



**UNITED WAY**  
Ozarks Region

# WORKPLACE CAMPAIGN GUIDEBOOK



# OUR MISSION

United Way Ozarks Region unites people, resources and ideas to enhance lives in the Ozarks.

Thank you for joining us!



At United Way Ozarks Region, we have **deep roots** in our community, driving solutions and tackling **big challenges**. United Way brings people together to build **strong communities** where everyone can get a quality education, a good job and live a healthy life.

For maximum impact, we focus in two areas. **We champion our community's children and provide pathways out of poverty.**

But we **don't do it alone**. Giving individuals and companies make action possible. Thanks to workplace leaders like you, change is happening. Your **donations**, volunteerism and advocacy are helping us move the needle.

Whether you are new to United Way Ozarks Region, or have been involved for years, **you** play an important role as a **catalyst** for **positive change**.



Use your **Workplace Campaign Toolkit** to start and run your campaign. Get templates for email and social media, forms, videos to share and more!



# UNITED WAY OZARKS REGION

# HOW YOUR GIFT DOES MORE

Giving to United Way Ozarks Region's **Community Investment Fund** is the **most powerful** way to invest in your community. Your donation is pooled with others to **amplify your impact**.

Multiple programs and nonprofit organizations receive funding

Community needs are assessed, and the most critical issues are identified

Funding stays local and is based on program performance and overall impact on our community

Programs are reviewed and evaluated by United Way donor-volunteers year-round and agency financials are reviewed annually

Opportunities to double donations through grant-matches sponsored by companies and foundations

You can donate conveniently through workplace campaign and payroll deduction

Your donation is distributed directly to nonprofit organizations

## WHEN YOU DONATE TO

United Way  
Community  
Investment  
Fund

One  
Nonprofit  
Organization



## THE BEST WAY TO GIVE.

A gift to United Way Ozarks Region's Community Investment Fund ensures your dollars go further than a gift to a single nonprofit can.

Our community investment strategy is local and identifies gaps and reduces duplication in services. All grants go to programs evaluated and chosen by donor-volunteers.

Giving to our Community Investment Fund ensures your donation goes to address real needs. We monitor nonprofits to ensure programs are effective, fill community gaps and are financially stable and sustainable.

## FOCUS AREAS

CHAMPIONING CHILDREN.  
PROVIDING PATHWAYS OUT OF POVERTY.

THE BEST WAY TO GIVE



UNITED WAY  
Ozarks Region

COMMUNITY  
INVESTMENT  
FUND

GIVE TODAY

## WE ARE TRUSTWORTHY AND EFFECTIVE

- At United Way Ozarks Region, we invest in programs that produce results at nonprofit organizations that manage their money wisely.
- We have been awarded the highest transparency seal through **Guidestar**.

Platinum  
Transparency  
2025

**Candid.**

# WHAT YOUR DOLLARS CAN DO

Every gift, no matter the size, makes a difference.

When we each do our small part, it adds up to create a profound impact in our 14-county region.

**Your gift to United Way Ozarks Region funds 20 programs at 15 local nonprofits.**



VIEW the local programs and nonprofits supported by United Way Ozarks Region's Community Investment Fund



See the numbers  
[uwozarks.org/our-impact](https://uwozarks.org/our-impact)



## Share the stories of lives changed by United Way Ozarks Region

Hear directly from kids, parents, advocates, community leaders and volunteers about how United Way has touched their lives.



