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 significant in helping United Way of Douglas & Pope Counties to build a stronger, safer and healthier community.

Your position is the vital 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.

Your help will be especially important in creating an avenue for public awareness and information regarding the many needs within our community.

Your involvement is a shining example of how people 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,

Jessica Boyer
United Way Executive Director
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20 Minute Meeting Agenda

The Campaign Team wears Live United t-shirts.

- 2 Minutes
  Employee Campaign Manager welcomes everyone and explains what it means to Live United.
  CEO or high-level executive affirms company support of United Way.

- 6 Minutes
  Show the local United Way video. It shows how people in the area benefit from United Way.

- 3 Minutes
  United Way Employee Campaign Manager gives an overview of United Way’s key facts, referencing
  the fact card or allocations process.

- 7 Minutes
  An agency speaker describes how United Way helps real people. He or she tells emotional stories
  that show how employee contributions are touching lives right here in Douglas & Pope Counties.
  (and/or)
  A fellow employee shares a personal experience involving a United Way program. People are more
  willing to give when they meet someone who has been affected by United Way.

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  Employee Campaign Manager wraps up the meeting:
  - Answers Questions
  - Tells people when and where to return pledge cards
  - Announces Incentives
  - Thanks Everyone

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  - Thanks Everyone
Do you LIVE UNITED? I encourage you to partner with (Company Name) and United Way of Douglas & Pope Counties to learn how we can all LIVE UNITED. Each year we join together for another challenging goal for our company, and this year will be no exception. (Company) hopes to achieve a goal of (goal)! It is no secret the needs within the Douglas & Pope County area are greater than ever before. As a company employee, your contribution to United Way stays local strengthening the whole community. United Way is working to advance the common good focusing on education, income and health. The building blocks for a good life—leading to a stable job and enough income to support a family.

As CEO I am asking you to join with our company to create opportunities for a better tomorrow by participating in this year’s campaign. We support giving back to the community and believe United Way of Douglas & Pope Counties is the best way to help the most people. Ninety nine cents of every dollar donated stays in our community. Together we can create lasting changes that prevent problems from happening in the first place.

Watch for this year’s United Way campaign in the weeks to come and learn how you can LIVE UNITED. Again, I appreciate your support and I thank you in advance for your gift.

Sincerely,
CEO Name
11 Steps to a Campaign Success

1. Get Started Early
2. Obtain CEO/Management Involvement
3. Build a Strong Campaign Committee
4. Develop a Plan & Set a Goal
5. Build Momentum Leading up to the Campaign
6. Launch the Campaign
7. Make the Ask
8. Use Incentives & Fun Ideas to Encourage Participation
9. Say Thank You!
10. Evaluate Your Efforts
11. Communicate All Year Long
How will your donation help?

Your donation makes a difference.

- $3,000 annually or $57 per week buys one semi of food for the food drop.
- $408 annually or $7.85 per week provides starting school supplies for 12 children.
- $168 annually or $3.23 per week supplies food for two families at the food drop each month for a year.
- $140 annually or $2.69 per week provides milk for ten local school children at milk breaks for the entire school year.
- $126 annually or $2.42 per week will provide a hungry child with a weekend bag of food throughout the school year.
- $52 annually or $1 per week will guarantee that one child will have access to the Traveling Tree House for 10 weeks. Allowing them to have 90 minutes of educational programming and a child friendly meal.
- $31.20 annually or $.60 a week buys books for 1 child every month for a year through the Dolly Parton Imagination Library.
Incentives can encourage participation in the campaign. Think about putting names in a drawing for anyone that gives or give at a certain level.

1. Gather a number of prizes of various values. Based on level of giving you get so many raffle tickets for the prizes. Participants would get one ticket for any donation.
   - 2 Tickets (3 total) for $1 a month or $12 a year.
   - 2 tickets (5 total) for $1 a pay period or $24 a year.
   - 3 tickets (8 total) for over $50 a year.
   - 5 tickets (13 total) for over $120 a year.

