

1. Get started!!

- ✓ Attend Campaign Training.
- ✓ Visit a United Way partner agency.
- ✓ Review United Way materials.
- ✓ Meet with your Loaned Exec or United Way staff.

2. Know your organization

Analyze results from previous years to establish goals by site and along organizational lines.

Use feedback and recommendations from last year's campaign to provide greater structure and guidance when setting goals.

Knowing your organization's United Way history gives you a place to begin.

- ✓ Talk to last years Campaign Leader. Find out what worked and what didn't work in your organization.
- ✓ Work with your CEO to set an aggressive campaign goal based on the number of employees you have and last year's performance.

3. Enlist support

The best campaigners are people who are respected by fellow employees and who support United Way.

Remember to recognize volunteers for their time and efforts. Ask management to acknowledge employees involved in the campaign.

This job is much easier and more fun when you have some help.

- ✓ Your CEO's enthusiasm can be contagious.
- ✓ Ask him or her to write a personal letter of support to all employees.
- ✓ Recruit a committee representing all departments in your organization. Select those that inspire creativity, encourage teamwork, demonstrate enthusiasm, and can monitor campaign progress.
- ✓ Identify and recruit "informal leaders:" those with a "can-do" attitude who enjoy achieving goals.
- ✓ Ask your CEO to appoint next year's Campaign Leader to work with you.

Steps to Success

4. Decide on a solicitation style

Presentations put a “face” to the ask by making a personal connection.

Encourage attendance through:

Word-of mouth
Campaign committee
Flyers
Posters
Company bulletins
Corporate intranet
Email reminders
Group voice mail
Corporate newsletter

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 presentation. This allows for the best use of time and, because employees hear a uniform message, less follow-up is required.

Individual Solicitation: This is a one-on-one ask for an employee to make a gift. This style involves more employees but personalizes the campaign and affords you a greater opportunity to answer individual questions.

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

Emphasize leadership giving (for personal gifts of \$500 or more): 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 Loaned Exec or United Way staff for some extra assistance with this group meeting.

5. Promote your campaign

Educate your Campaign Team about the United Way and its community building efforts prior to the Campaign Kick-off.

Campaigners should be informed about the United Way and review the specifics of how the campaign works within your organization.

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

- ✓ Use United Way brochures, posters, and thermometers to build awareness of the upcoming campaign. United Way provides these at no cost to your organization.
- ✓ Promote and publicize your campaign in employee newsletters, e-mail, and other in-house communication tools.
- ✓ Increase employee awareness by creating competition between departments. Prizes and incentives can also create interest.

Steps to Success

6. Educate

United Way has several resources available to help you run an effective campaign. Campaign presentations and agency tours are excellent ways to show how United Way dollars are working in our community and can enhance the effectiveness of your campaign meetings. These help ask for you.

Speakers: Agency representatives, United Way, and/or agency volunteers, are all available to speak at your organization and are eager to share their stories. A five-minute presentation by one of these speakers will personalize your employee meetings.

Tours: Motivate employees to give by providing a first-hand look at how contributions make a difference in our community. Tours of United Way agencies significantly impact the results of an employee campaign. Tours usually last about 30 minutes plus travel time per agency and can be arranged to accommodate your employees schedules. Most groups want to visit two or three agencies.

7. Implement a campaign plan

Analyze last year's results. Payroll systems are usually a reliable in-house resource for campaign history information.

Breakdown the previous years' information along department and location lines to better ascertain appropriate goals.

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

- ✓ Make a gift yourself. It is easier to ask others to give when you are giving.
- ✓ Conduct an employee kickoff celebration.
- ✓ Utilize presentations wherever possible 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 who work alternate shifts.

Steps to Success

8. Report results

It is very important to report your results to United Way as soon as possible following the completion of your campaign. Call your United Way representative at 304.340.3500.

