

WELCOME

Please mute your microphones

We will begin at 10:00am

Please ask questions in the chat

We will record this session and post it to giving.wi.gov



1

PARTNERS IN GIVING CAMPAIGN CHAIR ORIENTATION

August 13, 2025



2

Agenda

- Welcome
- General Campaign Overview
- Campaign Logistics
 - Resources
 - Ways to Donate
 - Special Events
- Save the Dates
- Q&A
- Close



3

Training & Outreach Committee Co-Chairs

Lindsay Johnson
State Department of
Administration
 lindsay.johnson1@wisconsin.gov

Tammy Kuhn Martin
UW Madison, College of
Engineering
 Tamara.kuhnmartin@wisc.edu



4

Training and Outreach Committee

Ana Sleder

State Department of Health Services

Chrystin Schultz

UW College of Engineering

Jan McAllister

State Department of Administration

Julie Goldsmith

State Department of Transportation

Kristi Heming

UW Retiree

Lisa Potts

State Department of Revenue

Nathaniel Javid

UW School of Medicine and Public Health

Becky Ehret & Kelly Mora

CHC: Creating Healthier Communities

Beth Gunter

EarthShare

Gray Miller

Community Shares of Wisconsin

Sandy Wilder

Global Impact

Sophie Nelson-Fischer

United Way of Dane County



5

Our Loaned Executive

Jackie Ruggles

jackie.ruggles@uwdc.org

- Set goals and build a campaign plan
- Facilitate special events
- Secure speakers
- Provide materials
- Share Communication templates
- Answer pledging and reporting questions
- Help you deliver the message