2. Every new donor gets their name in a drawing for $50 gift certificate, regardless of the size of the donation.

3. Everyone who gives $52 a year gets their name in a drawing for one day of paid vacation.

4. Match up to a certain amount.

5. Offer a reserved parking for a month. 12 people are drawn so they get a reserved place one month of the year.

6. Priority seating at the Holiday Party for them and colleagues of their choice.
7. Plan a week of activities like these:
   - Sell tickets for a dollar every day, 1/2 goes to the winner, 1/2 goes to the United Way.
   - Play Bingo during their lunch hour, using gifts from vendors for prizes. Dollars to play go to the United Way.
   - Big prize swap; go to other businesses and swap out their merchandise. People buy tickets for the BIG PRIZES.
   - Leadership team provides items for a silent auction. Can donate cash or items like a pie a month, starting their car in cold weather, home canned goods etc.
   - Eat for Week—business provides lunch for employees for a week, employees buy a card for $20 and can eat lunch provided for a week.

8. One anyone who increases their contribution by $.25 a pay period would have their name entered in to a drawing for $25 gift card.

9. All givers names into a drawing for 4 Vikings tickets.
Campaign Fun

Food for a Week Example

**Monday:** Kick Off Breakfast (Free - provided by company)

**Tuesday:** Chili Cook-Off (Employees pay $5.00 for all you can eat chili)

**Wednesday:** Taco Bar ($5.00)

**Thursday:** Root Beer Floats ($3.00)

**Friday:** Potluck ($0.50/scoop)

**All proceeds benefit the United Way**

Other food ideas:
Pizza/pop  Pancake/Waffles  Coffee Bar
Bake Sale  Burger Bar  Popcorn

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Bake Sale  Burger Bar  Popcorn
Monday: Tricycle Race
Tuesday: Three Legged Races
Wednesday: Hallway Golf
Thursday: Egg (raw) & Spoon Relay
Friday: Paper Airplane Toss

**All proceeds benefit the United Way

Other ideas: (consider entry fees and split total between winning team & UW)
Walk/Run A Thon   Tug of War   Softball Tourney   Minute to Win It
Volleyball Tourney Flag Football Wii Bowling Tourney Bean Bag Tourney

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Volleyball Tourney Flag Football Wii Bowling Tourney Bean Bag Tourney
Garage Sale
Bake Sale
Plant/Flower Sale
Book Sale
Silent Auction
Vegetable Sale
Campaign Fun

Game Examples

- Bean bag toss
- Prize wheel
- Trivia questions
- Bingo
- Mini Golf
- Balloon Pop - Employees pay $1 to buy a balloon and pop it to find out what prize they have won or see who can pop the most balloons in a given period of time.
Penny Wars - Each department has a penny jar and each penny equals a point. Anything else equals its value in negative points (i.e. one dime equals minus 10 points).

***The department with the most points wins a Pizza Party.

Campaign Participation - Departments track percentage of employee that pledge.

***The department with most participation is made breakfast by department with least participation.

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### Campaign Fun

**“LIVE UNITED” Giveaways Examples**

- LIVE UNITED T-shirt, grocery bag, coffee mug, or stocking cap
- Movie package with a motivational movie (Pay It Forward, Pursuit of Happiness), microwave popcorn, pop & candy.
- “Random Acts of Kindness” book
- Gift cards to a restaurant to take co-worker out to lunch
- Time off to attend Agency Tours, to see donation in action
Campaign Fun

Miscellaneous Ideas

Jeans

$1 a day allows employees to wear jeans during the week of the campaign.

Casual Days

Employees who donate $50 cash on the spot or increase their payroll deduction by $5/pay period get to wear jeans the last Friday of the month for the year.

Pocket Change Challenge

Employees donate loose change to make a BIG change!

Vacation Days

Employees donate vacation, wages from that day are given to United Way. Or all staff that made a donation are put into a drawing for a day of PTO.
Dear (Name),

From preschool to high school, United Way of Douglas & Pope Counties (UWDP) is working to ensure that the next generation is equipped with the skills to succeed in school and life.

UWDP’s work is designed to intervene early to prevent the kinds of problems that cause children to fail and to provide the resources necessary to encourage our youth to remain productive and engaged. UWDP is working to maximize the early learning so our children enter kindergarten prepared for school and we are working to make sure more of our youth are well-prepared for their future.

Our future workforce is in the making—to remain competitive, our children must perform at or above the level of minimum proficiency. Investing $1 in a child’s success early on saves $17 down the road with tangible results measured in lower crime, fewer single parents and higher individual earnings and education levels.

Investing in youth early provides greater long-term returns and is less costly than interventions later in life. Thank you for making a difference!

Sincerely,

(CEO Name)