

EMPLOYEE
CAMPAIGN
MANAGER
TOOLKIT
2 ● 16





T H A N K Y O U

W E L C O M E

Thank you for leading your organization's 2016 United Way campaign.

As an **Employee Campaign Manager (ECM)**, you harness the generosity, talent, and energy of your workplace to advance the common good. Your contributions help sustain programs and initiatives that deliver real results and improve lives.

Whether this is your first time as an ECM or you have served before, this toolkit will help you inform your colleagues about United Way and inspire them to give, advocate, and volunteer in support of our community.

More than 700 companies and organizations partner with United Way of the Coastal Empire to represent 90% of the contributions raised in the campaign. Thank you for your partnership.

Together, one by one, we can make lasting change. Thank you for helping improve lives in the Coastal Empire!

YOUR ROLE AS EMPLOYEE CAMPAIGN MANAGER (ECM)

You will work closely with United Way (UW) to plan and implement a successful fundraising campaign for your organization.

Responsibilities

- Educate co-workers about United Way and encourage participation in campaign.
- Organize meetings and special events.
- Coordinate distribution and collection of campaign materials and pledge forms.
- Promote year-round engagement through advocacy and volunteerism.
- Thank colleagues for their efforts.

Benefits

- Showcase your leadership and project management skills.
- Network with colleagues.
- Create positive impact in your community.

TERMINOLOGY

Ambassador: a co-worker who assists the ECM to educate others about United Way and build support and excitement around the campaign

Leadership Chair: a leadership giver (contributes \$1,200 or more) who encourages new and existing leadership givers

Loaned Associate (LA): a temporary worker assisting United Way during campaign season

United Way staff: United Way (UW) staff members assist ECMs with campaign efforts, including year-round activities

CAMPAIGN QUICK TIPS

Be proactive in leading a great workplace campaign.

- **Timing is everything**
Avoid holidays and busy times at work. A focused campaign lasting a few days is more effective than one lasting a few weeks.
- **Start at the top**
When the CEO and senior managers are the first to give, it creates momentum, and others will follow their example.
- **Be visible**
Get on the agenda for organization-wide events, standing meetings, or other gatherings.
- **Kick-off strong**
An engaging event sets the tone for the campaign and provides an opportunity to announce incentives and activities.
- **Make it meaningful**
A personal ask is best, particularly from a friend or colleague. Form a committee to extend your outreach efforts.
- **Share success**
Provide progress updates and share success stories to raise awareness for United Way.
- **Participate in a Day of Service**
Volunteering is a great opportunity to see United Way's work in action. Learn more www.uwce.org/volunteer.
- **Give thanks and celebrate**
Say thanks and acknowledge everyone who gets involved. This will help the current campaign and set the stage for next year.
- **Let the spirit live on!**
After campaign, LIVE UNITED year-round through ongoing opportunities to advocate and volunteer in our community.

KEYS TO A SUCCESSFUL CAMPAIGN

Energize your campaign by making it fun and informative.

ENGAGE

Make giving personal and meaningful.

- **Be the first to pledge.** Set the example and thank those who follow.
- **Make it relevant.** Ask people about how much they spend on coffee per week; would they be willing to donate that money to improve our community?
- **Invite questions.** Be prepared and be knowledgeable about United Way's work.

MOTIVATE

Create specific events that inspire action.

- **Make giving manageable.** Asking someone to give \$2 per week sounds easier than \$100 per year.
- **Promote Caring Club®.** Donors who give \$13 per month are eligible for discounts at a variety of local businesses (details at www.uwce.org).
- **Host a special event.** Generate enthusiasm and camaraderie.
- **Create a challenge.** Invite healthy competition among departments to see who raises the most money, has the highest participation rate, or recruits the most volunteers.

ASK

One of the main reasons people do not give is because they were not asked. Personal contact and a positive attitude are important. Educate, don't pressure; informed donors continue to give.

- **Inspire through success stories.** Hold an educational meeting and invite United Way and an Agency Speaker.
- **Enlist co-workers as Ambassadors.** Their participation will build momentum.
- **Encourage payroll deduction.** It's easier to give smaller amounts consistently.

THANK

Recognize everyone's help with the campaign, not just their donations.

- **Say thank you.** Say thanks to everyone who pledges or assists.
- **Send a CEO thank you message.** Whether an email, intranet announcement, or a handwritten thank you note, the CEO's support is important.
- **Hold a thank you event.** It can be part of another company gathering or its own event. Honor participants, celebrate results, and promote year-round engagement opportunities.
- **Give certificates of appreciation.** Co-workers can proudly display awards in their workspaces.

