



MITCHELL AREA

# PLAYBOOK



**Dear Ambassador,**

**Thank you for being a part of this year's Mitchell Area United Way campaign as an ambassador! We are so grateful for your leadership and your willingness to serve as both a cheerleader and team captain for your workplace.**

**You play an essential role in helping us reach our goal of \$515,000 — but even more importantly, helping us reach people. This year, we're focused on bringing more individuals and teams together to support our 31 local partner agencies. Your work helps us create a community where everyone counts.**

**We know this takes time and effort, and we want you to know how much it means to us. There are no fancy incentives or prizes — just deep gratitude and a big team thank-you when the campaign wraps. Your impact is real, and it's felt by your neighbors, friends, and families across our area.**

**Thank you again for your heart and your energy. Let's make this our best campaign yet!**

**With appreciation,**

**Ashley M. Hobbs  
Executive Director  
Mitchell Area United Way**



M I T C H E L L   A R E A

## WHAT'S IN THIS PLAYBOOK

**This Playbook is designed to make your job as an internal campaign ambassador easy, fun, and impactful. Here's what you'll find:**

- **Welcome Letter from the Director**
- **Campaign Overview & Timeline**
- **Talking Points + Facts to Share**
- **Email Templates (Kickoff, Midpoint, Final Push, Thank You)**
- **New Hire Letter Template**
- **Sample Testimonials**
- **Contact Info for Help or Materials**

**Need more forms, posters, or digital tools?**

**Email Ann Scott at [admin@mitchellunitedway.org](mailto:admin@mitchellunitedway.org) and let her know what you need!**



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## **SAMPLE TESTIMONIALS**

***“I used to think my donation was just a drop in the bucket. Then I realized — it’s part of the flood of support that helps so many in our community. Giving to United Way means helping multiple agencies at once. That’s powerful.”***

***— Jennifer B., Local Business Employee***

***“We live the mission every day. When I give to United Way, I know I’m fueling real change for real families—families I live next to, work with, and care about.”***

***— Thomas, Team Member & Campaign Ambassador***

***“Being part of this campaign showed me how every role matters. Whether it’s \$5 or \$500, it’s not about the size of your gift—it’s about showing up for your community. United Way makes that possible.”***

***— Angela, First-Time Donor***

***“What I love about United Way is that it’s not just writing a check. It’s collaboration, it’s conversation, it’s community in action. We’re not just giving—we’re engaged.”***

***— Jordan, Partner Agency Staff***



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## DID YOU KNOW?

**Here are some powerful facts you can share with your team to highlight the local impact of United Way:**

- **Mitchell Area United Way supports 31 local agencies providing food, housing, education, safety, and health services.**
- **Your one gift supports many causes—from children’s literacy to mental health, food security, and emergency shelter.**
- **Over 260+ children are enrolled in the Dolly Parton Imagination Library, receiving free books to inspire a love of reading.**
- **More than 40 daycare providers and teachers have been CPR certified through the Declan Hobbs CPR/AED Training Fund.**
- **Our Day of Caring brought together 280+ volunteers for community service projects that improve neighborhoods and lives.**
- **New programs are added every year as needs arise — because we’re committed to responding to the real challenges of our region.**

**And here’s something even more important: Mitchell Area United Way is not just a pass-through organization.**

**We don’t just write checks — we walk alongside our partner agencies every step of the way. We provide support through site visits, coaching, marketing, collaborative planning, grant writing assistance, and capacity building. We’re entering Phase 2 of our mission — a deeper phase where we don’t just fund the work, we *lift* it. We’re active partners in creating long-term solutions for real people right here in our community.**

**When your coworkers give to United Way, they become part of a bigger solution. Every dollar stays right here in our area to build a stronger, more united community.**



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## EMAIL TEMPLATES FOR AMBASSADORS

### **Kickoff Email**

**Subject: It's Game Time!  Join the United Way Campaign Kickoff!**

**Hi [Team/Department],**

**Today's the day! We're kicking off our annual Mitchell Area United Way campaign — and I'm inviting YOU to be part of the team!**

**This year's theme is *One Goal. One Team. One Community.* Our goal is simple: 100% team participation. Whether you give \$1 or \$100, every single person who joins makes a difference in the lives of our neighbors.**

