

# Advancing the Common Good

United Way is working to advance the common good by creating opportunities for a better life for all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These results/changes have benefits that ripple out to the whole community. There are basic things we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health.

Our goal is to create long-lasting changes that prevent problems from happening in the first place.

We invite you to be part of the change. Together, United, we can inspire hope and create opportunities for a better tomorrow.

## UNITED WAY CONTACTS

**Executive Director** **Amy Hasseman**  
[director@coshoctonunitedway.org](mailto:director@coshoctonunitedway.org)  
**Administrative Assistant** **Libbie Granger-Prince**  
[execasst@coshoctonunitedway.org](mailto:execasst@coshoctonunitedway.org)



United Way of Coshocton County  
448 Main St. P.O. Box 84  
Coshocton, OH 43812  
Ph. 740-622-4567 Fax 740-622-1455  
[www.coshoctonunitedway.org](http://www.coshoctonunitedway.org)

REACH OUT A HAND TO ONE  
A N D  
I N F L U -  
E N C E  
THE CONDITION OF  
A L L .



**GIVE. ADVOCATE. VOLUNTEER.**

# HOW TO

# REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITON OF ALL.

Welcome

Sample Letter from CEO

## Congratulations!

You have been chosen as the Employee Campaign Manager for the 2008-09 United Way campaign at your place of employment. As an Employee Campaign Manager (ECM), you have a key role in making the United Way campaign a success, you're part of a community-wide team that will have a major impact on the lives of those most in need in our community.

Remember, you don't have to do it alone. Your United Way staff is ready to support you and help your company's campaign succeed. We have developed this guide to help you plan and promote your campaign effectively and efficiently.

Through your leadership, you have the opportunity to help improve our community. Together, United, we can inspire hope and create opportunities for a better tomorrow.

Thank you for your continued support to United Way, its member agencies and initiatives.

Amy Hasseman  
Executive Director



<insert date>

Dear <insert employee name>,

At (Company Name), we know that strong teamwork is essential to our company's success, as well as to our community's success. It's important to play an active role, to make a difference and achieve results. That's why (Company Name) is proud to support United Way of Coshocton County. And, we're proud of our many employees who volunteer and financially support United Way.

Every day, people give their time, resources, and energy to causes that matter. United Way is working to advance the common good by creating opportunities for a better life for all. We all win when a child succeeds in school, when families are financially stable and when people have good health. These results/changes have benefits that ripple out to the whole community.

We will be kicking off our United Way employee campaign for <insert company name> on <insert date>. Our campaign team has put together a series of great events for us to support. Let's make this the most successful campaign, ever! Please join me in giving to United Way and complete the enclosed contribution form.

If you have any questions about the campaign, please contact <insert employee coordinator name and contact information>.

Sincerely,

<insert name of CEO>

## Saying “Thanks!”

## Quick Tips

You can never thank people too much. Congratulate your Campaign Committee on their great contribution to the community. Find special ways to thank individuals and departments that gave generously.

### Ways to Say Thanks

The best part about saying thank-you is that there are hundreds of ways to do it. Small gifts or treats are nice, inexpensive ways of giving employees something in return for their participation in your campaign.

Simple celebrations are fun, friendly ways to say thanks.

- A late afternoon reception with snacks for campaign committee
- Award presentations for staff
- CEO congratulates employees and campaign workers at an all staff meeting
- Order free lunch for all contributors



Nothing’s better than having thanks come from the boss.

- Scoop ice cream for employees at a company-sponsored ice cream social
- Serve treats to employees who contributed
- Boss serves breakfast or flips burgers for all participants

Other ways to say thanks:

- Send an e-mail or letter from your CEO or senior manager to every employee
- Give out thank-you cards
- Include a thank-you message in your company newsletter or on your intranet
- Send personal letter or card to each Leadership Giver signed by the CEO
- Announce total raised through e-mail or communication posters

1. Recruit a committee
2. Determine a 1 – 3 week time period for the campaign.
3. Get ideas and materials from United Way.
4. Schedule and announce a presentation by a United Way agency or initiative – preferably in conjunction with a staff meeting, to ensure good attendance. Offer refreshments.
5. Set a meaningful goal and post a thermometer marking progress.
6. Offer payroll deduction option.
7. Secure company match for employee donations.
8. Distribute pledge forms and brochures to all employees via paychecks, employee mailboxes, or at a meeting. Include memo from Campaign Coordinator and/or CEO encouraging participation.
9. Offer incentives for early pledges, first time donors, prize drawings for all donations, etc.
10. Hold friendly competition between departments.
11. Hold friendly competition between similar workplaces.
12. Hold special events to raise additional funds from those not interested in payroll deductions – car washes, pie contests, etc.
13. Remind employees a week before deadline and at deadline.
14. Collect pledge forms, checks, and cash. Coordinate with United Way office for pick-up.
15. Thank everyone who participated.
16. Celebrate!