WORKPLACE CAMPAIGNS

Every company culture is different. United Way campaigns are flexible and easily customized. United Way staff and Loaned Associates can help you plan.

Good for your Company

Maximize resources of time and money by partnering with United Way to meet your company's philanthropic goals.

Enhance your reputation as a good corporate citizen by promoting positive values and giving back to the community.

Good for your Employees

Promote teamwork and boost morale by bringing your colleagues together around a common goal of helping neighbors here in the Coastal Empire.

Through payroll deduction, employees can easily and conveniently support the causes they believe in.

Good for the Community

Giving to United Way is the most powerful way to make a positive difference. Your contributions are combined with others to support programs that deliver measurable results for the people they serve.

Together we make our whole community stronger and more prosperous.

BEST PRACTICES

1 Confirm CEO support

- Confirm your CEO's support and ask him/her to be visibly engaged.
- Inquire about a Corporate Gift.
- Secure a budget; ensure time is allocated for campaign-related activities.
- Ask your CEO to appoint a Leadership Chair.

2 Select a strong campaign team

- Recruit co-workers to serve as Ambassadors; seek broad representation from all departments and levels.
- Allow team members to set goals for their departments and assist in deciding how best to engage peers.
- Involve overlooked groups: ask a retiree or past leadership giver to serve on the team and lead the solicitations of his/her peers.

3 Plan and prepare

- Meet with UW staff or LA to plan campaign and identify growth areas.
- Provide United Way with current company information. (addresses, number of employees, CEO name, phone, email)
- Review Workplace Campaign Timeline (p. 6).
- Set goals and establish key dates for activities.
- Connect goals with impact: share success stories from www.uwce.org.

4 Promote leadership giving

Plan leadership program

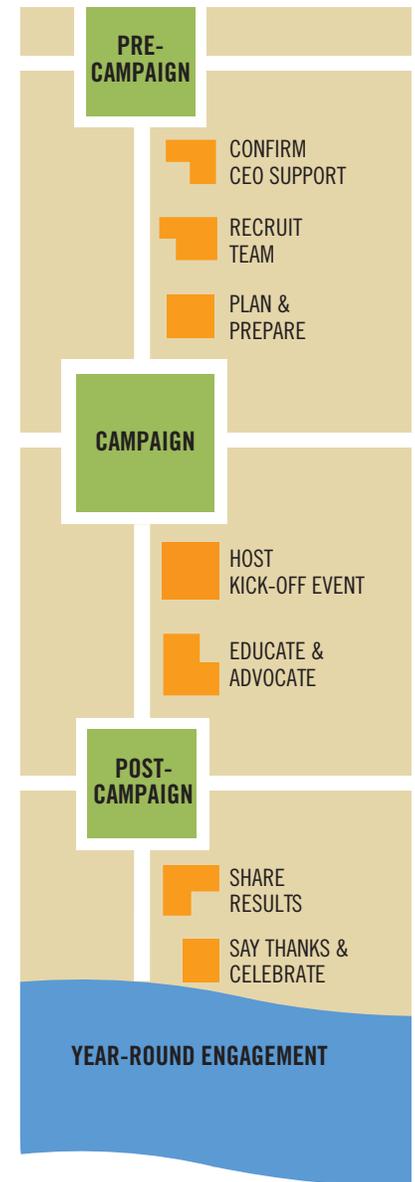
- Ask your CEO to recruit a respected senior staff member/active donor to act as Leadership Chair; involve the CEO in the leadership program.
- Review last year's efforts and results; set a realistic, attainable goal.
- Obtain leadership pledge forms from UW staff or LA.

Identify prospects to consider

- Employees who gave at leadership levels last year
- Donors of \$500 or more or those whose annual salary is \$60,000 or more

Communicate

- Recruit current leadership givers to make personal asks to prospects.
- Distribute Beacon Society pledge forms.
- Send a thank you note or acknowledge leadership givers at a special event.



BEST PRACTICES

5 Conduct an educational campaign

Communicate

- Announce dates of meetings and special events (p. 7-8).
- Invite United Way and an Agency Speaker to present at meetings or events.
- Use print material, email, and social media to build momentum.

Collaborate

- Host group meetings for every employee to attend or add United Way to the agenda of standing organizational meetings.
- Distribute campaign pledge forms and prize giveaway entry forms; anyone who attends a meeting is eligible to win!

Celebrate

- Place banners, posters, and goal thermometers in visible locations; periodically update materials to communicate progress to goal.
- Tour or volunteer at a United Way funded agency to give your co-workers an up-close look at how their donations improve lives.

