

My United Way contact person-\_\_\_\_\_

www.jcunitedway.com 812.346.5257 cheri@jcunitedway.com  
Mail- PO Box 446, North Vernon, IN 47265  
Location- 502 Hoosier Street, North Vernon, IN 47265



My United Way contact person-\_\_\_\_\_

www.jcunitedway.com 812.346.5257 cheri@jcunitedway.com  
Mail- PO Box 446, North Vernon, IN 47265  
Location- 502 Hoosier Street, North Vernon, IN 47265



# Be in the know



Know how much your company raised last year and what the average gift was. It helps as a guide for setting this year's goal.

Also , ask around for what your co-workers remembered from last year's campaign. What will they remember about this year?

## #2

## Get the boss on-board

Support from the CEO sets the tone for your campaign and improves your credibility. A CEO letter of endorsement says your company cares. Write your own or use our sample!.....

Planning Notes\_\_\_\_\_

[illegible]

# #1

# Be in the know



Know how much your company raised last year and what the average gift was. It helps as a guide for setting this year's goal.

Also , ask around for what your co-workers remembered from last year's campaign.  
What will they remember about this year?

# #2

## Get the boss on-board

Support from the CEO sets the tone for your campaign and improves your credibility. A CEO letter of endorsement says your company cares. Write your own or use our sample!.....

Planning Notes\_\_\_\_\_

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins or other markings on the paper.

[illegible]

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.



Just because you're the coordinator doesn't mean you need to go it alone. If your company has more than 100 employees—recruit some help! Don't just ask your friends, include management, finance, support staff and human resources anyone that will make the campaign a success.



Just because you're the coordinator doesn't mean you need to go it alone. If your company has more than 100 employees—recruit some help! Don't just ask your friends, include management, finance, support staff and human resources anyone that will make the campaign a success.

## #5 Have A Plan



The success of a campaign is all in the details. Set your kickoff date, presentation times, get your supplies together weeks BEFORE it's set to happen. Know what you're going to do and follow the plan!

## #6 Assume Nothing

Not everyone in your company is familiar with our local United Way. Make sure your plan includes sharing with your co-workers what United Way does and what they are being asked to support. ....

## #19 Call us if you need us



We're here to support you! If you have questions about the campaign, want to meet to plan, would like a United Way volunteer to speak to your employees, need more materials or just want to run an idea by us just give us a call, email or stop by!

Mail- PO Box 446  
Street- 502 Hoosier Street  
North Vernon, IN 47265

cheri@jcunitedway.com  
812.346.5257  
www.jcunitedway.com

## #5 Have A Plan



The success of a campaign is all in the details. Set your kickoff date, presentation times, get your supplies together weeks BEFORE it's set to happen. Know what you're going to do and follow the plan!

## #6 Assume Nothing

Not everyone in your company is familiar with our local United Way. Make sure your plan includes sharing with your co-workers what United Way does and what they are being asked to support. ....

## #19 Call us if you need us



We're here to support you! If you have questions about the campaign, want to meet to plan, would like a United Way volunteer to speak to your employees, need more materials or just want to run an idea by us just give us a call, email or stop by!

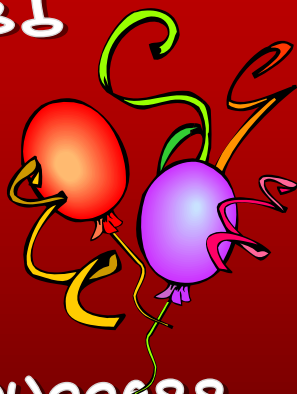
Mail- PO Box 446  
Street- 502 Hoosier Street  
North Vernon, IN 47265

cheri@jcunitedway.com  
812.346.5257  
www.jcunitedway.com

#17

## Say Thanks!

Saying thank you is one of the most important parts of any campaign. Thank those that gave AND your team that helped make it a success. Send a note, write an email, or tell them face to face.



#18

## Celebrate Success

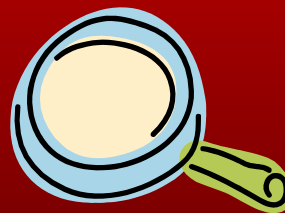
Congratulate your co-workers for being part of a successful campaign with a cake, morning donuts, ice cream, etc. Get creative and make it memorable.

#7

## Know The Facts

### Who governs the United Way?

The United Way is volunteer-driven and governed by a local, all-volunteer board of directors.



### Who decides how donations are used?

Funding decisions are based on community needs and results achieved by those programs in the past. A committee of volunteers work hard reviewing applications and outcomes and submit a recommendation to the board of directors, who have final approval.

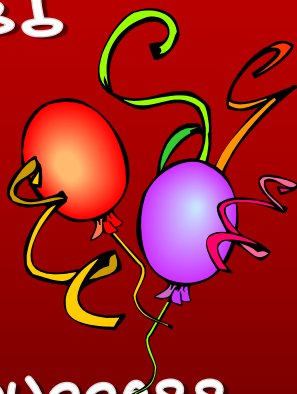
### Why give to the United Way?

The needs of the community are much larger than any one agency can handle. United Way funds a broad mix of programs and services to meet the diverse needs of our community and make the most impact with your gift..

#17

## Say Thanks!

Saying thank you is one of the most important parts of any campaign. Thank those that gave AND your team that helped make it a success. Send a note, write an email, or tell them face to face.



