



United Way
of Marathon County

Award Winning Campaigns

Give. Advocate. Volunteer.
LIVE UNITED™

What is in this book?

- Examples of successful campaigns that received awards and recognition.
- Details on each company's campaign strategies.

How should I use it?

- It can serve as a reference for you when you are looking for effective strategies that could improve your results.
- It provides a different perspective by seeing how other companies have done during their campaign.
- Contact information is included so that you can ask more questions.

How will it help?

- Every campaign can benefit from new ideas, whether it's to educate employees, create enthusiasm or thank employees.

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2009 Community Challenge Award

Company Name: E.O. Johnson Company

Contact Name: Randy Knapp

Industry: VAR

Phone: (715) 842-9999

E-mail: rknapp@eojohnson.com

No. of Employees: 74

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Set a dollar goal | <input type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a % Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input checked="" type="checkbox"/> Bring in Guest Speaker | <input checked="" type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input type="checkbox"/> Thank you to employees – How? |
| <input type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input type="checkbox"/> Live United T-shirts |
| <input checked="" type="checkbox"/> Banners Pace Setter | |

3. List details of the Key Components for your success:

Speakers, Video, and employee meetings

We create a culture of giving back to the community. Provide stories, share information each day via email with employees during campaign.

Incentives to employees and having fun. Activities that involve everyone.

Special Events throughout the year.

Cookouts throughout the year which is keeping United Way in front of our people at least on a monthly basis. Food- it just seems to help make us money and bring people together-community

4. Which of the above are most critical to your success:

Changing activities from year to year. Stories, speakers and employees that advocate for the cause. Many employees also volunteer in the community.

2009 Outstanding Campaign Committee

Company Name: **Footlocker.com/Eastbay**

Contact Name: **Dorothy Haggerty**

Industry: Retail

Phone: (715) 261-9682

E-mail: dhaggerty@eastbay.com

No. of Employees: 1232

% Participation: 35%

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One person personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Other |
| <input type="checkbox"/> Top Management Organized | <input type="checkbox"/> |

2. Key Components Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input type="checkbox"/> Bring in Guest Speaker | <input checked="" type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you |
| <input type="checkbox"/> Other: | |

3. List details of the Key Components

Our campaign consists of year round events (we try to do one per month) and then an events week in September. We have group meetings with all Associates to educate them on the importance of United Way and the Company's commitment. We offer lots of incentives and prizes for pledging and we also plan a lot of fun events during the event week. (Example: silent auctions, food sales, executive event, etc.)

4. Which of the above are most critical to your success:

Educating our Associates on the importance of the United Way, as well as, continue to offer events to raise money because someone may not pledge a \$ amount, but they are willing to buy lunch.

2009 Community Challenge Award

Company Name: Hess, Dexter, Reinertson & Brunner S.C.

Contact Name: Sue Adams

Industry: Legal

Phone: (715) 845-6227

E-mail: sla@hesslaw.com

No. of Employees: 10

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input checked="" type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|--|--|
| <input type="checkbox"/> Set a dollar goal | <input type="checkbox"/> Company/Department Meeting(s) |
| <input type="checkbox"/> Set a % Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Bring in Guest Speaker | <input checked="" type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you to employees – How? |
| <input type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input checked="" type="checkbox"/> Live United T-shirts |
| <input type="checkbox"/> Banners | <input type="checkbox"/> |

3. List details of the Key Components for your success: This past year the thank you was a Live United T-Shirt that we had also put our company logo and name on. The success of our campaign come rather naturally, we're a small organization and all of us believe in giving back to our community in some form. United way is one way but most all of our employee are involved in many organizations, some even supported by United Way.

4. Which of the above are most critical to your success:I believe they all work together. There is not one thing that helps our success.

2009 Community Challenge Award Recipient

Company Name: J&D Tube Benders, Inc

Contact Name: Chris Pettis

Industry: Manufacturing

Phone: (715)359-2073

E-mail:

No. of Employees: APX 100

1. Campaign Structure Please "X" all that apply

- | | |
|--|---|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input type="checkbox"/> Top Management Involved | <input checked="" type="checkbox"/> Other: 2 Employees on committee |

2. Key Components Please "X" all that apply

- | | |
|--|---|
| <input checked="" type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a % Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Bring in Guest Speaker | <input type="checkbox"/> Year-round Communication from United Way |
| <input type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you to employees – How? |
| <input type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input type="checkbox"/> Live United T-shirts |
| <input type="checkbox"/> Banners | |

3. List details of the Key Components for your success:

This last year we focused more on percentage of participation instead of dollar amount. We also let the employees know about the services that United Way offers in case they need to use it themselves.

