Thank you for serving as a company campaign coordinator (CCC) for the 2020 United Way of Weld County (UWWC) Campaign!

It’s inevitable, at some point in your career you will be asked to join the office party-planning committee. To some, it is an honor to join the ranks of the highly coveted inner-office social team – providing a needed break from reality and work, for some donuts and Christmas party planning. To others, it’s one more meeting to begrudgingly attend.

What if your company’s committee could go beyond the office walls and greatly impact your friends, neighbors and community? What if that one extra meeting means a child will graduate on time? Or a struggling family has a warm, comfortable place to live? Or, an elderly couple has the right tools and meals to stay in the home they built, and raised a family in?

Over 250 companies throughout the community are leveraging their employees’ compassion and talents to make a difference through giving. Your United Way employee campaign is critical to raising awareness about United Way, its partner agencies, and the resources needed to combat the many issues that face our friends and families every day. In 2019, over 3,000 employees donated $910,000 through UWWC.

Our understanding of the issues and collective approach to creating solutions makes us the most effective agent for change. We believe working together and collectively measuring the results of your investments is the only way to solve our community’s most pressing issues.

Whether this is your first year as a coordinator, or if you are a campaign veteran, the information in this guide will help you plan and execute a smooth – and successful – campaign. We encourage you to take advantage of the materials we’ve provided and know your UWWC donor engagement manager is always ready to support you in every possible way.

Thank you again for joining our UWWC team. Together, we will change lives in Weld County.
Our Mission:

To improve lives by mobilizing the caring power of our community.

Our Vision:

- A community where children, youth, individuals and families are healthy, safe, thriving and reach their maximum potential.
- A community with services available to help individuals and families, who are struggling, are vulnerable, facing adversity and needing assistance through crisis.
- A community that helps move people away from dependence toward financial stability, self-reliance and self-sufficiency.
- A community with coordinated, accountable, effective health and human services working together to collaborate, maximize the use of resources, respond to the emerging needs of people and achieving positive outcomes and results.
- A community that works together, respecting the uniqueness and perspective that each brings to help solve our community’s most pressing problems and concerns.

Our Values and Fundamentals:

- Integrity
- Service
- Accountability
- Leadership
- Collaboration
- Communication
- Diversity
- Volunteerism
- Excellence
30 SECONDS ON UNITED WAY

You never know when you might get asked to say a few words about United Way. Here’s a 30-second pitch on what we do.

Your donation to UWWC supports children, youth, adults, families and older adults in your community — your neighbors, co-workers and friends. Your dollars go further with UWWC because we bring individuals, organizations and corporations together in a collaborative and coordinated way to achieve greater results, and to create positive, measurable and permanent change.

We have different points of view, but we are united for the common good. Together, united, we can inspire hope and create opportunities for a brighter future. For more information, visit our website at unitedway-weld.org.
WHERE DO I START?

Each year as you kick off your campaign, we provide you with a checklist and tools for a successful campaign. Your company and its employees will need tools to understand the work of United Way of Weld County (UWWC) and how to invest.

Meeting with your assigned donor engagement manager is essential. They will help you create a plan and schedule that works for your company.

During times of crisis, employees especially need to know how to access services, where donations help and results that happen. We’ve added a section on virtual or online campaigns to help with social distancing and health safety. Please review this information with your donor engagement manager.

My Donor Engagement Manager is: ________________________________

My appointment is on: ________________________________
DEVELOP  8 weeks before kickoff

☐ Meet with your United Way staff member to review past performance and explore upcoming campaign themes and materials.
☐ Develop campaign goals and identify opportunities and challenges.
☐ Draft strategies to meet these goals and improve on last year’s results.

- Determine company campaign type
  - Digital, online or virtual
  - Receive notification on every gift as it is entered
  - Send weekly updates
  - Send to: ____________________________________________________
  - Traditional - in person presentations, paper pledge forms
  - Let’s mix it up

☐ Determine campaign start and end dates. The most effective campaigns are best kept to 1–2 weeks. Starting and ending a campaign with a clear kickoff and wrap up are important factors when creating your timeframe.
Start: ___________  End: ___________

☐ Review and approve your budget.