6 Wrap-up and report results

- Collect pledge forms and complete the Campaign Report Envelope (p. 11).
- Schedule a wrap-up meeting with your UW representative; turn in the Report Envelope with pledge forms and any cash donations.

7 Say thank you

- Send a letter or email from your CEO announcing the campaign results and saying thank you (p. 10).
- Thank everyone for their contributions of time, voice, and money. (Remember, just listening to the message can create advocates.)
- Celebrate with the whole group and recognize special efforts; consider simple ways to say thanks through incentives or events.

8 Connect year-round

- Establish a “new hires” program for new employees to support United Way.
- Encourage co-workers to subscribe to UWCE’s monthly e-newsletter or add a “United Way spotlight” to your newsletters and staff meetings.
- Visit www.uwce.org and find success stories and videos to share.
- Organize company-wide volunteer opportunities through United Way HandsOn Savannah at www.uwce.org/volunteer or 912.651.7725.
- Be a champion for our community throughout the year when you give, advocate, and volunteer.

CAMPAIGN MEETINGS

- Ask United Way for an **Agency Speaker** to share success stories of how contributions improve lives in our community.
- Give co-workers a deadline for turning in **pledge forms** (ideally at end of meeting). Effective campaigns can run in one week.
- Generate enthusiasm by promoting company giving **incentives** and upcoming special events.

WRAP-UP & THANK YOU

Saying thank you and acknowledging participation are keys to success.

Incentives

- Casual or jeans day
- Time off to volunteer

Special Celebrations

- Host a company-wide reception; have senior staff serve and thank employees
- Have a special coffee/snack break

YEAR-ROUND ENGAGEMENT

Give

You can give any time at www.uwce.org.

Advocate

Follow us and network on social media.

Volunteer

Contribute to sustainable change through www.uwce.org/volunteer.

WORKPLACE CAMPAIGN TIMELINE

TASKS

TARGET DATES

Planning

- Meet with UW staff or LA to begin planning your campaign. _____
- Visit www.uwce.org for campaign ideas and materials. _____
- Secure support from CEO or senior management. _____
- Establish campaign goals: dollar amount and % participation. _____

Pre-Campaign

up to 6 weeks before campaign

- Recruit and train co-workers to be campaign Ambassadors. _____
- Establish goals and timeline for campaign meetings & events. _____
- Send an endorsement letter from management to employees. _____
- Prepare campaign materials provided by United Way. _____

Campaign

1 week (up to 1 month)

- Conduct a Leadership Campaign. _____
- Conduct Campaign Meetings and special Events. _____
- Distribute pledge forms and state when they are due. _____
- Send reminders to maintain interest; share updates, success stories, and facts, which are available at www.uwce.org. _____
- Ask UW staff for additional learning opportunities through Agency Tours or volunteer activities. _____
- Send a reminder when pledge forms are due. _____
- Collect pledge forms and make sure they are signed. Give YELLOW copy to payroll/HR. Give PINK copy to donor. _____
- Return WHITE copy with cash/checks to United Way in Campaign Report Envelope; contact UW for pick-up/drop-off. _____

Post-Campaign

1 week

- Announce campaign results to co-workers and management. _____
- Thank participants with a celebration event, letter, or email. Give special recognition to Ambassadors, leadership givers, etc. _____
- Gather feedback and make notes to begin planning for next year; choose ECM, set dates, and share updated info with UW staff. _____

STAYING ON TRACK

It is important to communicate with United Way staff and LAs throughout Campaign.

We appreciate your feedback and status updates as we work towards a common goal.

Please feel free to reach out to your Campaign Team at any time.

IMPORTANT DUE DATES

Pacesetter Campaigns September 1

Workplace Campaigns October 31

UNITED WAY COMMUNITY EVENTS

Campaign Kick-Off September 8

Bryan County Kick-Off September 13

Effingham County Kick-Off September 14

Liberty County Kick-Off September 22

Mid-Campaign Rally October 19

Victory Celebration November 18

Turkey Trot November 24

CAMPAIGN MEETING FORMATS

Coordinate engaging and effective meetings that educate others about United Way and spark interest in giving. Every office culture is different, so find what suits yours.

● Educational Meeting

1. Welcome participants and thank them for their attendance.
2. Ask CEO to provide an overview of company involvement with United Way.
3. Introduce UW staff (or Agency Speaker) to share a success story.
4. Show campaign video.
5. Ask everyone to give and encourage them to complete/return forms before leaving meeting.
6. Make closing remarks, address questions, and thank everyone again.