### REAFFIRMATION OF VOLUNTARY GIVING

Giving is a personal matter and a personal decision: whether individuals wish to give and how much they choose to give are up to the individual.

No form of coercion is acceptable, particularly that which includes any stated or implied effect on personal employment status.

# GIVE.

**FIND YOUR VOICE.  
GIVE 10%. GIVE 100%.  
GIVE 110%.**

## Elements of a Successful Campaign

### **Gain Support From Top Management**

Support from top management will make your job easier and your campaign more successful. Find out what resources are available and strive for the following:

- Management allows time for you to coordinate the campaign.
- Time and budget is allocated for campaign-related activities and incentives
- CEO writes a letter endorsing the campaign (sample on page 11).
- Management makes appearance and speaks at employee meetings and events.
- Company agrees to process contributions via payroll deduction.
- Company provides matching or corporate gift.

### **Develop a Strong Campaign Team**

Having others assist you with the campaign will make it fun and easy for everyone involved. Here are some tips for recruiting your committee:

- Include representation from all areas of your organization.
- Include a member of management on your committee or keep them posted.
- Recruit people who believe in United Way and will help others get excited.
- Assign roles, responsibilities and accountabilities.

### **Plan & Prepare For The Campaign**

Decide what will work best for your company's environment.

- Decide on activities, incentives, and a thank-you event
- Develop a timeline.
- Set a challenging goal based on total dollars raised and/or percent of participation.
- Determine when employee meetings will take place. These meetings provide employees with the most information about United Way. (Be sure to check that the CEO or members of top management are available to attend the meetings.) Make arrangements with United Way for a presentation. Include all locations and shifts.
- Remember to include retirees in your activities.

### **I Work For a Living. I Pay My Way. I'm Not Going to Use These Services, Why Should I Support Them?**

It's possible that you may never use many of the United Way services, however, if there's a natural disaster in Coshocton County you may be thankful for the services of THE AMERICAN RED CROSS. If you have a youngster looking for a program to help build leadership skills or go to summer camp, you may look for organizations like GIRL SCOUTS, THE BOY SCOUTS or the SALVATION ARMY. Again, not everyone needs the services of the United Way member agencies, but, during this past year thousands of people were served by participating United Way agencies. (education, direct care, etc)

### **I Give to Individual Agencies and I Can't Afford to Give to Everyone.**

The best part about the United Way campaign is that you can give one check once a year and assist many different agencies and United Way initiatives.

### **Does My Money Go as Handouts to People Who Refuse to Help Themselves?**

No. One of the advantages of giving to United Way is the assurance to you, the giver that campaign dollars are allocated to agencies in accordance with community needs. Volunteers not only raise the money; they also help decide how the dollars should be allocated to help the right people.

### **How Much Should I Give?**

United Way has established a guide for giving throughout the years to answer the question "What is a reasonable and meaningful contribution"? This guide is based on what it costs to provide the kinds of services and programs to meet the needs of our community. Generally, if everyone gave one hour's pay per month, that would be appreciated.

### **Is My United Way Contribution Tax Deductible?**

If you itemize your deductions on your federal income tax return, your United Way donation is fully deductible.

**JOIN HANDS. OPEN YOUR HEART.**

**LEND YOUR MUSCLE.**

That's what it means to LIVE UNITED.

# ADVOCATE.

## Frequently Asked Questions

### **What is United Way?**

- United Way is a leader in assessing and prioritizing community needs.
- United Way partners with local health and human service agencies, community, govt. and business leaders.
- United Way develops solutions that address the root causes of problems in our community.
- Each local United Way across the country is autonomous. They all are “members” of United Way of America and pay membership dues. United Way of America is not the governing body of all United Ways. They are only an agency that provides service to United Ways across the country. The annual dues are based on the amount raised in the local campaign each year. Basic membership dues are 1.00% of the amount raised. United Way of Coshocton County receives many benefits from this membership including national advertising and promotion, supplies and publications, and training for United Way professionals and volunteers.