☐ Recruit a campaign team representing key departments and all levels of your company. Educate your team members on United Way’s role in the community.

PLAN  6 weeks before kickoff

☐ Finalize goals and strategies with your CEO and campaign team.
☐ Lay out campaign plan (dates, theme, events, incentives).
☐ Assign tasks to your team (communications, event coordination).

GET READY  4 weeks before kickoff

☐ Notify your Donor Engagement Manager (DEM) of the campaign materials you’ll need.
☐ Begin your Leadership campaign.
  See page 10 for more information on Leadership campaigns.
☐ Schedule impact experiences and workplace presentations with your DEM.

ENERGY  2 weeks before kickoff

☐ Create energy and awareness. Begin publicizing your campaign.
☐ Prepare your CEO email or letter to your employees.
☐ Identify 3-5 testers for digital campaigns only.
**PROMOTE**

- Send CEO email or letter to your employees.
- Review event kickoff with your campaign team.
- Continue publicizing your campaign.

**KICKOFF**

- Host your company-wide campaign kick-off event - virtually or in person social.
- Schedule informational meetings - virtually or in person.
  - Send email invitations:
    - Day one: ________________________________
    - Day two: ________________________________
    - Day three: ________________________________
- Monitor and report progress
  - Send progress emails:
    - Day four: ________________________________
    - Day five: ________________________________
    - Day six: ________________________________
- Thank every employee for participating in the campaign.

**WRAP-UP**

- Collect all pledge forms and check for completeness or verify spreadsheets (calculations, dates, signatures, etc.) Ask your campaign team to follow up with colleagues who may not have returned their forms. Collecting forms from every individual, regardless of if they gave or not, will confirm that every employee had the opportunity to give.
- Turn in your completed employee campaign envelope to your DEM.
- Turn in payroll information to your payroll department.
- Announce your final campaign results.
- Thank every employee for their contribution, again.
  - Example: verbal recognition, letter, email, small gift, celebration event, etc.
- Conduct a campaign debrief with your team and DEM. Develop a written summary for next year’s campaign.
- Consider additional volunteer opportunities to increase employee knowledge and advocacy.
  - Example: Day of Action, Weld Project Connect, service projects.

When turning in completed campaign envelopes with final results, we ask that the CCC provide us with as much donor detail as possible. This is important because it allows us to ensure that donor dollars are accurately recorded and that the donors are recognized appropriately for their donations.
COMMUNICATIONS & RESOURCES
Consistent and clear messaging for your employees is key to a successful campaign. We’ve compiled sample messages and resources to help you throughout the entire campaign.

Visit the Online Tool Box on our website for a sample of communication letters, emails and social media messages to use and customize throughout your campaign. The Tool Box also gives you access to digital copies of the 2020 Campaign materials, United Way logos and videos.

www.UnitedWay-Weld.org/toolbox

Communications
• Campaign Kick-off Announcement
• Mid-Campaign Updates, emails and Texts
• Post-Campaign Thank You Letter
• Letter to Prospective Leadership Donors
• Event Kick-off Announcement
• Facebook and Twitter Posts

2020 Campaign Materials
• Campaign Flyer
• Pledge Form
• Corporate Pledge Form
• What a Dollar Buys
• Incentives and Tax Credits
• Campaign Poster
• Pledge Envelope
• PowerPoint Presentation
• Leadership Recognition List

Videos
• YouTube Channel
UnitedWayWeld

ANNUAL INCENTIVE
UWWC offers the following annual campaign incentive for donors.

Donate at least $156 and you could win a $20,000 voucher toward the vehicle of your choice from one of five local dealerships: Ehrlich Toyota, Ghent Chevrolet Cadillac, Honda of Greeley, Spradely Barr Ford Greeley and Weld County Garage Buick GMC. 125 semifinalists will be drawn throughout the 2020 UWWC annual campaign. Ten of those lucky semifinalists will move on to the grand prize drawing in December 2020.