● Lunch & Learn

1. Welcome participants and thank them for their attendance.
2. Ask CEO to provide an overview of company involvement with United Way.
3. Show campaign video.
4. Ask everyone to give and encourage them to complete/return forms before leaving meeting.
5. Make closing remarks, address questions, and thank everyone again.

● Additional Opportunities

1. Invite UW to present campaign materials at a fair or information session.
2. Coordinate informal opportunities to learn more about United Way 2-1-1, HandsOn Savannah, and funded programs.
3. Show campaign video on a loop in a common area or break room.

THINGS TO REMEMBER

- If your company uses its own pledge form or donates online, distribute and collect the **United Way Donor Recognition Forms**.
- Distribute **United Way Prize Giveaway** forms. You must attend a meeting but you do not have to make a donation to be eligible. Collect prize forms at end of meeting and give them to UW staff.
- Recognize **Loyal Contributors** (10+ years) and ask them to share why they support United Way.
- **Say thanks.** Say thanks. Say thanks.

SAMPLE AGENDA FOR EDUCATIONAL MEETING

Welcome	ECM	3 min.
Distribute brochures, pledge forms		
CEO Endorsement	CEO	2 min.
United Way Overview	UW / LA	5 min.
Success Story	Agency Speaker	5 min.
Campaign Video		5 min.
Closing Remarks	ECM & UW	5 min.
Explain forms, payroll, incentives		
Ask for pledges; answer questions		
Thank everyone; collect forms		

IDEAS FOR SPECIAL EVENTS

Even with limited time or budgets, you can enliven your workplace campaign.

- 1** Take a team photo in front of your office or company sign and share on social media using #BeTheOne and tag @UWCE.
- 2** Hold a drawing for everyone who donates. Offer incentives such as prime parking, coupons to leave early or arrive late, casual days, a day off, gift cards, or lunch with a VIP.
- 3** Encourage friendly competition and boost morale by creating teams for office olympics, kickball, or a ping pong tournament.
- 4** Issue an Executive Challenge. Raise money so management has to “experience” activities like a dunking booth, pie-throwing, or a crazy haircut.
- 5** Offer a special prize for those who increase their giving by a set percentage or dollar amount.
- 6** Host food-themed events or cooking contests like a chili cook-off, potluck, or ice cream social. Eating together is a good way to engage people. Have senior staff serve employees.
- 7** Schedule an Agency Tour for your employees to see their dollars at work making a positive difference.
- 8** Hold a special fundraising event to build camaraderie. Have fun with a dress-down day, bake sale, talent show, or auction.
- 9** Organize a volunteer project through United Way HandsOn Savannah. Opportunities are at www.uwce.org/volunteer.
- 10** Hold a campaign wrap-up party, announce results, and thank everyone who participated.

***What are your best ideas?
Share them with us!***

SAMPLE COMMUNICATIONS

CEO LETTER TO CURRENT EMPLOYEES

Dear [Employee Name]:

At [Company], we believe in making a difference in our community. This means giving a little of ourselves to improve the quality of life for all of us. We have that opportunity right now through the annual United Way fundraising campaign.

As you consider making a contribution this year, I invite you to learn more about the work that United Way of the Coastal Empire does in the community. United Way brings our community together to address the three impact areas of Education, Income, and Health. United Way invests in local programs and services that provide these building blocks for a good life.

Our workplace campaign is led by [ECM Name] and will begin [date]. Contributing is a personal decision, but I want all of you to know how important United Way is to [Company] and our community. Contributions stay local and go directly to help people in need. In addition, our United Way has been recognized by Charity Navigator for its exceptional financial management.

By partnering with United Way, our donations will be combined with others giving us the power to improve lives in our community. Remember, the person you are helping with your gift to United Way could be standing right beside you.

Thank you for your commitment to making our community a better place in which to live and work.

Sincerely,

[Name]

[Title]

ANNOUNCEMENT FROM ECM

Hello Everyone,

It's that time of year again! The United Way of the Coastal Empire community-wide fundraising campaign is in full swing and I have been asked to lead our efforts at [Company]. Thanks again to everyone who participated last year to help raise \$_____ for our community. We are excited for another successful campaign!

You will have the opportunity to learn more about the good work United Way is doing at an [educational meeting, information session, special event, etc.] on [date, time location]. We look forward to having you there.

If you have questions, feel free to contact me at [phone] or [email]. Thank you for your consideration and see you soon.

Sincerely,

[Name]

[Title]

SAMPLE COMMUNICATIONS

CEO LETTER TO NEW EMPLOYEES

Dear [Employee Name]:

Welcome to [Company]! We are happy you are here and look forward to working with you. As you settle in to your new role, you will begin to learn our company's culture.

