

# EMPLOYEE CAMPAIGN COORDINATOR GUIDE



Woodland United Way



***TIPS FOR RUNNING  
A SUCCESSFUL  
UNITED WAY  
CAMPAIGN IN  
YOUR WORKPLACE***

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED™**



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# LIVE UNITED™

United Way makes a real difference in our community. Contributions are working year-round building a brighter future for our children, enriching the lives of our elderly, giving hope to those who are hurting, strengthening families and so much more. By contributing to United Way's Community Care Fund, you are making a commitment to LIVE UNITED.

Woodland United Way works because it's:

## **LOCAL**

Your donation stays here in our community, supporting local programs, making United Way the best way to help the most people.

## **EFFECTIVE**

United Way is the most efficient and effective way to help the most people because United Way focuses on results. Local volunteers, educated on the issues, diligently make decisions to fund programs based on need, resources, and accountability. Through the extensive use of community volunteers, a very small staff, and a commitment to this community, Woodland United Way is able to maintain a low overhead rate.

## **ACCOUNTABLE**

### **Mobilizing Resources to Meet Community Needs.**

Governed by local volunteers devoted to our community, the Woodland United Way Board of Directors is legally and morally responsible for all activities of the organization. The Board upholds the highest level of integrity and community leadership. Additionally, trained volunteers review agency programs to assure each contribution impacts the community where needed most. Woodland United Way makes sure your gift supports programs that have proven they are making a difference in our community, making United Way the smartest way to help the most people.

## **PROVEN**

United Way is a proven, organized system that continuously evaluates our community's diverse needs and directs funds to those areas that will have the most positive impact on people's lives.

# How Does It Work?

1. You contribute to Woodland United Way's Community Care Fund.
2. Trained Woodland United Way volunteers study local programs to determine where the money is needed and can do the most good.
3. Woodland United Way combines your gift with the gifts of your friends and colleagues to support needed programs.
4. Woodland United Way-funded programs provide assistance, wrapping services around individuals and families.
5. Positive changes begin to occur in people's lives and our community becomes stronger.

## Woodland United Way Creates Opportunities By Focusing On The Building Blocks For A Good Life.

**EDUCATION:** We are supporting young lives by fostering quality, early childhood education and emergency respite care for children and their families.

**INCOME:** We are strengthening our families by meeting basic needs, through increasing financial education, helping single parents gain job skills and improving life skills, language skills and adult education levels.

**HEALTH:** We are building new futures by improving people's health through increasing access to medical care, dental care, health insurance and supporting individuals with disabilities.

## The Community Care Fund

You don't have to decide between helping children, seniors or individuals needing a warm meal and a place to stay. Your gift helps meet all these needs. Woodland United Way Community Care Fund wraps services around families and individuals by funding programs addressing all these issues. Dedicated volunteers evaluate local programs and make sure United Way funding is making the greatest impact possible.

# Eight Steps . . .

## **STEP #1: GET STARTED**

Meet with your United Way representative (United Way staff member or volunteer)

- Learn the importance of United Way
- Review United Way materials



## **STEP #2 ENLIST SOME HELP**

This task is much easier and more fun when you involve others.

- Ask your CEO to appoint next year's Employee Campaign Coordinator (ECC) to work with you.
- Recruit a committee representing all of the departments in your organization.
- Your CEO's enthusiasm can be contagious. Ask him or her to write a personal letter of support to all employees (see examples on page 12).

## **STEP #3: ANALYZE CAMPAIGNS AND SET A GOAL**

Setting a realistic campaign goal can motivate and encourage participation. Talk with last year's Employee Campaign Coordinator (ECC). Find out what worked and what didn't work during last year's campaign. You can also talk with your United Way representative who is a good resource during campaign analysis and goal setting.

Look at past results, keeping in mind:

- The number of contributors
- The total amount raised
- The participation rate

Based on what you find, consider setting goals for:

- Total dollars to raise
- Percent of employee participation
- Average gift

## **STEP #4: DECIDE ON SOLICITATION STYLE**

Decide on the best method of approaching fellow employees – group, individual or both.

• **Group Solicitation:** Employees are brought together to hear the United Way message and are then asked to fill out their pledge forms at the end of the presentation. Group solicitation allows for efficient use of time, and because employees hear a uniform message, less follow-up is required.