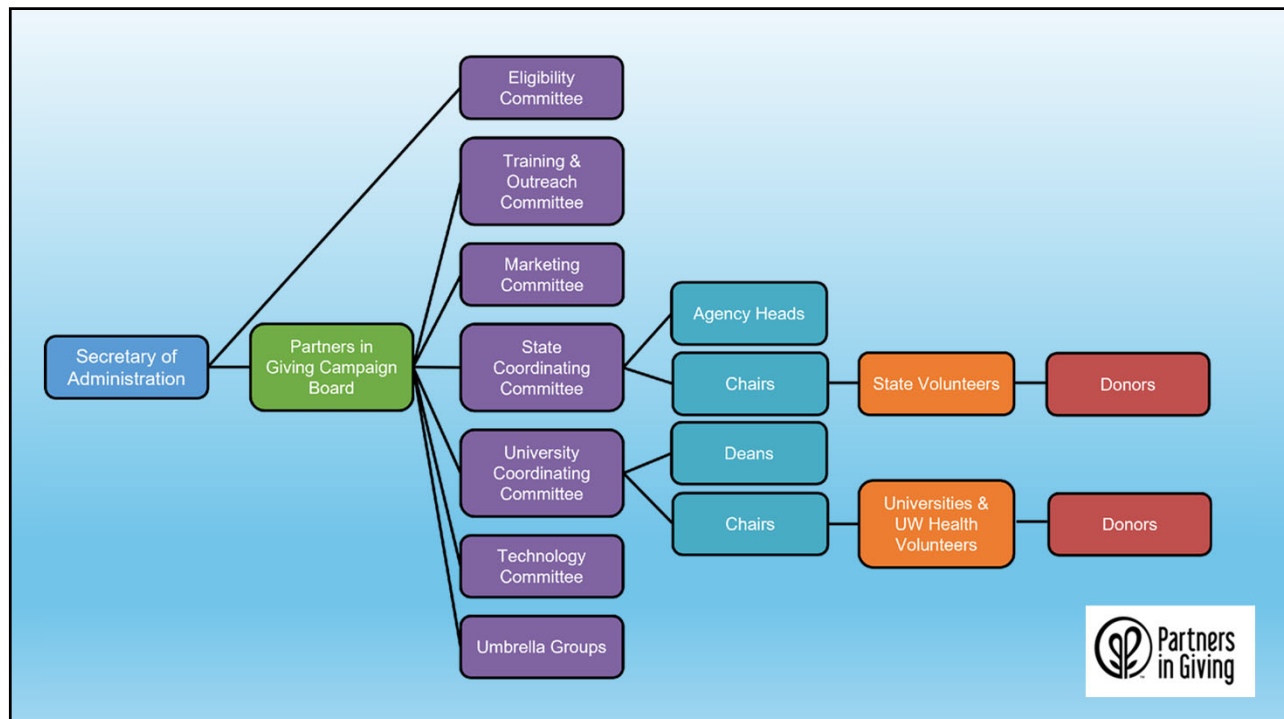
6

About the Campaign

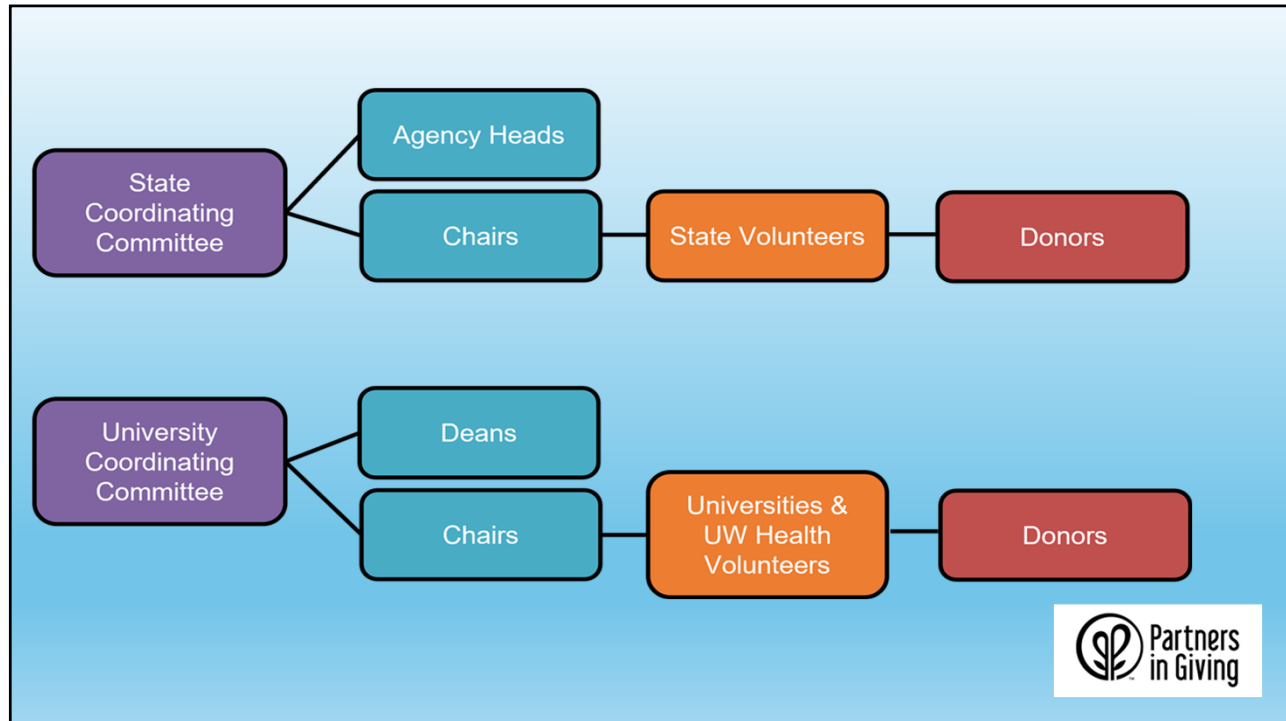
- Workplace campaign for State of Wisconsin, Universities of Wisconsin and UW Health employees
- Since 1973, the campaign has raised over \$90 million
- More than 400 charities participate under 11 umbrella organizations



7



8



9



10

Why Choose The Campaign?

- Employee-driven
- Cost-effective (less than 4% overhead)
- Tax deductible
- Payroll deduction
- Wide range of charitable choices
- Ability to remain anonymous



11

2024 Campaign Results

- Total Dollars Raised = \$1,946,329.60
- Total Number of Donors = 3,591
- Total Participation = 5.7%
- Average Donation = \$542
about \$21 per 2-week pay period



12

2025 Campaign October 6 - December 2

- **Board Goal:** Keep pace with last year's participation and donor giving
- **Agency/Department Goal:** Work with our Loaned Executive or volunteers to set a goal for your unit
- Incorporate **Giving Tuesday** (*December 2*) into your events or messaging to capture the momentum of the movement



13

Website giving.wi.gov

Preparing Update...