- ✓ Make sure all pledge cards are accounted for, returned, and copied. Turn in a copy of all pledge
- ✓ Summarize all campaign information on the Campaign Reporting Envelope. Enclose cash, checks, and pledge forms.
- ✓ Call your United Way representative to pick up your Campaign Reporting Envelope.
- ✓ Thank them for participating.

Guaranteed success

In a nutshell:

The more benchmark techniques you utilize, the stronger your campaign result will be.

- ✓ Set goals and track results by site/department.
- ✓ Establish a campaign committee to develop and implement a campaign plan.
- ✓ Host a leadership meeting for management to encourage their support and show their visible leadership.
- ✓ Establish a company-wide leadership-giving program.
- ✓ Conduct an educational campaign among employees.
- ✓ Increase the number of campaign volunteers to a ratio of one volunteer to every 25-50 employees.
- ✓ Structure the corporate gift to match employee giving on some basis, i.e., dollar for dollar, \$.50 per dollar, etc.
- ✓ Promote United Way year-round.
- ✓ Utilize United Way staff support.

Best Practices

Campaign planning worksheet

Campaigns that run like clockwork can credit their success to a good plan.

These plans organize the campaign, help determine the timing of important events and activities and keep the campaign team focused toward successful execution.

Good planning usually starts with good questions. Your answers will give you a strong base to work from as you plan your 2006 campaign.

1. What community issues are most important to your company?
2. Who in your company's management is supporting you?
3. Is your company structured by departments, work groups, geographically, other?
Consider structuring your campaign team along similar lines.
4. Can you incorporate United Way into already established company events, meetings and communications?
5. How can you make sure every donor is educated and asked to contribute?
6. What would be the best incentive to get employees to participate in the campaign? Day off? Special events? Prizes?
7. How many senior management team members do you have in your company? What is the best way to educate them about leadership giving?
8. How do you say thank you to all your donors? Do you give United Way your donors' names and contact information to say thank you, as well?

Best Practices

Involve everyone

Hints to Success:

Enter donors in raffles if they invest a certain percentage. Award prizes (i.e. travel vouchers in increments of \$1,000, shopping sprees, spa days) at a Thank You Party.

Hold competition among departments or locations based on percentage of dollars raised and percent of participation; award participants accordingly.

Involve employees in a local United Way Day of Caring event or other volunteer initiatives.

Thank donors with a Victory Celebration Party.

Employees in the company—those who volunteer at a United Way agency or those who have been helped through the United Way or one of its funded agencies— are some of the best resources and advocates for a United Way campaign.

Companies have featured their own employees in some of the following ways:

- ✓ As speakers at employee meetings
- ✓ In a company-produced campaign film
- ✓ In organizational newsletters
- ✓ In campaign posters

Other companies have advertised in their company newsletter, posted a notice on the intranet bulletin board, or asked at staff meetings for employees who may want to share their stories/ experiences with United Way.

Promote Volunteer Activities

Offering employees a chance to show their commitment to the community by providing volunteer opportunities demonstrates the company's support of United Way.

Best Practices

Making the ask

Remember:

Integrity is the most important quality in the person making the solicitation call.

Take the time to tell the full drama of your story.

Individuals give to dreams and dazzling visions-not needs.

Husbands and wives together discuss their major philanthropy.

Your best prospects for a gift are those who have already given to you.

People give because it feels good.

Don't

Set a quota of individual giving for executives that is perceived to be tied to promotions.

Offer exclusive incentives for givers only.

Distribute pledge forms without any accompanying educational materials or activities.

Set a goal of 100 percent giving.

Believe it or not, the #1 reason people say they don't give through United Way is because no one ever asked them to do so. Giving is a personal decision, and we must respect the individual's choice whether or not he or she wishes to give, and how much. Here are some hints about HOW to ask others to give and WHAT the best methods of giving are:

- ✓ Make your own pledge first!!
- ✓ Develop a concise statement, in your own words, about United Way and its mission.
- ✓ Be specific about what you want. The worst that can happen is that your request will be turned down. (If you don't ask, they can't tell you yes!)
- ✓ Don't say "no" for anyone.
- ✓ Personally distribute campaign pledge forms and information. Use your campaign team / solicitors / presentations to facilitate this. PLEASE do not simply hand out information with paychecks.
- ✓ Encourage peer to peer ask.
- ✓ A compelling, driving belief in your organization is singularly important.
- ✓ A challenge gift can inspire a donor gift.
- ✓ Place the strength and power of your presentation on the mission.