Grand Prize: $20,000 voucher toward vehicle of choice
1st Runner Up: SAMSUNG 65-inch TV w/Fast and Furious Movie Collection
2nd Runner Up: $750 Gas Card
3rd Runner Up: $250 Gift Card to Greeley Chophouse

($156) $3/week – 1 entry  |  ($365) $1/day – 2 entries  ($520) $10/week – 3 entries

The last opportunity to qualify is 11 a.m. on Dec. 1, 2020.
VIRTUAL EVENTS

Decide that this is the year to have fun by using creative activities in your organization’s campaign. Special events are FUN and are an excellent method of raising United Way awareness in your office.

1. **Spirit Week** – Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day . . . you get the idea! Set a time for a virtual call to show your spirit, or just let it show in video meetings. Raffle a prize at the end of the week for all who participate.

2. **Cooking Lesson** – Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.

3. **Mentorship Auction** – Bid out or raffle a virtual coffee chat with C-level executives.

4. **Talent Show** – Line up virtual performances from your most talented team members who play an instrument, sing, dance, do comedy, or have a special hidden talent. Charge “admission” to view, and vote on the winners with an extra donation.

5. **Dress UP Day** – Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie . . . anything to get out of quarantine-comfy clothes!

6. **Special Delivery** – Beep beep . . . have your company executives deliver lunch to the highest bidder or raffle winner (wave and door drop only, please).

7. **Department Challenge** – Challenge internal departments with prizes for the most United Way campaign donors, highest increase in average gift, or first department to complete donations.

8. **Baby Photos** – Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!

9. **Cutest Pet Contest** – Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.

10. **Recipe Exchange** – Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.

11. **Lunchtime Bingo** – Send Bingo card documents and call numbers via Zoom. Charge for each card, and offer a prize for the winners.

12. **Candy Count** – Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!

13. **Home Date Night Raffle** – Enter to win gift cards to GrubHub/local restaurants and Red Box. Maybe add a delivery from a local winery or brewery, too!

14. **Company “Cribs”** – Charge a donation for a virtual tour of coworkers’ homes, gardens, cool office set-ups, blingedout BBQ areas, or interesting collections.

15. **Virtual Vacation** – Have people submit their favorite vacation photos and brief description for a virtual tour around the world. Charge “travel fare” to view.

16. **Want to run an online auction** - talk to your DEM about United Way of Weld County’s online auction platform.

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During your campaign you can give employees extra incentives based upon their engagement:

- For a returned pledge form – 1 drawing ticket
- For a new contributor – 1 drawing ticket
- For an increased gift – 1 drawing ticket
- Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize
LEADERSHIP GIVING

2019-20 Company of the Year

JBS USA

CAMPAIGN AWARDS 2019 - 2020
United Way annually recognizes those companies and organizations that go above and beyond to fight for every person in their community.

Ameriprise Financial
Atmos Energy
Banner Health/
North Colorado Medical Center
Bartels & Company LLC
Ehrlich Toyota
Extraction Oil & Gas LLC
Flood and Peterson
Front Range Roofing Systems
Ghent Chevrolet Cadillac
Hensel Phelps
Honda of Greeley
North Colorado Health Alliance
Professional Finance Company Inc
Sears Real Estate
The Greeley Tribune
The Weld Trust
Weld County Garage
Wells Fargo Bank

How do I become a Centennial Circle Company?

• Employee participation as a volunteer or chair of the Resource Development Council, contribution of a significant in kind gift (value of $5,000), $50,000 Cornerstone Partner level, or team of ten employees participating in Day of Action or Weld Project Connect.
• Achievement of a 10 percent increase in corporate and employee giving or top 20 percent of all per capita giving or top 10 giving companies.
• Management Participation in the Tillers Club individual leadership giving program.
**Top 10 Companies**

These 10 companies are major investors in United Way of Weld County’s work.

