



WELCOME, CAMPAIGN LEADERS



Thank you for stepping forward to lead!

Your energy and commitment will help us bring people together to create lasting change.



Every campaign is an opportunity to inspire generosity, strengthen connections, and show what's possible when we unite for stronger, more resilient communities

We're here to support you every step of the way. Please reach out any time.



KAREN GILES, EXECUTIVE DIRECTOR

director@interlakesunitedway.org

605-270-1596

Toolkit: interlakesunitedway.org/contact/campaign/

Brand: interlakesunitedway.org/about/brand/



WHAT IS UNITED WAY?



Interlakes Area United Way mobilizes communities to action so all can thrive.

We raise and allocate funds to empower dozens of local programs and strengthen communities in Lake, Miner and Moody counties. We have been a trusted community partner for over 65 years.

OUR WORK

IAUW supports a diverse network of Community Partners to collectively address our communities' most critical needs. We bring a comprehensive approach to every challenge, actively listening and responding to local needs and sharing knowledge and resources in order to scale impact.

OUR VALUES

Living United means being courageous and eliminating the disparities that keep certain segments of our community from achieving opportunities for a better life. IAUW values diversity, equity and inclusion as a statement of principle and seeks to integrate them in our mission and work.

OUR IMPACT

Through local partnerships and funding, IAUW supports programs that help children succeed in school, families stay healthy, and individuals achieve financial security. By addressing urgent needs today for a better tomorrow, IAUW helps ensure community resiliency.

COMMUNITY PARTNERS



IAUW and its community partners unite people, share resources, inspire hope and enrich lives in Lake, Miner and Moody counties.

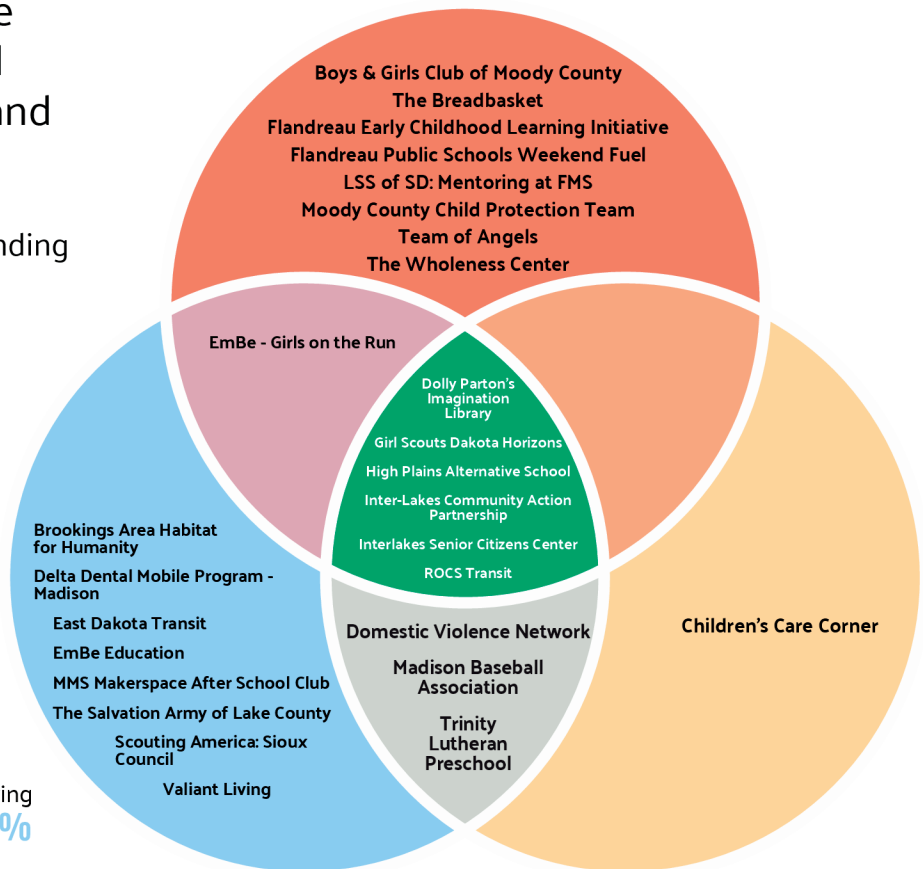
IAUW awarded \$169,250 in grant funding to 29 Community partners in 2026.

For a historical list, visit interlakesunitedway.org/about/community-partners/.