Share United Way video stories from our Campaign Toolkit  
[uwozarks.org/campaign-toolkit](https://uwozarks.org/campaign-toolkit)

**TIP FOR A TOP  
CAMPAIGN**

### Recruit donations from:

- New hires
- Current employees
- Retirees

### Offer rollovers for payroll contributors

- Save time, no annual paperwork for donors
- Employees can continue their gift or make changes
- Offer incentives for increased giving

## INVITE ALL EMPLOYEES AND RETIREES TO PARTICIPATE



# YOUR TEAM WANTS TO KNOW

Common questions from employees about how they can make a difference by donating to United Way



**Q Why donate to United Way, when I could give directly to another nonprofit?**

**A Donating through United Way gives you the chance to amplify the impact of your gift.** Through United Way Ozarks Region's Community Investment Fund, your donation joins with others to reach further and deeper than a single donation can. Your dollars are deployed strategically, since United Way observes community needs, identifies gaps in services and carefully evaluates nonprofits' effectiveness. When you support your community through United Way, you know your donation is being invested wisely, where it will have great impact.

**Q How is United Way Ozarks Region accountable?**

**A Accountability and transparency are core values at United Way Ozarks Region and community participation is essential. It is committed to being a fair and effective organization.**

A local volunteer board of directors is responsible for defining vision and ensuring results. Before a program or agency is funded, it is evaluated and approved by dedicated donor-volunteers on a community investment committee, who also track program results. To confirm the integrity of United Way's internal operations, an outside auditor conducts an annual financial audit.

**Q Who receives services funded by United Way Ozarks Region?**

**A Last year, thousands of local families benefited from donations to United Way Ozarks Region's Community Investment Fund.** That includes your neighbors and coworkers with children who attend afterschool programs, along with adults and children who received tutoring and coaching. Affordable mental health care, shelter from domestic violence and skills to build a sound financial future also were shared across our community of 14 counties. United Way leverages connections with top-quality nonprofits to deliver what our community needs.



Host special events for your campaign. Have fun building camaraderie. Get everyone involved!



## BACK YARD BBQ OR CHILI COOK-OFF

Invite team members to prepare their best bbq or chili recipes! Set a price, and sell bowls of chili or plates of bbq; all proceeds going toward your campaign. Ask employees to vote for their favorite recipes, and award the winners!

## FLOCKING FUNDRAISER

This fundraiser involves pranking your team members with a load of rubber ducks! Once a co-worker is "flocked," they can make a donation to "flock" someone else. United Way has all you need to run this hilarious fundraiser!

## COMPANY CORNHOLE TOURNAMENT

Teams of two make a donation to enter the tournament, and compete to win. Winning teams can participate in UWO's community-wide tournament in September! United Way has cornhole boards and a list of rules for your convenience.

## MONEYTEES BY GREEK CORNER

Work directly with the Greek Corner graphics team to create custom-designed apparel and promotional items. Every item sold directly supports United Way Ozarks Region.

## FOOD TRUCK FUNDRAISER

Brockrito food truck will set up shop at your place of business for an employee lunch, and donate 10% of sales back to the United Way workplace campaign! It's a win-win! Contact your United Way account manager to schedule a date.





# WORKPLACE GIVING INCENTIVES



Offer incentives  
to boost  
employee morale  
and campaign  
success!



## LUNCH WITH AN EXECUTIVE

Consider offering employees a special lunch with an executive leader of your team if they give at a certain level. This incentive is especially meaningful for larger organizations with a wide range of departments.



## COMPANY SWAG

Consider rewarding employees with special company swag! Not only will team members feel recognized, but they will feel proud to represent their company out in the community.



## PAID TIME OFF

Consider offering a few extra hours of paid time off for employees who give at a certain level! Organizations can provide parameters for using extra paid time off that works for them.



## CELEBRATE 100% PARTICIPATION

Consider setting a goal of 100% participation and host a company-wide celebration or close the office for a day if you meet this goal. Employees will find fulfillment in working toward this goal together!



## PUBLIC RECOGNITION

Consider recognizing your campaign participants on your company website and social media. Be sure to tag us @uwozarks, and we will give a special shout-out to your organization!





# DONOR RECOGNITION

At United Way, we celebrate fundraising leaders committed to creating lasting, positive change in the Ozarks.

