

## Partners in Giving: Mini-Manual for Communicating with UW–Madison Employees

Drafted 3/8/2022

### Program Summary

**What:** Persuade UW–Madison employees to contribute to vitally needed organizations through Partners in Giving, the workplace combined charities program.

**Why:** As a reflection of UW–Madison and Wisconsin’s culture of service, this is an important way we can make a difference for others, to the extent that we are able to do so.

### How:

#### **All employees can:**

1. Donate through the Partners in Giving website ([giving.wi.gov](http://giving.wi.gov)) either via payroll deduction (during limited times of the year) or by credit card
2. Organize and participate in special events, traditionally in person, to collect funds and have fun

#### **UCC Committee and Subcommittee members and campus communications staff can:**

3. Publicize the program and encourage participation internally on employee-focused channels and the social media accounts of campus units (see key tasks below, and sample social media toolkit)

### When (key dates):

- **July-September:** plan campaign (Sep 1 is traditionally the rough kickoff date)
- **Mid-October to end of November:** “Active” campaign period, the biggest and most coordinated publicity push
- **February:** “There’s still time to contribute” message to employees
- **March:** Awards event and wrap-up press release
- **May 15:** End of campaign year; can precede with a last-chance ask. Donations after this date count toward the following campaign year.

Use existing materials to build out a more detailed calendar year-to-year, based on availability of staff volunteer hours.

### Key tasks for UCC Communications Subcommittee members

- When the state board releases its marketing materials, adapt those for campus messaging use
- As able, determine a strategy for publicizing the campaign during the year based on volunteer availability and ROI
- Serve as a liaison between the University Combined Campaign Committee (and its Communications Subcommittee) and those who communicate UW–Madison’s message on campus and beyond, including but not limited to:
  - University Communications, who can distribute
    - All-employee emails
      - Provost/VCFA
      - UCC co-chairs
    - Posts on news.wisc.edu
    - Press releases
    - Chancellor blog entries
  - Campus communicators in a variety of units, who can create, use, and/or distribute:
    - Social media toolkits and other resources (branded images and templates for creating them)
    - Videos
    - Content submissions from employees
    - Requests for communicator participation
    - Brainstorming/planning sessions
    - Social events
    - Community of Practice events (social media, communicators, design community, etc.)
- Serve as a liaison to state board marketing committee

**Potential additions to this manual:**

- Existing structure of committees and boards that work on PinG
- Key contact information