



**STUDENT CAMPAIGN GUIDEBOOK**  
**LIVE UNITED**



*Because of You*  
**HOPE**  
**HAPPENS**



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**GIVE. ADVOCATE. VOLUNTEER.**



# INTRODUCTORY

## How students can LIVE UNITED

Dear School Principal,

On behalf of United Way of Montcalm-Ionia Counties, we are asking each school building or campus within your district to conduct a Student Campaign. By hosting a Student Campaign, your students will learn about United Way and what caring for our community is all about!

We all know someone who is struggling in our community. We can guess that your students do too. They may know of a fellow student, or a neighbor, or maybe it's their own family that needs help. By hosting a Student Campaign, your students and faculty will learn information about our United Way-funded programs and initiatives that are focused on improving education, health and wellness, income, and basic needs for the people of Montcalm-Ionia Counties. The Community Youth Assessment proves that local youth do not know what resources are available or how to access them. Through a Student Campaign they will learn about our community's resources and where to turn to when and if they or someone they know needs assistance. All raised funds will be locally used to support Montcalm and Ionia county residents. Students will have the exciting experience of rallying their fellow students and families together. Together, students will increase their desire to give, advocate and volunteer to make their hometown a better place to live and work.

Enclosed in this guidebook, you will find all the information you and your students need to organize and host a successful Student Campaign. Whether it's a week, two weeks, or a month-long campaign, our only request is that each building completes their Student Campaign and submits their proceeds on or before Friday, December 16<sup>th</sup>, 2022.

**If your school building is willing to participate, please confirm your interest by completing the enclosed Student Campaign Registration Form and return it by email to [afleming@maisd.com](mailto:afleming@maisd.com) on or before Friday, September 16<sup>th</sup>, 2022.** If you have any questions about hosting a Student Campaign that isn't covered in this guidebook, please feel free to contact me directly at 616-794-9840.

Sincerely,

Terri Legg  
Executive Director

# FOUR STEPS TO AN OUTSTANDING

## Let's begin!

### 1. Gear up

- The primary purpose of conducting a student campaign is to introduce students to a community-wide project of sharing, giving, and volunteering.
- Learn and share how United Way of Montcalm-Ionia Counties and the programs we fund are meeting the needs of our community. Read Success Stories on page 9.
- Request posters and brochures from your United Way representative.


### 2. Plan your campaign

- Select a faculty coordinator to help recruit a committee to plan and execute your campaign. Your committee may consist of students, faculty members and/or parents. Consider having your Student Council, YAC, NHS, or Interact Groups support the Student Campaign.
- Plan at least one week of fun activities to help students understand the importance of community service and your campaign. Enclosed in this guidebook is a list of creative ideas to make your campaign fun and educational.
- Once a plan is developed, visit your school principal, and make sure that he/she approves and supports your plan(s), goal and timeframe.
- Submit your Student Campaign Registration Form to United Way of Montcalm-Ionia Counties before Friday, September 16<sup>th</sup>, 2022, and send out your parent letters at least two weeks before the start of your Student Campaign.

### 3. Conduct your campaign

- Put your plan into action. Take pictures and engage with us online at:

 [www.facebook.com/UWMontcalm.Ionia](https://www.facebook.com/UWMontcalm.Ionia)

 [www.instagram.com/unitedwaymontcalmionia](https://www.instagram.com/unitedwaymontcalmionia)

### 4. Wrap up your campaign

- Schedule your finale date and announce your campaign results to a United Way representative.
- Celebrate your success and announce your results during a prep rally or school event. Post finale pictures to social media, tagging United Way of Montcalm-Ionia Counties.
- Thank your Student Campaign Committee and supporters.

# CAMPAIGN COLLECTION

## Follow these steps to collect and deposit funds from your campaign:

- All donations for your school's United Way Student Campaign should be held by the school treasurer, unless otherwise assigned.
- Keep track of all donations made, so you know where your campaign stands at all times.
- At the end of your campaign, request for a check made payable to the *United Way of Montcalm-Ionia Counties*. The check amount should reflect the total amount deposited into your United Way Student Campaign fund. United Way is also able to accept cash donations.
- Complete the provided United Way Student Campaign Report Envelope.
- Call a United Way representative to arrange for a pickup of your report and campaign collection. You may also choose to submit your campaign results and collection by mail or drop it off at the United Way office on or before Friday, December 16<sup>th</sup>, 2022.