At [Company], we believe in making a difference in our community. This means giving a little of ourselves to improve the quality of life for all of us. We are proud of our commitment to community and one of the ways we express this is through partnership with United Way of the Coastal Empire.

United Way brings our community together to address the issues that matter most. Contributions stay local and go directly to help people in need. In addition, our United Way has been recognized by Charity Navigator for its exceptional financial management.

To help improve lives in our community, United Way focuses on the three impact areas of Education, Income, and Health. United Way of the Coastal Empire invests in programs and services that provide these building blocks for a good life.

As a new employee, I hope that you will consider joining me with a contribution. Payroll deduction makes it easy to give. Making a donation is a personal decision, but I wanted you to know how important United Way is to [Company] and to our community.

Thank you for considering a gift to United Way, and welcome again to [Company]!

Sincerely,

[Name]

[Title]

THANK YOU FROM CEO

Dear [Employee Name]:

As you know, we recently completed our United Way campaign at [Company], and it was a great success, raising [total \$ amount].

Thank you for your participation! Contributions from our company will make a positive impact in the lives of our neighbors here in our community.

I appreciate your decision to give to United Way and recognize this represents a sacrifice on your part, since there are other ways to spend your income. However, I cannot think of a more worthwhile investment you can make in our hometown.

Thanks again for caring!

Sincerely,

[Name]

[Title]

“NEW HIRES” PROGRAM

Introducing new employees to your company's commitment to United Way allows them to be a part of your social responsibility efforts from the beginning.

Offer new staff the opportunity to give, advocate, and volunteer.

CAMPAIGN MATERIALS

PLEDGE FORMS

Please verify that forms are complete. The following information is required by United Way in order to process pledges:

- 1 Name, Employer, Address
- 2 Total annual gift
- 3 Form of payment
Verify number of pay periods and all calculations
- 4 Signature & Date

Thank You!
United Way of the Coastal Empire

STEP 1 MY INFORMATION
United Way of the Coastal Empire will not have your name, address, state, sex, or share any information provided. Please visit www.uwce.org to read our complete privacy policy. No goods or services have been given in return for this contribution.

1 Mrs./Ms./Dr. First Name MI Last Name DOB (mm/dd/yr) Gender (M/F)
Employer
Home Address City State Zip
Preferred e-mail address Preferred phone number

STEP 2 MY GIFT TO UNITED WAY COMMUNITY FUND
2 \$ _____ MY GIFT TO THE UNITED WAY COMMUNITY FUND supports more than 100 programs at LOCAL agencies that ensure children reach their potential, people are financially stable, and everyone can lead a healthy life. Local community volunteers will decide how best to invest my contribution in programs that are held accountable for making the greatest impact. No processing fee is applied.

STEP 3 MY PAYMENT
3 While your participation is a personal decision, many individuals choose to contribute based on the guidelines listed on the back.
 Easy Payroll Deduction: \$ _____ X Number of pay periods = \$ _____ Total donation amount
 Amount per pay period Number of pay periods
 Check/Cash: Check # _____ \$ _____ Please make check payable to United Way of the Coastal Empire.
 Credit Card Charge: AMEX Discover MasterCard VISA \$ _____
 Card # _____ Exp. Date _____
 Monthly One-time

4 Signature required for all donations _____ Date _____

STEP 4 MY RECOGNITION (SEE BACK FOR DETAILS)
 This is a joint leadership gift with my spouse/partner.
 Spouse's Name: _____ Spouse's Employer: _____ Carling Club* (minimum gift of \$150/year to the United Way Community Fund. Provide your home mailing address if not listed above.)
 I wish to be recognized by the following name or combined names (i.e. Jane & John Doe): _____
 Young Leaders Society (min. \$365)
 Legacy Council (min. \$1,200) Loyalty Contributors (contributing 10 years or more)
 I have been contributing to United Way for _____ years.
 If you choose to designate your gift, please provide the information below. Minimum \$50 per designation and must be specified now. Designated gift does not qualify for Carling Club* and is subject to a 5% processing fee. The designated organization must be a local 501(c)(3) human service charity or another United Way with a proper name. Visit www.uwce.org/give for our Donor Designation Policy. If you wish to be acknowledged, please check here. Your information will be shared with the recipient organization(s).
 \$ _____ Organization(s) _____ City _____ State _____ ZIP _____ UNITED WAY COPY

Who gets what

- **WHITE** United Way
- **YELLOW** Payroll/HR
- **PINK** Donor

CAMPAIGN REPORT ENVELOPE

Make sure all pledge forms are complete (see above).