• **Individual Solicitation:** This is a one-on-one ask to an employee for a gift. This style involves more employees but personalizes the campaign and offers you a greater opportunity to answer individual questions (see page 11).

• **Both:** Hold one group meeting or a series of group meetings and use the one-on-one solicitation as a means to follow-up with those who couldn't attend a group session.

Emphasize leadership giving (for personal gifts of \$1000 or more) and other recognition levels (see page 16). Hold a separate group meeting for all management and professional employees to be asked prior to the employee campaign to set the pace. If this is your first campaign, ask your United Way staff person for some extra assistance with this group meeting.

# . . . to Success

## **STEP #5: PROMOTE YOUR CAMPAIGN**

By promoting your campaign, you will be encouraging others to get involved.

- Visit Woodland United Way's website at [www.woodlandunitedway.org](http://www.woodlandunitedway.org) for more campaign ideas and downloadable logos, ads and flyers.
- Use employee newsletters, e-mail and other in house communication tools.
- Use United Way posters, table tents and brochures to build awareness of the upcoming campaign.
- Increase employee awareness by creating competition between departments. Prizes and incentives can also create interest. Order items from the United Way catalog.

**WORKING TOGETHER MATTERS.  
COMMUNITY MATTERS.**

## **STEP #6: EDUCATE**

- Use campaign video, speakers and agency tours to show how United Way dollars are at work.
- Visit [www.woodlandunitedway.org](http://www.woodlandunitedway.org) and download information to share with your fellow employees.
- Schedule your campaign and book your speakers and/or tours early!

## **STEP #7: CONDUCT THE CAMPAIGN**

Schedule a short, intensive campaign. Short campaigns keep the momentum and enthusiasm high. A two-week campaign has proven to be the most effective.

- Make a gift yourself. It is easier to ask others to give when you are giving.
- Use personalized pledge forms, when possible; to make sure everyone has an opportunity to contribute.
- Get help from payroll, data processing and department heads.
- Conduct an employee kickoff celebration.
- Use the United Way campaign video in your meeting(s) to make employees aware of the services provided locally.
- Make sure every employee is asked to give. Don't forget employees who work off-site, travel extensively, or are on alternate shifts.

## **STEP #8: REPORT RESULTS**

It is very important to report results to United Way as soon as possible. For large employee groups weekly partial reports are recommended, with a final report following.

- Weekly partial reports allow United Way to cash personal checks in a timely fashion.
- Make sure all pledge forms are returned and accounted for. Forward copies of all payroll deduction forms to your company's payroll department.
- Summarize all campaign information on the Report Envelope. Enclose cash, checks and copies of all pledge forms.
- If your organization uses its own pledge forms, to ensure you and your co-workers are recognized for participation, please provide a summary of your campaign envelope and return it to your United Way representative.
- Report your campaign results as soon as possible.

# CAMPAIGN CHECKLIST

|  | Person Responsible | Date Completed |
|--|--------------------|----------------|
| <b>Four Weeks Prior to Solicitation</b>  |                    |                |
| Meet with United Way staff or volunteer and determine needed supplies and discuss possible awareness activities and solicitation methods |                    |                |
| Meet with your CEO   |                    |                |
| Begin highlighting United Way in company newsletter/ e-mails/website/bulletin boards   |                    |                |
| Research previous campaign results and meet with previous coordinator(s)   |                    |                |
| Recruit committee and develop a campaign schedule  |                    |                |
| Other:   |                    |                |
| <b>Three Weeks Prior to Solicitation</b>   |                    |                |
| Establish campaign goal and dates  |                    |                |
| Schedule training session for committee members - providing information on "How United Way Works" and making the "Ask" for support       |                    |                |
| Contact United Way to schedule speaker(s) and reserve video for group meetings   |                    |                |
| Other:   |                    |                |
| <b>Two Weeks Prior to Solicitation</b>   |                    |                |
| Personalize pledge forms or confirm pledge software will be ready and available for solicitation kick-off                                |                    |                |
| Plan group solicitation meetings   |                    |                |
| Hold agency fair; tour United Way agencies; offer other awareness activity   |                    |                |
| Other:   |                    |                |
| <b>One Week Prior to Solicitation</b>  |                    |                |
| Send CEO endorsement letter supporting United Way (and organized labor letter supporting United Way, if applicable)                      |                    |                |
| Review all plans for campaign solicitation period  |                    |                |
| Conduct solicitor training   |                    |                |
| Other:   |                    |                |

