

2008/2009 Campaign Coordinator's Guide



Bremer Bank Campaign Presentation to Employees

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED™ 

United Way of Douglas & Pope Counties

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(320)763-4840 • www.uwdp.org

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Dear Campaign Coordinator:

Thank you for volunteering to lead your organization's United Way campaign. Your job is extremely important to the success of this year's campaign and it is very important in helping United Way of Douglas & Pope Counties to build a stronger, safer and healthier community.

Your position is the important link between employees and their contributions to the thousands of people in our community who rely on the United Way for help in raising their children, creating stronger home environments, becoming self sufficient and overcoming loneliness and health problems.

This year your help will be especially important in creating an avenue for public awareness and information regarding the use meth which leads to so many other social and health problems in our community.

Your involvement is a shining example that one person can make a difference and can directly impact change for the better in a community.

The dollars we raise as a team will help us work together to build a stronger and healthier community of which we can be even prouder. By working together we can change lives and improve our community.

Our heartfelt thanks to you and your organization for volunteering to make a difference.

Sincerely,

A handwritten signature in black ink that reads "Don Kleine". The signature is written in a cursive, flowing style.

Don Kleine
2008/09 Campaign Chair

Campaign Events Calendar – 08/09

June 5 & 6	11:00am-2:00pm	Pete's Lunch Event
June 13	1:00pm-4:00pm	Pete's Ice Cream Event
June 16	1:00pm	Golf Classic at Geneva Golf Club
August 27	5:00pm	Leadership in Giving Event Hosted by Terry & Pat Kennedy
October 7	11:00 am – 2:00 pm	Silent Auction at Chili Feed Broadway Ballroom
October 7	7:30 am 10:00 am 11:00 am-2:00 pm	Chili Cooking starts Chili Cook-off/Judging Chili Feed
October 16	11:00am-7:00pm	Coat distribution – Douglas County St. Mary's School Gym
October 18	7:00pm	Irish Musical Event
June 30		Final financial report for campaign is released

Campaign Mailings Calendar – 08/09

August- 1 st week	Summer residents mailing
August- 2 nd week	Rural and retirees mailing
August- 3 rd week	Major Firm/Pacesetters packets delivered
August- 4 th week	Leadership in Giving mailing
September- 1 st week	Small Business mailing Resort mailing
September-1 st week	Small Business packets delivered
October	RR follow-up letters
October 31	Wrap up of local campaign
November	MF/SB/Prospects follow-up calls
December	LG follow-up calls
January	Victory Party!
June 30	Final financial report for campaign is released

How to Plan Your Company Campaign

I. Secure Top Management Support

a. The visible support of your CEO is important to any campaign's success.

Ask your top executive to:

- _ Approve time to be scheduled for campaign coordinator training, employee rallies and other campaign events.
- _ Appoint an executive to coordinate the Leadership in Giving program.
- _ Endorse the campaign personally in a letter or at an employee rally.

2. Understand your Role as Campaign Coordinator

a. Meet with United Way staff or campaign volunteer chairs to discuss:

- _ Three year history of your employee campaign
- _ Ways to increase the average gift, overall participation, or percent of payroll deductions.
- _ New ways to improve your campaign through special events.

b. Select a team to help plan and run your campaign

- _ Include people from all levels of your organization.
- _ Include your organization's communicator.
- _ Assign specific duties that use each team member's skills and talents.
- _ Set a schedule for your campaign and plan to meet regularly.

c. Select campaigners to help solicit employees

- _ These people are very important to the success of your campaign!
- _ Campaigners are employees, who meet one-on-one with others, ask them to give to United Way and answer questions they may have.
- _ For individual solicitation, one campaigner should be recruited for every 5-10 employees.
- _ Campaigners will need to follow-up with those who are unable to attend rallies or make a pledge commitment at rallies.
- _ Campaigner's should be:
 - _ Supporters of United Way.
 - _ People who have used a United Way agency if possible.
 - _ Enthusiastic and efficient in approaching others.

3. Set a Challenging Goal and Get Recognized

Campaigning to potential will help you look at growth possibilities for your campaign before you set a goal. Establish your organization's potential by following the *Goal Setting Worksheet*. This worksheet will show you how much your organization could contribute if everyone gave at the suggested giving guide level.