Located in and/or serving
MOODY COUNTY: 59%

Located in and/or serving
LAKE COUNTY: 69%

Located in and/or serving
MINER COUNTY: 41%



IMPACT AREAS



Together with our Community Partners, IAUW targets key Impact Areas to create long-term, meaningful change.

HEALTHY COMMUNITY

Improving health and well-being for all

- Health/hygiene access
- Nutrition/food security
- Health spaces/physical activity
- Mental health support

YOUTH OPPORTUNITY

Helping young people realize their full potential

- Childcare/early education
- Literacy development
- College/career readiness
- Family engagement

FINANCIAL SECURITY

Creating a stronger financial future for every generation

- Financial education/coaching
- Public benefits access
- Homelessness prevention, homeownership assistance

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

- Disaster relief and recovery
- Emergency preparedness
- Crisis hotline/support

DOLLY PARTON'S IMAGINATION LIBRARY



Dolly Parton's Imagination Library is dedicated to inspiring a love of reading by gifting books to children from birth to age five.

IAUW partners with The Imagination Library to administer the program in our three-county area.

Each month, a high-quality, age-appropriate book arrives at the child's doorstep. By covering the stipend, IAUW ensures books are delivered to the registered children at no cost to the family, no matter their income.



706 TOTAL CHILDREN SERVED IN 2025

563 children enrolled in 2026 (552 English libraries | 11 Bilingual Spanish/English libraries)



6,624 TOTAL BOOKS MAILED

in 2025



136 GRADUATES IN PAST YEAR | 2,080 GRADUATES IN PROGRAM HISTORY

65 Lake County | 18 Miner County | 49 Moody County | 4 Other



1 IN 6 CHILDREN

UNDER THE AGE OF 5 IN THE USA RECEIVES IMAGINATION LIBRARY BOOKS!



BE A CHAMPION OF READING!

\$35 TO IAUW = 12 BOOKS = 1 YEAR ENROLLMENT FOR A LOCAL CHILD

DELTA DENTAL MOBILE PROGRAM



The Delta Dental Mobile Program brings dental services directly to underserved communities, removing barriers that prevent many children from receiving regular dental care.

IAUW partners with Delta Dental of South Dakota and Inter-Lakes Community Action Partnership to bring the dental bus to Madison and Flandreau on an annual basis. Children from their first tooth through age 21 are eligible. Services are provided at no cost to the child or family, and insurance is not necessary.



89 KIDS SERVED

50 in Madison | 39 in Flandreau



\$55,788 VALUE OF DENTAL CARE

\$29,035 in Madison | \$26,753 in Flandreau



22 HAD FIRST DENTIST VISIT

15 in Madison | 7 in Flandreau



307 SEALANTS PLACED

140 in Madison | 167 in Flandreau



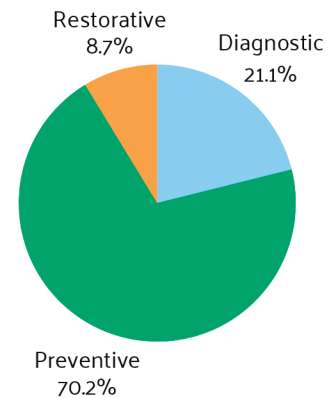
HAD TEETH WITH DECAY

32% in Madison | 18% in Flandreau

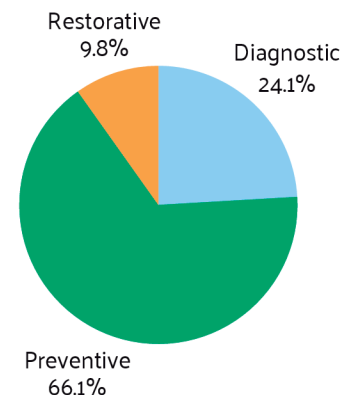


HAD NO INSURANCE

48% in Madison | 62% in Flandreau



CARE PROVIDED



Cavity Fillings, Crowns, Extractions

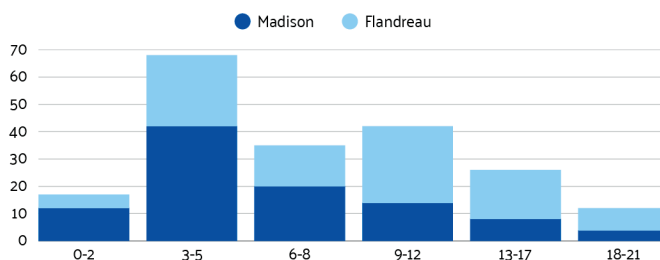


Exams, X-Rays



Cleanings, Sealants, Fluoride Varnish

PATIENT AGES



*All stats provided are from Mobile Program visits in 2026.