|  | Person Responsible | Date Completed |
|--|--------------------|----------------|
| <b>Active Solicitation (1-2 weeks)</b>   |                    |                |
| Have a Kick-off  |                    |                |
| Group Meetings: have the room, video, AV equipment, speaker(s), pledge forms and pens ready                                |                    |                |
| Keep progress report monitoring campaign, including number of givers, contributors/pledges received and forms outstanding. |                    |                |
| Keep the energy high   |                    |                |
| Post progress of the campaign  |                    |                |
| Other:   |                    |                |
| <b>One Week After Active Solicitation</b>  |                    |                |
| Follow up with employees who missed meetings, were on vacation, etc.   |                    |                |
| Collect any unreturned pledge forms  |                    |                |
| Report results to CEO, employees and United Way  |                    |                |
| Say thank you to volunteers and donors   |                    |                |
| Other:   |                    |                |
| <b>Two Weeks After Active Solicitation</b>   |                    |                |
| Conduct critique session with committee members and other key staff  |                    |                |
| Produce a report for next year's employee coordinator  |                    |                |



# GOAL SETTING

## Compute Your Giving Potential

$$\frac{\text{Current Average Gift}}{\text{Number of Employees}} \times \text{Number of Employees} = \text{Total Potential}$$

(Last year's total amount divided by the number of donors last year)

-----OR-----

$$\frac{\text{Average Annual Wage}}{\text{Number of Employees}} \times \text{Number of Employees} \times .006 = \text{Total Potential}$$

(1 hour/month)

## Set Your Goal

1) Last year's employee amount raised:

\$ \_\_\_\_\_

2) Percent of Total Potential achieved:

\_\_\_\_\_ %

3) Determine the amount of additional potential you want to achieve this year:

\$ \_\_\_\_\_

4) This year's goal (#1 plus #3):

\$ \_\_\_\_\_

## NOTES:

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# Sample Meeting Agenda

- CEO welcomes employees and endorses campaign. 2 minutes  
Labor Representative endorses campaign (if appropriate).
- United Way speaker makes presentation and shows 11 minutes  
United Way video.
- Employee who has benefited from a United Way agency, 2 minutes  
toured United Way agency, and/or an employee that is an  
Allocation & Allotment Committee Member speaks.
- Employee Campaign Coordinator distributes pledge 3 minutes  
forms, answers any questions and “asks” for the pledge.
- Employee Campaign Coordinator collects pledge 2 minutes  
forms and thanks employees.

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**20 minutes**



***IF YOU HAVE QUESTIONS OR WANT TO ARRANGE FOR A VIDEO  
AND/OR A SPEAKER PLEASE CALL UNITED WAY AT (530) 662-3633***

# ONE-ON-ONE SOLICITATIONS

## Step 1: Make Your Introduction and Opening Comments

- Explain how United Way works. Each United Way is governed by a local Board of Directors and encourages the involvement and input of donors.
- United Way's Community Care Fund helps to support health and human service programs at 11 local, non-profit agency partners.
- Gifts to United Way's Community Care Fund go directly to programs.
- United Way is a community leader in identifying and solving local problems, working in partnership with other agencies to best use limited resources.
- United Way ensures that funded programs report measurable results.

## Step 2: Give Examples of How Your Gift Will Help

- Try to personalize stories and examples to people you know have been helped. Also use the campaign video and speakers as resources.

## Step 3: Explain the Pledge Form

- See page #20 and #21

## Step 4: Answer Questions

- Answering questions about United Way gives you the opportunity to tell your fellow employees more about the work of United Way. See questions and answers on pages 18-19.
- If you are asked a question that you cannot answer, please call Woodland United Way at 662-3633 or send an email. We will get the answer to you quickly so you can follow up as soon as possible with the person.

## Step 5: Ask For the Gift

- You've answered the person's questions. Now you're ready to ask for the pledge. Again, encourage each person to give a payroll deduction gift and to give as generously as possible. If the individual doesn't fill out the pledge form right away, have a clear deadline (i.e. 2 days) for turning in the form.

## Step 6: Say Thank You

- Thank the person for his or her time and gift. Assure the individual that the contributions will be used to help people in our community.