How to Run Your Campaign

I. Campaigner Training

Train your campaign team and campaigners to ensure a successful campaign. It can save you hours, even days in the long run. Volunteer training sessions will be set up to train your team for you, check the calendar of events. Trained campaigners will:

- a. Feel confident in asking co-workers to give.
- b. Realize how important they are to the campaign.
- c. Understand the United Way.
- d. Answer questions and help others make informed decisions about giving.
- e. Personalize the benefits of giving.
- f. Understand the logistics of their job.

2. The Rally

- a. Send a memo, e-mail or flyer to all employees stating the purpose of the rally.
- b. One week before the rally give each employee a campaign brochure and pledge card.
- c. Campaign coordinator gives the opening remarks.
- d. CEO/manager/labor representative addresses your group.
- e. United Way speaker: If possible, have an employee speak who has used United Way funded programs or services. In addition, the United Way also has several speakers available, just call the office to schedule them.
- f. United Way staff or volunteer or United Way funded agency representative.
- g. Show United Way campaign video which is about 5 minutes long.

3. Run a *Leadership in Giving* Program

United Way's Leadership in Giving program is aimed at the special group of employees who have the ability to lead and the potential to give \$500 or more. This program is easy to implement in a company of any size and can be a source of new dollars for your campaign. Leadership levels in the Leadership in Giving program are:

Bronze.....	\$ 500 - \$ 999
Silver.....	\$1,000 - \$2,499
Gold.....	\$2,500 - \$4,999
Platinum.....	\$5,000 - \$9,999
Tocqueville	\$10,000 +

To implement a Leadership in Giving program, first have your chief executive officer appoint a Leadership in Giving coordinator who will organize the solicitation of these individuals. The Leadership in Giving coordinator will focus on solicitation and recognition. This person will also want to attend the volunteer training session.

4. Leadership in Giving Solicitation

- a. Identify potential Leadership in Giving participants.
- b. Contact United Way staff for Leaders in Giving brochures and pledge cards.
- c. Return all signed Leadership in Giving pledge cards to United Way.
- d. Report this special campaign effort to the United Way staff. Also report the number of management employees solicited, the number of those who contributed and the total dollars raised.
- e. **Thank all individuals who make gifts of \$500 or more. They will also receive a thank you from the United Way chairs.**

5. Solicitations- Personal solicitations can be conducted instead of employee rallies.

- a. Have campaigners talk to 5-10 employees personally
- b. Campaigners should discuss United Way, answer questions and ask for the employees support
- c. Each campaigner should collect signed pledge cards and return them to the campaign coordinator.

6. Using Pledge Cards

Payroll Deduction

Giving by payroll deduction is the most convenient way for an employee to contribute.

United Way of Douglas & Pope Counties supplies payroll deduction pledge cards which also offer important information on how contributions help people in our community. If payroll deduction is not yet authorized at your organization, United Way staff can help you establish the procedure.

When asking employees to give money, please make sure they know that their contribution helps United Way of Douglas & Pope Counties provide health and human services to residents of Douglas and Pope Counties. If a single payment of \$250 or more is made, United Way can issue a receipt to the donor for tax purposes. For those giving by payroll deduction, the last payroll receipt of the year will serve as their contribution receipt.

7. Report the Results

Once your employee campaign is finished (all the pledge cards are collected, and the rallies and special events are completed) you must report your results.

- a. Complete the Giving Potential (*Goal Setting*) worksheet on the next page and return to United Way.
- b. Complete the *Report Envelope* that was included with your campaign materials.
- c. United Way will return payroll deduction cards to you after compiling the totals.
- d. **Return Report Envelope with Pledge cards ASAP to United Way. We would like all cards turned in by October 31.**

8. Thank Your Fellow Employees

- a. Thank all employees for giving to United Way and helping the community.
- b. The United Way has *Thank You Posters* available upon request.

GIVING POTENTIAL AND FAIR SHARE GIVING

How to Determine Employee Giving Potential

Two methods can be used. Using this worksheet, determine your organization's full campaign potential.

Method I

- | | |
|-----------------------------------|-------------------|
| 1. Determine your annual payroll | \$ _____ |
| 2. Multiply by .006 | _____ x.006 _____ |
| 3. Equals full Campaign Potential | _____ |

Method II

- | | |
|------------------------------------|-----------------|
| 1. Average Hourly Wage | \$ _____ |
| 2. Multiply by 12 | _____ x12 _____ |
| 3. Potential per Employee | \$ _____ |
| 4. Multiply by number of Employees | _____ x _____ |
| 5. Equals Campaigning to Potential | \$ _____ |

Fair Share Giving

Today our living standards are the highest ever known. More people have more and are better able to give than ever before. If everyone does his/her part, much more money can be raised.