## IMPORTANT DATES TO REMEMBER

### Student Campaigns

Conduct your student campaign between the months of September-December 2022.

### Campaign Reports

Your school building's report envelope is due at the conclusion of your campaign or no later than Friday, December 16<sup>th</sup>, 2022.

## YOUR UNITED WAY REPRESENTATIVES

Questions? Contact Audrey Fleming, Youth Coordinator, at 616-794-9840, or send an email to [afleming@maisd.com](mailto:afleming@maisd.com).



# STUDENT CAMPAIGN

Make a Pledge to your community by completing the following form:

SCHOOL DISTRICT/BLDG.: \_\_\_\_\_

CAMPAIGN COORDINATOR: _____	Phone: _____ Email: _____
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CAMPAIGN DATES: Start Date: _____	Completion Date: _____
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OPTIONAL THEME: \_\_\_\_\_ GOAL: \$ \_\_\_\_\_

DATES & \_\_\_\_\_

PLANS: \_\_\_\_\_

CAMPAIGN COMMITTEE MEMBERS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please submit your Student Campaign Registration Form by email to [afleming@masid.com](mailto:afleming@masid.com) on or before Friday, September 16<sup>th</sup>, 2022. If needed, additional plans and committee members may be attached and submitted on a separate piece of paper.

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_  
Name and Title (if applicable)

# SUCCESS STORIES (to be shared with faculty, parents, and age-appropriate students only)

## Providing Community Supports to a Single Parent

Lisa is a single mother of three. She lost her job due to pandemic layoffs in 2020.

A benefit to being home with children was her ability to help children with virtual schooling. The downside to being home, was the loss of financial support and Lisa's inability to pay for childcare while she searched for new employment. Unemployment benefits were simply not sufficient to maintain the household and the family faced eviction.

Lisa remembered receiving information from her children's school about 2-1-1, a resource to help her find services and programs within the community. She called 2-1-1 and was greeted by a friendly voice that listened to her situation and was able to connect her with numerous resources. Lisa appreciated the information and felt she was heard, supported, and energized to take the next steps in contacting agencies and securing help for her family.

Through the aid and support of United Ways' community resources and partners, Lisa was able to secure dollars for food and utilities and remain in her home. A local agency helped Lisa to find another job and to begin working on achieving her Associates Degree at Montcalm Community College. United Way resources gave Lisa the tools and knowledge to progress in life and keep her family safe.

The end of this story is a happy one – Lisa has hope for the future, a career path to accomplish a secure future for herself and children and a strong belief in giving back to her community so that all services that supported her are there for others.

## Paying It Forward – Joe Shows Gratitude for the Help He Received.

Joe managed life well for many years. But, as we all know, life can be unpredictable and suddenly Joe found himself without a steady income, car, or home. Joe turned to United Way's partner agency, Have Mercy. Have Mercy is an organization dedicated to lifting people out of despair. Joe was provided a safe place to sleep, shower, and three meals per day.

Joe asked to receive information and assistance to secure employment. At first, Joe worked off jobs that enabled him to save enough money to buy a car. With transportation, Joe was able to find full-time employment. Joe promised the Have Mercy staff that when he was "back on his feet" he would bring his first paycheck to the organization to help others or to "pay it forward".

Joe kept his promise. He walked into Have Mercy with a big smile on his face and laid an envelope on the front desk saying "I am a man of my word. Please take this to help the next "Joe" who comes here asking for help".

When you support United Way, you support effective human service agencies like Have Mercy. Agencies that serve thousands of individuals, children, and families each year - making a real lasting difference in our community.