 **Campaign runs now through Sept. 30**

 **Our workplace goal: [Insert goal if applicable]**

 **Return your completed packet or donate online: [www.mitchellunitedway.org](http://www.mitchellunitedway.org)**

**Let's show our community what [Company Name] can do when we work together. Let's GO!**

**Thanks for being part of the team,  
[Ambassador Name]**



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**Mid-Campaign Reminder**

**Subject: We're Halfway There — Let's Finish Strong!**

**Hi Team,**

**We're halfway through the Mitchell Area United Way campaign — and you're doing amazing! If you've already given, THANK YOU! If not, there's still time to join the team.**

- ✓ Deadline to turn in your form or give online is Sept. 30**
- 🌟 Every dollar stays LOCAL and supports 31 agencies right here at home**

**Need help or another form? Let me know or visit [www.mitchellunitedway.org](http://www.mitchellunitedway.org).**

**Let's keep the momentum going!**

**Cheering you on,  
[Ambassador Name]**



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**Final Push Email**

**Subject: Last Chance to Join Our Team — Campaign Ends Soon!**

**Hey [Team],**

**Our campaign ends this week — and we're so close to the goal! If you haven't had a chance to give yet, now's the time.**

**Here's how to join:**

- 1. Turn in your donation form to [insert location or HR]**
- 2. Or give online at [www.mitchelluitedway.org](http://www.mitchelluitedway.org)**

**Every single gift counts. It's not about the amount — it's about showing up for your community.**

**Let's finish strong, together.**

**Thanks for your support,  
[Ambassador Name]**



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## **Post-Campaign Thank You**

### **Subject: THANK YOU — You Made an Impact!**

**Hi Team,**

**The Mitchell Area United Way campaign is complete, and I just want to say: THANK YOU!**

**Whether you gave, shared a story, wore your team colors, or encouraged a coworker — you made a difference. Our team showed up in a big way, and our community is stronger because of it.**

**I'm proud to work alongside such generous, community-minded people.**

**With gratitude,**  
**[Ambassador Name]**



## **NEW HIRE LETTER TEMPLATE**

**Subject: Welcome to the Team — You're Just in Time to Make an Impact!**

Hi [New Hire Name],

**Welcome to [Company Name]! We're excited to have you here — and you've joined just in time to be part of something great.**

**We're currently running our annual Mitchell Area United Way campaign, and we'd love for you to participate. This campaign helps fund 31 local agencies that support education, health, housing, and more for families right here in our community.**

**You can:**

- **Give online at [www.mitchellunitedway.org](http://www.mitchellunitedway.org)**
- **Or request a form from me or Ann Scott at [admin@mitchellunitedway.org](mailto:admin@mitchellunitedway.org)**

**If you'd like to make a payroll deduction gift, just let us know and we'll help set that up. Your gift — no matter the size — makes a difference.**

**Thanks for joining the team, and welcome aboard!**

**[Ambassador Name or HR Contact]**



M I T C H E L L A R E A

## KEY FACTS:

**Campaign Theme: One Goal. One Team. One Community.**

**Campaign Launch: August 13<sup>th</sup>**

**packets Due Back: September 30th to Ann Scott at [admin@mitchellunitedway.org](mailto:admin@mitchellunitedway.org)**

**Campaign Goal: \$515,000**

**Focus: Broad employee engagement and team participation creating a “One Team” environment.**

## KEY TALKING POINTS: QUESTIONS & ANSWERS

### What is our service area?

**Mitchell Area United Way serves Davison County and surrounding areas. In 2025, we updated our name to better reflect our expanded outreach and growing presence across neighboring counties. We are here to help ALL our local communities thrive.**

### Who do we serve?

**We fund and support 31 local nonprofit agencies and city-based programs that provide food, shelter, child care, mental health services, literacy support, mentorship, emergency assistance, and more. These agencies serve children, families, veterans, the elderly, and individuals facing crises — all within our community.**

### How many new agencies are part of the 2025 campaign?

**We're excited to welcome three new agencies this year:**

- **Lost and Found**
- **Habitat for Humanity**
- **Sleep in Heavenly Peace**

**These additions help expand our reach and impact across critical needs in the community.**

## **How are agencies selected for funding?**

**Each year, agencies must apply through a formal application process that typically opens in April. In order to be considered, organizations must:**