Made sure all employees were aware of the payroll deduction option and that they could donate as little as \$1.00 per week and we would take care of the rest.

4. Which of the above are most critical to your success:

By letting employees donate the \$1.00 or more dollars per week on payroll deduction I think helped a lot, this way if they could donate for 52 weeks without really missing the \$1.00 per week vs. having to donate a lump sum of \$52.00 all at once. We had more employee donations than we have ever had in the past.

Also by letting employees know that there may be services for them to use, instead of just asking for the donation they may have been more willing to donate.

2009 Community Challenge Award Recipient

Company Name: L&S Electric, Inc.

Contact Name: Marsha Wadzinski

Industry: Motor repair and engineering services

Phone: (715)241-3212

E-mail: mwadzinski@lselectric.com

No. of Employees: 160

1. Campaign Structure Please "X" all that apply

- | | |
|---|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input checked="" type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|--|---|
| <input checked="" type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input type="checkbox"/> Set a % Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input type="checkbox"/> Bring in Guest Speaker | <input type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you to employees – How? |
| <input type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input type="checkbox"/> Live United T-shirts |
| <input type="checkbox"/> Banners | |

3. List details of the Key Components for your success:

Every component listed above is key to our success.

4. Which of the above are most critical to your success:

Every single component is important to our success.

FYI – due to economic conditions we will run a campaign but it will not have the elements we have used in the past. We will just be handing out the pledge forms – no kickoff lunch, prizes, etc.

2009 Community Challenge Award and Outstanding Campaign Committee

Company Name: **Marathon Cheese**

Contact Name: **Harold Ruelle**

Industry: Food Packaging

Phone: (715) 443-9270

E-mail: hruelle@mcheese.com

No. of Employees: 900

% Participation: 41%

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One person personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Other |
| <input checked="" type="checkbox"/> Top Management Organized | <input type="checkbox"/> |

2. Key Components Please "X" all that apply

- | | |
|--|--|
| <input type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a Participation Goal | <input type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input checked="" type="checkbox"/> Bring in Guest Speaker | <input checked="" type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input type="checkbox"/> Thank you |
| <input type="checkbox"/> Other: | |

3. List details of the Key Components

This year we are trying to raffle off something every month. This not only keeps United Way as a year-round activity it creates some excitement and we only ask \$1 per entry. We have used gas cards, parking spaces, ½ pig, gas grill, packer football, etc. We have also had a silent auction with items made or donated by employees and this was very successful for us. We are keeping track of participation in these events to hopefully increase our participation numbers. Our committee is doing a great job. Usually 2 or 3 members will take charge of the special raffle each month so no one person is doing all the work. We are also trying to rotate members on the committee because members tend to learn more and then help promote United Way to co-workers.

4. Which of the above are most critical to your success:

The support and encouragement from the top level of the organization is critical. The Company match is also very important. It demonstrates support through giving. Having a great committee to make special events work. Incentive prizes also help to get people excited about giving. Having good speakers is also very beneficial to a successful campaign.

2009 Community Challenge Award Winner

Company Name: Mid-Wisconsin Bank, 3845 Rib Mountain Drive, Wausau, WI 54401
Mid-Wisconsin Bank, 7403 Stone Ridge Drive, Weston, WI 54476
Contact Names: Kristi Halmsted, Deborah Sell, and Carolyn Jagodzinski
Industry: Banking E-mail: cjagodzinski@midwisc.com
No. of Employees: 18

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|---|--|
| <input checked="" type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input type="checkbox"/> Set a % Participation Goal | <input type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Bring in Guest Speaker | <input checked="" type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input type="checkbox"/> Thank you to employees – Please list how |
| <input checked="" type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input checked="" type="checkbox"/> Live United T-shirts |
| <input type="checkbox"/> Banners | |

3. List details of the Key Components for your success:

Set a dollar goal: Each employee was asked to look at their "fair share giving" or so much of each person's bi-weekly pay as a guideline only. We set a "dollar goal" in the beginning of our campaign.

Offer Payroll Deduction: Payroll Deduction was offered to every employee.

CEO Support: Our CEO gave a webcast to all employees encouraging them to give to United Way, he also wore the t-shirt!