- Ehrlich Toyota, Automotive Division
- First National Bank, Finance and Insurance Division
- JM Smuckers, First Year Campaign Division
- JBS, USA - Corporate, General Industry and Agri Business Division
- Xcel Energy, Major Firms Division
- Catholic Charities - Guadalupe Community Center, Nonprofit - Public Division
- Farmers Bank-Ault, North Weld County Division
- Bartels & Company, LLC, Professionals Division
- Hensel Phelps, Real Estate and Construction Division
- The Human Bean, Retail Division
- Atmos Energy, Services Division
- 365 Real Property Management, Small Business Division
- Black Hills Energy, South Weld County Division
- Vestas Blades America, Inc., Windsor Division
- Winograd K-8, Youth Division

**Division Leaders**

Companies that have emerged as Leaders in their Campaign Divisions

- Ehrlich Toyota, Automotive Division
- First National Bank, Finance and Insurance Division
- JM Smuckers, First Year Campaign Division
- JBS, USA - Corporate, General Industry and Agri Business Division
- Xcel Energy, Major Firms Division
- Catholic Charities - Guadalupe Community Center, Nonprofit - Public Division
- Farmers Bank-Ault, North Weld County Division
- Bartels & Company, LLC, Professionals Division
- Hensel Phelps, Real Estate and Construction Division
- The Human Bean, Retail Division
- Atmos Energy, Services Division
- 365 Real Property Management, Small Business Division
- Black Hills Energy, South Weld County Division
- Vestas Blades America, Inc., Windsor Division
- Winograd K-8, Youth Division

**Pacesetters**

Companies who set the pace in the first two months of the annual community campaign

- A Woman's Place
- Ameriprise Financial
- Anderson & Whitney, P.C.
- Banner Health/NCMC
- Bartels & Co LLC
- Cache Bank & Trust
- City of Greeley
- Connecting Point
- Envision
- Farmers Bank - Ault
- First Advantage Bank
- Flood & Peterson
- Ghent Chevrolet Cadillac
- Great Western Bank
- Greeley-Evans School District 6
- JBS Beef Plant
- JBS Carriers
- North Range Behavioral Health
- Phelps – Tointon
- Professional Finance Company
- Sears Real Estate
- Stifel
- Unified Title
- Vestas Blades Windsor
- Windsor State Bank

Learn how your company can join these elite companies at [www.UnitedWay-Weld.org/partners](http://www.UnitedWay-Weld.org/partners)
The following recognition levels motivate donors to step up their giving to the next level. Leadership donors are invited to an annual invitation-only celebration where they have the opportunity to network with United Way Tocqueville donors and Weld County top executives. Donors are also listed in our annual report and receive exclusive communications from United Way.

Kenneth W. Monfort Society $10,000 or more
Harvester $5,000 to $9,999
Cultivator $2,000 to $4,999
Planter $1,000 to $1,999
Sower $750 to $999
Young Leaders Society (21-40) $156 or more

National membership in United Way WorldWide Tocqueville Society is also granted to individuals who contribute at least $10,000 annually to United Way of Weld County.

Prior to your campaign kickoff, schedule an event (possibly a virtual or in person breakfast or lunch) to talk with top staff members and department leaders about Leadership giving.

A senior-level speaker from United Way and/or a senior-level volunteer from another company (e.g., a peer leader or Campaign Cabinet volunteer) can attend and present a case for support about giving to United Way at a Leadership level and why it makes a difference.

If someone at your company is already giving at this level, ask them if they’d be interested in speaking.
Recruiting Leadership donors (individuals who give $750 or more per year) is one of the most effective ways to increase your campaign. Here’s how you can inspire Leadership giving in your workplace.

Potential LEADERS

The number one reason people don’t give to UWWC is because they were never asked. Identify those in your organization who have the potential to contribute to UWWC at the Leadership level and ask them for a gift. You could conduct a one-on-one visit, ask them at a special event, send a pledge form with a note about the benefits of Leadership giving, etc.

