

United Way of Harrisonburg
and Rockingham County



LIVE UNITED

Don't just wear the t-shirt. **Live it.**

Thank you for becoming a United Way Employee Coordinator!

Welcome to the United Way team and thank you for agreeing to play a key role in the 2009 Community Impact Campaign! We are very excited about this year's campaign! You are among a select group of individuals who will be working together to make lasting changes in the lives of our community members here in Harrisonburg and Rockingham County. The work you do is vital. Your success is the community's success!

This training packet is designed to provide you with the tools and resources you need to have a successful and enjoyable workplace campaign. United Way staff and volunteers are available to assist with presentations or any support you may need.

The mission of United Way of Harrisonburg and Rockingham County is to improve lives by mobilizing the community to create lasting changes in conditions. As an Employee Campaign Coordinator, you help to fulfill this mission.

Feel free to contact me at beth.bland@uwyr.org or 540-434-6639 ext. 302 with any questions you may have, or if I can assist you in any way!

Best of luck!

Beth Bland
Director of Development

**"LIVE UNITED makes clear that all of us
have a stake in each other's success and that all people,
no matter their position or means, have a role to play
in advancing the common good."**

Brian Gallagher
President and CEO
United Way of America

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***Underneath everything we are, underneath we do, we are all people.
Connected, interdependent, united. And when we reach out a hand to one,
we can influence the condition of all. That’s what it means to LIVE UNITED.***

Your ECC Job Description

What does an Employee Campaign Coordinator do?

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your workplace.

Key Responsibilities:

- Attend United Way kick-off, report meeting, and celebration event. **Invite your co-workers.**
- Attend United Way ECC training workshop.
- Work closely with your United Way volunteer and United Way staff.
- Obtain support from top management.
- Recruit a team of volunteers to assist you.
- Develop an effective campaign plan including dates, goals and special activities.
- Coordinate the distribution and collection of campaign materials.
- Coordinate your company's kick-off, recognition and special events.
- Request speakers and tours from United Way.
- Promote the campaign throughout your company.
- Encourage leadership (\$500+) giving in your campaign.
- Educate your co-workers about United Way.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your workplace campaign fun!
- Complete your final report and send it with pledge forms to United Way office.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year.

Be the change you want to see in the world.

Gandhi

United Way of Harrisonburg and Rockingham County 2009-2010 ECC Campaign Calendar

September

16 8:30 AM Campaign Kickoff
10:00 AM ECC Training
Court Square Theater

October

28 8:30 AM Impact Breakfast 1
Court Square Theater

December

9 8:30 AM Impact Breakfast 2
Court Square Theater

May

Celebration

Campaign Contacts

Campaign Executive Officer
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Frequently Asked Questions

Q: What is United Way of Harrisonburg & Rockingham County?

A: United Way of Harrisonburg & Rockingham County (UWHR) is a non-profit community impact organization, seeking to improve lives by mobilizing the community to create lasting changes in conditions. UWHR seeks to provide for the greatest need of the most vulnerable people in the community. We achieve this by garnering resources and allocating them to partner agencies that have been evaluated and deemed to be the best recipients that will enact the most lasting positive changes.

UWHR raises money each year in an annual campaign and generates revenue through grant writing. In addition, the organization secures in-kind support from the community. These financial and in-kind resources are returned to the community in ways that attempt to reach the most people and do the most good. UWHR currently has **30 community partner agencies and supports 36 local programs.**

Q: Who runs United Way?

A: UWHR is governed by a local board of directors and utilizes numerous community volunteers. There is also a small support staff. Community members make up the volunteer pool, and give their time, talents, and money to increase the quality of life for Harrisonburg and Rockingham County citizens. UWHR is also a member of the larger United Way of America.

Q: Why join the LIVE UNITED Movement?

A: Because UNITED, we can change what we see in our world. When you invest in your community through UWHR, you help create positive, lasting change. UWHR works to advance the common good by focusing on the building blocks of a strong community: Ready Children, Successful Youth, Self-Sufficient Families, and Independent Adults.



GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™ 

United Way Myth # 1: My Investment does not stay locally.

Fact: 99% of your investment stays in Harrisonburg & Rockingham County. The other 1% is membership dues paid to United Way of America for the use of the “United Way” name. This also includes access to United Way of America research, training and national campaign support.

United Way Myth # 2: United Way has high overhead.

Fact: United Way of Harrisonburg & Rockingham County’s overhead is 17%, which meets national United Way of American standards and compares favorably with other local non-profit health and human service organizations.

United Way Myth # 3: My investment does not go where it is needed most.

Fact: United Way awards grants to address the greatest needs of the most vulnerable persons in our community. Community volunteers decide where your investment is most needed. These teams of volunteers review and evaluate each program application and decide upon the level of funding to award each program. Another group of community volunteers certifies all community partners bi-annually. In addition, United Way has its own annual audit conducted by an outside accounting firm to make certain the donor gifts are used properly.

United Way Myth # 4: My investment does not go where I want it to.

Fact: Your donation is automatically invested in the Community Impact Fund which supports our 36 partner programs. With gifts of \$50 or more, you may designate your gift to one of our four impact areas: Ready Children, Successful Youth, Self-Sufficient Families, or Independent Adults. If you prefer, you may designate to a specific non-profit health and human service agency. Your designation to a specific non-profit agency does not effect the amount of money that partner agencies are awarded from the United Way Community Impact Fund.

United Way Myth # 5: My investment does not matter.

Fact: Your investment in your community is what matters. Without your support, United Way of Harrisonburg & Rockingham County and our 36 Community Partner programs would not be able to provide the level of support currently delivered. When you reach out a hand to one person, you influence the condition of all. Your investment does make a difference.

4 Steps to a Successful Employee Campaign



Engage • Educate • Ask • Thank

Engage

Planning Your Campaign

Start by Securing Support from the Top

- The support of top management is essential to a successful campaign!
- Request your CEO or Lead Management to send an endorsement letter or e-mail to staff.
- Schedule your Lead Management to speak at employee meetings and participate in events.
- Find out if your company has a matching gifts program.

Select a Committed Campaign TEAM – Together Everyone Accomplishes More!

Building a campaign team will make your job easier. Recruit your team members from various departments, locations, and levels of employment (associate to management). Assign roles and responsibilities based on talent and interest. Make sure you clearly define the roles and time commitment involved for each volunteer!

What makes a **great** committee member?

- ❖ Enthusiasm
- ❖ Knowledge and passion about United Way
- ❖ Well respected by fellow employees

Choose roles for your team:

- **Co-coordinator** – to lighten your workload and possibly lead next year’s committee
- **Public Relations Representative** – to deliver United Way messages to fellow employees in creative ways
- **HR/Payroll Representative** – to help simplify payroll deduction and record keeping

What is a Campaign Team Account Manager?

An account manager will be assigned to support your campaign team in running a successful workplace campaign. The duties of an account manager include:

- ❖ Reviewing your workplace giving campaign
- ❖ Assisting with planning your campaign strategy
- ❖ Serving as a liaison between your business and United Way staff
- ❖ Providing support to your campaign team

Plan Ahead

- Begin planning your campaign four months in advance.
- When setting a date for your campaign kick-off, choose a time you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal considerations in mind.

Set Goals

- Work with your campaign team to establish your campaign goals for participation, number of leadership givers ((\$500 +) and dollar amount raised.
- It is important to set a campaign goal that is challenging yet still realistic for your company. Reviewing past performances can help you do this.



Reaching Out to Create Lasting Change

Make Giving Easy

- Encourage use of payroll deduction, as it is the most convenient method of giving.
- Set a specific date for pledge forms to be returned to you. This way you know that everyone was reached and made a choice about participating.