Participated in Volunteer Projects: Each branch came up with a way to kick off the United Way Campaign, Wausau had a potluck and jean/t-shirt day.

Company/Department Meetings: Forms were made available in department meetings, and table tents were in the meeting areas.

Incentives/Prizes: Our company graciously gives some vacation day prizes for participating.

Year-round Communication from United Way: We receive year-round e-mails, we share emails we receive during the campaign.

Live United T-Shirts: T-Shirts were sold for \$5.00 and coordinated with our jean day.

4. Which of the above are most critical to your success:

Having the support of our CEO, management and employees was wonderful. Fair Share Giving was a huge success. The employees truly come together for our community and really felt the need to help others.

2009 Community Challenge Award Recipient

Company Name: **Nationwide Indemnity**

Contact Name: **Kipp Exline**

Industry: Insurance

Phone: (715)843-8829

E-mail: siedlel@nationwide.com

No. of Employees: 148

% Participation: 100%

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One person personal ask |
| <input type="checkbox"/> One Employee Organized | <input checked="" type="checkbox"/> Other: One person as chair and then we broke into committees for certain functions |
| <input type="checkbox"/> Top Management Organized | <input type="checkbox"/> |

2. Key Components Please "X" all that apply

- | | |
|--|---|
| <input checked="" type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input checked="" type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input checked="" type="checkbox"/> Bring in Guest Speaker | <input type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you |
| <input type="checkbox"/> Other: | |

3. List details of the Key Components for your success:

We organized our first ever Community Care Day. We used company time to volunteer and since that day, we have more volunteers in the community (on their own time). Our Community Care Day was told to another chair at another company and they too organized their day. It was great to see the domino effect of volunteering.

We also created a calendar of events that listed all activities and deadlines to register. Events included (not a complete list):

United Way Olympics – entry fee for each team member, betting available for favorite teams
Dress Down Days – some were free, provided by management and some cost \$1 or a food item
Cook Out - \$4 for a meal, roll 7 dice game during the lunch
Fall Themed Bake-off - \$2 sample as well as opportunity to vote on favorites
Participation Drawings by earning tickets
Dilly/Buster Bar Sale – provided by United Way Committee members

4. Which of the above are most critical to your success:

Managers who let us do the crazy and out of work stuff.

Great team members on the committees.

2009 Pacesetter Award

Company Name: River Valley Bank

Contact Name: Tracie Wills & Connie Nowak

Industry: Banking

E-mail: twills@rivervalleybank.com

No. of Employees: 187

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|--|---|
| <input type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a % Participation Goal | <input type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input checked="" type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input type="checkbox"/> Bring in Guest Speaker | <input type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input type="checkbox"/> Thank you to employees – Please list how |
| <input type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input type="checkbox"/> Live United T-shirts |
| <input checked="" type="checkbox"/> Banners | |

Goal: Increase participation to 70%

Volunteerism

As an additional incentive we awarded volunteer opportunities to participants.

Prizes

As incentive for our employees to participate, we have drawings for various prizes at the end of our campaign. Everyone that participated had their name entered into a drawing.

See details on our campaign on the following page.

River Valley Company Wide Kick-off Conference Call

CEO spoke about organizations throughout our community that have benefited from our United Way funds

ePledges Sent out the same day as the company wide kick off call

Casual Week \$5 to participate – business casual Monday thru Thursday, Jeans Day on Friday

Root Beer Float Day

Our internal group Incredi-League delivered Root Beer Floats throughout the company. Admin Center had our mail cart and we bought cow bells and delivered Root Beer Floats for tips. Tips went to our Campaign.

United Way Parade

We participate with a float or our wagon pulled by horses. We invite employees, family, and friends to join us.

Raffle

Green Bay Packer Tickets. \$1 per ticket, \$5 for six tickets, \$20 for a Todd Nicklaus Arm Length of Tickets

Wii Tournament

- Day 1 – Bowling
- Day 2 – Homerun Derby
- Day 3 – Ski Jump
- Day 4 – Basketball 3 point shot
- Day 5 – Hoola Hoop

\$1 per game to participate, players could play as many games as they wanted to, and tournament winners received half of the money collect for that day. The other 50% went to United Way. All our employees gave the money right back to United Way, how cool is that!!