Say THANK YOU

Hand-written thank-you notes are a great way to personally acknowledge a Leadership gift, but be sure to thank them in person as well. You could also ask your CEO or other top executive to write thank-you letters. If the donor is comfortable with publicity, you could recognize them in internal communications and other company acknowledgments. If you need help crafting language, your UWWC account manager can assist you.

If you have the resources, you could also plan a company-sponsored thank-you event for all Leadership donors once the campaign has closed. Partner with your account manager to summarize the results of Leadership giving and its impact on the overall workplace campaign.

Communicate IMPACT

After your campaign closes, report back to your Leadership donors on how their gifts are making a difference. Send a letter or email, include information in internal communications, or tell them personally. This is a good way to keep UWWC in front of your Leadership donors all year long. Your DEM can provide you with these details and how they impact the community.
What does United Way of Weld County (UWWC) do?
UWWC fights for every person in our community to ensure all children get a good start, youth graduate from high school, families have access to nutritious food, older adults live safely in their own homes and everyone is supported during times of crisis. We do this by assessing community conditions, investing in focused collective impact goals and measuring results to create long-term change for generations to come.

How can I be sure my contribution is well managed and well spent?
The current process is facilitated by a board of volunteers who review grant applications and make recommendations to the UWWC Board of Directors. On an ongoing basis, UWWC Collective Impact (CI) staff interacts with all grantee agencies on at least a quarterly timeframe. The CI staff reviews their progress that is reported through the Thriving Weld Dashboard. If agencies do not report, the quarterly investment is not distributed until they do report to the Dashboard. Before any investment is made, all agencies must be accredited through the Better Business Bureau.

Where does the money go?
The best part about being a UWWC donor is that dollars raised here stay in the community where it is needed most. After doing a community assessment, five areas were identified and over 100 programs and services support those needs alongside hundreds of organizations all focused on solving the biggest issues in Weld County. Together, we truly make changes that will last for generations to come.

What financial safeguards are in place at United Way?
UWWC is committed to the highest standards of accountability and transparency when investing donor dollars. As a matter of practice, no single staff member is able to process any transaction from start to finish and all checks must be signed by two authorized signers. The Finance Committee and Board of Directors review financial statements monthly to ensure adherence to the budget. An independent accounting firm audits UWWC once a year and the Finance Committee and Board of Directors must review and approve this audit each year.

Why should I give to United Way and not directly to an agency?
No other single organization has the scope, expertise or influence to bring hundreds of human service agencies, government, education partners and dedicated volunteers around a common vision of achieving long-lasting results for a stronger, healthier Weld County. When you give to a specific charity, you support a specific service. When you give to UWWC, your gift becomes part of a collective effort to align multiple agencies to work together to complement each other and not duplicate to better serve clients. In this way we strengthen our entire community. Your gift to United Way allows you to accomplish more than you can alone or through a single charity.

Why isn't my favorite nonprofit funded by United Way?
In some cases, an agency may be doing great work, but it may not have programs that align with United Way’s collective impact goals. In other cases, the agency may not meet United Way’s rigorous criteria for performance and accountability. Nonprofit organizations providing health and human services in Weld County may receive UWWC partnership status enabling them to receive benefits including AmeriCorps VISTA, Youth Leadership Council Awards, training opportunities, marketing/communications and donation designation opportunities from specific international, national and regional companies and organizations even if they are not receiving funding from the Collective Impact Fund.
How does United Way pay for its events?
Annual events, such as Day of Action, the United Way Tailgate, Live United Celebration and Leadership events boost morale and create a synergy among volunteers. Nearly all the costs for these events are paid through ticket prices or generous corporate sponsorships. United Way’s Cornerstone Partners help to offset many operational costs such as campaign materials, events and administrative fees.