- **Be a 501(c)(3) nonprofit or a recognized City/County agency**
- **Be in good financial standing**
- **Serve individuals in our geographic area**

**Many applicants participate in interviews and site visits. Funding decisions are made through a collaborative team review process, involving volunteers, staff, and board members. Final funding commitments are made by July, and agencies receive their allocations in the following fiscal year.**

## **How do we support agencies beyond funding?**

**Our role doesn't stop with writing a check. Mitchell Area United Way actively walks alongside our partner agencies through:**

- **Quarterly agency meetings**
- **Ongoing check-ins and site visits**
- **Grant writing support**
- **Event and campaign support**
- **Marketing and social media amplification**
- **Education, resources, and networking opportunities**

**We are committed to building deeper partnerships and stronger community outcomes.**

## **What other key programs do we offer?**

**Mitchell Area United Way also leads and supports signature initiatives that serve community-wide needs, including:**

- **Dolly Parton Imagination Library – Provides free books monthly to every child from birth to age five in Davison County, promoting early literacy and school readiness.**
- **Declan Hobbs CPR/AED Fund – Offers free lifesaving CPR and AED training to daycare providers and teachers to ensure safety in our schools and childcare settings.**
- **Delta Dental Mobile Program – Brings a mobile dental clinic to Mitchell to provide free or low-cost dental care to local children who may not otherwise have access.**
- **Day of Caring – A community-wide volunteer event where over 280+ volunteers complete impactful service projects to uplift neighborhoods and agencies.**
- **Cyber Parenting 101 Video Series – Educates parents on the risks their children may face online and helps families create safer digital environments.**

**These special programs reflect our mission to educate, empower, and serve — beyond funding alone.**

## **How is Mitchell Area United Way evolving?**

**Historically, we've operated in a very transactional way — collecting and distributing funds. But our mission has grown. Today, we are shifting into a space of collaborative uplift — walking alongside our partner agencies to strengthen, support, and amplify the amazing work already happening.**

**We are connectors, not just funders. We want our community to come to us, to rely on us, and to view us as a partner in long-term solutions. This is the heart of our work — and we are grateful for every person who walks with us.**

### **Who leads the campaign?**

**Our campaign team captain this year is Jared Hofer. However, our approach in 2025 is all about TEAM — working together, lifting together, and achieving success as one team.**

### **How many board members does Mitchell Area United Way have?**

**We are proud to have a dedicated and diverse Board of Directors consisting of 20 members in 2025. Their leadership guides our strategic impact and ensures community needs are at the forefront.**

## **OPTIONAL FUN IDEAS & REMINDERS**

**Here are a few creative ideas to help boost excitement and participation in your campaign:**

### **Team Spirit Days**

- **Encourage everyone to wear team colors or Mitchell Area United Way shirts**
- **Snap a group photo to share on your company intranet or social media**

### **“Why I Give” Wall**

- **Set up a whiteboard, window, or bulletin board for employees to share why they give**
- **Use sticky notes, printed signs, or speech bubbles**

### **Mini Challenges**

- **First department to reach 100% participation gets bragging rights or a traveling trophy**
- **Host a guessing jar or trivia game based on campaign facts**

### **Coffee Bar Fundraiser**

- **Host a pop-up coffee station or bring-in-your-own-mug bar**
- **Encourage \$1-\$5 donations to enjoy a hot drink and support the campaign**

### **Capture the Moment**

- **Take photos of team engagement, decorated areas, or celebration moments**
- **Share them with Ann Scott for possible features in campaign wrap-ups**

### **Set Your Own Mini-Deadlines**

- **Send reminders leading up to the September 30 deadline**
- **Give shout-outs to departments or individuals along the way**

### **Fun Facts Fridays**

- **Each Friday, send one campaign stat or a testimonial with a fun GIF or image**
- **Keep the message short and positive to keep momentum going**

**Your creativity and energy as an ambassador helps bring this campaign to life — thank you!**

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**That's it! You're ready to lead the charge for your team. Thank you for being a part of this campaign.**

**ONE GOAL. ONE TEAM. ONE COMMUNITY.**