Who can say how much another can and should give? No one! The decision can be made only by each person. But most of us wonder how much we should give . . . how much is really needed. We also wonder what our neighbors or fellow workers give. It is good business to have the answers to those questions.

Fair Share Giving is a sure way to provide for the needs of those who ask for your help through the United Way of Douglas & Pope Counties and its partner agencies. As a guide for thoughtful giving to United Way, a Fair Share Giving Guide was established: The larger the annual income the more room for giving and the more advantage from a tax viewpoint. United Way's suggested Fair Share Giving Guide for individuals is as follows:

- | | |
|-----------------------------|-------------------------------|
| Up to \$20,000 | 1 hour's pay per month |
| \$20,000 to \$50,000 | 1% of annual income |
| More than \$50,000 | 2% on annual income |

HOW TO ASK FOR A DONATION

Thank you for being an important part of our community's United Way campaign. As a volunteer campaigner, your job is **vital** to the continuation of health and human services in our community. Your asking for contributions is crucial.

You may be uncomfortable asking people for money, but **remember** you are asking on **behalf** of neighbors, co-workers and family members who need help right here in Douglas and Pope County.

The most common reason people don't give to United Way is because they were never asked!! By **asking** your employees/co-workers to give on behalf of our community, you are raising dollars needed to help families stay strong and stable, help older people live independently in their own homes, and help kids find safe and fun activities.

Follow these three basic steps to make your ask easy and effective:

1. Learn about United Way and how to answer common questions.

... Read the materials included in your Campaigner's Guide.

2. Make your own pledge and then ask others to give.

... It's easier to ask others to give once you've made your own pledge.

... **Start early** in your campaign and call on each person individually. Talk to them privately and in person, not over voice mail or e-mail.

... Give each person a pledge card and a United Way campaign brochure.

... Tell them why you give and ask them to give too.

... Answer their questions. If you don't know the answer, call the United Way office, then get back to them.

... **Thank them** for their time and let them know you will be back to collect their pledge cards within a specified number of days.

3. Collect all pledge cards in person and if possible, thank everyone personally.

... Let them know what difference their pledge will make.

... **Follow-up** until you have collected all pledge cards.

*Do not pressure people to give if they don't want to.

*Encourage them to ask you questions **if they are uncertain** about anything regarding United Way.

FREQUENT QUESTIONS AND CONCERNS

Why Does The United Way Need a Donation Increase From Me?

- Agencies are serving more people than last year. The population of Douglas and Pope Counties continues to increase and so do the human service needs. As with everything, it is costing non-profit agencies more and more just to maintain the services they provide.

How Much is United Way Spending to Raise Money?

- The Charities Review Council of Minnesota suggests that not more than 30% of the total revenue be spent on management and fund raising. United Way of Douglas & Pope Counties averages 11-14%.
- United Way keeps cost low because of local volunteers help raise and allocate funds.

How is My United Way Contribution Distributed?

- Your contribution will be used in your community. Local volunteers decide how to invest your United Way donation. These volunteers carefully monitor every United Way funded program and agency to assure quality, efficient services and that the most critical areas of need are met.
- If you want to be involved in this allocation process call the United Way Office.

Does United Way Fund Abortions, Gun Control Or Gay Rights?

- No

Why Should I Give?

- Approximately 1 in 4 people have used a United Way Agency.
- United Way of Douglas & Pope Counties impacts our community. It can impact our neighbors, co-workers, friends and family. Everyone benefits from a stronger community, Your gift really helps people who need help.
- No one is guaranteed freedom from the problems in today's society. United Way of Douglas & Pope Counties is there to help with issues like youth development, rehabilitation and individuals and families in crisis.

Can I Direct My United Way Gift?

- United Way of Douglas & Pope Counties **does** honor donor's requests to have their donation go to a specific agency or to the United Way or Community Chest located the county they live in.
- If you live outside Douglas or Pope County you can designate that your gift to go to that county
- Simply note it on your pledge card.
- A minimum donation of \$25 is required for designations.

Why Shouldn't I Give Directly To The Agency I Designate?

- By giving through the United Way you are assured that the agencies you give to are monitored throughout the year and that your money is being well spent.
- Many people do not have the time to review the agencies that they would like to directly contribute to, United Way volunteers review the agencies and make sure that they are providing needed services in the community and are being well run.