Will the money I give to United Way go outside the community?
No. The money raised in Weld County stays in Weld County, unless you, as the donor, request that it be sent to another United Way. Your local United Way does pay annual dues to United Way Worldwide, the trade association for United Ways. Those dues (which amount to less than one cent of every dollar given) represent the only money that leaves the county – and those dollars eventually are returned to the community in services received locally.

Is my gift tax-deductible?
Yes, UWWC is a federally registered 501(c)(3) not-for-profit corporation. Donations to United Way are tax-deductible to the extent allowed by an individual’s or corporation’s circumstances.

Are there other ways I can contribute to United Way?
There are three ways to contribute. You can give. You can advocate. You can volunteer. Or you can do a combination of all three! Whether it’s reading to children, leading financial literacy classes for hard-working families, or delivering meals to homebound older adults, there are hundreds of volunteer options available every day.

HANDLING POTENTIAL OBJECTIONS
Sincerity and commitment are the best tools when responding to objections. Often providing accurate information overcomes misconceptions and plants a seed for future giving.

United Way is one big organization. Money donated is sent to the international office and then some of it comes back to our community?
All donations made to United Way of Weld County remain in Weld County unless the donor designates it elsewhere. United Way of Weld County does pay a fee to United Way Worldwide for tangible benefits including brand opportunities, multiple support services and trainings.

United Way has a lot of money. They do not need mine! I can give directly to a local agency.
When you give to UWWC, your gift becomes part of a collective effort to align multiple agencies to work together to complement each other and not duplicate services giving better service to our community. In this way, we strengthen the community. Our agency partners do amazing work in a specific cause. Together we can do more.

United Way’s overhead costs are high. I want my contributions to go to direct services.
When you give to United Way of Weld County, 100% of your contribution goes directly to programs that change lives for the better, right here in Weld County. Our Cornerstone Partners, 34 generous companies, organizations and foundations in Weld County, cover the operating and administrative costs. United Way’s collective approach brings nonprofits together to assure that services are not duplicative and rather work together to maximize contributions and get results.
I do not even know what United Way does in our community. First, United Way of Weld County works to bring the community together to address some of our community’s most pressing concerns. We fight for every person in our community to ensure children get a good start, youth graduate and enter successful careers, families have access to shelter, food; older adults live safely in their homes and everyone has access to services. We do this by assessing community conditions, leading collaborative initiatives, investing in focused collective impact agency partners and providing direct services. We measure results to create long-term change for generations to come.

I still don’t know where the money goes. Dollars raised here stay here in our community unless the donor tells us to send it to someone else. All funded community services fall into one of our five focus areas, each with community wide goals. Please see the UWWC website for a specific list of all funded programs.

I do not understand the goals of these five areas. 
**Reading Great By 8 – GOAL:** Children are entering kindergarten ready and reading at grade level by the start of fourth grade. 
**Thrive by 25—GOAL:** Youth are graduating high school and transitioning to a successful adulthood by age 25. 
**Connecting Weld – GOAL:** Increasing the visibility, accessibility and capacity of human services in Weld County. 
**Weld’s Way Home – GOAL:** Households are attaining and maintaining stable housing. 
**Aging Well – GOAL:** Older adults are aging well in community. 

Times are tight. I do not have money to spare. Every gift to United Way, no matter its size, provides vital services to people in our community. When you give, your gift joins others to make a greater impact. You can give in various ways – lump sums, monthly, and quarterly and by credit card, check, ACH, or payroll deduction. The impact is implied in our name. When we all unite in giving what we can, the total has a significant impact. United we can do so much more than we can do alone.

The governing body of United Way isn’t even in our state. They are told what to do by someone in their corporate office. United Way of Weld County is a local organization and governed by a group of Weld County residents. The United Way of Weld County Board of Directors is comprised of local business people and community volunteers. There are 1,800 separate United Ways in the world. Each a separate non-profit and governed by a local Board of Directors.