- Compile pledge forms and payments (cash/checks)
- Tally pledges and fill out the Campaign Report
- Enclose forms/payments and seal Report envelope
- Contact United Way to schedule a pick-up/drop-off

CAMPAIGN REPORT
United Way of the Coastal Empire

INSTRUCTIONS

1. Make sure each pledge form has a total donation amount and signature.
2. Staple cash/checks to corresponding pledge form.
3. Enclose the **TOP COPY** of the pledge form for United Way processing.
4. Submit the **YELLOW COPY** of the pledge form to your payroll department.
5. Return the **PINK COPY** of the pledge form to the donor.
6. For companies that use their own pledge forms, enclose the donor recognition forms.
7. Provide all information and campaign results below. **PRINT CLEARLY.**
8. **DO NOT** include previously reported donations.
9. Schedule envelope pick-up with your United Way contact person : _____

COMPANY INFORMATION

COMPANY NAME _____
 STREET ADDRESS _____
 MAILING ADDRESS _____
 COMPANY PHONE _____ TOTAL NUMBER OF EMPLOYEES _____

CAMPAIGN RESULTS

	Number of Givers	Gift Amount	Amount Paid
Corporate Contribution			
Payroll Deduction			
Paid in Full Cash/Checks			
Credit Cards/To Be Billed			
Special Events			
Totals			

Share a Campaign Success Story:

YOUR CONTACT INFORMATION

NAME _____ SIGNATURE _____ DATE ____/____/____
 EMAIL ADDRESS _____ PHONE NUMBER _____
 TITLE _____

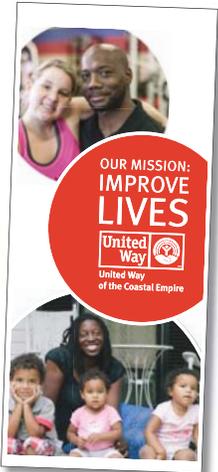
UNITED WAY USE ONLY

CAMPAIGN YEAR _____
 ACCOUNT # _____
 FILE # _____
 ENVELOPE # _____

THANK YOU FOR IMPROVING LIVES IN THE COASTAL EMPIRE!
 428 Bull Street Savannah, GA 912.651.7700 www.uwce.org

Share a campaign highlight

CAMPAIGN MATERIALS



BROCHURE

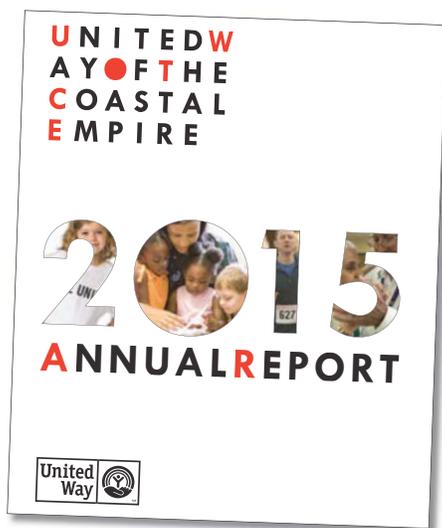
- How does \$1 help
- 2016 Funded Agencies

PLEDGE FORM

- Donor Recognition Details
- Giving Guidelines

PRIZE GIVEAWAY FORM

- Attend a meeting, enter the drawing



ANNUAL REPORT

- 2015 Community Impact



POSTERS

- Inspire your workplace

CAMPAIGN MATERIALS

SAMPLE PLEDGE FORM



United Way
of the Coastal Empire

Thank You!

STEP 1 MY INFORMATION

United Way of the Coastal Empire will not rent, trade, sell, or share any information provided. Please visit www.uwce.org to read our complete Privacy Policy. No goods or services have been given in return for this contribution.

Mr./Mrs./Ms./Dr. Minnie MI Mouse Last Name 11/18/28 DOB (mm/dd/yr) F Gender (M/F)

Employer Disney on Ice

Home Address 15 Steamboat Drive City Savannah State GA Zip 31411

Preferred e-mail address twoblindmice@yahoo.com Preferred phone number 912 444 1234

STEP 2 MY GIFT TO THE UNITED WAY COMMUNITY FUND

\$ 1,200.00

MY GIFT TO THE UNITED WAY COMMUNITY FUND supports more than 100 programs at LOCAL agencies that ensure children reach their potential, people are financially stable, and everyone can lead a healthy life. Local community volunteers will decide how best to invest my contribution in programs that are held accountable for making the greatest impact. No processing fee is applied.

STEP 3 MY PAYMENT

While your participation is a personal decision, many individuals choose to contribute based on the guidelines listed on the back.