Why Do Some Agencies Charge For Services?

- Member agencies are not completely funded by the United Way. They may have to charge for services to ensure that help is available for everyone.
- People are charged on the basis of their ability to pay. Those who can pay help assure that the services are available for those who need assistance but can't afford the fees.

I'm Already on a Tight Budget, How Can I Afford to Give?

- Even a modest weekly amount can help people who are greatly in need.
- Giving through payroll deduction makes it easy to give a little bit at a time.
- Your donation helps real people in our community.

How Much of My Contribution Goes To The United Way of America?

- Less than 1% while over 99% stays right here in Douglas and Pope Counties.
- Our local board of directors has supported paying this fee for services because the benefit to our area far outweighs the cost. Examples of these services include: National Football League commercials, research data, and donation of needed items to the local non-profits agencies, and federal emergency food and shelter funding.

What Does United Way Do?

- Through its volunteers and staff, the United Way:
 - assesses current and future community needs
 - raises funds through a single focused campaign
 - determines where limited financial resources can do the most good, then distributes those resources accordingly
 - Recruits and trains hundreds of volunteers annually
 - Brings people in touch with services they need
 - Provides education and grants to programs and agencies

GIFTS OF APPRECIATED SECURITIES

If you own appreciated stocks and bonds that you have held for more than one year, there are potential tax savings that may make it beneficial for you to make a gift transfer of the appreciated securities.

- You avoid the tax on capital gains resulting from the increase in the value of the securities. These taxes would have to be paid on the sale of your securities, but are not required when the securities are transferred as a gift.
- You can deduct the full fair market value of the securities as a charitable tax deduction on the date of your contribution.

Deductions for these types of gifts are subject to an annual limitation of 30 percent of your adjusted gross income. Any excess can be carried forward over the next five years.

<u>Samples of Tax Savings</u>			
	<u>Option A</u> Give \$10,000 in Cash	<u>Option B</u> Sell Securities & Give Cash	<u>Option C</u> Give securities Outright
Gift Value	\$10,000	\$10,000	\$10,000
Ordinary income tax savings from contribution deduction	\$3,960	\$3,960	\$3,960
Capital gains tax saved or paid assuming 20% tax rate	N/A	\$1,600 paid	\$1,600 saved
<u>Net tax savings</u>	<u>\$3,960</u>	<u>\$2,360</u>	<u>\$5,560</u>
<i>These examples are for illustrative purposes only. Please consult your personal tax advisor. State income savings has not been applied to this example.</i>			

United Way of Douglas & Pope Counties

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www.uwdp.org.org

SAMPLE LETTER OF SUPPORT FROM CEO

FROM CHIEF EXECUTIVE OFFICER TO EMPLOYEES

Dear

As you know, our company has supported the United Way campaign on a corporate level for many years. We believe our corporate contribution is essential to preserving an efficient, voluntary method of providing human care services on a personal level to our employees, their families and all citizens of our community.

During the next few weeks, you will be hearing a great deal about United Way. Our company recognizes the important and ongoing human services that United Way member agencies provide to people. United Way represents the largest and most effective systems of providing people-to-people help. Through this one unified campaign, local agencies and services receive the support and assistance they need to help countless people—the handicapped, the sick, the aged, the young, the mentally ill—as well as those who have no other place to turn to keep their lives together.

In support of this very important campaign, you will be asked to attend a United Way presentation, during which you will be asked to pledge a contribution to United Way. Your contribution is a personal decision, but I know that you will be generous, as our people have been in the past.

Through our payroll deduction plan, you have a convenient, easy and practical way to make your contribution.

I have made a pledge to United Way and I hope you will give strong consideration in doing the same. Many people need the help we can give.

Sincerely,

UNITED WAY RESOURCES

United Way can provide you with three types of resources to help you with your campaign. These are resource people, campaign materials, and promotional activities.

