



Starts With
YOU

Brown County United Way

2024 WORKPALCE CAMPAIGN GUIDE

Join us in our mission to unite people, ideas and resources to co-create community solutions that strengthen every person and every community in Brown County.



BCUW Team

Brown County United Way strategically invests time, dollars, and organizational resources to transform the Brown County community. Whether it is in support of nonprofit programs that directly serve households, public-private partnerships that serve local neighborhoods, advocacy solutions to address pressing needs, or building capacity for Brown County nonprofit organizations, our work is guided by community voices, data, and research.

Robyn Davis
President and CEO



Rashad Cobb
Chief Operating Officer



Cheryl Cerrato
Chief Financial Officer



Corrissa Frank
Chief Philanthropy Officer



Sarah Inman
Principle Strategist
Community Investment



Jill Sobieck
Impact Initiatives/
Community Outreach



Holly Ladwig
Program Investment/
2-1-1 Strategist



Lola Skenandore
HubCAP Community
Navigator



Harrison Thiry
Campaign Strategist



Robia Vang
Communications and
Engagement Strategist



Victoria Headrick
Information System
Strategist

BCUW IMPACT



Brown County United Way unites people, ideas and resources to co-create community solutions that strengthen every person and every community in Brown County.


We strive for an inclusive community where all individuals are able to meet their basic needs and have equal opportunity for stability in their health, education, financial well-being, and connection to the community.



In Brown County, we have amazing generous workplaces that support the overall health of our community. When individuals come together and commit to supporting the needs of Brown County, positive change happens.

Our team at Brown County United Way looks forward to partnering with you!

2024 BCUW CAMPAIGN PROCESS

1. Brown County United Way (BCUW) staff will reach out between July and August to discuss campaign dates, timeline and provide support.
 2. Decide if your company would like to use paper pledge forms, e-pledge donation platform, or both! If you choose e-pledge, please note that BCUW needs a 3-week lead time to set up your company page.
 3. Review the Campaign Toolkit located on the website here:
www.browncountyunitedway.org/get-involved/workplace-campaign/
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- The toolkit has campaign materials, template text to use for your company's messaging, videos and infographics showing the impact of giving!
4. Book the vehicle for your campaign! In 2024, Bergstrom has generously donated a 2024 Ford Escape. Rules for winning the vehicle are located on the website.
 5. Schedule a time for BCUW staff to come share stories of collective impact! Depending on the priorities of your team, we can tailor the message to specific initiatives or other topics such as volunteering.
 6. Brainstorm ideas of fun activities and/or ways to engage team members across your organization.
 7. Share with our team any additional ways we can support your campaign! If you have events or activities planned, we would love to be a part of the celebration!
 8. Once your campaign is planned, please know that the BCUW team is here to support you all along the way. When your campaign has ended, a BCUW staff member will reach to help you finalize all the details.

Thank you for everything you do to support Brown County!



REMINDERS

01



Ask for Support

Our Brown County United Way team is here to support you! We truly appreciate the time you put into a BCUW Campaign each year.

02

Think Creatively

Each year we try to think of new ways to engage the community in the work. Share ideas and think about why you donate to various causes!



03



You make an impact!

Your time and commitment are truly valued! In 2023, BCUW raised over \$3,000,000 because of the generous support of our community!



**THANK YOU FOR SUPPORTING
BROWN COUNTY UNITED WAY**