## INDIVIDUAL GIVING RECOGNITION LEVELS

**\$10,000+**

Alexis de Tocqueville Society

**\$5,000 - \$9,999**

Community Visionary

**\$2,500 - \$4,999**

Community Champion

**\$1,000 - \$2,499**

Community Owner

**\$500 - \$999**

Emerging Community Owner





# IMPACT & ECM SPOTLIGHT AWARDS

## IMPACT AWARDS

### Community Catalyst Award

Awarded to a United Way Ozarks Region partner agency driving meaningful change through bold collaboration and innovative solutions. They exemplify what it means to put compassion into action while aligning with UWO's core values.

### Corporate Change-Maker Award

Awarded to an organization that goes beyond the workplace campaign to foster a culture of generosity, inclusion, and civic responsibility. They educate employees about community needs, champion year-round engagement, and mobilize them to create real solutions through giving and service.

### Heart of United Way Award

Awarded to an individual whose passion and commitment to United Way Ozarks Region are unmatched. They lead with heart, serve with humility, and consistently ask, "How can I help?" Their volunteerism leaves a legacy of compassion and connection in our community.

### United in Action Award

Awarded to the company who rallied the largest team of volunteers from their workplace to serve on Day of Caring. Their leadership and coordination helped mobilize a powerful force for good, demonstrating the impact that happens when people come together to serve their community with heart and purpose.

## ECM SPOTLIGHT AWARDS

### Revitalization Award

Awarded to an ECM that breathed new life into their United Way campaign-reigniting passion, re-engaging employees or making a powerful return after a period of inactivity. Their fresh energy and renewed commitment inspired meaningful momentum and deeper community connection.

### Rising Star Award

Presented to a first-time ECM that made a big splash. Whether through strong participation, creative events, or community spirit, they set a powerful foundation for future success.

### Most Creative Campaign Event

For the ECM who thought creatively and created a campaign event that was fun, engaging and brought people together in a new way.

**Award winners are recognized during our community campaign kickoff event in September.**



# YOUR ACCOUNT MANAGERS

We are here to help your workplace campaign run smoothly and successfully!



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# CAMPAIGN CHECKLIST

## ✓ Plan your campaign

	Target Date
Review your online campaign toolkit.	
Meet with your United Way account manager to review last year's campaign, determine opportunities, navigate challenges and discuss strategies.	
Recruit a co-employee campaign manager or planning committee (optional).	
Set a goal, determine incentives for giving and brainstorm special events. Meet with your organization's leadership to get their personal endorsement.	
Send a note from your organization's leadership to all employees endorsing and announcing the upcoming campaign.	
Promote your campaign! Get your team excited about your fundraising goal and distribute your calendar of events. Use our email and social media templates for an easy start.	

## ✓ Execute your campaign

	Target Date
Host a kickoff event. Invite your United Way account manager to present impact stories. Share why you support United Way. <b>Consider inviting retirees to this event.</b>	
Find a creative way to recognize your leadership donors (\$500+). You can request a list of leadership donors from your United Way account manager.	
Make sure every employee has the opportunity to give. Provide them all with a paper pledge form, a link to your online pledge form and/or communication to rollover their pledge from last year.	
Throughout your campaign, host special events. Lunch and learn, chili cookoffs and cornhole contests are fun activities. The United Way team is available to help with these and provide ideas.	
Throughout the campaign, share your progress and participation on social media! Tag us @uwozarks. Take advantage of your campaign toolkit to promote and communicate internally.	