#18

## Celebrate Success

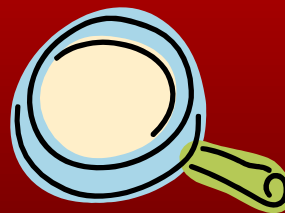
Congratulate your co-workers for being part of a successful campaign with a cake, morning donuts, ice cream, etc. Get creative and make it memorable.

#7

## Know The Facts

### Who governs the United Way?

The United Way is volunteer-driven and governed by a local, all-volunteer board of directors.



### Who decides how donations are used?

Funding decisions are based on community needs and results achieved by those programs in the past. A committee of volunteers work hard reviewing applications and outcomes and submit a recommendation to the board of directors, who have final approval.

### Why give to the United Way?

The needs of the community are much larger than any one agency can handle. United Way funds a broad mix of programs and services to meet the diverse needs of our community and make the most impact with your gift..



#8

## Make Your Campaign Fun!

The most successful campaigns engage employees in a fun, non-traditional way. Your campaign should be a fun experience for you and your co-workers.



#9

## Give Away Free Stuff

Incentives can help your co-workers get excited about the campaign.

Giving level incentives	Prize drawings	T-shirts & stuff
Casual dress days	Cookout or doughnuts	long lunch/ break
Car washes by CEO	Reserved/Special parking	Day off with pay

#15

## Toot Your Own Horn

Let everyone in the company know how the campaign is going. Send out progress reports, announce winners of contests and keep everyone in the loop.



#16

## Wrap It Up

Once all employees have turned in their pledge cards, put them in the provided report envelope and turn them in. You'll also want to add up the final totals so you can celebrate with your co-workers.

#8

## Make Your Campaign Fun!

The most successful campaigns engage employees in a fun, non-traditional way. Your campaign should be a fun experience for you and your co-workers.



#9

## Give Away Free Stuff

Incentives can help your co-workers get excited about the campaign.

Giving level incentives	Prize drawings	T-shirts & stuff
Casual dress days	Cookout or doughnuts	long lunch/ break
Car washes by CEO	Reserved/Special parking	Day off with pay

#15

## Toot Your Own Horn

Let everyone in the company know how the campaign is going. Send out progress reports, announce winners of contests and keep everyone in the loop.



#16

## Wrap It Up

Once all employees have turned in their pledge cards, put them in the provided report envelope and turn them in. You'll also want to add up the final totals so you can celebrate with your co-workers.

#14

# Make The Ask

Ask for the pledge!

Here are three ways

- If you contributed last year, will you consider increasing your pledge
- If you haven't participated in a workplace campaign before, I hope you'll consider it this year
- Remember that payroll deductions make giving convenient and allows you to spread your giving over the course of the year

If an employee does not fill out a pledge during the meeting follow up in a few days.



#10

# Set An Example

Make your gift first. It's always easier to ask others to join you in giving when you've already made your contribution.



#11

# Use Your Tools

United Way has a wide variety of materials that are available to help you in your campaign—use them! Call, stop by our office or check out our Web site if you need information. [www.jcunitedway.com](http://www.jcunitedway.com)

#14

# Make The Ask

Ask for the pledge!

Here are three ways

- If you contributed last year, will you consider increasing your pledge
- If you haven't participated in a workplace campaign before, I hope you'll consider it this year
- Remember that payroll deductions make giving convenient and allows you to spread your giving over the course of the year

If an employee does not fill out a pledge during the meeting follow up in a few days.



#10

# Set An Example

Make your gift first. It's always easier to ask others to join you in giving when you've already made your contribution.



#11

# Use Your Tools

United Way has a wide variety of materials that are available to help you in your campaign—use them! Call, stop by our office or check out our Web site if you need information. [www.jcunitedway.com](http://www.jcunitedway.com)

#12

# Advertise

Publicize your campaign plans and events in employee publications, special office displays, bulletin boards and emails. United Way even has email and memo templates for you that are ready to go !



#13

# Tell The Story

Hold a 10-20 minute meeting and ask every employee to participate. During the meeting tell United Way stories and remind co-workers that their gifts do make a difference. Use real stories if you have them.



## INvest1213 matching grant!

### 100% - Dollar for dollar match

New money on contributions \$500 +

- Corporate contribution increase
- Employee campaign increase
- Pledges increased to \$500 or more
- New pledges & gifts
- New Corporate contributions
- New employee campaigns
- New Leadership \$500 & higher
- Leadership Increases to \$500 or more

### 50% match- New money \$100-\$499

*Based on the pledge amount, not increase*

### 100% - Dollar for dollar match

Corporate Match on employee giving

- New corporate match of 50% or higher
- New money on match increased to 50% +

#12

# Advertise

Publicize your campaign plans and events in employee publications, special office displays, bulletin boards and emails. United Way even has email and memo templates for you that are ready to go !



#13

# Tell The Story

Hold a 10-20 minute meeting and ask every employee to participate. During the meeting tell United Way stories and remind co-workers that their gifts do make a difference. Use real stories if you have them.



## INvest1213 matching grant!

### 100% - Dollar for dollar match

New money on contributions \$500 +

- Corporate contribution increase
- Employee campaign increase
- Pledges increased to \$500 or more
- New pledges & gifts
- New Corporate contributions
- New employee campaigns
- New Leadership \$500 & higher
- Leadership Increases to \$500 or more

### 50% match- New money \$100-\$499

*Based on the pledge amount, not increase*

### 100% - Dollar for dollar match

Corporate Match on employee giving

- New corporate match of 50% or higher
- New money on match increased to 50% +