

AUSTIN PUBLIC SCHOOLS 2019 UNITED WAY CAMPAIGN



THANK YOU:

The United Way workplace campaign unites employees in all sectors by giving them the opportunity to donate, volunteer, and speak out for causes that matter to them. You can see the results in your own backyard, even as you are part of a larger mission to affect change worldwide. Workplace Campaigns are about more than just raising money for worthy causes; they also strengthen connections between employees and our community.

As a workplace campaign coordinator, you have the chance to drive change in Mower County by inspiring others to make a difference. It's a rewarding role that allows you to learn more about our community and the work of the United Way while engaging your co-workers in our mission. We sincerely appreciate your willingness to drive this effort at Austin Public Schools!

CAMPAIGN DETAILS:

- **Dates:** October 21 – November 8
- **Messaging:** One district-wide message will be sent at the beginning of each week. Please use the online toolkit to supplement district messages with your own throughout campaign.
- **Donations:** Each school is receiving enough pledge forms to provide each employee with one copy. Please track, collect, and return physical copies to the UW upon completion. An online pledge form can be submitted at www.uwmower.org/apscampaign.

RESOURCES:

- **Online Toolkit:** Impact stories, overviews, and other helpful information can be viewed and downloaded online at www.uwmower.org/apstoolkit. Feel free to use these files however you'd like, whether that be printing and posting or sending electronically. One physical copy of each is included with this packet.
- **Campaign History:** The table below can be used as a reference point when creating goals, strategies, and messaging for 2019:

APS Site	2018 Raised	2018 Donors	2017 Raised	2017 Donors
Austin High School	\$ 3,446.00	20	\$ 3,106.00	22
Banfield	\$ -	0	\$ 574.00	12
Community Learning Center	\$ 2,476.00	13	\$ 6,227.00	26
District	\$ 2,204.10	9	\$ 1,975.00	8
Ellis	\$ 2,874.00	41	\$ 2,842.00	49
IJ Holton	\$ 360.00	3	\$ 1,661.00	15
Neveln	\$ 457.00	6	\$ 614.00	5
Southgate	\$ 2,122.00	15	\$ 2,104.00	16
Sumner	\$ 1,172.00	12	\$ 1,792.00	20
Woodson	\$ 432.00	9	\$ 852.00	13
Previous Year Totals:	\$ 15,543.10	128	\$ 21,747.00	186

SUPPORT

We are here to offer whatever support you may need throughout your school's campaign. We're happy to give presentations, hold informal information sessions, or provide additional materials at any time. We'll be in touch as your campaign kicks off and wraps up, so please don't hesitate to reach out in the meantime. Thanks again!