14

Donation Options

1. **e-Pledge:** Donation submitted through online pledge system
 - Payroll deduction (1-26 pay periods)
 - Credit/Debit card
 - One Time or Recurring
2. **PDF Pledge Form Available:**
 - Payroll deduction (1-26 pay periods)
 - Completed Forms for Payroll Deduction can be emailed to partnersingiving@uwdc.org
 - Check (Payable to Partners in Giving)
 - Mail completed form and payment to:
 PARTNERS IN GIVING
 PO BOX 7548
 MADISON, WI 53707-7548



15

E-Pledge Access

- UW-Madison and UW Milwaukee
 - Single Sign On using Net ID
- Additional University of Wisconsin Locations
 - Finalizing
- State Agencies
 - Primarily Same Sign On using IAM account
- UW Health
 - Email will be sent with login information
- Retirees, Contract staff, or any non-employee
 - Click on Retiree and create an account



16

Special Event Donations

- **GiveSmart is the recommended way to easily to collect payments for special events**
 - Donor provides Division/Unit/Organization, their information and submits the form
 - Payment options include credit card, Apple Pay, and Google Pay
 - ****While we do still accept cash or checks, please keep in mind that this requires extra tracking by those hosting the event.
- Paper Pledge forms and/or Special Events monies
 - Contact your Loaned Executive, Jackie Ruggles, jackie.ruggles@uwdc.org, to organize a pickup



17

GiveSmart: Information

State Employees:

Text **givingstate** to 41444

OR

Scan QR Code

OR

<https://igfn.us/form/pGLKQQ>

UW Employees:

Text **givinguw** to 41444

OR

Scan QR Code

OR

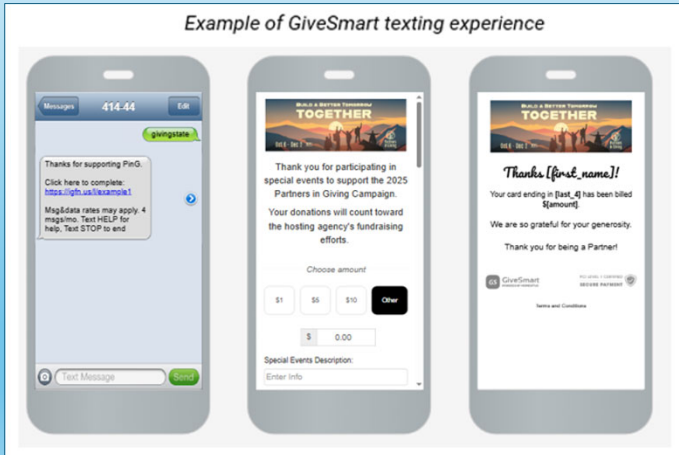
<https://igfn.us/form/Mev-IQ>



18

The **GiveSmart** Experience

Example of GiveSmart texting experience



Choose amount

\$1 \$5 \$10 Other

\$ 0.00

Special Events Description

Enter info

Select the State Agency hosting the event (only the event held by the State Agency)

Select Option

Contact information

First Name* Last Name*

First Name Last Name

Email*

name@example.com

Zip*

12345

How would you like to pay?

☒ Credit Card

☐ Apple Pay

☐ Google Pay

All this is a secure 256-bit SSL encrypted payment

Card Number*

XXXX XXXX XXXX XXXX

CVV* (Enter on back)

MM YY Exp. Date

MM YY

☐ I would like to cover the payment processing fee.

☒ Check transfer represents the payment of the donation and/or purchase for Partners in Giving and is the amount and full name

☐ I'm not a robot

Donation amount

\$0.00

Partners in Giving

19

Special Events

- Be creative!
- Host virtual and/or in-person events
- Special Events Best Practices Guide
- Get your campaign team and volunteers involved with planning and coordinating



20

Training & Outreach Committee Things to Remember

- Personal Ask
- Every little bit helps
- Continuous communication throughout the Campaign
- Use your Volunteers and your committee
- Use the website as a resource
- You're doing great! You can learn something new every year
- Lean on our LE
- GiveSmart
- Award Ceremony



21

You Must Request Campaign Materials

Posters

<https://forms.gle/zExVgr9Mba22qHGE9>

Magnets

Booklets

Deadline: Monday, September 15th

Pledge forms will not be printed this year.
They will be available for download from giving.wi.gov



22

Save the Date

- Virtual Volunteer Trainings
 - Wednesday, September 10th, 10-11:30am
 - Tuesday, September 23rd, 1:30-3pm
 - Thursday, October 9th, 9:30-11am
- Request Materials: <https://forms.gle/zExVgr9Mba22qHGE9>
 - Deadline: Monday, September 15th EOD
- Mid-campaign Check-in
 - Wednesday, November 5th, 1-2:30pm



23

What Do You Do After Today?

- Recruit Volunteers!
- Submit Materials Request Form (Deadline: Monday, September 15th)
- Save the date for yourself and your volunteers for a virtual Volunteer Training session
- Set goals, determine strategies, plan special events, and promote the campaign!!



24

Thank you!
Have a great campaign!
See you at training!

