

# WELCOME

Please mute your microphones

We will begin at 1:30 PM

Please ask questions in the chat

We will record this session and post it to [giving.wi.gov](https://giving.wi.gov)



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## PARTNERS IN GIVING CAMPAIGN

Volunteer Training



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## Agenda

- Welcome
- Umbrella Groups & Charities
- Let's Talk About the Campaign
  - Why donate
  - Volunteer resources
- Logistics and How-To's
  - e-Pledge
  - Reporting Portal
  - GiveSmart
- Important Reminders



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## 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



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## 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



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## Our Loaned Executive

### **Jackie Ruggles**

[jackie.ruggles@uwdc.org](mailto: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



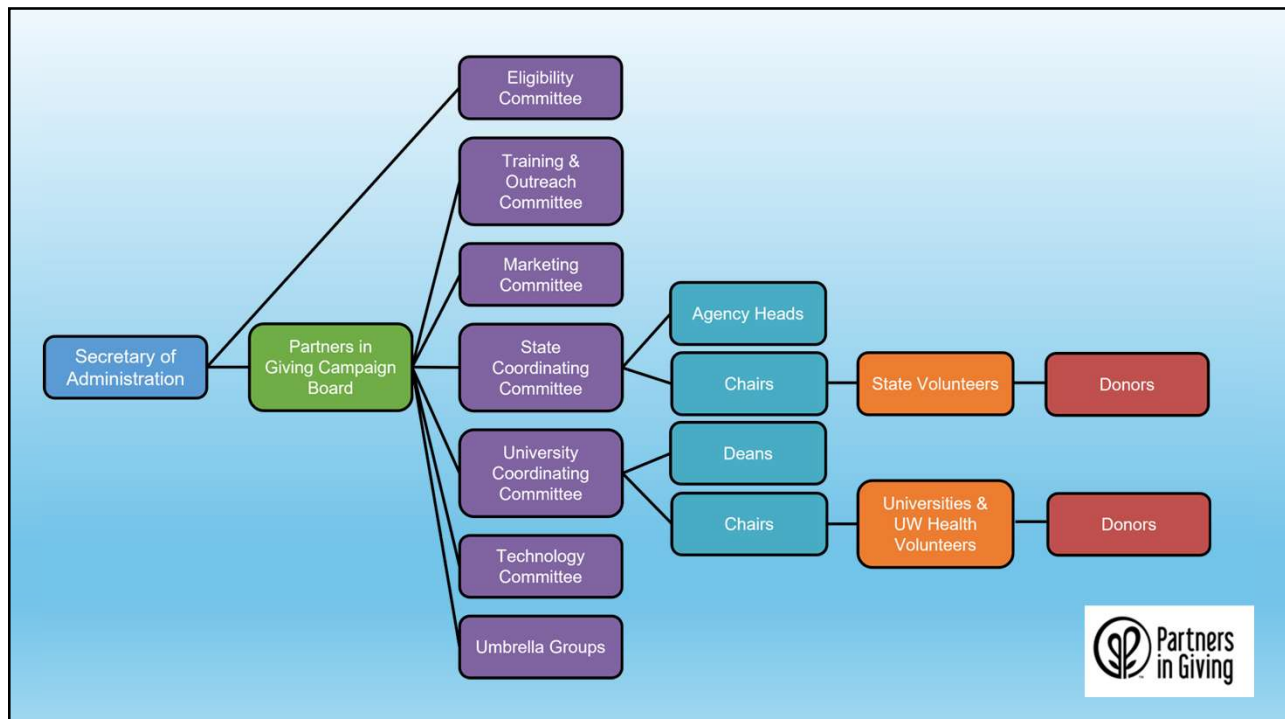
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## About the Campaign