I do not live in Weld County! In today’s world, people often work in one community and live in another. Each United Way serves a particular geographic region and is committed to fostering the health and vibrancy of that region. You may choose to designate your gift to your local region or you can split your donation to several communities.

How can I find services or programs for family members or employees? The best tool to start your search is 2-1-1. You can dial 2-1-1, or chat through our website: unitedway-weld.org or text.
Volunteering is a great way to educate your employees about community issues while engaging them in a fun and worthwhile activity. Did you know volunteers give an average of 10 times more money to charity than people who do not volunteer? Below is a summary of annual opportunities and events we encourage you to participate in!

- Volunteer teams at Day of Action (3 days) in June and/or Weld Project Connect in October
- Coordinate a specific project at a UWWC partner agency on a day of your choice

Often, employees are unable to leave the office but still have an interest in making an impact. A donation drive or service to go (on-site) volunteer opportunity is a great way to engage employees within the workplace.

- Baby Shower: Purchase baby shower gifts (ie: blankets, onesies, baby books, etc.) and baskets
- Book Drive: Encourage your employees to donate new or gently used books
- School Supply Drive: Gather all the supplies youth need for success in school
- Sock Drive: Gather socks, underwear undershirts and sportsbras for homeless shelters and Weld Project Connect
- Hygiene Supplies: Gather travel size hygiene supplies for homeless shelters and Weld Project Connect
- COVID-19 Supplies: Gather cleaning supplies, hand sanitizer, cloth masks and other items for local agencies and clients in need

Host a Special Event/promotion to benefit UWWC
- Percentage off of sales
- Car show
- Raffle
- Golf Tournament
- Auction
- Etc.

Sponsor a UWWC event
- 5K Run
- Weld Project Connect
- Leadership event (United Way Tailgate, Tillers Club Reception & Humanitarian Celebration)
- Annual Live United Celebration and Auction
- Golf Tournament
- Children’s Festival

Make an in-kind contribution
- printing
- diapers
- masks
- books
- hygiene supplies
- socks
- new underwear and undergarments.

Keep connected with United Way of Weld County programs and events
- Like us on Facebook, Instagram, LinkedIn and YouTube
- Receive newsletters and eBlasts
The UWWC staff is here to assist your campaign efforts along every step of the way. Your United Way donor engagement representative has years of experience running United Way campaigns and can be a great resource to offer ideas and suggestions to take your campaign to the next level. Please review the list below and feel free to contact us if you have questions, comments, or concerns.

Christi Smith  
Vice President  
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970-304-6185

Eva Keaton  
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Tom Fasano  
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tom@unitedway-weld.org  
970-304-6176

Betsy Ross  
Marketing Coordinator  
betsy@unitedway-weld.org  
970-304-6190

Additional Volunteer Opportunities  
www.UnitedWay-Weld.org/volunteer

Website  
www.UnitedWay-Weld.org

Facebook  
www.Facebook.com/UnitedWayofWeldCounty

YouTube Channel  
www.youtube.com/unitedwayweld

LinkedIn  
www.linkedin.com/company/united-way-of-weld-county

Twitter  
@UnitedWayWeld

Instagram  
www.instagram.com/uwwc2020

Email Newsletter  
Sign up at www.UnitedWay-Weld.org

Call Us  
970.353.4300

Drop in  
814 Ninth Street, Greeley, CO  
330 Park Avenue, Fort Lupton, CO

Send a letter  
PO Box 1944, Greeley, CO 80632
Support UWWC through AmazonSmile

Shop on smile.amazon.com and you can choose to support our organization with every purchase you make on Amazon. Thank you for your support!

Support UWWC's Housing Navigation Center while doing your everyday shopping.

Register your loyalty rewards card with UWWC and support this essential program helping in the process of helping people move from homelessness to stable housing.

Like us on Facebook, Instagram and Twitter!

We love sharing with our online community the great things that corporate partners are doing to support UWWC. Share your pictures, stories and videos with your Resource Development staff member and we will be sure to include them on our social media accounts.