# CAMPAIGN ACTIVITIES AND FUNDRAISING IDEAS:

- ❖ **Award the Best Class Campaign:** The classroom that raises the most dollars gets invited to have lunch with the principal, favorite teacher, or possibly, a community dignitary.
- ❖ **Caring Classrooms:** Students pick a United Way focus (Health, Education, Income or Basic Needs) and decorates their classroom doors to match their focus. A United Way representative can vote on the best decorated and most creative doors.
- ❖ **Community Service Project:** Organize a student/teacher volunteer day at a United Way funded agency. Make arrangements by calling your United Way representative.
- ❖ **Dunk the Principal/Teacher:** Have students pay to nominate their principal or teacher as a dunk tank recipient. The teachers or faculty members with the most money, wins a 5 min visit on the dunk tank seat. The highest contributors get to take their shot at the bullseye. For another \$5, they can walk up and press the “dunk” button.
- ❖ **Jingle Contest:** Hold a United Way jingle-writing contest. The top winning jingles can be sung by
  - ❖ the jingle’s composers for United Way representatives. As a prize, the winner can be showcased on United Way’s website and social media.
- ❖ **Mini-Olympics:** Create some unique competitions like the fastest unloading of a locker, the most books carried with one hand, etc. Sell seat tickets to raise money for United Way.
- ❖ **Penny Wars:** Penny wars are popular fundraisers that are easy to organize. This activity allows you to create your own rules, timeframe, and awards. They can be done as a competition against classrooms, grade levels, buildings, etc.
- ❖ **Pie in the Face:** Charge students to nominate the school principal, teachers, or faculty members to take a pie to the face and hold a pep rally for all to see.
- ❖ **Poster Contest Activity:** Have students illustrate an aspect of United Way of Montcalm-Ionia Counties that they support the most such as 211 or VITA. Students, faculty, and visitors can pay to cast their vote for the best poster.
- ❖ **Sport Tournament:** Challenge a rival school or building to a friendly sport competition: Basketball, football, cheerleading, etc. Hold pep rallies and mini-fundraisers and contests leading up to the finale. (*I.e.: Tournament: Basketball / Mini fundraiser: T-Shirt Sale / Contest: Shoot-out*)
- ❖ **Trivia Contest:** Distribute printed questions/posters around the hallways about United Way and its programs every day for a week. The following week, remove the materials and distribute trivia questions. Students who correctly answer the most questions are entered into a drawing for a prize.
- ❖ **Wild Hat Day:** Entry fee is \$3.00. Students and adults can participate
- ❖ **Pass the Can:** Fun to do at sporting events where you will have adults and students seated. Make an announcement that the funds are going the United Way. Even better if the competing team conducts one at the same time to see who raises the most at the event.
- ❖ **Snack Sales:** Sell popcorn and drinks at school event, dance, or picnic with proceeds going to United Way
- ❖ **Day at the Races:** Students can team up to have their race day with kids pedal cars or trikes. Checkered flags and a mini racetrack create more fun.
- ❖ **Card Sale:** Students can make and sell cards for special events
- ❖ **Bake Sale:** Students sell baked goods for donations to United Way

# SAMPLE LETTER TO PARENTS

**Let students, parents and staff know the campaign is coming.**

## **RE: Introductory Letter**

Dear [insert parent/insert staff],

United Way is the easiest, best way to give back to the community. United Way of Montcalm-Ionia Counties currently funds over 26 programs and initiatives within a network of hard-working, local nonprofits that are focused on improving education, health, income, and basic needs.

Through community support and partnerships, the United Way supports children in Montcalm and Ionia counties through resources such as Eat up and Meet Up, Kindergarten Readiness, Child Literacy, and more. To ensure that the voices of our children are being heard the United Way Community Youth Survey was deployed to all Montcalm and Ionia middle and high schools. This survey proved that there is a lack of knowledge within our youths of local resources available to them and how to access them. Additionally, youth shared that they want to be empowered to support themselves, their families, and their community. Altogether, students can address a broader, more comprehensive spectrum of community needs, more than one agency alone. That's why [insert school name here] supports United Way by holding a Student Campaign, because they know that all money raised locally, stays local.

A Student Campaign is a good opportunity to show our kids what caring for our community is all about. We have set a goal to raise (\$ amount) and will be hosting several fun events during [INSERT TIME PERIOD]. We encourage you to talk with your child about how the money they are raising will go to help others in our community who need it most. Due to safety concerns, at no point should your child solicit door-to-door.

Here are a list of our student campaign events [INSERT OPTIONAL THEME] planned: Date:

[INSERT ACTIVITY]

Date: [INSERT ACTIVITY]

Date: [INSERT ACTIVITY]

Our student campaign will wrap up on [INSERT DATE], with our finale event, [INSERT OPTIONAL FINALE EVENT AND DETAILS].