# SAMPLE CEO LETTERS AND E-MAILS

Downloadable letters and e-mails available on the Woodland United Way website [www.woodlandunitedway.org](http://www.woodlandunitedway.org)

Contact your United Way Campaign Representative for campaign letters: (530) 662-3633

## When to use a letter?

*As a warm-up to the campaign*

- Send to employees a week before you begin meetings.
- Include as a payroll stuffer a week before you begin your meetings.

## Letters From The Top

Letters endorsing the campaign should be personalized as much as possible. This sends a clear message that the campaign, as well as the individual employee, is important. And last, but not least, don't forget to thank employees. Their generosity and caring deserves to be recognized.

## EXAMPLE:

Dear Fellow Employees:

“What Matters.” In the weeks ahead, you will be hearing this phrase throughout the community – as people join together to help others through United Way. Health and human care services supported through United Way help not only the sick, disadvantaged, or physically disabled, but also families who face unexpected problems or require professional help to meet basic human needs. Anyone who has visited one of our United Way agencies can see this help first-hand and be reassured that his or her pledge is working to provide essential health and human services. Giving to the United Way is a symbol of your concern for your own needs and those of your friends, neighbors, and fellow employees. By joining so many deserving agencies into one fund raising effort, each contributor is assured that he or she is doing the most good for the greatest number of people. What really sets United Way apart, however, is that local volunteers not only raise the money, but through the Community Care Fund process, also determine how contributions will be used to the community's best advantage. It is an open, fair, and equitable system, and we can all be proud of it! I hope you will take this opportunity to make your pledge. Your gift will make a difference.

# TIPS FOR SOLICITATIONS

1. Meet with your United Way representative to review the details for your group meetings, including the agenda, speakers - both from inside and outside your organization - and the logistics. Be sure to include your CEO or other senior organization executive on the agenda.
2. Choose an appropriate meeting time. Publicize group meetings well in advance, and send reminders to employees. Remember to use your organization's established communication channels.
3. Involve organized labor. Labor is a significant force in community service, and their history with United Way is impressive. Union leadership should be included on the meeting agenda when appropriate.
4. Use the United Way Talking Points (available from your United Way representative) to help with basic information.
5. Use incentives to encourage employees to get involved. Food and door prizes are great for getting people to come to meetings and time off is a great incentive for gift giving.

## Where Can I Get Incentives?

- The #1 incentive is time off. Discuss options with CEO.
- You can purchase items from the United Way of America catalog even if you have a small budget. United Way of America ships directly to you.
- Woodland United Way has a limited supply of no cost items – speak to your UW representative.
- Ask other employees to donate items or services to give away.

## Number One Incentive: Time Off!

Extra 1/2-Hour for Lunch for a Week

“Leave Work Early” Passes

“Sleep-in” Passes

Bonus Day Off

## How Should I Use Incentives?

The important thing is to use incentives as a tool to increase participation or increase the average gift of your employees, not to coerce employees to give.

### Strategies to Increase Participation

- Use incentives for first time donors.
- Everyone who contributes via payroll deduction is entered in a drawing. When the campaign is complete, have the drawing for incentives.
- If you make the company goal, throw a party.
- Hold a drawing for all employees who go on a tour of a United Way agency.

### Strategies to Increase the Average Gift

- Use incentives for donors increasing their annual gift.
- Give the employees extra time off for increasing their gift by 10%.
- Hold a leadership giving campaign.
- Establish a company leadership level and recognize accordingly.
- Use “Examples of What Your Gift Can Achieve” information.
- Ask employees to give \$1 more a week.

## Examples of What Your Gift Can Achieve

**\$20 donation:**

Will provide ten people with a hot meal, a bed night, a shower and laundry services through Yolo Wayfarer Center day services.

**\$20 donation:**

Will yield 110 pounds of food, translating into six-dozen meals for a family of four through Food Bank of Yolo Country’s “Enough to Eat” program.

**\$ 20 donation:**

Will provide one family with six weeks of literacy services through Yolo Literacy Council.