United Way keeps donor information confidential. United Way respects that giving is a personal decision. Please take steps during your campaign to ensure that every employee feels comfortable in making a decision about giving. For suggestions on how to ask without pressure, please ask your United Way representative for tips. Please note that all pledges are kept confidential with United Way. United Way does not sell or volunteer any donor information without the donor's permission.

Best Practices

Don't Sell Me Things

Don't sell me clothes.

Sell me a sharp appearance, style, and attractiveness.

Don't sell me insurance.

Sell me peace of mind and a great future for my family and me.

Don't sell me a house.

Sell me comfort, contentment, a good investment, and pride of ownership.

Don't sell me books.

Sell me pleasant hours and the profits of knowledge.

Don't sell me toys.

Sell my children happy moments.

Don't sell me a computer.

Sell me the pleasures and profits of miracles of modern technology.

Don't sell me tires.

Sell me freedom from worry and lower cost per mile.

Don't sell me airline tickets.

Sell me a fast, safe, on-time arrival at my destination feeling like a million dollars.

Don't sell me things.

Sell me ideas, feelings, self-respect, home life, and happiness.

Please don't sell me things.

Handling Objections

Reflect:

Reflect the objection by accepting it, then asking a question about it. This will help the individual express the objection further.

Also, this will help the person to think about the objection, while ensuring you understand completely what is being objected to.

After the objection has been reflected it must be deflected, or neutralized.

Deflect:

Deflection is simply restating the objection in a positive sense. Following these steps makes it unnecessary to argue with anyone.

Instead, you are building a positive relationship so your ideas will be supported.

Questions or objections may be encountered through the course of campaign presentations or solicitation requests. Keep these things in mind about an individual's objections:

- ✓ It's not personal. It is directed at the IDEA you are presenting.
- ✓ It's probably not real. It is likely just a stall rather than an objection. You have to probe and listen to uncover the real reason.
- ✓ Be sympathetic. Listen carefully, but don't agree. (Say, "I appreciate your position.")
- ✓ Don't argue. This will place the person in a position of defending their objection, which will be resented. You may win the battle, but lose the war.
- ✓ Encourage the person to talk if the objections are insincere, illogical or both. They will tend to disappear if thoroughly discussed.
- ✓ Above all, relax and be yourself. You have an important idea to present and you should be straightforward in your discussion.
- ✓ Place the strength and power of your presentation on the mission.

Best Practices

Increasing participation

Strategies to Increase Participation

Ask everyone to turn in a signed pledge form even if he or she chooses not to give. This way, you will know that every person made a choice of whether or not to participate.

Hold a drawing at the end of each employee meeting for all who turn in a pledge card.

Give everyone who turns in a pledge card a raffle ticket. When the campaign is complete, 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.

Remember, if 100 people are personally asked to give, 65 will give because they were asked, 25 will give if there is an incentive, and ten will not give! This is why it is important to ask everyone.

Meet with your United Way representative to review the details of your group meetings, including the agenda, speakers, and the logistics. Be sure to include your CEO or other senior organization executive on the agenda.

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, including e-mail and voice mail.

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. Use incentives to encourage employees to get involved.

Incentives. You can get most of these items by making a few phone calls. Tell the business you are doing this for your company's United Way campaign. Most will gladly donate an item to you.

- ✓ You can purchase items from the United Way Store even if you have a small budget. United Way ships directly to you. You can order online at www.unitedwaystore.com.
- ✓ United Way will supply you with participation pins at no cost.
- ✓ Ask other employees to donate items or services to give away.

How Should I Use Incentives?