Spare Change Event

Employees get to vote a manager in as a contender to perform a “deed” at our Year End Recognition Event. The top 10 managers receiving the most votes win. Employees can vote by paying \$1 per vote. Once we establish our Top 10 Managers, their faces get placed on buckets and the managers that have the most spare change “WINS” and gets to perform the deed. The deed selection is conducted in the same manner.

Employees vote as to what “deed” they would like to see performed. The number of winning managers depends on the deed and how many performers are needed. Our past performances were: 2009 – Beyonce & Justin Timberlake Single Ladies; 2008 – Spartan Cheerleaders skit; 2007 – Lady Marmalade; 2006 – Sonny and Cher I Got You Babe Karaoke.

Camp for a Cause We challenged our entire employee force to participate for the executive challenge.

- They could contribute as little as a \$5 one time contribution or set up a payroll deduction.
- Our goal was to get employees to contribute even if they had never done so before.
- For every employee that contributed a \$5 one time contribution that equaled 5 minutes the Executive Team had to camp out in our parking lot.
- 10 minutes of Executive Team camp out per employee payroll deduction.
- Our Executive Team had to camp out close to 30 hours!

We had additional fun activities such as a cook out for lunch during the day of the camp out and the Executive Team cooked hot dogs for the employees. Employees purchased lunch for a small price and the money went to the United Way.

2009 Community Challenge Award Recipient

Company Name: Siemens Water Technologies (Zimpro)

Contact Name: Andrea Metz

Industry: Engineering and manufacturing

Phone: (715)355-3508

E-mail: andrea.metz@siemens.com

No. of Employees: ~300

1. Campaign Structure Please "X" all that apply

- | | |
|---|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input checked="" type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|--|---|
| <input checked="" type="checkbox"/> Set a dollar goal | <input type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a % Participation Goal | <input type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input checked="" type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input checked="" type="checkbox"/> Bring in Guest Speaker | <input type="checkbox"/> Year-round Communication from United Way |
| <input type="checkbox"/> CEO Support | <input type="checkbox"/> Thank you to employees – How? |
| <input type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input type="checkbox"/> Live United T-shirts |
| <input type="checkbox"/> Banners | |

3. List details of the Key Components for your success:

The committee promoted fun and unique events (egg drop contest, \$1 paper chain link contest, outdoor games, ice cream sundaes, raffles) that encouraged employees to participate in for only a few dollars, but promoted participation and awareness. By having a committee, each individual organized one event, enabling diverse ideas, and not putting everything on one person. The bulk of the money raised was from payroll deductions, which employees were generous.

4. Which of the above are most critical to your success:

Having unique events during United Way week that encourage participation from everyone.

2009 Community Challenge Award Winner

Company Name: The Samuel's Group
Contact Name: Jessica Glenetski E-mail: jglenetski@samuelsgroup.net
Industry: Contractors
No. of Employees: 60

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|---|--|
| <input type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a % Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input checked="" type="checkbox"/> Bring in Guest Speaker | <input checked="" type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you to employees – Please list how |
| <input checked="" type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input checked="" type="checkbox"/> Live United T-shirts |
| <input checked="" type="checkbox"/> Banners | |

3. List details of the Key Components for your success:

Educating. Volunteering. Getting people connected to the causes. We send out a thank you card to all employees donating.

4. Which of the above are most critical to your success:

Special events and prizes and incentives. Our special event is a lunch.

2009 Outstanding Campaign Committee and Union Achievement Award

Company Name: **Wausau Paper Brokaw Mill**

Contact Name: **Linda Metz**, Human Resources Representative

Industry: Paper manufacturing

Phone: (715)675-8313

E-mail: lindametz@wausaupaper.com

No. of Employees: 483

1. Campaign Structure Please "X" all that apply

- | | |
|---|---|
| <input checked="" type="checkbox"/> Employee Committee | <input checked="" type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input checked="" type="checkbox"/> Sub Committees |
| <input checked="" type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|--|--|
| <input type="checkbox"/> Set a dollar goal | <input type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a % Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input type="checkbox"/> Bring in Guest Speaker | <input checked="" type="checkbox"/> Year-round Communication from United Way |
| <input type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you to employees – How? |
| <input type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input type="checkbox"/> Live United T-shirts |
| <input checked="" type="checkbox"/> Banners | |

3. List details of the Key Components for your success:

Dedicated committee members working on all aspects of the campaign.
Management support.
One-on-one contact with employees in soliciting pledges.
Employees are receptive to Special Events.

4. Which of the above are most critical to your success:

All of the above.

