Johnson
Robert Kay
Nick Lesiak
Amanda Loomis
Jeri McGill
Jade Morgado
Claire Osborne
Shannon Persoma
Jeff Schaffart
Maribeth Schulz
Tyler Seals
Ryan Sevick
Corri Sharif
Dave Simmons
Matt Soelker
Kurt Tjeden
Jan Weibe
Alex Wall
Michelle Young



Bahamas
Kristini Krueger, Captain

Amanda Angell
Sandi Armstrong
Teresa Beukel
Mary Lou Beshiko
Jay Dann
Beth Cuda
John Duin
Sherry Ford
John Fraczek
Carey Friedericksen
Maureen Fulton
Terri Gibbons
David Goeschel
Brandon Hamm
Luke Hautzinger
Julia Heimes
Marva Holt
Mike Hupp
Leigh Koehn
Marlon Lofgren
Karen Shuler
Grant Mullin
Sarah O'Callaghan
Eric Orley
Zack Ruppel
Patri Stanzick
Alyssa Stokes
Lindsay Thompson
Becky Tracy
Lyndsay Zlonkie



Israel
David Yudebon, Captain

Ronda Alcalá
Ange Annan
Jeni Ayala
Lindsey Boskin
Helmut Brugman
Max Burbach
Nate Burkman
Sobbi Christensen
Cheryl Creek
EJae Debris
Taylor Diekmann
Matthew Gillespie
Amy Hines
Liz Hoffman
Peter Leo
Mike Linder
John Lingelbach
Colleen Medill
Ean Meleddih
Fran Morrison
Maureen O'Riordan
Patrice Ott
Anshu Patricia
Catherine Petersen
Greg Scaglione
Nichole Simone
Jenny Stokes
Betty Wagner
Robin Web
Kim Wive



Switzerland
Adam Cockerill, Captain

Madonna Burleigh
Tonia Campbell
Mike Cox
Shannon Cubrich
Stephanie Grattan
Tracy Christensen
Allison Hall
Brian Harr
Maja Herian
Lauren Herrington
Nisha Jaffari
Michael Kabbash
Brian Koenig
Pat Lottaglia
John Matton
Eric Nanfita
Kim Nelson
Josh Norton
Elaine Null
Nadine Ostrow
Justina Piatek
Mary Jo Pittman
Sham McGeaghey
Bryan Stone
Jacquelyn Sundberg
Dann Swanson
James Tewis
Rick Voornan
Kevin Wichman
Clark Youngman





Paper clip stringing relay
Coffee Cup Stacking Relay
Paper airplane javelin
Wastepaper basketball
White board archery
Sticky Notes to Face (how many you can get on)
Wii Games

Office Olympics

Charades
Jeopardy
Jumble
Office Chair Rowing
Office Chair Relays
Finger Skating Competition
Staple tossing
Rock, Paper, Scissors
Tournament





- Rubber Band Archery
- Stacking Bolts (with chopsticks)
- Ping Pong Blow
- Hanky Panky
- Junk in the Trunk
- Office Tennis
- Office Dominoes
- This Blows
- Pantyhose Bowling



Dr. Pamela Schwalb

United Way of the Midlands

“We Practice What We Preach”

[Internal] Campaign Goals

1. 100% Participation
2. Foster Comradery and Teamwork
3. Community Service
4. Employee Appreciation
5. Have Fun

100% Participation

INTERNAL CAMPAIGN INCENTIVE DAY

PRESENTED TO:

Jane Smith

Congratulations on winning an Incentive day (8 hours) through the 2017 internal campaign's raffle!

This certificate is good for 8 hours of Incentive time to be used between ***Now and December 31, 2018***, pending prior approval of your time off by your supervisor.
Please redeem this certificate by attaching it to your time sheet.

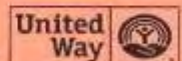
Thank you for your generosity and support of United Way of the Midlands.

Pam Schwalb
Chief Operating Officer

Date



United Way
of the Midlands



100% Participation

GOAL	INCENTIVE
❖ Turn pledge in MONDAY	❖ ½ day PTO
❖ Pledge at suggested amount	❖ Full day PTO
❖ 100% Employee Participation	❖ Day off Friday, May 25
❖ Hit \$53,000 Goal	❖ Team “Fun Day” in 2018
❖ Hit \$54,000 Stretch Goal	❖ Extra Floating Holiday
❖ Hit \$55,000 Stretch-Stretch Goal	❖ Summer hours begin one month early (April 27)

Fundraising “Winners”