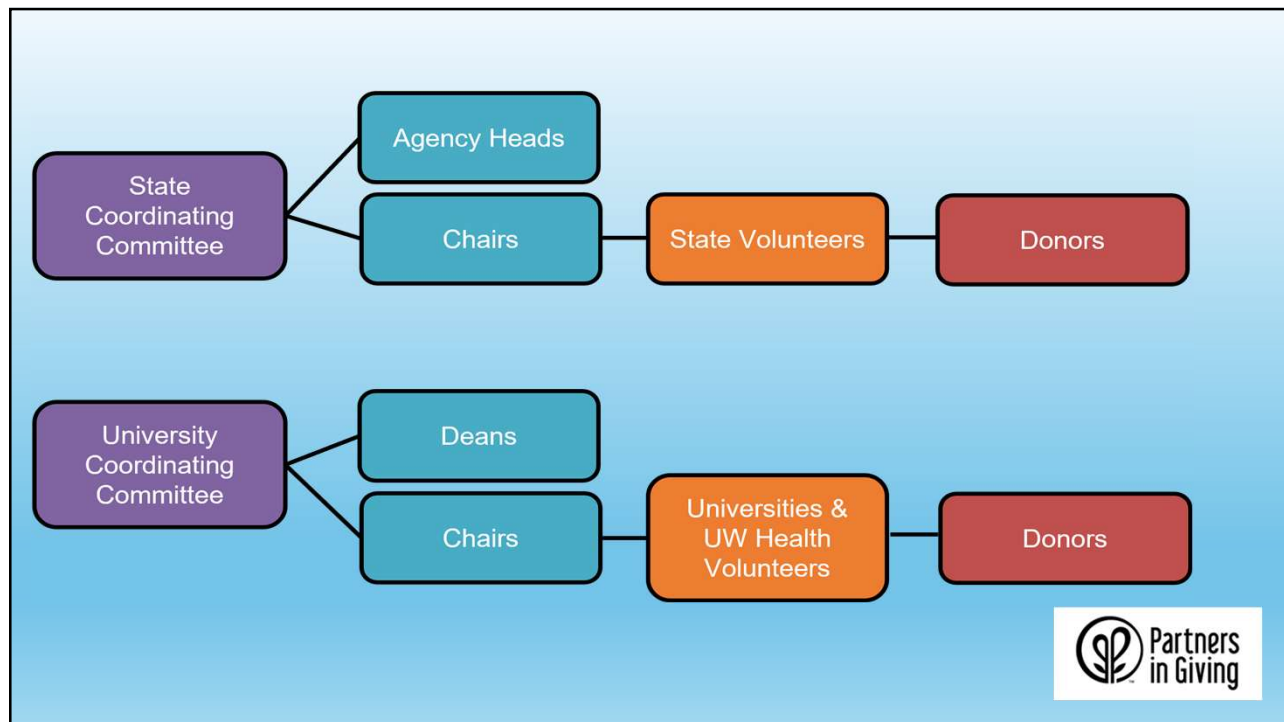
- Workplace campaign for State of Wisconsin, Universities of Wisconsin and UW Health employees
- Since 1973, the campaign has raised over \$90 million
- More than 400 charities participate under 11 umbrella organizations



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## 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













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## What can a dollar buy?

\$1 per pay period	\$5 per pay period	\$10 per pay period
 Provides 16 boxes of healthy breakfast cereal offering sustenance and hope to those in need. 	 Buys lunch for thirteen students who compete at the Wisconsin Envirothon at Lions Camp. 	 Provides 260 call minutes to United Way's 211 Helpline. Available 24/7, this vital service connects callers with essential resources when they're needed most, offering support and hope in times of crisis. 
 Removes 1 pound of trash from beaches and waterways around the world. 	 Promotes physical activity, improve self confidence and teach teamwork to three local children by allowing them to participate in a full school year of Danceworks' Mad Hot Rhythm program. 	 Provides essential enrichment materials like toys and blankets for a dog under the care of Humane Society International, ensuring their comfort and well-being while they await a loving forever home. 

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## What can a dollar buy?

\$15 per pay period	\$20 per pay period	\$35 per pay period
 Provides an Alzheimer's care consultant for an overwhelmed caregiver in the middle of the night. 	 Educates decision-makers on the value of restoring wetlands for flood resilience and clean water, ensuring a sustainable future for our communities and ecosystems. 	 Provides 13 hours of in-school mental health counseling for uninsured students, helping them manage stress, improve their well-being, and thrive both in and out of the classroom. 
	 Provides clean water to two communities in the Democratic Republic of Congo, transforming countless lives by preventing disease, ensuring children can attend school, and empowering entire communities to thrive. 	 Funds a beehive that gives a farmer with honey year-round. It also increases crop production for a whole village by pollinating fruits and vegetables for several miles around the hive! 