2009 Special Achievement Award and Circle of Excellence Gold Award

Company Name: Wausau Paper Corp

Contact Name: Bonnie Crochiere

Industry: Manufacturing

Phone: (715)693-4470

E-mail: bcrochiere@wausaupaper.com

No. of Employees: 1000

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One to one personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Sub Committees |
| <input type="checkbox"/> Top Management Involved | <input type="checkbox"/> Other: |

2. Key Components Please "X" all that apply

- | | |
|---|--|
| <input checked="" type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a % Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input checked="" type="checkbox"/> Bring in Guest Speaker | <input checked="" type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you to employees – How? |
| <input checked="" type="checkbox"/> Participated in <u>Volunteer</u> Projects | <input checked="" type="checkbox"/> Live United T-shirts |
| <input checked="" type="checkbox"/> Banners | |

3. List details of the Key Components for your success:

Determination
Good communication
Education pieces
Incentives

4. Which of the above are most critical to your success:

I would have to say all of the above.

2009 Award Recipient

Company Name: WAUSAU Financial Systems

Contact Name: Melissa Webb

Industry: Software

Phone: (715) 241-5789

E-mail: mwebb@wausaufs.com

No. of Employees: 384

% Participation: 31%

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One person personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Other |
| <input type="checkbox"/> Top Management Organized | <input type="checkbox"/> |

2. Key Components Please "X" all that apply

- | | |
|---|---|
| <input checked="" type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input checked="" type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input checked="" type="checkbox"/> Bring in Guest Speaker | <input type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you |
| <input type="checkbox"/> Other: | |

3. List details of the Key Components

We offer activities throughout the week, our biggest and most successful event was a Gift Basket auction. We used online software and hosted our own online auction and people loved it. Software used was Quick Auction. This helped get our remote offices involved in the event.

We also held daily BINGO games which offered prizes valued at over \$50. This event cost us nothing besides time to print BINGO cards and we made over \$400.

We used the online e-pledge which was a very widely accepted. It allowed for remote associates to get donations in and to donate to their local United Way agencies.

4. Which of the above are most critical to your success:

Special events such as the basket auction and e-pledge

2009 Community Challenge Award Winner

Company Name: **Wipfli LLP**

Contact Name: **Peggy Christenson**

Industry: Accountants and consultants

Phone: (715) 845-3111

E-mail: pchristenson@wipfli.com

No. of Employees: 95

% Participation: 86%

1. Campaign Structure Please "X" all that apply

- | | |
|--|--|
| <input checked="" type="checkbox"/> Employee Committee | <input type="checkbox"/> One person personal ask |
| <input type="checkbox"/> One Employee Organized | <input type="checkbox"/> Other |
| <input type="checkbox"/> Top Management Organized | <input type="checkbox"/> |

2. Key Components Please "X" all that apply

- | | |
|--|---|
| <input checked="" type="checkbox"/> Set a dollar goal | <input checked="" type="checkbox"/> Company/Department Meeting(s) |
| <input checked="" type="checkbox"/> Set a Participation Goal | <input checked="" type="checkbox"/> Use United Way Video |
| <input checked="" type="checkbox"/> Offer Payroll Deduction | <input checked="" type="checkbox"/> Incentives/Prizes |
| <input type="checkbox"/> Offer E-Pledge | <input checked="" type="checkbox"/> Special Events |
| <input type="checkbox"/> Bring in Guest Speaker | <input type="checkbox"/> Year-round Communication from United Way |
| <input checked="" type="checkbox"/> CEO Support | <input checked="" type="checkbox"/> Thank you |
| <input type="checkbox"/> Other: | |

3. List details of the Key Components

We kicked off with a pizza-by-the-slice sale lunch with proceeds going to UW.

Last yr. we divided the office into 4 teams for a participation challenge.

We showed participation with a tree and leaves posted in the office.

Games - The spinning wheel game where employees could "buy" a chance to win 50% of the proceeds and the other 50% was a donation to the UW.

Early bird raffle for four \$100 credits toward the silent or live auction.

We had a silent auction and a live auction of baskets and items donated by employees.

4. Which of the above are most critical to your success:

The live auction is our biggest fund raiser. Our management team very generously gives items such as Packer tickets, golf outings, dinners, fishing or hunting outings, etc. which bring in some very nice bids.

United Way of Marathon County

137 River Drive
Wausau, WI 54403
715-848-2927
uway@unitedwaymc.org