FIRST RIDE HOME



Every newborn deserves a safe first ride home.

That's the idea behind First Ride Home, an initiative from IAUW that helps families in Lake, Miner and Moody counties safely transport their newborns home from the hospital.

The program is made possible in collaboration with **Ace Hardware in Madison**, who supplies the infant travel systems. **Madison Regional Health** has signed on as the inaugural participating healthcare provider.

WHAT'S INCLUDED

- Infant car seat
- Car seat base
- Stroller
- Child Passenger Safety Education
- Installation Guidance

WHO QUALIFIES

Families may qualify if they:

- Live in Lake, Miner or Moody County, SD
- Receive services through a participating healthcare provider
- Participate in one of the following programs: Woman, Infants & Children (WIC), Child Care Assistance, Head Start, Medicaid, SNAP, or Children's Health Insurance Program (CHIP)

Eligibility is based on self-declaration consistent with the South Dakota Child Safety Seat Program guidelines.

HOW IT WORKS

Qualifying families:

1. Ask their healthcare provider about First Ride Home.
2. Complete a simple application.
3. Meet with a Certified Child Passenger Safety Technician to receive passenger safety education.
4. Take their baby home safely in the infant travel system.



FIRST RIDE HOME
A Program of Interlakes Area United Way

See complete program details and FAQ at interlakesunitedway.org.

3 REASONS TO RUN A CAMPAIGN



Workplace giving offers employees a simple way to **make a difference** where they live, work and raise their families.

**GIVE WHERE YOU LIVE.
MAKE AN IMPACT
WHERE IT MATTERS.**

When your company supports Interlakes Area United Way, your employees become part of a larger community effort—one that brings local businesses, employees and Community Partners together to address local needs.

1) A WIN FOR EMPLOYEES

Workplace giving gives employees an easy way to support causes they care about and see their generosity make a difference close to home.

2) A WIN FOR YOUR BUSINESS

Community involvement can help build employee connection, strengthen workplace culture and show your employees that your company cares about the community you share.

3) A WIN FOR OUR COMMUNITY

Employee and corporate gifts help IAUW support local programs addressing health, youth opportunity, financial security and community resiliency across Lake, Miner and Moody counties.

TYPES OF GIVING



Employee giving + corporate support = stronger communities. How can your organization and staff make a difference?

INDIVIDUAL CONTRIBUTION

United Way makes it easy for you to donate through payroll deduction. However, there are many ways to invest in your community. Donors may also choose to give monthly or one time through credit card or electronic bank transfer (ACH). You may also set up a one-time or period bill/invoice request.

COLLABORATE TO CREATE CHANGE

Join a network of community leaders advancing the common good through one of the following groups:

Champions: Sponsors and partners of IAUW events, fundraisers and initiatives

Heart Club Members: Donors who contribute to IAUW's campaign at a level of \$500 or more

Platinum (\$2,000 or more) | **Gold** (\$1,000-\$1,999) | **Silver** (\$750-\$999) | **Bronze** (\$500-\$749)

CREATE LASTING CHANGE

Stay involved in the community after you enter retirement by updating your information with IAUW. By continuing your contribution after you retire, you will continue to impact the community for generations to come.

VOLUNTEER

IAUW, our Community Partners, and our communities can always use your help! Reach out to Karen Giles at director@interlakesunitedway.org for opportunities to volunteer your time and talents.

CAMPAIGN KICKOFF IDEAS



Themes and special events are a great way to create excitement and energy for your workplace campaign.

SPECIAL EVENTS

- **Corn Hole Tournament:** Charge a team registration fee with all proceeds benefiting United Way.
- **Theme days:** Employees can participate in a dress-down day or wear hats or sports jerseys by contributing a donation to United Way.
- **Workday Bingo:** Sell Bingo cards with proceeds benefitting United Way. On game day, announce numbers at specified times. The first three to get a Bingo win a prize.
- **Coin War:** Company departments or teams collect spare change. Coins have positive value while paper money has negative value, allowing teams to donate defensively. All money collected is donated to United Way while the winning team earns a prize.
- **Speaker series:** Speakers from IAUW and/or its Community Partners share how donations impact their organization.
- **Catered meal/treats:** Invite food trucks or host a pizza barty, breakfast or ice cream social to kick off your campaign or as a reward for participating.