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## 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\*\*



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## 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



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**Website [giving.wi.gov](https://giving.wi.gov)**

The screenshot shows the homepage of the giving.wi.gov website. At the top is a dark blue navigation bar with the Partners in Giving logo, links for Home, Donors, Volunteers, and About, and a red 'DONATE NOW' button. Below the navigation bar is a yellow banner with a warning icon and the text '2025 Partners in Giving Website Updates in Progress'. The main banner features a sunset background with silhouettes of people celebrating, the text 'BUILD A BETTER TOMORROW TOGETHER', and the dates 'Oct 6 - Dec 2 2025'. Below the main banner is a section titled 'Why Should I Donate?' with four columns, each featuring a green checkmark icon and a title: Choice, Community, Convenience, and Credibility. Each column contains a short paragraph describing the benefit. The Partners in Giving logo is in the bottom right corner.

**Why Should I Donate?**

<p><b>Choice</b></p> <p>With 11 umbrella organizations and almost 600 individual charities, it's easy to find and choose the causes you care about most.</p>	<p><b>Community</b></p> <p>Coworkers, neighbors, and colleagues across state, university, and UW Health units are united each year through the Partners in Giving campaign.</p>	<p><b>Convenience</b></p> <p>We help you spend less time thinking about how to give so you can focus on where to give. Multiple donation options range from online to physical checks.</p>	<p><b>Credibility</b></p> <p>Founded in 1973, Partners in Giving has spent nearly half a century conducting successful campaigns with a worldwide reach.</p>
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## Volunteer & Chair Hub

The screenshot shows the Partners in Giving website. The navigation bar includes links for Home, Donors, Volunteers, and About, along with a DONATE NOW button. A red arrow points to the Volunteers dropdown menu, which is open, showing options: Get Involved, Volunteer and Chair Hub (highlighted with a red box), and Awards. Below the navigation bar is a banner for the 2025 Partners in Giving campaign with the text "BUILD A BETTER TOMORROW TOGETHER" and dates "Oct 6 - Dec 2 2025". The main content area is titled "Why Should I Donate?" and features four columns: Choice, Community, Convenience, and Credibility, each with a checkmark icon and descriptive text.

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## Volunteer and Chair Hub

The screenshot shows the "Volunteer and Chair Hub" page. The page has a dark blue header with the Partners in Giving logo and navigation links. Below the header, the title "Volunteer and Chair Hub" is displayed. The main content area is divided into two sections. The first section lists various resources with expandable options (indicated by a plus sign): Campaign Manual, Training Videos, Special Events, GiveSmart, ePledge, Loaned Executive, and Awards. The second section, titled "Marketing and Communication Materials", lists Graphics, Communication Templates, and Request Campaign Materials, also with expandable options.

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## Volunteer and Chair Hub: Request a Speaker

The screenshot shows the 'Partners in Giving' website. The navigation menu includes 'Home', 'Donors', 'Volunteers', 'About', and 'DONATE NOW'. The 'Volunteers' dropdown menu is open, showing 'Get Involved', 'Volunteer and Chair Hub' (highlighted with a red box), and 'Awards'. The main content area is titled 'Volunteer and Chair Hub' and contains several expandable sections: 'Campaign Manual', 'Training Videos', 'Special Events' (highlighted with a red box), 'Documents', 'Poster Templates', 'Make a Request', and 'GiveSmart'. The 'Special Events' section is expanded, showing a list of documents and poster templates. The 'Make a Request' section is also expanded, showing two options: 'Special Event Cash/Check Donation Pickup Request' and 'Request a Charity Speaker for Your Event' (highlighted with a red box and a red arrow pointing to it).

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## Volunteers > Volunteer & Chair Hub > Special Events > Make a Request

### Special Events

#### Documents

- Special Events Best Practices
- Special Events and Employee Pledging – Comparison

#### Poster Templates

- STATE Special Events
- UW Special Events
- UWM Special Events

#### Make a Request

- Special Event Cash/Check Donation Pickup Request
- Request a Charity Speaker for Your Event

### Request a Charity Speaker for Your Event

For years, Chairs have invited speakers from Partners in Giving charities to share powerful stories about the impact of donations. These speakers inspire and educate donors, highlighting the difference their gifts make.

Virtual guest speakers are readily available due to the diverse reach of our charities, and many in-person speakers can also be arranged. While we can't guarantee specific speakers or agencies, we strive to provide meaningful and engaging presentations.