### **What Happens to My Contribution?**

When you support United Way of Coshocton County, you support a network of local human service agencies, United Way initiatives and organizations working year-round to bring about positive change in Coshocton County. United Way dollars are at work preventing family violence; combating the spread of drugs, alleviating hunger and homelessness, building good leaders for tomorrow, impacting the lives of children and adults through sports and character building activities, helping hard-working individuals and families gain financial stability, providing activities for our teens and elderly in a safe environment, and being there to serve the emergency needs of the community.

### **Who Decides How My Money is Spent?**

Volunteers—including a friend, neighbor or co-worker of yours may serve on the allocations committee which reviews funding requests for participating United Way member agencies and initiatives. These volunteers scrutinize budgets, make site visits, talk to staff and volunteers, and then recommend which programs should be funded and the level of funding they should receive.

### **Promote United Way**

Educating employees about the value and work of United Way is the best way to gain their support.

- Utilize United Way literature.
- Invite United Way staff or volunteers to speak to employees at a kick-off/employee meeting about how their investment in the community changes lives.
- Use intranet, e-mail and/or voice mail to share information.

### **Making the Ask**

Asking people to give may seem intimidating at first, but once you read these easy tips, you'll feel more at ease.

- Let people know ahead of time that you will be asking them to pledge.
- Promote the ease of payroll deduction.
- Collect the completed pledge cards at the end of employee presentations.

Incentives are a great way to increase participation and make giving FUN.

- Hold friendly competition between departments, locations or other companies.
- Offer incentives based on timely return of pledge cards, participation and/or specific giving levels.
- Give small gifts to employees to recognize their generosity.

### **Celebrate & Report Results**

Let employees know how much the community appreciates their time and dollars.

- Post thermometer and update with progress toward goal.
- Say Thank-You! Conduct a special celebration for investors. Don't forget to invite the retirees!
- Your results are important! Please tally and report your results to the Loaned Executive or United Way office as soon as possible. Use the report envelope provided.

### **Promote Year-Round Communications**

The main campaign is done, but there are many ways for your company to remain involved with United Way year-round.

- Implement a new-hire giving program by incorporating it into your orientation.
- Volunteer for a United Way agency or initiative.
- Include United Way stories in your company newsletter or e-mails.

# VOLUNTEER.

## Campaign Incentives

- Sleep in late awards
- Prime parking spaces
- Paid time-off
- Free oil changes
- Gift certificates or cards
- Cell phone with free minutes
- Pizza party
- Corporate clothing
- Casual Dress days
- Free dinner catering
- Use of company car
- Tickets to a sporting event
- Airline tickets
- Party at the CEO's home
- Movie tickets
- Extra break time
- Drawings for special prizes

### Where to Get Incentives

- Your vendors
- Your own company
- Company sets a budget for gifts
- Local businesses
- United Way
- Other employees
- Your campaign Committee

- Popcorn party
- Call in "well" day
- Free hotel stay
- Shares of company stock
- CEO for the day
- Computers - new or gently used

### When to Use Incentives

- For payroll deduction gifts at a certain level
- For individual department % increase in giving
- For departments completing their campaign first
- For turning in pledge cards at presentation
- For new gifts
- For attending a department presentation or event
- For being a Leadership Giver
- For department with highest participation

## Campaign Ideas

### Fundraising Events

- Raffles
- Meals
- Department Pizza Party
- Dunk Tank
- Bake Sale
- Chili Cook-off
- Hot Dog Sales
- Ice Cream Socials
- Breakfast Sales (Bagels/Doughnuts)
- BBQ at CEO's House
- Bowling Tournament
- Silent Auction
- Arts & Crafts Fair
- Jeans Day
- T-shirt Sales
- Bosses serve breakfast

### Educational Events

- Day off to volunteer
- Agency/Community Tours
- Lunch and Learns
- United Way or Agency Speakers

### Contests and Games

- Executive Dare
- Ugly Tie or Earring
- Pay a Penalty for Bad Habits
- How many Jellybeans in the Jar?
- Survivor

- Office Olympics
- Management Trike Race
- Putt-Putt Golf Tourney
- Frozen Turkey Bowling

### Kick-Off Events

- Breakfast of Champions
- Tailgate Party
- Team up for our Community
- Community Heroes
- Scavenger Hunt

### 2008-2009 Campaign Calendar

Friday, August 28th Campaign Kick Off Event

Check out [www.coshoctonitedway.org](http://www.coshoctonitedway.org) for more agency info!