***UNITED WAY’S WEBSITE HAS A WEALTH OF INFORMATION AS WELL AS DOWNLOADABLE LOGOS, ADS, FLYERS, SAMPLE LETTERS, E-MAILS AND MUCH, MUCH MORE.  
WWW.WOODLANDUNITEDWAY.ORG.***

# Campaign Awareness Ideas

## Education:

- Voice Mail/E-mail Quiz
- United Way Trivia Contest
- Invite agency speakers to speak during lunch
- Campaign Slogan/Theme Contest

## Events:

- Departmental Penny Wars
- Casual Day
- Softball/Volleyball Tournament
- Golf Tournament
- Bake Sale
- Silent Auction
- Management Services Auction
- Sell popcorn and drinks
- Company Picnic/Employee Cookout



**Theme:**  
**LIVE UNITED**

## Incentives:

- Extra 1/2-Hour Lunch for a Week
- “Leave Work Early” Passes
- “Sleep-in” Passes
- Bonus Day Off
- Casual Day
- Company T-Shirts
- Reserved/Covered Parking
- Tickets to Games/Movies
- Grocery Certificates
- Dinner For Two
- Hotel Getaways
- Gift Certificates
- Trophy For Department with Highest Participation

# CONCERNS AND OBJECTIONS

You may, on occasion, encounter people who object to contributing to United Way. Keep in mind that objections are a natural part of the campaign and offer you an opportunity to present more information. Here are some insights into the psychology of objections and suggestions for handling them:

## **Objections are not personal.**

Remember, they are not directed at you.

## **Objections are often based on incorrect information.**

Try to identify the real issue.

## **Show sympathy.**

Listen carefully, and show your concern. This does not mean you agree, but that you care about the concern.

## **Don't argue.**

Instead, offer information about the many ways United Way helps people, or offer to discuss the issue further after the group meeting.

## **Encourage the objector to talk.**

Allow the person voicing the objection the opportunity to expand on it at length. An insecure, illogical or poorly thought-out objection will fail on its own.

## **Relax and be yourself.**

You have the ideas to present, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation.

## **Don't be afraid to say you don't know.**

Let those with questions know you'll get back to them with the answer. Tell them they can call United Way at 662-3633 or visit our website at [www.woodlandunitedway.org](http://www.woodlandunitedway.org).

## **Remember! Education not Coercion**

The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, hinders communication and understanding, and can lead to decreased support.

# QUESTIONS AND ANSWERS

## **What is United Way?**

United Way is a volunteer organization working to fund programs that provide health and human services to our community. It is an organization unique in its volunteer review of program services, in which local volunteers make annual funding recommendations. Each United Way is local and independent, choosing its funding criteria and priorities to fit the local community. Local United Ways come together through their affiliation with the national trade organization, United Way Worldwide (UWW).

## **Why is my gift important?**

All United Way support comes from individuals giving through employee campaigns or direct gifts. Your gift, no matter what size, makes an impact on services in our community when it's pooled with the contributions of others. Of the funds available for services, 71% comes from individual giving either through workplace giving campaigns or direct personal donations. Corporate and small business donations comprise the remaining 29% of the funds available for services.

## **How are Community Care Fund funding decisions made and by whom?**

All programs are reviewed and evaluated by local citizens serving on the Allocation and Assessment Committee. Volunteers consider each certified agency's program application against variables that include – the administration of the program or service, its goals and effectiveness, and the need in our community. Funded agencies are required to submit mid-year reports as well as host a site visit for volunteers on the committee. The Woodland United Way Board of Directors has the final authority to determine program funding.

## **Can I direct my gift to a specific agency?**

Yes. While United Way's primary focus is the Community Care Fund, donors may direct all or a portion of their contribution to any 501(c)(3) health and human service organization. To United Way member agencies, donor directed contributions are unrestricted and separate from program allocations. A fee equal to United Way's audited fundraising and administrative expense is charged to donor directed contributions to non-United Way certified agencies.

## **Why does United Way have paid staff?**

No organization as big as this United Way, in terms of the money for which it is responsible and the number of volunteers involved, can operate efficiently without qualified staff support. United Way's 1 full time and 1 part time staff members manage the day-to-day operations and provide support to approximately 100 volunteers and 23 health and human service agencies.

## **Can my gift be directed to a United Way in a different community?**

Yes. Contributions may be directed to United Ways in other communities. As with contributions to this United Way's Community Care Fund, 100% of the contribution will be forwarded to the respective community.

## **Does my directed gift make a difference?**

Yes. Contributions to specific agencies are separate from program allocations. Directed giving does reduce the total funds that would otherwise be available to support all programs through the Community Care Fund.