Together, with our students, we can help make a great impact on our community! Sincerely,

[Principal's name and signature here)

# CAMPAIGN PROGRESS

**Keep your students and faculty engaged with daily/weekly reminders.**

## **RE: United Way Campaign Progress**

Congratulations [INSERT SCHOOL NAME] students! We've reached \_\_\_\_\_% of our goal. Last week's [INSERT SPECIAL EVENT NAME] was a great success thanks to your participation and [insert highlights from the event].

We are proud to be part of this exciting effort to create opportunities for a better life in Montcalm-Ionia Counties. We look forward to our next [INSERT ACTIVITY/EVENT] on [INSERT DATE].

## **RE: The Power of Your Gift**

Everyday your gift helps people in our community who struggle to have the necessities of life. Everyday your gift works to help our children be successful in school, our families become financially stable, and everyone make healthy choices.

We are proud to be part of this exciting effort to create opportunities for a better life in Montcalm-Ionia Counties. We look forward to our next [INSERT ACTIVITY/EVENT] on [INSERT DATE]. Your gift really does make a difference!

## **RE: Congratulations**

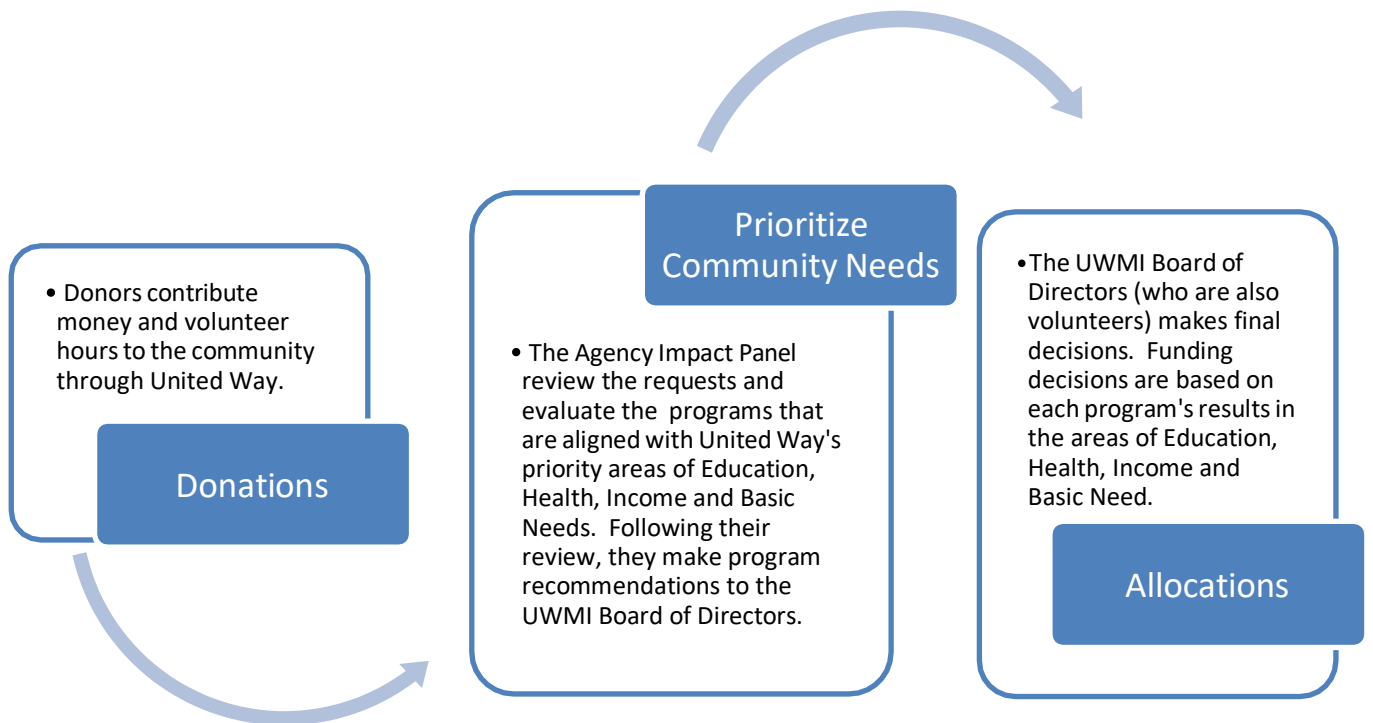
Congratulations [insert school name] students! Thanks to all of you, our total student campaign contributions this year for our United Way campaign was (\$ AMOUNT). That's a record setting year and is (XX%) above our goal. Your contributions to the United Way of Montcalm-Ionia Counties helps improve lives right here in our own community.