The number of ways an incentive can be used is limitless. The important thing is to use incentives as a tool to increase participation or increase the average gift of your employees. For example, enter donors into a drawing for increasing their pledge by \$10 over the previous year. However, what works in one company may not work in yours, so do whatever works for you.

Strategies to Increase the Average 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.
- ✓ Stress the ease of payroll deduction.
- ✓ Ask employees to give \$1 more per week.
- ✓ Ask employees to donate accrued vacation days.
- ✓ Employees may also make a gift of securities/stock.

Best Practices

Presentations for top executives

In a nutshell:

Support for the campaign from the top down is important for success.

Your company's management team can lead by example through their giving. Hold a separate Leadership Giving meeting for management. Companies that use this technique experience, on average, 51 percent higher employee per capita giving than companies not using this technique.

Hints to Success:

Invite the CEO and senior management to kick-off events.

Utilize United Way Bridge Builders Society resources and the Case for Giving to encourage leadership giving.

Build support by holding a meeting with your senior management at an agency to experience their work first hand.

Enlist the support of the CEO. If the CEO has not already made a personal Leadership (\$500-\$9,999) or Alexis de Tocqueville Society (\$10,000+) contribution, work with United Way staff to identify the best person to ask your CEO for his or her contribution.

Send invitations from the CEO inviting senior management to attend a special briefing for top executives.

Elements of the meeting may:

- ✓ Present an overview of community needs, and explain how United Way is responding
- ✓ Ask for feedback and recommendations
- ✓ Extend an invitation to participate in United Way's Day of Caring or other volunteer initiatives
- ✓ Encourage visible support during the campaign
- ✓ Facilitate a question and answer period

Increase leadership giving efforts

Hints to Success:

Run a separate Leadership Campaign among executives. Be sure to enlist the CEO's support and direction in this process.

Encourage employees to give a percentage of their salaries. Provide special recognition for their generous contribution.

Promote the benefits of donating stock.

United Way of Linn County's Bridge Builders Society recognizes what matters: leadership. Individual and community leaders providing leadership through their generous contributions serve as the moving force that helps to bridge the gap between the increasing needs in our community and the services available to meet them.

Bridge Builders Society

Bridge Builders Society
\$5,000 +

Willamette Society
\$2,500 - \$4,999

Santiam Society
\$1,000 - \$1,499

Calapooia Society
\$500 - \$999

Leadership Giving is a way to recognize contributors while inspiring others to reach higher levels of giving. It is the fastest growing segment of most employee campaigns.

When campaigners use this technique, they experience, on average, 18 percent higher employee giving than companies not using this technique.

Recruit a senior executive to chair the Leadership Giving Campaign.

The CEO may address leadership giving at a management meeting or at a specially scheduled event, such as a reception or a well-planned agency tour for executives.

Involve senior managers throughout the company by having them ask their peers to join the ranks of Leadership Givers. Publicize the names of your Leadership Givers. Be sure to request their permission to do so! Use the medium that is best for your corporate environment. We suggest distributing United Way's Leadership Giving Directory (coming in 2006) or producing lists created specifically for your company.

Thank Leadership Givers in a way that best fits your corporate culture. For example, a letter from the CEO, a phone call from a senior executive, or a reception hosted by the CEO.

Best Practices

Special events & themes

Hints to Success:

Fundraisers in conjunction with presentations and other publicity can add spice and motivation to a campaign. Find something that appeals to the majority of your group, or company, and have fun with it! Dare to be creative and even a bit silly!

Themes can be a great way to up your level of participation in fundraising events. Employees can really show their creativity and (more importantly) have fun.

