

THE EASY WAY TO DO GOOD

Thank you for your interest in Donating A Difference through Sioux Empire United Way! Sioux Empire United Way is a community impact organization with a mission to improve lives in the four-county area. We do so by...

- Funding over 80 programs that impact young children to aging adults with services ranging from education and health to basic needs
- Keeping money local, with 90 cents of every dollar going directly to programs
- Serving an estimated 1 out of every 3 individuals in Lincoln, McCook, Minnehaha, and Turner counties
- Identifying unmet and/or under-met needs in the community and working as a team to respond to them through annual initiatives
- Utilizing hundreds of volunteers to make funding decisions and raise funds each year

It's so easy to get started with United Way! Whether you're interested in giving back as a business, in allowing your employees an opportunity to give, or both; this guide will answer some basic questions to get things rolling.

Giving Corporately

Giving a gift from your company can be a great place to start in supporting Sioux Empire United Way. We provide a pledge card and you tell us the amount you want to donate and when you would like to pay it. There are also some perks for your business!

- Supporting over 80 local, diverse programs with a single contribution
- Recognition in our annual Heart Club Book for leadership giving levels
- Receiving a window decal to display your support at your office
- Joining a team of over 700 local businesses with a mission to improve the quality of life for everyone in the Sioux Empire

Starting an Employee Campaign

We know that the people who live in the Sioux Empire are very generous. Your employees may currently be supporting organizations like schools, churches or other nonprofits. Our goal is to simply inform your employees of the opportunity to support programs within 40 local non-profit organizations with one gift to Sioux Empire United Way. Some questions to start with...

- Do you have employees at your business?
- Is there an individual at your company who could be responsible for coordinating the campaign, distributing pledge cards and collecting them?

If you answered “yes” to the above questions, then you’re already well on your way to starting an Employee Campaign! These are the simple steps to an Employee Campaign with United Way:

1. Assign an employee leader or yourself to serve as your company’s Employee Campaign Manager. Their role will be to communicate with fellow employees the opportunity to support United Way.
2. A Sioux Empire United Way Volunteer Campaigner will contact you or your selected Employee Campaign Manager (ECM) in the fall to ask when would be a good time to drop off campaign materials and briefly discuss this year’s campaign goals.
3. Your ECM will plan the campaign. Some options include...
 - Hanging up posters in your breakroom and around the office.
 - Hosting a special event, like a staff lunch or bean bag tournament to kickoff the campaign.
 - Showing the annual Campaign Video to educate about United Way and the new initiative program.
 - Organizing a United Way Rally with the support of the Campaigner. The ECM would select a date, and the Campaigner would schedule a United Way representative to present anywhere from 5 to 30 minutes on the day of. This could take place during a regular all-staff meeting or on its own.
4. Your Employee Campaign Manager distributes pledge cards and sets a deadline for the cards to be returned.
5. Once all cards are collected, the ECM fills out a spreadsheet of donations (called an Employee Summary Report or ESR) and calls the Campaigner to pick up any cash/check donations. If Payroll Deduction is an option, those pledge cards can then be handed over to your internal payroll department for processing.

Contact olivia@seuw.org with any questions and to get started!