**In-Person Speaker Options:** United Way of Dane County, EarthShare, Creating Healthier Communities, Community Shares of Wisconsin, and WI Association for Environmental Education (these organizations can also present virtually)

**Virtual Only Charity Umbrellas Include:** Global Impact, America's Charities, America's Best Charities, Hunger Relief Fund of WI, United Way of Greater Milwaukee and Waukesha County, and United Performing Arts Fund

Complete this form to request a speaker. Please be mindful of your estimated guest size and event platform you select: for larger groups, an in-person speaker is a great option; for smaller groups, creating a hybrid experience may have the best impact.

sophie.nelsonfischer@uwdc.org [Switch account](#)

\* Indicates required question

Email \*

Your email

Name \*

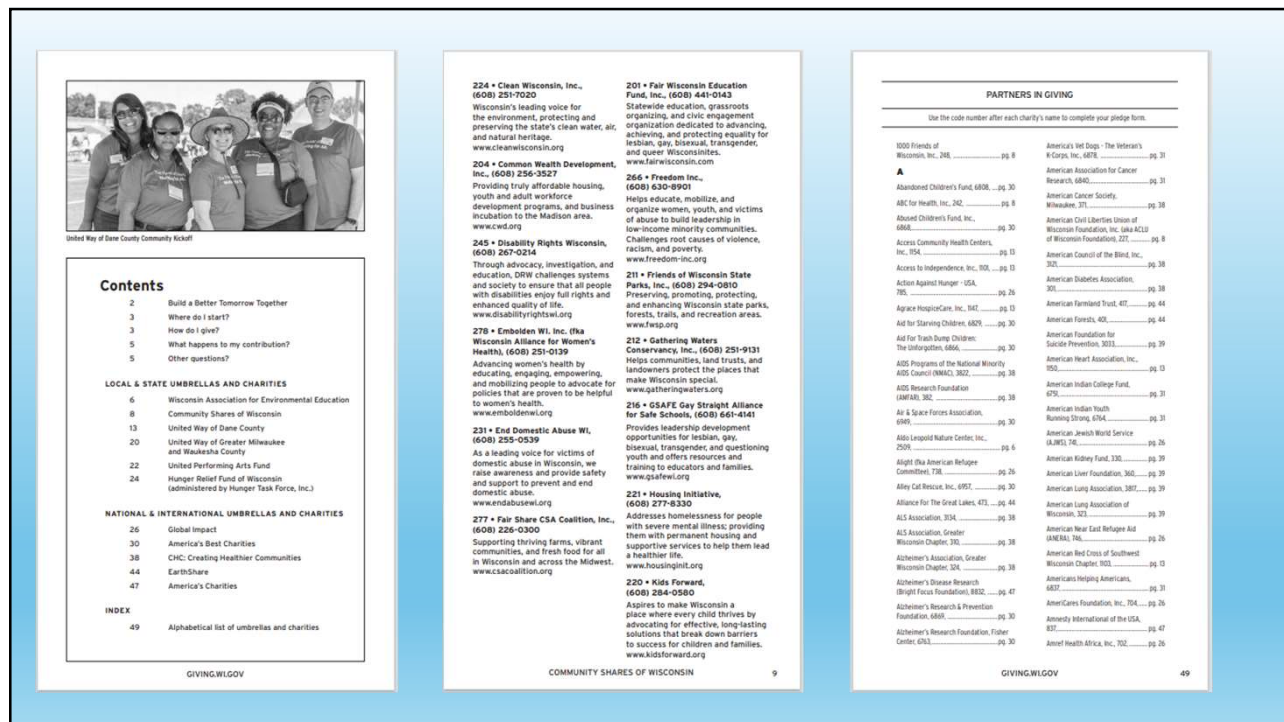
Your answer

Name of State Agency or UW Unit \*

Your answer

- In-person and virtual options available (umbrella dependent)
- Top three choices for date/time
- In-person will need additional information about location, building access, parking, contact person

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## 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 gifts by payroll contribution can be emailed to [partnersingiving@uwdc.org](mailto:partnersingiving@uwdc.org)
  - Check (Payable to Partners in Giving)
    - Mail completed form and payment to:
 