Resource people are the United Way professional staff and the campaign chairs. They can help you with the following:

1. Planning your campaign
2. Ordering campaign materials
3. Conducting campaign solicitor training
4. Scheduling United Way films, agency tours & group meeting speakers
5. Enlisting union participation in your campaign
6. Solving special campaign problems
7. Preparing campaign reports

Campaign materials encompass a wide variety of special pieces. Each has a specific purpose. Your United Way volunteer can help you choose the best one for every communication situation you encounter. Among the campaign materials are the following:

1. Pledge cards—given to each employee (this year they printed right on the brochure)
2. General brochures—also for each employee
3. Solicitors guide—for volunteer solicitors
4. Posters—in various styles and sizes
5. Banners that you can borrow during your rally or your “United Way Week”
6. Report envelopes and pins

Agency Information is available at the United Way office. Through this program, employees can learn or see first hand what United Way agencies do. Components include the following:

1. Films—including this year’s special campaign film and others
2. Speakers—available for group solicitation and other meetings
3. Tours—of one or more United Way Agencies
4. Demonstrations and displays—which United Way agencies bring directly into the workplace
5. Other—prepared materials for in-house publications

Contact the United Way office to arrange for any of these promotional activities at your organization.

STEPS FOR GROUP SOLICITATION

Group solicitation is a fund-raising method where executives and employees are notified in advance of a forthcoming organization or company-sponsored meeting at which they will be asked for their contributions to United Way.

After hearing the United Way story and seeing the campaign film, executives and employees attending are asked to make their pledge—using the pledge card provided—prior to the conclusion of the meeting. Pledge cards are collected as employees leave the meeting place.

Any successful salesperson knows that the purpose of a sales call is to impart information, motivate individual, and last but most important, use successful sales techniques.

Group solicitation differs from person-to-person solicitation in that executives and employees are asked to pledge a contribution before leaving the meeting, at the point when their motivation to contribute is at its highest level. This is opposed to having to be contacted individually by co-workers at a later time, as in the person-to-person solicitation method. Using group solicitation, the “order” is being requested at the proper time—when motivation is at its peak.

BEFORE THE MEETING

1. A comfortable meeting room is important to a successful meeting. Group solicitation meeting can be held almost anywhere, but there are some keys to be concerned about:
 - a. No more than 30-35 per meeting
 - b. Chairs for everyone
 - c. No distracting noise
 - d. Adequate room for the TV/VCR
2. Personalized pledge cards for all attendants make the entire meeting more personal and more effective. Pledge cards also give you a “control point” for follow-up contacts with those unable to attend the meeting.
3. Extra Pencils/Pens for those who don't have them.
4. Check with all presenters to make sure they know what to say and how long to talk.
5. Reinforce meeting attendance with supervisors, department heads, etc.

DURING THE MEETING

The group solicitation meeting should be limited to 25-30 minutes. Some companies allow more time. If this is the case, more time may be given to the United Way presentation, questions, answers, or employee testimonials.

Prepare an agenda, which briefly explains the items to be covered, and carefully follow it during the meeting. A typical group solicitation meeting agenda follows:

- A. Call to order by the Chief Executive Officer/Senior Management Representative **(2 min)**
 - 1. Welcome
 - 2. Remarks endorsing United Way
 - 3. Acknowledgment of corporate gift to United Way (if a profit-making organization)
 - 4. Introductions of other speakers

- B. Remarks by Company Campaign Chair, and if appropriate, by labor official **(3 min)**
 - 1. Remarks endorsing United Way
 - 2. Campaign Incentive Program/Special Events
 - 3. Pledge cards will be collected after the meeting
 - 4. Introduction of employees wishing to speak

- C. United Way testimonials by Employees **(2 min)**
 - 1. How I was helped by an agency
 - 2. What I saw on an agency visit
 - 3. My work as an agency volunteer

- D. United Way Case of Giving by United Way Staff or United Way Volunteer **(5 min)**

- E. Questions and Answers

- F. United Way Campaign Film **(5-8 min)**

- G. Close by Employee Campaign Manager **(1 min)**
 - 1. Mechanics of pledge card/payroll deduction
 - 2. Thank you and wind-up
 - 3. Offer to remain to answer questions
 - 4. Turn in pledge cards

AFTER THE MEETING

1. Encourage Pledge Card Turn-in. Some may wish to take the card home, or think about a gift. Let them know that they will be contacted within the next day for a final decision.
2. Sign Pledge Card Receipts. After all cards are collected from the meeting, make sure to sign all receipts and to distribute them within the next day.
3. Remain to Answer Questions. Many times an employee needs to have one or two questions answered before he/she makes a pledge decision. The United Way representative will also remain afterward to help you field those questions.

SAMPLE REMARKS

Sometimes key presenters in the group solicitation meeting are not certain what to say. The following are sample remarks, which can be used to help them structure their part of the meeting.

1. Chief Executive Officer/Senior Management Representative:

I would like to welcome each of you to our meeting today to discuss this year's United Way Campaign.