## ✓ Finalize your campaign

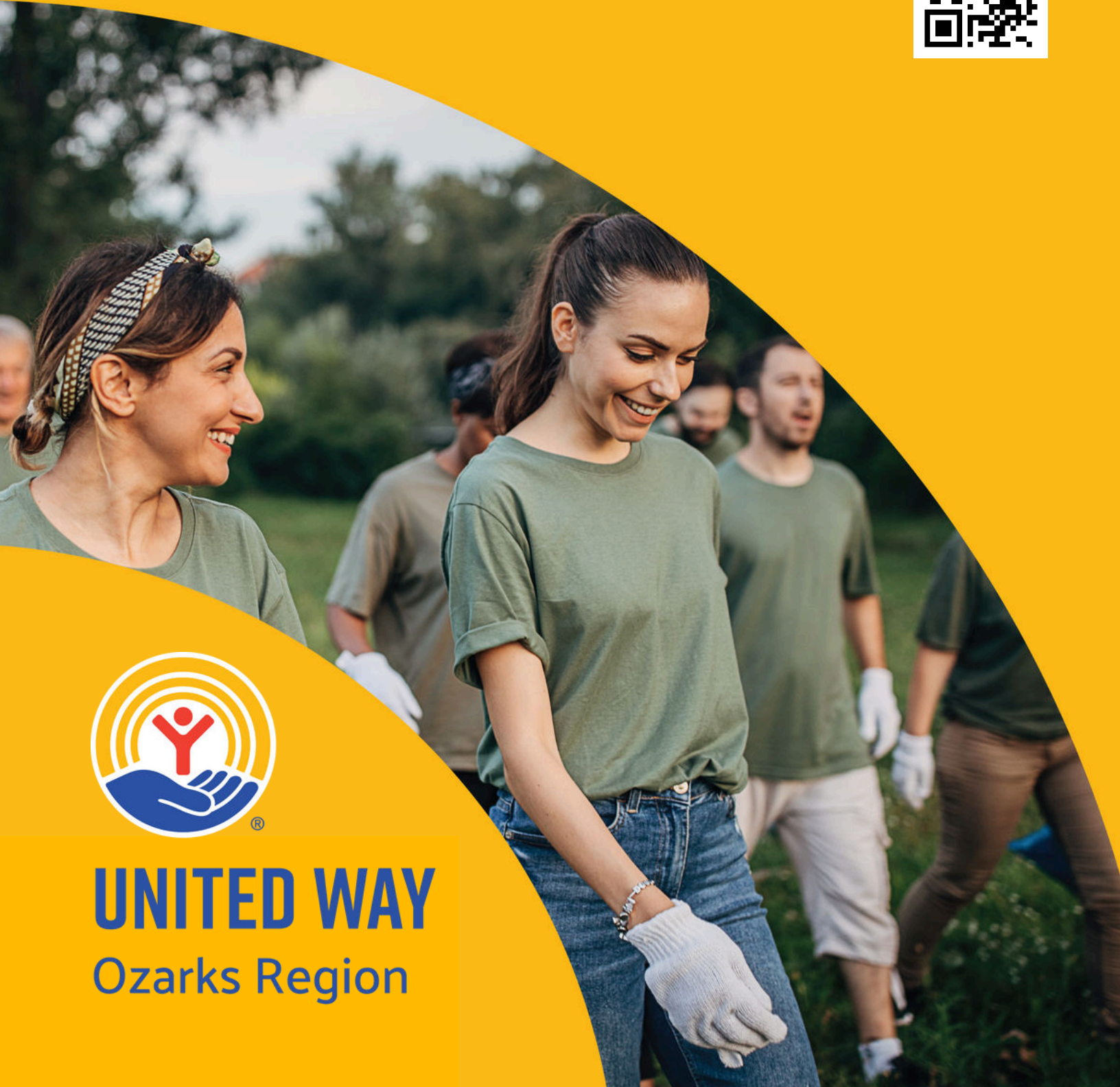
	Target Date
Collect pledges, submit final report envelopes/spreadsheets to your United Way account manager. Pledges and monetary contributions should be turned in before March 31, 2026.	
Review campaign results with your committee members and your United Way account manager. Announce results to all employees.	
Thank all donors with a celebration event and a letter/email from your organization's leadership.	



**USE OUR WORKPLACE CAMPAIGN TOOLKIT!**

# UNITED IS THE WAY.

UWOZARKS.ORG | 417-863-7700



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Ozarks Region