**Campaign Coordinator Communications Calendar for July and August**

**Email 1: Week of Monday, July 16, 2018**

**Recipients: All Workplace Campaign Coordinators**

**Email Subject: The Mission of United Way and Dubuque Area Tri-States and You!**

**Attachments: None**

**Email Body:**

Did you know that United Way of Dubuque Area Tri-States improves lives by connecting people and resources to advance the health, education and income/financial stability of those in need in our community? That is our mission and what we strive for every single day.

We believe that every person in every one of our communities deserves access to quality healthcare, education, and financial stability. We believe that thriving communities begin with thriving families. That is where you and your company come in!

Through the workplace campaign and volunteer efforts, you are helping United Way of Dubuque Area Tri-States create lasting change for families across the Tri-State area! Last year alone you helped us impact almost 40,000 lives- That's enough to fill the Carver-Hawkeye Arena almost 3 times! We are looking forward to working with you again on this year's campaign.

I will be touching base with you over the next several weeks with information that can help with your campaign, and that you can share with your employees! If you have any questions, or would like any more information on what I am sharing with you, please do not hesitate to reach out!

**Email 2: Week of Monday, August 6, 2018**

**Recipients: All Workplace Campaign Coordinators**

**Email Subject: Best Practices for a Successful Workplace Campaign!**

**Attachments: 10 Steps To A Successful Campaign; Campaign Timeline and Checklist; Workplace Campaign Special Events; and Reasons to feel good about Giving**

**Email Body:**

We all want to see our efforts succeed- so we have tried to outline some simple ways that you can make your campaign grow this year! Attached, you will find several documents that will help you in the planning of this year's campaign.

The first is the 10 Steps to a Successful Campaign. Take a few moments to review this document. Are you currently doing all 10 of these steps? If not, what do you think you can add this year? It has been proven that the more of these steps that you incorporate in your campaign, the higher you participation and success rate!

The second document is the Campaign Timeline and Checklist. This is a great tool to use to really plan out what you will do and when for your campaign. This helps make sure that you are planning enough in advance that you don't feel rushed in the last couple of weeks before your campaign kicks off!

The next document is the Workplace Campaign Special Events. Is your workplace currently running a workplace special event? If not, consider doing one this year! It doesn't have to take a lot of time or planning, and can really help increase participation and funds raised in your campaign! This list is a great starting place of ideas that you might be able to incorporate in your campaign this year!

The final document, and please feel free to share this with your colleagues leading up to or during your campaign, is the Reasons to Feel Good About Giving document! We want to make sure that your co-workers know that their gift and participation in the campaign is making a difference in the community in which they live and work, and they should feel good about that!

Please remember that we are here to help in any way that we can to plan, implement, assess and review your campaign. We want to help you make this your best campaign yet, so please feel free to reach out if you have any questions or want any more information on anything!

**Email 3: Week of Monday, August 27, 2018**

**Recipients: All Workplace Campaign Coordinators**

**Email Subject: Common Myths About United Way**

**Attachments: Mythbusters**

**Email Body:**

As a campaign coordinator, you probably get a lot of questions regarding the campaign and lots of different aspects of United Way of Dubuque Area Tri-States. We want to ensure that you have the answers you need so that you can help ensure that your co-workers have confidence in their donations when they give to United Way of Dubuque Area Tri-States. I have attached the Mythbusters document that addresses the most common questions and myths that we hear, so please take a few minutes to review!

I wanted to highlight some of the most common things that we hear.

1) United Way's overhead cost is too high! MYTH! United Way of Dubuque Area Tri-State’s overhead cost is in the 17-18% range, which is well below the Better Business Bureau's Wise Giving Alliance recommendation of 35%. United Way of Dubuque Area Tri-States invests thousands of dollars into the community through 5 staff and hundreds of volunteers!

2) Why didn't my co-worker or friend get help? ANSWER: Usually when someone cannot get help, it is due to 1 of couple of things. Either the requestor does not meet the income qualifications, which is often the case for programs that have government funding attached to them, or the program may simply be out of funds for that area of need. Unfortunately, the needs of our community still outweigh the funding being invested. That is why we need your support!

3) How does United Way set staff salaries? ANSWER: United Way of Dubuque Area Tri-State’s Board of Directors (volunteers from our community) reviews and approves all staff compensation, including the CEO.

We are always happy to answer questions or address concerns your donors may have. So if you have any questions that come up that are not addressed in this document, please contact us! We are also happy to meet with any donors who would like to address their concerns directly with us, so remember we are here for a resource for you!