Events

Jail & bail
Casual day for making a goal
How many beans in the jar
Charge for a “Jeans Day”
Stress relief /spirit week
Baby picture-guessing contest
Soap Opera Spoof
Coloring contest

Crazy tie day
Company picnic dunk tank
Car wash
Silent auction
Costume contest
Health Fair
Executive Dunk Tank
Putt-putt golf tourney

Campaign Themes

Halloween
Broadway plays
Western
Monte Carlo
Sports
Compete against different locations/companies

Hollywood movies
Renaissance
Hawaiian
Super heroes
Tailgate

Educational Ideas

United Way trivia contest
United Way BINGO
United Way Fear Factor

Reminder a day via email
United Way word scrambles
United Way Jeopardy

Food for Fun

Hot buttered popcorn
Hot dog/hamburger/brat day
Pig roast, barbecue, chili cook-off

Bake sales
Ice cream social

Drawing/Auction Prizes

Cafeteria coupons
Meal gift certificates
Car washes
Employee contributions
Hotel stay
Company logo items and apparel

Dress down coupon
Day or 1/2 day off
Preferential parking space
Event tickets
Departmental penny wars

Best Practices

Publicity

Hints to Success:

One of the keys to a successful United Way campaign is an active year-round program in the workplace.

Year-round involvement educates employees about the critical needs in our community and the services and programs available. It also encourages employees to volunteer their skills and talents.

Thanking donors appropriately is a key part of ensuring their gift in the future. They also want to know how their donation is impacting the community year-round.

Let employees know how much your company contributed and how the contributions will positively affect our community.

Make sure that department coordinators, team leaders, and management work together to thank each employee.

Newsletter Story Ideas

- ✓ Feature employees who volunteer for the United Way or one of its partner agencies
- ✓ Interview a Loaned Executive
- ✓ Interview a co-worker who has participated in United Way's Funds Allocation Process
- ✓ Feature an employee who has benefited from services at a United Way agency
- ✓ Solicit and publish quotes from past contributors: "Why do you give?"
- ✓ List information on United Way partner agencies and what programs/services they provide
- ✓ Reprint messages from labor leaders, management, or anyone else with strong United Way convictions
- ✓ Highlight groups or individuals touring United Way agencies
- ✓ Create a special "United Way of Linn County" newsletter edition/brochure/payroll stuffer

Photographs

Company campaign volunteers	Company agency volunteers
Company kickoff rally	Special events
Persons receiving assistance	Agency tours

Saying Thanks

- ✓ Those who ran the campaign, who volunteered, who gave
- ✓ Honor roll of campaign volunteers in your newsletter
- ✓ "Thank you" ads in publications pertinent to employees
- ✓ Thank you letter from CEO/senior manager in corporate newsletter or as a letter to the editor of the Albany Democrat-Herald and local weeklies
- ✓ Announce campaign results: use thermometers in newsletters, on bulletin boards, announce over public address system, do a campaign follow-up story in newsletter
- ✓ Use payroll stuffers

Best Practices

Reporting Results

If the Total Gift is \$50 or more, donors may designate to any local 501(c)3 nonprofit Health & Human service agency.

Designations cannot be honored without an address / phone number, or if the information is not legible:

All designated agencies must meet the necessary federal, state, and local requirements or regulations in regards to the delivery of service and not-for-profit status.

United Way of Linn County makes every effort to honor donor choice options.

Once your employee campaign is finished, and all pledge forms are collected, it's time to report your results. Please follow the steps below after the solicitation period has ended:

- ✓ Calculate the payroll deduction, cash and direct bill amounts, as well as the total campaign results. Verify names, addresses and a total amount is listed on each pledge card.
- ✓ If your company has pledged a corporate donation, please ensure that the pledge has been forwarded to United Way with a signature.
- ✓ Enter the information requested on the report envelope (your LE can help you) and call your Loaned Executive to pick it up. Make a copy of the report envelope cover for your records.
- ✓ Complete all data on the cover of the report envelope and seal it. For security purposes, we request the envelope be signed across the seal by two company representatives.
- ✓ The WHITE copy of each pledge form should be forwarded to the Payroll Department.

If you have questions, please contact your Loaned Executive or United Way staff representative.

Say Thank You!

Staff meetings, payroll stuffers, employee newsletters, and e-mails are great ways to express your thanks.