Easy Payroll Deduction: \$ 50.00 X 24 = \$ 1,200.00
Amount per pay period Number of pay periods Total donation amount

Check/Cash: Check # _____ \$ _____ Please make check payable to United Way of the Coastal Empire.

Credit Card Charge: AMEX Discover MasterCard VISA \$ _____
 Card # _____ Exp. Date _____
 Monthly One-time

Minnie Mouse Signature required for all donations 8/26/16 Date

STEP 4 MY RECOGNITION (SEE BACK FOR DETAILS)

This is a joint leadership gift with my spouse/partner.
 Spouse's Name: Mickey Mouse Spouse's Employer: Disney Corp.

Caring Club®
Minimum gift of \$156/year to the United Way Community Fund. Provide your home mailing address (if not listed above).

I wish to be recognized by the following name or combined names (i.e. Jane & John Doe):
Mickey & Minnie Mouse

Beacon Society (min. \$1,200) **Young Leaders Society** (min. \$365)
 Women's Legacy Council (min. \$1,200) **Loyal Contributors** (contributing 10 years or more)
I have been contributing to United Way for 60 years.

If you choose to designate your gift, please provide the information below. Minimum \$50 per designation and must be specified now. Designated gift does not qualify for Caring Club® and is subject to a 5% processing fee. The designated organization must be a local 501(c)(3) human service charity or another United Way with a proper name. Visit www.uwce.org/give for our Donor Designation Policy. If you wish to be acknowledged, please check here. Your information will be shared with the recipient organization(s).

Organization(s) _____
 \$ _____ City _____ State _____ Zip _____

UNITED WAY COPY

CAMPAIGN MATERIALS

SAMPLE CAMPAIGN REPORT ENVELOPE

CAMPAIGN REPORT



INSTRUCTIONS

1. Make sure each pledge form has a total donation amount and signature.
2. Staple cash /checks to corresponding pledge form.
3. Enclose the **TOP COPY** of the pledge form for United Way processing.
4. Submit the **YELLOW COPY** of the pledge form to your payroll department.
5. Return the **PINK COPY** of the pledge form to the donor.
6. For companies that use their own pledge forms, enclose the donor recognition forms.
7. Provide all information and campaign results below. **PRINT CLEARLY.**
8. **DO NOT** include previously reported donations.
9. Schedule envelope pick-up with your United Way contact person : Kim Tanner 651.7716

UNITED WAY USE ONLY	
CAMPAIGN YEAR	_____
ACCOUNT #	_____
FILE #	_____
ENVELOPE #	_____

COMPANY INFORMATION

Disney on Ice
COMPANY NAME

1040 Happy Avenue Savannah, GA 31401
STREET ADDRESS

Po Box 4321 Savannah, GA 31402
MAILING ADDRESS

912 555 9876
COMPANY PHONE

TOTAL NUMBER OF EMPLOYEES _____

CAMPAIGN RESULTS

	Number of Givers	Gift Amount	Amount Paid
Corporate Contribution		\$ 25,000	\$ 25,000
Payroll Deduction	63	\$ 59,680	-
Paid in Full Cash/ <u>Checks</u>	2	\$ 2,400	\$ 2,400
Credit Cards/To Be Billed			
Special Events		\$ 657	\$ 657
Totals	65	\$ 87,737	\$ 28,057

Share a Campaign Success Story:

We increased our giving by 10% over last year .

YOUR CONTACT INFORMATION

Minnie Mouse Minnie Mouse 9 / 1 / 16
NAME SIGNATURE DATE

VP of Happiness mmouse1@disneyonice.com 912 444 1234
TITLE EMAIL ADDRESS PHONE NUMBER

UNITED WAY OF THE COASTAL EMPIRE

OUR WORK

United Way's innovative approach follows a strategic continuum that is marked by the key milestones in every person's life. Our blueprint for a stronger community focuses on 3 fundamental issues: Education, Income, and Health.

United Way's fundraising campaign supports programs and services that effectively address these issues. Working in collaboration with the community advances the common good in more ways than are possible through just one organization alone.

● Education & Youth Development

Helping children achieve their potential by supporting school readiness, academic achievement, and youth development.

● Economic Independence

Advancing individuals and families by providing basic needs, financial capability, and employment stability.

● Health & Wellness

Improving health for all through disease management and prevention, empowering victims to be survivors, keeping children safe, and independent living.

UNITED WAY 2-1-1

The number to call when you don't know who to call.

2-1-1 is an information and referral service provided by United Way of the Coastal Empire. It is a free, confidential help line with trained specialists that connect people in need with useful community resources.