## **How do agencies join United Way?**

Any non-profit health and human service agency may apply to join the United Way. Agencies interested in applying must have a 2-year history of operation and meet all other criteria of a certified agency. Agencies are certified on an annual basis and must:

- Function under the leadership and direction of an active, local volunteer board of directors.
- Be a qualified 501 (c)(3) not for profit organization.
- Have as their primary mission the direct provision of health and/or human services.
- Submit Board approved bylaws, the agency's annual audit and 990.
- Agencies must also follow the guidelines and policies of the United Way.

## **Can I split my gift?**

Yes, you can split your gift between the Community Care Fund and any health and human service agency.

## **What is the Community Care Fund?**

You don't have to decide between helping children, seniors or individuals needing a warm meal and a place to stay. United Way's Community Care Fund improves your neighbors' lives by wrapping services around families and individuals by funding programs addressing all these issues. Dedicated volunteers evaluate local programs from United Way Certified Agencies and make sure United Way funding is making the greatest impact possible.

# EXPLANATION OF PLEDGE FORM

## 1) My Personal Information

Please print name, workplace, and home address and provide a day-time phone number.

- a) Personal information is kept confidential. United Way does not sell, trade or give donor information to any sources. The only exceptions are designation information and listing names for donor recognition, unless the donor has requested to remain anonymous.

## 2) My Gift

**Payroll deduction** is the easiest and most convenient way to give. However there are other ways to make a gift:

- a) **Authorized Signature** - Your signature completes your pledge, gives authorization for the payroll deduction and/or the credit card transaction.
- b) **My Gift Qualifies for Recognition** - United Way gives public recognition for gifts over \$500. Couples can combine their gifts for recognition.

## 3) Gift Options

- a) Give to the Community Care Fund (mark box), which will be used locally. Volunteers from the community will make funding decisions.
- b) Designate to any not-for-profit 501(c)(3) organization in the U.S.A.
- c) Designate to a specific community and your dollars will be directed to the United Way in your community

## 4) Turn in Your Pledge Form

- a) Donor keeps the pink form
- b) White and yellow copies are returned to Campaign Coordinator

# HELPFUL HINTS IN COMPLETING THE REPORT ENVELOPE

## Company Information

- Along with the firm name, address, CEO and phone number, please include **total # of people employed at your company.**
- **# of Pay Periods** is crucial if an employee only fills in the amount to be deducted each pay period and doesn't fill in the total gift amount.

## Envelope Summary

- If multiple report envelopes are used by an organization, summarize **only** what is enclosed in each envelope.
- Please complete all four (4) columns regarding # of employees giving and the dollar amounts for each type of gifts utilized. This will aid in balancing the contents of the report envelope.
- # of employees giving is vital, along with total # of employees, for analyzing campaign results (average gift, per capita, percent participation).
- Enclose only the *“United Way Office”* copies (the white copy) of pledge forms.

## Recognition Levels

- United Way recognizes individuals and families that have donated \$1,000 or more in the Leadership Giving Society

## Campaign Totals

- **Multiple report envelopes** can be reported throughout your campaign. Large campaigns are encouraged to do so. (If payment is made by check, United Way can process them in a timely manner).
- Check “Final Report” if your organization’s campaign is complete.
- Contact person’s information is important when questions arise regarding report envelope.
- To help in properly applying future campaign payments, please indicate the month payments will begin for this campaign.

# GLOSSARY OF CAMPAIGN TERMS

**AGENCY TOURS (COME-SEE-TOURS)** - arranged tours of selected agencies for groups of employees to get on-site education of service delivery system.

**AVERAGE GIFT** - total gift of all employees divided by the number of givers. This calculation is more meaningful when used along with a percentage of participation. Do not confuse with per capita gift.

**BILL DIRECT** - a pledge that the donor requests a billing statement from United Way.

**CAMPAIGN COMMITTEE** – Community volunteers who help fundraise a community-wide campaign chaired by Campaign Chairman.

**CAMPAIGN CASE** - a concise statement of the purpose and rationale of the campaign refined annually to reflect changing needs.

**CAMPAIGN SLOGAN** - a distinctive phrase or catchword for focusing interest on United Way.

**CAMPAIGN SUPPLIES** - materials used in the campaign, such as: pledge forms, brochures, posters, campaign video, etc.

**CAMPAIGN TIMETABLE** - a chart outlining all the necessary campaign responsibilities and actions required between planning your campaign and the final report. The chart includes important target dates.