INCENTIVES & PRIZES

- **Flex your time:** Earn extra vacation days, half-days, late starts or extended lunches.
- **Prime parking:** Designate a “United Way Winner” spot or offer the CEO’s parking spot for a week.
- **Coffee/Lunch with the CEO:** Off-site, and CEO pays!
- **Event tickets/gift certificates:** Support local businesses, sporting events, and attractions.
- **Prize Drawings:** Motivate employees to donate or increase gift amount for designated prizes.

UNITED WAY INCENTIVE:

15x15 
CHALLENGE

Pledge \$15/month or more and return your form to IAUW by November 15 to be entered in a drawing for a \$500 gift card.

SPONSORED BY EAST RIVER FEDERAL CREDIT UNION

CAMPAIGN JOURNEY + TIPS



PLAN

- Need help getting started? Contact Karen Giles at director@interlakesunitedway.org.
- Collect and review campaign packet and materials, including those available at interlakesunitedway.org/contact/campaign.
- Review the previous campaign's performance to determine opportunities and challenges.
- Meet with your CEO for buy-in and personal endorsement, set participation and monetary goals, establish incentives for giving.
- Establish a workplace campaign timeline, including deadlines.
- Recruit and train a committee of employees from different areas in your organization to promote the campaign.

GEAR UP

- Plan a "Campaign Kickoff" event or promotion and send invitation from your leadership.
- Communicate to employees through email, employee intranet, staff meetings, and other channels common to your business.
- Contact IAUW to request speakers and/or virtual educational opportunities to learn more about United Way and the impact of their contributions.

CONDUCT

- Conduct kickoff event and distribute pledge cards to all employees.
- Send follow-up communications periodically to maintain enthusiasm.
- Reach out to past donors who did not pledge.

CLOSE

- Collect forms, making copies for your payroll/HR department.
- Contact IAUW to return forms or request pickup.
- Announce campaign results to employees, thanking donors and the campaign committee.
- Choose employee campaign coordinator for next year.

TIPS + BEST PRACTICES

Time it right:

Choose a kickoff time when employees will be most engaged.

Be visible: Get on the agenda for scheduled company-wide gatherings.

Plan and promote: Utilize materials provided by IAUW.

Get high-level buy-in: When the CEO and senior managers are the first to give, others will follow their example.

Offer incentives: Contests, prizes and other incentives can encourage giving.

Create a corporate match: Connect corporate giving to employee giving.

Thank and celebrate: Involve others who share your passion and thank them again and again.

Keep staff updated on IAUW's success: Show them year-round that United is the way!

SAMPLE CAMPAIGN MESSAGING



MESSAGE OF SUPPORT FROM CEO/LEADER

Subject: Together, we thrive

As a [town] business, we know that the strength of our company is connected to the strength of our community.

That's why [Company Name] is proud to support Interlakes Area United Way. IAUW brings local businesses, employees and Community Partners together to address needs across Lake, Miner and Moody Counties.

Your support helps strengthen their work through investments in Healthy Community, **Youth Opportunity, Financial Security and Community Resiliency.**

Every gift matters, whether it arrives via employee pledge, corporate contribution, or both. When we give together, we help make this region stronger for everyone.

I encourage you to consider making a gift to IAUW this year. [\[Details on employer match, kickoff event, incentives, etc.\]](#)

Thank you for being a part of our community and for considering a gift.

Sincerely,
[CEO/Campaign Coordinator Name]

WHAT CAN MY GIFT DO?

Subject: What difference can your gift make?

It's a question many people ask when considering a donation: **"What can my gift really do?"**

The answer is simple: **When we give together, small gifts can make a big local impact.**

For example:

- **\$1 ≈ 1 can of soup** in a child's backpack through Weekend Fuel
- **\$10 ≈ pair of sweatpants** for children in need from Moody County Child Protection Team
- **\$35 ≈ 1-year enrollment (12 free books)** for one child in Dolly Parton's Imagination Library
- **\$50 ≈ tank of gas** for client of Domestic Violence Network
- **\$65 ≈ bundle of school supplies** for one student from Inter-Lakes Community Action Partnership
- **\$100 ≈ 33 one-way rides** on East Dakota Transit

These are just a few examples of what your support can make possible through Interlakes Area United Way and its local Community Partners.