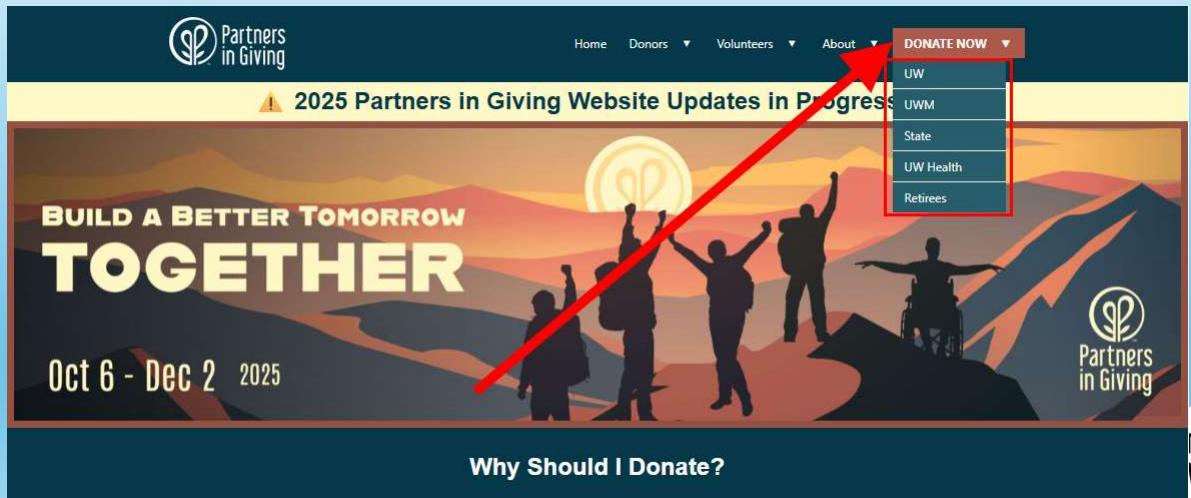
PARTNERS IN GIVING  
PO BOX 7548  
MADISON, WI 53707-7548



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## Donate Using ePledge

giving.wi.gov



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## E-Pledge Access

- UW-Madison
  - Single Sign On using Net ID
- Additional University of Wisconsin Locations
  - Self-registration
- 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



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## ePledge Donation Site for Returning Donor

Enter your annual amount and click the  icon to give to the umbrella organization.

Click the  icon to give to a member charity.

You can give to more than one charity.

### Your Gift Last Year

Last year, you donated to the following charities. If you would like to donate the same amount to these charities this year, click "Renew This Amount". If you would like to give a different amount to these charities, enter your new amount in the field and click "Give This New Amount". If you would like to give to a new charity this year, scroll down to give to an umbrella group of charities or search for an individual charity.

*Please note: If you do not see "Renew This Amount" or "Give This New Amount" on a designated charity from last year, that charity was not included in the 2023 Partners In Giving Campaign. For questions about eligible charities, please email [partnersgiving@yahoo.com](mailto:partnersgiving@yahoo.com).*



Charities	Amounts	Links	New Amount
Goodman Community Center, Inc.	300.00	<a href="#">Renew This Amount</a>	<input type="text"/> <a href="#">Give This New Amount</a>











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## ePledge Donation Site for New Donor




Welcome to the 2024 campaign, Ashley!  
You are currently logged in as an employee of *Administration, Department of*.

Enter your annual amount and click the  icon to give to the umbrella organization.  
Click the  icon to give to a member charity.  
You can give to more than one charity.


**Local/State Umbrella Groups**

<p>900 Hunger Relief Fund of WI</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>	<p>2500 Wisconsin Association for Environmental Education</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>	<p>300 Creating Healthier Communities</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>
<p>200 Community Shares of WI</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>	<p>400 EarthShare</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>	<p>1100 United Way of Dane County</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>
<p>5000 United Way of Greater Milwaukee and Waukesha County</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>	<p>4500 United Performing Arts Fund</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>	

**National/International Umbrella Groups**

<p>800 America's Charities</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>	<p>700 Global Impact</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>	<p>800 America's Best Charities</p> <p> <a href="#">GIVE TO UMBRELLA</a> <a href="#">SEARCH</a> <a href="#">MEMBER</a> <a href="#">CHARITIES</a></p>
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**General Contribution**

  Enter annual amount  
[GIVE TO COMMON](#)



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## ePledge: How to Search for a Charity

The screenshot displays the ePledge search interface. On the left, there are several categories of charities, each with a grid of charity cards. A red arrow points to the 'Hunger Relief Fund of WI' card under the 'Local/State Umbrella Groups' category. The cards include logos, names, and buttons for 'GIVE TO UMBRELLA', 'SEARCH', and 'MEMBER CHARITIES'. Below the categories, there is a search bar with the text 'Search' and a red arrow pointing to it. To the right of the search bar, there is a list of charities with their names and brief descriptions. A red arrow points to the 'Hunger Relief Fund of WI' entry in this list.