United Way CEO “Doing Time”
To Spread Poverty Awareness

CLICK
HERE
To Join
The Cause

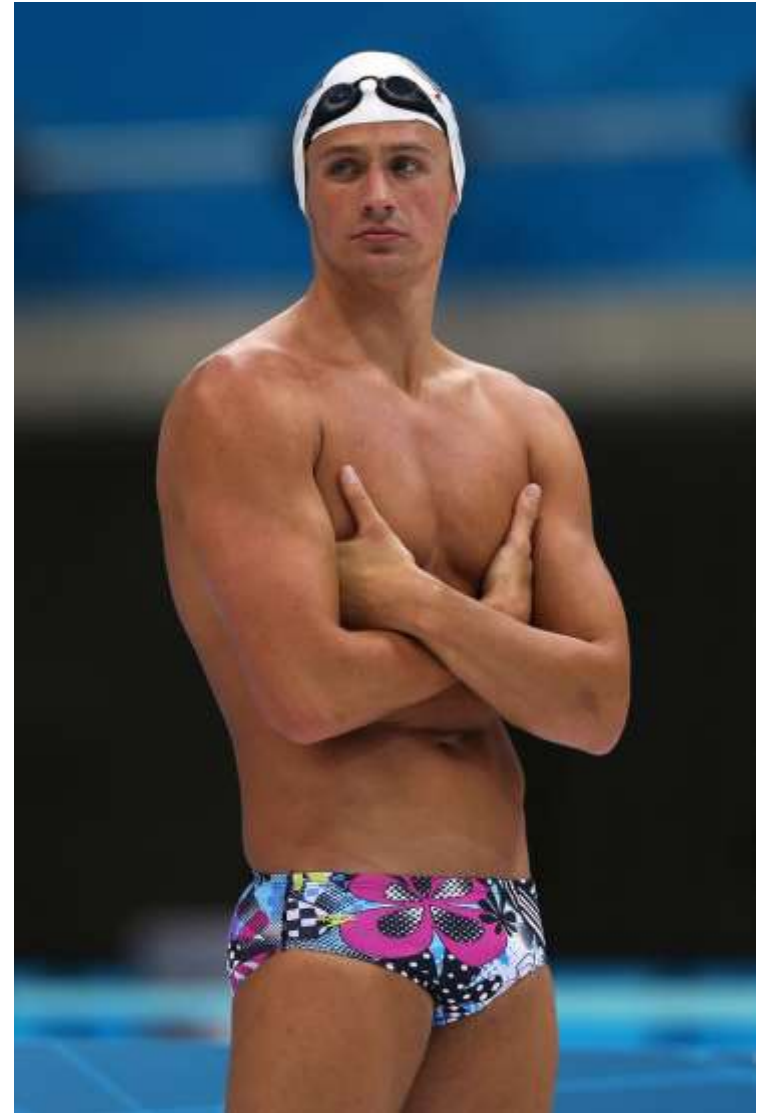
You can combat poverty in the metro.

This morning, United Way President and CEO Shawna Forsberg was “taken into custody” by Dr. Mark Foxall, Director of the Douglas County Department of Corrections and United Way board member. The goal – to create awareness about poverty conditions in the Omaha metro area.

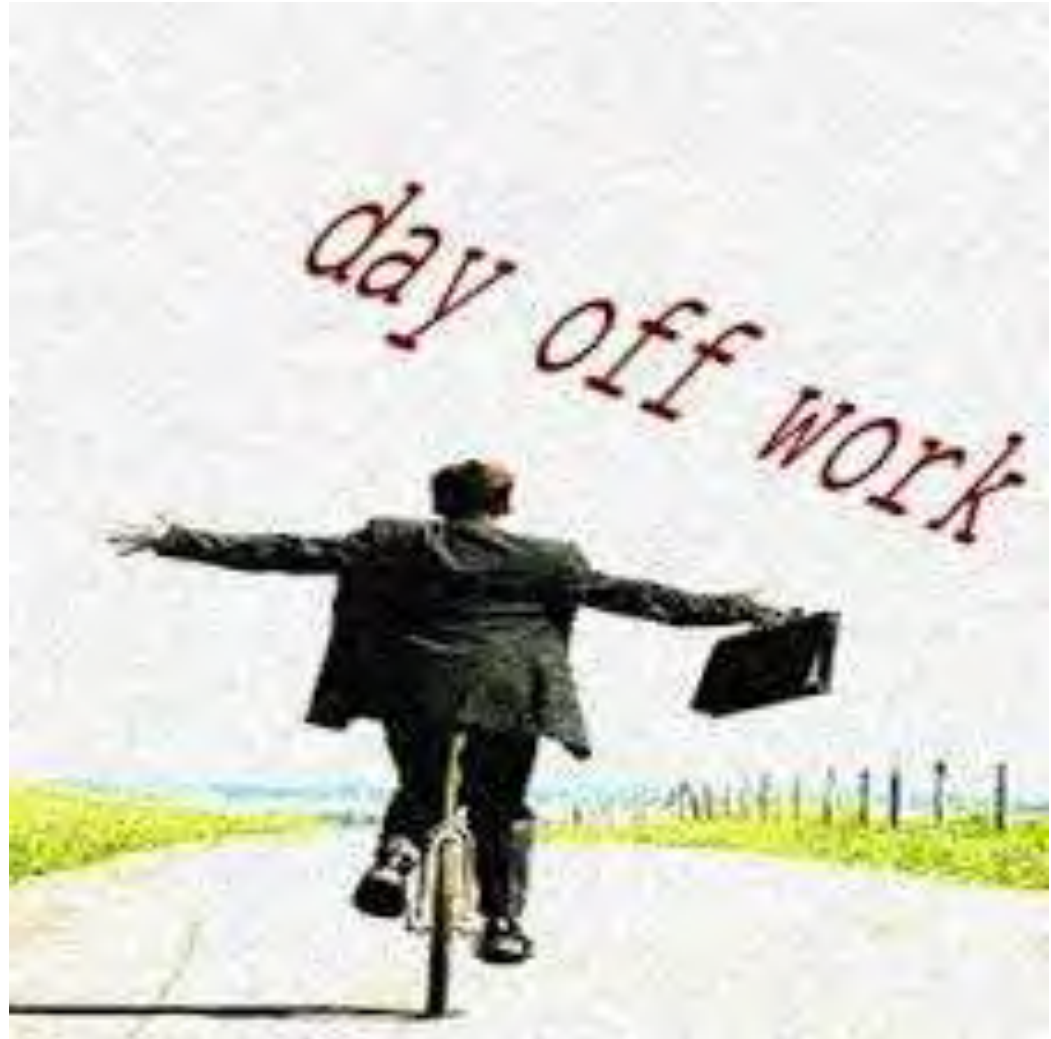


#ThatKindofTown

Fundraising “Winners”



Biggest Money Maker ...



Foster Comradery and Teamwork



Community Service



Employee Appreciation





Have Fun!





Thank You for Attending!
Campaign Leader Workshop