**CARD VALUE** - last year's total giving. This is the amount that you hope to build on as you enter your new campaign.

**CAMPAIGN VIDEO** - video used as an educational and informational tool for local audiences to enhance giving.

**COMMUNITY BUILDERS** - a recognition level for individuals and families contributing \$500 to \$999 annually to United Way.

**COMMUNITY CARE FUND** - is what differentiates United Way from other organizations and is in place to ensure limited funds make the greatest impact in a community. Trained volunteer representatives of our community review program funding requests and recommend distribution of the dollars raised in the annual campaign.

**COMMUNITY LEADERS** - a recognition level for individuals and families contributing \$1,000 or more annually to United Way.

**COMPANY & EMPLOYEE AWARD** - plaques, certificates, etc. awarded to company or employee groups for achieving a high standard of giving.

**COMPANY-WIDE CAMPAIGNS** - a plan for employee giving developed by national firms and implemented at all local plants and/or offices using either company-wide materials or local giving standards and materials.

**CONTINUOUS GIVING** - pledge in force without annual re-affirmation by the employee, but with option to stop, increase, or decrease at the employee's request. Works best on a percentage of salary rather than a set amount.

**CORPORATE GIFT** - an annual contribution in the name of the firm. A corporate contribution is tax deductible to the extent of the law.

**DESIGNATIONS** - an option provided contributors who wish to designate their gift to a specific agency or field of service.

**EMPLOYEE CAMPAIGN COORDINATORS (ECC)** - the person appointed by the management head of a firm to conduct the employee campaign for United Way.

**EMPLOYEE GIVING** - the contributions of employees at their place of employment, accomplished most successfully and effectively through a good payroll deduction plan.

**EMPLOYEE GROUP MEETING** - a brief meeting held on company time at which groups of employees are shown the United Way promotional film preceded by speaker (introduced by CEO or campaign coordinator) and followed by distribution and collection of pledge forms. A well-planned group meeting can be conducted in twenty minutes.

**FINAL REPORT** - the results of an organization's completed campaign which includes total dollar amount, number of contributors, total cash, total payroll deduction and number of givers.

**INFORMATION & REFERRAL (I & R)** - a United Way program dedicated to helping people in trouble or need by referring them to the proper service.

**KICKOFF** - the formal start of the campaign in the community usually held the first Thursday after Labor Day.

**LOANED EXECUTIVE (LE)** - The Loaned Executive functions as a member of a team, working directly with campaign staff and volunteers, to manage employee campaign group results. LEs work approximately 70 hours (including a 1 ½ -day training session in early August) during traditional UW campaign season – August through mid-November. A loaned executive complements but does not replace the employee campaign coordinator.

**NEW HIRES PROGRAM** - enrolling new employees at time of hiring for a contribution to United Way through payroll deduction.

**NEW MONEY** - funds that are raised over card value (last year's total giving).

**ONE-TIME MONEY** - a contribution made in behalf of United Way as a result of special circumstances for one campaign. In most cases the gift is made in addition to a normally generous annual contribution and may not be repeated in succeeding years.

**PACESETTER CAMPAIGN** - is run prior to the general campaign and provides an opportunity to test solicitation practices and helps to determine the fund raising climate for the general drive. The campaign totals from a select number of accounts are announced publicly and used to jump-start the general campaign.

**PARTIAL REPORT** - an interim status report of a firm's campaign submitted in a report envelope and indicated as "Partial".

**PAYROLL DEDUCTION** - an opportunity for employees to spread their giving over a period of time through authorized deductions each payday.

**PER CAPITA GIFT** - (a) Corporate per capita is determined by dividing the corporate gift by the total number of employees in their company. (b) Employee per capita is the total employee contribution divided by the total number of employees in the company.

**PERCENT PARTICIPATION** - the number of givers divided by the number of employees.

**PLEDGE** - a promise to make a United Way contribution in installments over a specified period of time (not longer than a year).

**PLEDGE FORM** - used by corporations, employee groups, and all individuals to make contributions.

**POTENTIAL** - this figure is based on prevailing average hourly wage within each trade group starting with one hour's pay per month (to calculate multiply annual salary by 0.006).

**SPLIT GIFT** - split your gift between the Community Fund and other gift options.

**STEP PROGRAM** - donors may receive recognition at a higher level while strategically planning their increased support of health and human services. Donors moving from Community Builders to Community Leaders.