You have questions, we have answers.

- Dial 2.1.1 or 912.651.7730
- Email 211@uwce.org
- Visit www.uwce.org/211



UNITED WAY HANDSON SAVANNAH

Be the change.

HandsOn Savannah is a direct service of the United Way of the Coastal Empire. UW-HOS connects people with meaningful volunteer opportunities at more than 100 local nonprofit organizations.

Visit www.uwce.org/volunteer



2015 COMMUNITY IMPACT

Education & Youth Development

- › **1,700** children attended early learning programs
- › **87%** of students demonstrated improved academic performance

Economic Independence

- › **4,500** individuals received one-on-one financial counseling
- › **680** unemployed/underemployed completed a job training program

Health & Wellness

- › **1,200** patients with chronic diseases improved their clinical outcomes
- › **\$12M** in free or discounted prescription medications

United Way 2-1-1

- › **10,000** callers connected with resources to meet basic needs

United Way HandsOn Savannah

- › **6,500** volunteers engaged in service projects

UNITED WAY OF THE COASTAL EMPIRE

FREQUENTLY ASKED QUESTIONS

What is the mission of United Way of the Coastal Empire?

To improve lives by mobilizing the caring power of communities

We mobilize the caring power of businesses, government, and individuals to improve lives by supporting community programs and services in Bryan, Chatham, Effingham, and Liberty Counties.

What issues does United Way support?

Based on local research and community surveys, we focus on 3 priority issue areas: Education & Youth Development, Economic Independence, and Health & Wellness.

Why give to United Way?

One gift helps many. Our powerful network of engaged partners achieves more than is possible through a single organization. Your contribution supports 102 programs at 58 local nonprofits.

How much of my contribution goes to people in need?

In 2015, the Herschel V. Jenkins Trust Fund and other revenue covered all administrative and fundraising costs, so 100% of donor contributions went to help people in need.

How do I know my dollars are helping?

Agencies with programs that receive funding must meet strict guidelines and go through a rigorous review process. Trained volunteers evaluate organizational capacity, financial stewardship, and performance results to ensure that donations are providing lasting change.

How does supporting United Way benefit my business and employees?

Increase visibility for your company and promote teamwork among employees by uniting around a community cause that aligns with your social responsibility goals. When companies give, advocate, and volunteer, the Coastal Empire becomes a better place in which to live, work, and do business.

TALKING POINTS

Giving to United Way of the Coastal Empire is the most powerful way to make a strategic difference.

Your donation connects people with resources they need to thrive.

When you partner with United Way to improve lives, you strengthen the entire community.

Local

Your donation stays here in the Coastal Empire and goes directly to help people in need.

Reliable

You are not just giving money, you are making a solid investment. Our United Way has earned Charity Navigator's highest rating for financial responsibility.

Smart

One gift changes many lives. Your contribution, combined with others, supports 58 nonprofits working together to solve problems.

Easy

A little bit each paycheck goes a long way. Payroll deduction or a recurring credit card gift make it is easy to give back to our community.

More questions?

Ask United Way staff!

UNITED WAY OF THE COASTAL EMPIRE

CONTACT INFORMATION

Julie Cyr	Vice President, Resource Development	912.651.7714	jcyr@uwce.org
Kim Tanner	Senior Director, Development & Engagement	912.651.7716	ktanner@uwce.org
Jenny Grusheski	Campaign Associate	912.651.7715	jgrusheski@uwce.org
Sarah Collier	Campaign Coordinator	912.651.7718	scollier@uwce.org
Kristi Cox	Area Director, Bryan County	912.656.6888	kcox@uwce.org
Julie Dickey	Area Director, Effingham County	912.826.5300	jdickey@uwce.org
Jennifer Darsey	Area Director, Liberty County	912.368.4282	jdarsey@uwce.org

CAMPAIGN RESOURCES

- For campaign materials, call 651.7718.
- For online resources, go to www.uwce.org.



www.uwce.org



facebook.com/unitedwaycoastalempire



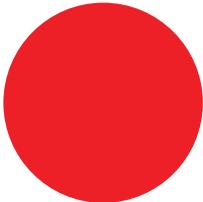
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BE THE  ONE



**United Way
of the Coastal Empire**

Main Office
428 Bull Street
Savannah, GA 31401
912.651.7700
www.uwce.org

Bryan County Office
9611 Ford Avenue
Richmond Hill, GA 31324
912.459.4111

Effingham County Office
711 Zitterour Road
Rincon, GA 31326
912.826.5300

Liberty County Office
135 E Martin Luther King Boulevard
Hinesville, GA 31310
912.368.4282