

Your Community Fund Donation At Work:

\$1 per week provides a weeks worth of emergency food for two families through the **Salvation Army**.

\$2 per week provides transportation for one child from local schools to the **Boys & Girls Clubs** and for field trips.

\$5 per week provides 3 months of tutorial sessions for a homeless or at risk of being homeless child age 5-12 at the Bassett Center's Tutorial program through **United Community Ministries**.

\$10 per week provides scholarships to community college adult education at Resource Centers i.e. Parenting, G.E.D., Job Readiness through **Communities In Schools**.

\$25 per week provides two days emergency shelter and food for participants at **Christian Fellowship Home**.

Campaign Awards

United Way wants to recognize your employees' generosity. The following awards will be given in the spring based on your company's per capita giving with a minimum of 25% participation. Per capita is figured by dividing your total employee contributions by your total number of employees.

DIAMOND	\$176 per capita and above + 100% participation
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PLATINUM	\$176 per capita and above
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GOLD	\$126 - \$175 per capita
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SILVER	\$76 - \$125 per capita
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BRONZE	\$50 - \$75 per capita
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HONORABLE MENTION	\$30 - \$49 per capita
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Campaign Coordinator Guide

United Is The Way

Checklist for Success



UNITED WAY
Tar River Region

CAMPAIGN CHECKLIST

This checklist will provide you with step-by-step instructions to simplify your planning and maximize your effectiveness. Check off each box as you progress on your way to a successful campaign!

☐ 1. Review your company's Giving History

☐ 2. Recruit a Team to help you.

- Don't run your campaign alone. Recruit a committee to assist in the planning.
- Diversity is important. Involve representatives from various departments in your organization such as marketing, human resources, payroll, etc.
- Our committee members are:

_____	_____
_____	_____
_____	_____

☐ 3. Ask your CEO or department leader to:

- Pledge a corporate gift on behalf of the organization.
- Write a letter or send an e-mail to all employees.
- Participate in/or attend campaign meetings.
- Schedule a leadership meeting with top management.

☐ 4. Set a Challenging Goal

- Be ambitious, yet realistic so your co-workers have an attainable target to reach both through percent of participation and total dollars raised.
- Our company's goal is: Employee \$ _____
Corporate \$ _____

☐ 5. Determine your campaign strategies

- Work with your United Way representative to help plan the best campaign possible.
- Our United Way representative: _____
- Brainstorm with your committee and United Way representative creative ways to educate your co-workers on how their donation impacts the community.
- Personalize pledge cards with employees' name and last year's contribution amount.
- Plan for an exciting kick-off and wrap-up to the campaign. You want to create an atmosphere of excitement and celebrate a job well done.
- Determine your time line. A simple and concise campaign is most effective.
- Keep your campaign within 1-2 weeks. Set a specific start/end date and inform your co-workers.
Our campaign will start: _____
All pledge cards are due: _____
We will turn in our results to United Way: _____.

☐ 6. Utilize United Way resources

- Your United Way representative can provide you with everything you need to run a successful campaign.
- Make sure you have the following essentials:

Pledge Cards	Posters	Brochures	Website
Goal Poster	Campaign Envelopes	Video	
- Educational Tools
 - ☐ **Rallies:** United Way representatives are available to attend your employee meetings and talk about the impact of United Way and its partner agencies. These are flexible in design and offer an opportunity for your co-workers to ask questions and get answers. Our rally is scheduled for: _____.
 - ☐ **Agency Speakers:** Spice up your rally with an agency speaker. Providing specific information about the agency and their programs paints a more detailed picture of the services funded by United Way. Your United Way representative will do the scheduling for you. Our agency speaker is: _____.
 - ☐ **Leadership Meeting:** This meeting is designed as a solicitation to upper management and organizational leaders. Your United Way representative can help design an approach that will appeal to individuals interested in giving at the Leadership Level (\$500 and up). Our leadership meeting is scheduled for: _____. Our speaker is: _____.
 - ☐ **Snapshots of Success:** A traveling photo exhibit that features United Way donors and recipients of United Way funded programs. Also, miniature Snapshots are available for smaller workplaces.

☐ 7. Wrap It Up

- Publicize your end date and make sure all pledge cards are turned in at that time.
- Thank your contributors for participating in the campaign with incentives such as prize drawings, a thank you luncheon, or personal letters.
- Complete the report form, as well as Care Share and Leadership giving forms for United Way.
- Make sure your report envelope includes the following:
 - ☐ White copy of pledge cards
 - ☐ Campaign report form
 - ☐ Donor Recognition Log
 - ☐ Corporate contribution form
 - ☐ All cash and checks from one-time gifts and special event
- Contact your United Way representative at (252) 937-2213 to turn in your completed report.

Make the campaign FUN! The United Way campaign is a great excuse to have a little fun at work. For Campaign assistance or questions, please call us at (252) 937-2213. Thank you for your help in changing lives and shaping our community. www.unitedwaytrr.org