Together, we can get results and accomplish more than any single person can on their own. These are results that ripple out to the community as a whole. Your generosity is greatly appreciated. I am proud to be part of a school system that is committed to building a stronger community for everyone.

# HOW COMMUNITY IMPACT

## Ever wonder how your gift to United Way helps the community?

United Way of Montcalm-Ionia Counties is focused on improving the lives of the people in our community by identifying our community needs and mobilizing resources to meet those needs through a network of capable and innovative partnerships.



Year-Round, United Way is hard at work researching community needs, evaluating progress and tracking results to ensure that they are investing in solutions that are sustainable, scalable, and measurable.

There is one common thread in United Way's work around the world, and it is this: United Way is about the "bigger picture". We seek lasting change that goes beyond single-issues and temporary fixes. We combine our vision and resources to create permanent and positive change that lifts entire communities, and we exist to improve the lives of the people living right here in our own community.

# 2018-19 Funded Programs &

## United We Win!

<b>Alpha Family Center of Greenville</b>	Encourage, equip, and empower families in Montcalm County and surrounding areas.	(616) 225-2265
<b>Big Brothers Big Sisters</b>	To provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.	(616) 225-1515
<b>Greenville Optimist Camp Wah-Wah-Tay-See</b>	Improves our community by partnering with private, government, and community organizations to deliver programs to low-income residents that alleviate the local causes of poverty and its effects.	(616) 754-9315
<b>Habitat for Humanity</b>	To improve lives in our community by building safe and affordable housing in partnership with GOD's people.	(616) 754-5772
<b>Have Mercy</b>	To reflect the compassion of Christ to homeless families in Montcalm and Ionia counties by providing temporary shelter and food assistance while working with them to rebuild their lives.	(616) 225-8055
<b>Ionia Conversation District</b>	To protect our natural resources. Encourage the use of land and water within the limits of its capabilities.	(616) 527-2098
<b>Ionia County ISD - Dolly Parton Imagination Library</b>	To instill a love and appreciation of reading in every child, starting at birth.	(616) 527-4900
<b>Ionia Montcalm Secure and Friendly Environment Child Advocacy Center (IM SAFE)</b>	To protect children from abuse by providing prevention through education and to coordinate multi-disciplinary investigation, assessment, and treatment of child abuse in an environment that is child-sensitive and safe.	(616) 225-7267
<b>IM Kids 3rd Meal</b>	To provide '3rd Meal' sack dinners to food insecure elementary students within Ionia and Montcalm Counties.	616-225-7264
<b>Manna's Market</b>	Providing provisions and pathways with love and respect to those in need.	(269) 838-5887
<b>Montcalm Area Reading Council</b>	To provide literacy education to adults and families through tutoring methods using one-on-one, small groups, adult basic education, and English as a second language.	(616) 824-2408
<b>Montcalm County Great Start Collaborative - Dolly Parton Imagination Library</b>	To instill a love and appreciation of reading in every child, starting at birth.	(616) 225-6146
<b>Mid-Michigan Health Department</b>	To take action to protect, maintain, and improve the health of the communities we serve.	989-831-5237
<b>Relief After Violent Encounter (RAVE)</b>	To address the effects of domestic and sexual violence, to promote individual dignity, respect, and safety, to empower survivors by providing shelter, counseling, and advocacy, and to be an agent for social change through awareness and education.	(800) 720-7233
<b>Spectrum Health Foundation United and Kelsey Hospitals</b>	Aims to improve the health of the communities served.	(616) 225-6427
<b>We Care for Kids Council</b>	To provide leadership in the prevention of child abuse and neglect.	616-225-4700





**UNITED**  
*we see what's possible*



**United Way of  
Montcalm-Ionia Counties**

302 South Bridge Street  
Belding, MI 48809  
Ph: 616-794-9840

[www.liveunitedm-i.org](http://www.liveunitedm-i.org)