As many of you know, our company/organization has supported the United Way Campaign on a corporate level for many years. I am proud to announce that this year's corporate gift is up ___% over last year. We believe our corporate support is essential to preserving this efficient voluntary method of providing human care services in our community; services which, quite frankly, affect each of us.

United Way affects all of us in a very personal way. Last year almost one out of every four of us in the Douglas County area was served by one of the United Way funded agencies. These agencies are providing all kinds of services to people. United Way agencies ensure that people who need help receive it so they can continue to be productive citizens of our community.

The United Way Campaign is the most efficient and effective method there is for funding voluntary agencies. Approximately 87% of every dollar collected goes directly to serving people. I think that you'll agree with me that this is a very low-cost operation.

This is the only time we will ask you to make a pledge. We have set aside this time to allow you to hear about United Way because we believe in the importance of what these agencies are going, and because each of us has a social responsibility to help finance these needed services.

I have made my pledge to this year's campaign, and I hope that after you have heard the presentation and seen the movie, you will make your pledge, too.

2. Company Campaign Chair:

How many people in this room has even been a Boy Scout or a Girl Scout? How many either have a child or know of one under the age of 5 who receives books from the Imagination Library Program? Or one that participates in Lakes Area Recreation Programs? I see a few nods. How many have known someone who is affected by a physical or mental disability? Or, know an elderly person living alone on a fixed income? I see more nods.

Then you are, or know someone who is, among the more than 30,000 Douglas County residents served by agencies supported through United Way.

For those of us who have had a chance to tour a United Way Agency, as I have, there is no doubt in our minds about the importance of these agencies. Today, we are giving you a chance to share some of your good fortune with people who are less fortunate, and who need your help. I'm sure not one of use who searches his or her conscience can say 'no' to these people.

It's only pennies per day for most of us, and is an amount that we can certainly all afford. As long as we understand our responsibility to others and ourselves...as long as we care about other human beings...we can all find a way to do our share. At the conclusion of the film, we will ask you to sign your pledge card, and will cover the specifics of the payroll deduction plan here at our company. Your card will be collected at the end of this meeting.

You will want to wait until the film is over to hear about this year's incentive item.

CAMPAIGN TERMS

Campaign terms:

Campaign

United Way's Annual Fund Drive combines the fund raising appeals of numerous local agencies into a single, efficient, community-wide effort.

Campaign Chair

The chief volunteer is responsible for the overall United Way campaign. They work directly with the campaign chair. The chair is responsible for the recruitment and support of division chairs.

Leadership in Giving Chair (Past Campaign Chair)

This person is responsible to recruit LG team and monitor progress of this division.

Campaign Vice-Chair (Next year's campaign Chair)

Serves as greeter at the annual LG event

Division Chair

All businesses are divided into campaign divisions.

Section Chair

The section chair is responsible for the recruitment and support of section chairs, working directly under the division chair.

Campaigners

Volunteers who help solicit United Way pledges and collect funds from workers and businesses.

Corporate Campaign Coordinator

An employee who is responsible for coordinating United Way campaign activities within an organization.

Corporate Campaigners

Fellow employees working with in-house campaign coordinators in implementing the United Way Campaign.

Pacesetters

A number of local organization/businesses set the pace for campaign giving. They start their campaign earlier to set positive examples for the community wide area campaign.

Solicitation terms:

Pledge

Your way of guaranteeing that United Way services continue to be available to your family and friends. Your pledge is your promise to contribute regularly to United Way through one of their pledge programs.

Designated Giving

An option to the contributor for choosing a specific United Way funded agency for their donation.

Fair Share Giving

A suggested guideline for contributing one hour's pay every month through United Way.

Leadership Giving

A program that solicits larger individual donations (\$500 or more).

Leadership Giver

A person who donates \$500 or more

Leadership in Giving Fast Track Program

A program that a business may choose to participate in to help their employees reach Leadership in Giving levels.

The first year the business pays 50% (\$250) towards the \$500 to be recognized as a Leadership in Giving

The second year the business pays 25% (\$175), and the third year the employee pays the full \$500.

Group solicitation

Executives and employees are asked to pledge a contribution before leaving a group meeting, at the point when their motivation to contribute is at its highest level. Using group solicitation, the "order" is being requested at the proper time—when motivation is at its peak.

Person-to-person solicitation

Employees are contacted individually by co-workers. They are given the brochure and have the opportunity to ask any questions they may have. They are asked to fill out their pledge card at that time.