Consider holding a campaign wrap-up event, such as a luncheon or other activity inviting donors and volunteers to celebrate the company's achievements. Give items such as pins, t-shirts, or coffee mugs.

If possible, all donors should receive a thank you note or phone call from the CEO or the Employee Campaign Leader.

Campaign Planning Worksheet

This section to be completed by United Way Loaned Executive

Company: _____

Corporate dollars raised in 2006 _____ Employee dollars raised in 2006 _____

Number of leadership givers _____

Special events held in 2006 _____

This section to be completed by the Loaned Exec and Employee Campaign Leader:

Good planning usually starts with good questions. Your answers will give you a strong base to work from as you plan your 2007 campaign.

1. What community issues are most important to your company?
2. Who in your company's management is supporting you?
3. Is your company structured by departments, work groups, geographically, other? Consider structuring your campaign team along similar lines.
4. Can you incorporate United Way into already established company events, meetings and communications?
5. How can you make sure every donor is educated and asked to contribute?
6. What is the best incentive to get employees to participate in the campaign? Day off? Special events? Prizes?
7. How many senior management team members do you have in your company? What is the best way to educate them about leadership giving?
8. How do you say thank you to all your donors? Do you give United Way your donors' names and contact information to say thank you, as well?

Campaign Checklist

Activity	Date Scheduled
Attend United Way training session	_____
Meet with and request campaign supplies from ECL or LE	_____
Personalize pledge cards for assigned group	_____
Make certain that pre-meeting publicity has been distributed	_____
Personally remind each employee in group of rally time and urge attendance	_____
Make your own United Way pledge	_____
Attend Meeting (presentation) - Distribute personalized pledge forms/ other materials - Offer personal testimony and other reasons why you give - At conclusion, collect pledge forms, say thank you, hand out recognition	_____
Individually contact those employees who could not attend	_____
Complete canvassing; turn in all forms cards by internal deadline	_____

Personal Solicitation Checklist

- ✓ Set the stage
 - Know your own feeling about United Way.
 - Learn as much as you can about the individuals you have been asked to contact.
 - Choose the best time and place to talk with each individual.
- ✓ Smooth introduction
 - Start the discussion on a positive, friendly note
 - Explain the purpose of your visit
- ✓ Introduce the request, personalize the solicitation
 - Tailor your approach to the individual you will be calling on
 - Make positive points about why you support the United Way
 - Remain available for feedback
- ✓ Discover any obstacles to giving
 - If the contributor has an objection, ask him/her to explain it further
 - Let him/her talk
 - Listen closely to understand objections
- ✓ Answer sincere questions
 - Try to determine whether the contributor's objection is a reason or an excuse
 - Answer any sincere reasons or objections
 - If you are unsure of an answer, tell the person you will get back to them with an answer; remember to get back to them.
- ✓ Ask for the pledge
 - "How much would you like to contribute per payday?"
 - Collect the signed pledge form
- ✓ Close the solicitation & thank the contributor

Presentation Agenda

Meetings, unlike giving, should be mandatory.

Briefings can be done as part of a regular employee staff meeting, and should last no longer than 30 minutes.

In one short session, a group of employees can learn about United Way, make a contribution, and have their pledge cards collected.

Group presentations are the most efficient and effective way to ask people to give through your campaign.

If possible, hand out pledge forms before or at beginning of meeting (remember pens!)

Welcome: Employee Campaign Leader or management (2 minutes)

- ✓ Remarks supporting United Way
- ✓ Review of company's commitment to its community and employees through the United Way
- ✓ Announce corporate gift or match
- ✓ How the Campaign Works
- ✓ Incentive program
- ✓ Introduction of speakers

United Way volunteer: (2-3 minutes)

- ✓ Speaks briefly about United Way's role in putting partnerships together that make real progress happen
- ✓ Thank employees for contributing to United Way
- ✓ Answer questions

How United Way makes a difference: (5 minutes)