You don't have to make a large gift to create impact. Choose a level that works for you and know that your gift is helping strengthen the community we all share.

Thank you for giving where you live!

Sincerely,
[Campaign Coordinator Name]

CAMPAIGN KICKOFF

Subject: Our United Way campaign is underway!

Everyone deserves the opportunity to live, work and thrive in a strong community. That's why [Company Name] is supporting Interlakes Area United Way.

Through your support, IAUW invests in local Community Partners working to address important needs across Lake, Miner and Moody Counties.

Your gift can help create opportunities for young people, improve access to health and basic needs, help individuals and families build financial security, and strengthen our communities for the future.

This is our opportunity to make a difference together.

Please consider making a gift through our workplace campaign. Every contribution adds up, and every gift stays local.

[\[Details on employer match, pledge form, incentives, etc.\]](#)

Thank you for supporting our community!

Sincerely,
[CEO/Campaign Coordinator Name]

REMINDER

Subject: A reminder to support our IAUW campaign!

Our Interlakes Area United Way campaign is still underway! If you haven't had a chance to make your pledge, there's still time to participate. Your gift helps support local programs and Community Partners across Lake, Miner and Moody counties. **Every gift matters, and every gift stays local.**

Sincerely,
[Campaign Coordinator Name]

THANK YOU MESSAGE

Subject: Thank you for supporting our community!

Thank you to everyone who participated in our campaign for Interlakes Area United Way!

Together, [Company Name] employees contributed \$[dollars pledged] to help support local programs and services in our region. We had [participation rate%] of employees participate, with [number of donors] employees choosing to give.

[\[Details on corporate match, incentives, goals for next year, etc.\]](#)

That's something worth celebrating.

Thank you, again, for helping make our community stronger.

Sincerely,
[CEO/Campaign Coordinator Name]

PLEDGE FORM



YOUR INFORMATION

NAME _____ ADDRESS/CITY/STATE/ZIP _____

PHONE _____ PLEASE CHECK: ☐ HOME ☐ WORK ☐ MOBILE

EMAIL _____ PLEASE CHECK: ☐ HOME ☐ WORK

EMPLOYER _____ EMPLOYER ADDRESS _____

☐ YES, COMBINE MY GIFT WITH THAT OF MY SPOUSE SPOUSE'S NAME _____

YOUR GIFT

Heart Club giving levels: Bronze \$500-\$749 Silver \$750-\$999 Gold \$1,000-\$1,999 Platinum \$2,000+

☐ EASY PAYROLL DEDUCTION

A total annual gift of \$ _____

I want to contribute the following amount each pay period:

- ☐ \$20 ☐ \$3
☐ \$10 ☐ \$1
☐ \$5 ☐ Other \$ _____

I have _____ pay periods per year.

Note: Return this completed form to your employer.

☐ DIRECT GIFT

A direct gift of \$ _____

Direct gift to be paid by:

- ☐ Cash (enclosed)
☐ Check # _____ (enclosed)
Made payable to Interlakes Area United Way
☐ Donation Online (credit card)
Please visit interlakesunitedway.org/donate to complete your donation. A minimum gift of \$10 is appreciated.



Scan code to donate online now.

☐ ELECTRONIC FUNDS TRANSFER

Amount \$ _____

☐ BILL/INVOICE ME

Bill me for a gift of \$ _____

A minimum gift of \$50 is appreciated.

- ☐ Monthly
☐ Quarterly
☐ One Time - Date _____

If different than above, please list your billing address:



Beginning October 1, annually:

Pledge at least \$15/month (\$280 annually) and submit your completed form to IAUW by November 15 and be entered to win a \$500 gift card from East River Federal Credit Union.



If gifting via payroll deduction, please return your completed form to your employer. For other gifts, please print and mail your completed form to Interlakes Area United Way, PO Box 132, Madison, SD 57042 or email a copy to director@interlakesunitedway.org.

Interlakes Area United Way does not sell, trade or disclose its donor's personal information.

TOTAL GIFT

SIGN HERE

DATE

Please make a copy of your pledge form for your records. Interlakes Area United Way does not provide goods or services as whole or partial consideration for contributions. For more information about IAUW and our Community Partners, please visit our website at interlakesunitedway.org.

THANK YOU! TOGETHER, WE THRIVE.