Below is a list of charities. If you are interested in giving to a charity, type in the amount you'd like to give in the field and click Add to Cart. You can also use the Umbrella Group names below to narrow your search.

Hunger Relief Fund of WI | Wisconsin Association for Environmental Education | Creating Healthier Communities | Community Shares of WI | EarthShare | United Way of Dane County | United Way of Greater Milwaukee and Waukesha County | United Performing Arts Fund | America's Best Charities | America's Charities | Global Impact

Use the search box below to enter a charity name or keyword to find a charity.

Search

If you have questions about a charity, please contact [wisconsinsees@yellow.com](mailto:wisconsinsees@yellow.com).

Hunger Relief Fund of WI

904 Food Pantry of Waukesha County, Inc.	Provides food, hope, and dignity to Waukesha County residents in need and advocates to increase awareness of hunger in the community.	<input type="text" value="\$10.00"/>	<a href="#">Add to Cart</a>
931 House of Peace, Capuchin Community Services	Serving the poor in Milwaukee for 48 years. Services include a food pantry, clothing closet, medical and legal clinics, counseling, and more.	<input type="text" value="\$50.00"/>	<a href="#">Add to Cart</a>
900 Hunger Relief Fund	The Hunger Relief Fund of Wisconsin, administered by Hunger Task Force, Inc., is a coalition of the state's leading anti-		

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## ePledge: Review and Finalize Donation

The screenshot shows the 'Your Selected Charities' review page. On the left, there is a shopping cart icon with a red arrow pointing to it. The cart shows 3 items for a total of \$110.00. Below the cart, there is a button 'Click here to review and finalize' and a 'Remove All' button. The main area displays a table of selected charities with columns for 'Remove', 'Selected Charities', and 'Annual Amount'. The table lists three charities: Food Pantry of Waukesha County, Inc. (\$10.00), Midwest Renewable Energy Association (\$50.00), and St. Joseph Food Program, Inc. (\$50.00). A 'Total' row shows \$110.00. Below the table are 'Back to Giving' and 'Next' buttons. At the bottom, there is a 'Payment Options' section with three options: Payroll Deduction, Credit Card - Paid Now, and Credit Card - Paid Later. The 'Credit Card - Paid Later' option is selected with a checkmark. The Partners in Giving logo is in the bottom right corner.

Your Selected Charities

Remove	Selected Charities	Annual Amount
<a href="#">Remove</a>	Food Pantry of Waukesha County, Inc.	<input type="text" value="\$10.00"/>
<a href="#">Remove</a>	Midwest Renewable Energy Association	<input type="text" value="\$50.00"/>
<a href="#">Remove</a>	St. Joseph Food Program, Inc.	<input type="text" value="\$50.00"/>
	<b>Total</b>	<b>\$110.00</b>

[Back to Giving](#) [Next](#)

Payment Options

☐ Payroll Deduction
 ☐ Credit Card - Paid Now
 ☒ Credit Card - Paid Later

Partners in Giving

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## ePledge Reporting Portal

Provides Real Time Data of Campaign Results for Chairs & Volunteers  
If Chair and Volunteer contact information has been provided, access will be available by **October 3rd** for 2025 Campaign

If you have not provided your information for access, please send to the appropriate contact:

Universities of Wisconsin Volunteers: [tamara.kuhnmartin@wisc.edu](mailto:tamara.kuhnmartin@wisc.edu)

State of Wisconsin Volunteers: [lindsay.johnson1@wisconsin.gov](mailto:lindsay.johnson1@wisconsin.gov)



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## Partners in Giving Reporting Updates

- State Agencies will not be broken by counties
- In 2025, Universities of Wisconsin transitioned to Workday, which introduced a new reporting structure
  - As a result, Partners in Giving Campaign reporting may not align exactly with reporting from previous years



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## Access for Chairs: ePledge Reporting Portal

Follow the same login instructions presented earlier to access information  
<https://giving.wi.gov>

Once logged in, click **REPORTS** in the top menu bar to access the reporting portal.



