



Welcome Chairs and Volunteer Coordinators to the 2018 Partners in Giving Campaign!

Visit our website

- The **Partners in Giving 2018 Campaign** is on! The official Campaign dates are **Oct. 8** through **Nov. 30**, but many workplaces start earlier or run later - it's up to you!
- This year's Campaign is extra special. Since 1973, **Partners in Giving** has raised **\$77 million**. We are celebrating **45 years of success** - and the **volunteers and supporters** who make it all happen!
- The 2018 Campaign theme is: ***Partners in Giving: 45 Years of Making a Difference. Join us!***
- To help mark the occasion, a new **[Partners in Giving video](#)** has been created. **Check it out and share the link!**
- The Partners in Giving **[website homepage](#)** has been updated. Check out the additional pages, which contain links to the 45 Years of Making a Difference video and the list of 520 participating charities.
- Other anniversary celebration materials include "45 Years" coasters and round magnets to thank donors, a employee volunteer/supporter-**[centered poster](#)**, and a **[high resolution anniversary logo](#)** and other graphics. Use them in materials and emails to target messaging to your campaign audience!
- **Happy Kickoff!** Don't forget to share your event photos and highlights! You can send them to **[Linda Eggert](#)** or your Loaned Executive.



CAMPAIGN TOTALS AND NEWS

- Pledge materials:** All state agencies and UW Department/units should have received their bulk pledge packets, including booklets and promo magnets and coasters. If you haven't received your bulk materials, please contact [Carli Freidel](#) at United Way of Dane County.
- Online giving:** There are updates to the Partners in Giving website online giving tool and the **DONATE NOW** button and login process. All donors will see a drop down menu and should click on their category: State, UW, UW Health or Retiree. Donors will then be automatically directed to their log in page.
- Online giving for UW employees:** donors will be able to log into the Partners in Giving online tool using their UW Network ID/password!
- Online giving for State agency employees:** will log in using their **STAR Employee ID** (found on time sheet/payroll stub) and an **initial (temporary) Password**. The STAR ID and initial password for each employee will be emailed from the Partners in Giving Campaign on or about Oct. 8. State employee donors are encouraged to change their password once they are in the online giving site.
- The percentage of people choosing to make donations online instead of on paper last fall increased significantly over the



2017 Volunteer awards photos

SPECIAL EVENTS!

Whether it's a cook out, bake sale, ice cream social or trivia contest, Partners in Giving Chairs and volunteers are busy organizing a variety of activities for their colleagues. A number of kick off events are planned for the next two weeks.

Remember to share your higher-res photos by emailing them to your LE or [Linda Eggert](#). If you need ideas or how-to information, the [Partners in Giving Special Events Guide](#) is a great place to go!



year before. Expect that trend to continue!

- Although the number of direct donors dropped a bit last year to over 6,500, individual donations grew on average, helping the campaign meet its goal and raise **an amazing \$2.5 million total for 520 charitable groups in 2017!**
- **Questions about taxes?** With the 2018 Tax Reform Law, the charitable giving deduction itself *continues*. Charitable contributions to the Partners In Giving Campaign remain tax deductible. (Those who want more information, are encouraged to talk to their financial advisor.)



Who are those people?



As you can see from the banner on this newsletter, our

2018 theme "Partners in Giving: 45 Years of Making a Difference - Join us!" brings together faces from across the State, University and UW Health Employees Combined Campaign of Dane County.

In both print and video, it highlights the people behind Partners in Giving, including the 400-500 Chairs and Volunteer Coordinators and Chairs - like you! Volunteers are the key force behind the \$2.5 million raised annually for charities here and around the globe.

One of the highlighted supporters this year is WI Department of Workforce Development (DWD) employee Mary Pronschinske (wearing a red jacket). She supports the campaign because she wants to give back to her community. "We are a caring community and are able to offer that little bit of extra help we all need at some point in our lives," Mary said. (For more, go to Who are these People?)

LOANED EXECUTIVE CORNER

So what is an "LE"? An LE or Loaned Executive is a temporary employee of the campaign fiscal agent, loaned out from outside companies, and trained in fundraising best practices. LE's work directly with Chairs and volunteers to support the goal setting, strategizing, planning, and execution of each agency/unit's campaign. They pretty much do anything and everything to help their volunteer teams succeed!

TJ Turner, seen below helping package pledge materials, is an LE on loan from CUNA Mutual. He loves dancing and singing in the shower and soccer! Kimberly Vega (left) and former LE Josephine Lorya-Oluzamoi can be seen in the photo below. They all work with veteran LE Diane Hills!

LE Tip of The Week:

Top Five Ways to Distribute Pledge Forms

Number One:

The "Personal Ask"

- Hand out pledge forms yourself.
- Personally ask: would you consider contributing?
- Don't underestimate the power of a personal connection.

Number Two:

Pass out pledge forms during a Special Event.

Number Three:

Add short, helpful instructions on e-pledging.

Number Four:

Add a leadership endorsement letter.

Number Five:

Add a bite-sized piece of chocolate to each pledge packet.



Need a banner or board for event?
Contact your LE or Carli Freidel

Visit our Website