- ✓ Agency speaker (highlights the critical role United Way plays in their agency's ability to strengthen the community)
- ✓ Employee (what I saw on an agency visit, how I was helped by an agency, what I experienced as an agency volunteer, etc)

Q&A: (2-3 minutes)

United Way representative thanks agency speaker, asks for questions, hands back to Employee Campaign Leader (5 minutes)

Ask for contribution: (2-3 minutes)

- ✓ Confirm payroll deduction schedule (24 or 26 payperiods, etc)
- ✓ Highlight Leadership Giving Society

Collect pledge cards

Thank employees

(Meeting length can vary from 5 - 30 minutes)

Presentation Script: Loaned Exec

If you have had personal experience with one of the 51 United-Way funded programs, consider telling your story.

People respond to sincerity and can better conceptualize a service presented with strong, emotional appeal.

My name is _____. I am a United Way volunteer.

I work for {Company} where I am {position}. {Company} has loaned a portion of my time to the 06-07 United Way Campaign. Thank you for attending our meeting today. I'll be brief and to the point.

The United Way's mission is simple: people helping people-helping them change their lives. Monies raised during the annual campaign stay in Linn County, helping Linn County residents.

Last year, fifty-one (51) United Way-funded programs helped address some of the issues most critical to all of us: emergency food and shelter, children and youth, families and seniors, disease and disabilities, and strong and safe communities.

The 26 youth, emergency and special service agencies are listed inside your brochure. They range from therapy for children with disabilities to the most basic human needs - food and shelter.

Giving to United Way is the most effective way to make a difference--to create positive, measurable change. Your contribution, magnified by the gifts of so many others, helps more than one person, one charity or one issue. We are a community builder, connecting people through philanthropy and volunteerism to the larger community. The connections we make produce powerful results effecting real, lasting community change.

Finally, I would like to express the gratitude of the entire United Way of Linn County team and every individual who benefits from the programs and services provided by our partner agencies. Thank you for your kind attention and your generous support.

Offer to remain after the meeting to answer questions

Introduce Agency Speaker (if available)

Solicitation Letter to All Employees

Dear

As we begin our United Way campaign, I would like to take a moment to encourage your support. My motivations are both personal and professional. I take comfort in knowing that United Way touches so many people throughout our county—our families, friends and co-workers, as well as our customers and their families.

I also know that with United Way in my portfolio, my investment continuously multiplies, and the results could not be better. Through its Community Impact Fund, the United Way of Linn County supports approximately 51 programs locally. That's not surprising when you consider the comprehensive range of health and social services addressed by United Way. We all care about issues like hunger, childcare, strengthening families, and increasing independence for our elderly neighbors. A United Way investment is a great way to be part of the solution.

Last year, we raised (\$) in our United Way campaign, company-wide. United Way puts those dollars to work—efficiently and effectively—investing in our communities. Because trained volunteers are such an integral part of the system, United Way is able to keep operating costs low.

I am proud of our accomplishments and the impact we have made. Our support taps into the passions and strengths of our communities, creating an environment where people come together every day to make our region a better place for all of us to live. I hope you will join me, to help us build a better, stronger and more caring community by contributing to United Way.

Thank you.
CEO

Letter to Prospective Leadership

Date

Dear

On the eve of the United Way Campaign at (COMPANY NAME), I am asking you to consider joining the Bridge Builders Society with a gift of \$500 or more. Membership is one way that you can demonstrate your personal commitment to helping our community thrive.

As a long-time supporter of the United Way, I have seen first hand the effectiveness of this organization and its proven ability to help the community as a whole by providing leadership in getting at the root causes of community needs. It serves as a vehicle for each of us to personally make a difference in the lives of many people—children, the elderly, the poor, those down on their luck working to turn their lives around.

Membership in the United Way Bridge Builders Society demonstrates your generosity to those in need and sends a clear message to the community-at-large. It underscores this organization’s firm commitment to helping people, and provides another example of why we are such good company to do business with.

Thank you for considering my request to join me as a member of the United Way Bridge Builders Society.

Sincerely,

CEO (or other company leader)