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## Chairs: ePledge Reporting Portal Campaign Summary

After clicking REPORTS, the Campaign Summary displays which shows the current totals for your Department

Organization Name	Grand Total	Employee Gifts	Event Gifts	# Employees
COLLEGE OF ENGINEERING	\$45,233.60	\$44,670.00	\$563.60	86



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## Chairs: ePledge Reporting Portal All Employee Gifts

Scroll down and All Employee Gifts will display

### ▼All Employee Gifts



All pledges (including ePledge and processed paper forms) will be listed below.

Date Entered ▼	First Name	Last Name	Gift	Online or Paper	Organization Name
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## Chairs: ePledge Reporting Portal Employee List

Scroll again and the Employee List will display. This can be used to identify donors who gave last year, but may not have given yet this year.

### ▼Employee List



Below is a list of employees. Please note retired individuals may be listed per their request to be included with the agency they retired from. If data is available, the chart will list their current year gift, last year gift, and email address. This can be used to identify donors who gave last year, but have not given yet this year.

First Name	Last Name ▼	2023 Gift	2022 Gift	State Department	UDDS or Dept ID	Organization Name
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## Access for Volunteers: ePledge Reporting Portal

Follow the same login instructions presented earlier to access information  
<https://giving.wi.gov>


Once logged in, click **REPORTS** in the top menu bar to access the reporting portal.




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
## Volunteers: ePledge Reporting Portal Campaign Summary

After clicking REPORTS, the Campaign Summary displays which shows the current totals for your Department

Thank you for volunteering for the Partners in Giving Campaign. Your time and energy will make an incredible impact on our local and global community. Reports can be exported to excel by clicking .


Thank you for being a Partner!

 Refresh All Reports

▼ Campaign Summary 

The Campaign Summary provides up to date totals for your agency/department. The chart includes any donations submitted through ePledge, paper pledge forms that have been processed, and special events (through GiveSmart or other payments that have been processed)

Organization Name	Grand Total	Employee Gifts	Event Gifts	# Employees
Administration, Department of	\$60,686.25	\$55,104.34	\$5,581.91	



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## Volunteers: ePledge Reporting Portal All Employee Gifts

Scroll down and All Employee Gifts will display and will include the data below

### ▼All Employee Gifts



All pledges (including ePledge and processed paper forms) will be listed below.

Date Entered ^

First Name

Last Name

Organization Name



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## Pledge vs Special Event

### Pledge

- Individual completes a pledge form (electronic or paper)
- Can be one time, per pay-period or scheduled payments made via credit card, debit card or ACH withdrawal, payroll deduction or check
- Counts toward department participation total
- Counts toward department total dollars raised
- Can be designated or undesignated



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## Pledge vs Special Event

### Special Event

- Participation events/fundraisers
- Donations made through GiveSmart/cash/check
- Not considered an individual pledge
- Counts toward department total dollars raised but does NOT count toward department participation total
- Dollars are undesignated contributions to the general campaign fund



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## 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](mailto:jackie.ruggles@uwdc.org), to organize a pickup



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# GiveSmart: Information

## State Employees:

Text **givingstate** to 41444

OR



OR

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

## UW Employees:

Text **givinguw** to 41444

OR



OR

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



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## 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 special event? The State Agency hosting the event may be different from your State agency.

Select Option

Contact information

First Name\* Last Name\*

First Name\* Last Name\*

Email\*

Phone\*

How would you like to pay?

☒ Credit Card ☐ Apple Pay ☐ G Pay

As there is no secure 256-bit SSL encrypted payment

Card Number\*

XXXX XXXX XXXX XXXX

Expiration Date\* MM YY CVV\* (not a test) 000 123

I would like to cover the payment processing fee.

Online hereby approves the payment of the donation and/or purchases for Partners in Giving and in the amount and faith herein.

☐ I want a receipt

Donation amount

\$0.00

Partners in Giving

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## GiveSmart: Special Event Poster



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## 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



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## 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



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## Save the Date

- Virtual Volunteer Trainings
  - Thursday, October 9<sup>th</sup>, 9:30-11am
- Mid-campaign Check-in
  - Wednesday, November 5<sup>th</sup>, 1-2:30pm



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## What Do You Do After Today?

- Set goals, determine strategies, plan special events, and promote the campaign!!



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Thank you!  
Have a great campaign!

**BUILD A BETTER TOMORROW  
TOGETHER**

Oct 6 - Dec 2 2025



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