The Impact of Giving

The generous contribution of each individual is what makes the United Way Community Impact Campaign. Together, we can get results no one can alone. See below how each gift does matter.

\$1.00 a week: Provides emergency assistance to 4 individuals with immediate financial needs.

\$2.00 a week: Provides 9 rides to work to a person with a disability who has no other means of transportation.

\$3.00 a week: Provides 7 days of quality childcare for low income working parents.

\$4.00 a week: Provides 4 safe nights to a victim of domestic abuse.

\$5.00 a week: Delivers 52 hot meals to senior citizens at risk for nutritional deficiencies and social isolation.

\$10.00 a week: Provides 7 doctor visits to uninsured individuals with chronic diseases.

***“I don't think you ever stop giving. I really don't.
I think it's an on-going process. And it's not just about being able to
write a check. It's being able to touch somebody's life.”***

Oprah Winfrey

Educate

Building Awareness

Promote and Publicize Your Campaign

- Posters, newsletters, table tents, banners, employee newsletters, and e-mail will help promote campaign events.
- Send “Did You Know” e-mails to educate employees about United Way and the impact United Way giving has on our community.
- Publicize updates throughout the campaign as you work towards reaching your goal.
- Be sure to make a special effort to reach retired employees, or those who work off-site or odd shifts.



When building awareness of the campaign, try putting United Way brochures, posters, and information in unexpected places such as the backs of restroom stalls or in employee pay envelopes, as well as in high-traffic areas.

Campaign Kick-Off

- Hold a kick-off event that highlights your companies’ support for United Way. Incorporate fun activities.
- Recruit employees to share reasons to contribute to United Way.
- Schedule speakers from agencies receiving funding from United Way to educate employees about community needs and how their money helps.
- United Way staff members are available for agency fairs, agency tours, presentations, and Q&A sessions.
- Special events that create competitions between departments (games, contests, etc) can increase enthusiasm about the campaign.

Make Campaign Meetings FUN!

- ❖ Create a team spirit. We are helping together!
- ❖ Host a United Way game such as Jeopardy or Trivia. Have the answers cover the information that you want to share with employees.
- ❖ Hold drawings and award prizes for employees who turn in completed pledge forms at the meeting.

LIVE UNITED BINGO

I LIVE UNITED by . . .




<p>serving on a United Way Committee.</p>	<p>adopting an angel from an angel tree.</p>	<p>taking a covered dish to someone who is sick or has a new baby.</p>	<p>sending a note of encouragement to someone having a tough time.</p>	<p>including testimonials in campaign presentations.</p>
<p>baking cookies for a group of children.</p>	<p>touring a United Way agency.</p>	<p>helping a child with homework.</p>	<p>attending a United Way event or agency fair.</p>	<p>helping someone celebrate a special occasion.</p>
<p>serving a meal to a homeless person.</p>	<p>inviting family members over for a meal.</p>	<p>Free Space How do you LIVE UNITED?</p>	<p>volunteering at my church.</p>	<p>reading to a child.</p>
<p>taking someone to an appointment.</p>	<p>thanking someone for a gift.</p>	<p>speaking up for someone in need.</p>	<p>coordinating my company's United Way campaign.</p>	<p>listening to someone talk about their troubles.</p>
<p>including co-workers on my campaign team.</p>	<p>volunteering for a United Way agency.</p>	<p>using United Way speakers in group meetings.</p>	<p>giving help to someone less fortunate.</p>	<p>participating in Week of Caring.</p>

Rules of the Game:

- 1) Find someone who has LIVED UNITED by doing what is listed in the square and write the name in the space in the square.
- 2) Try to meet some new people.
- 3) First one to fill in five squares vertically, horizontally or diagonally should call out LIVE UNITED and collect a prize. All others will receive a token.
- 4) Once you've filled in all your squares, go back and get the details on someone's LIVE UNITED story so that you can introduce them to the group by telling the story.

Special Events

A successful campaign is exciting and engaging! Special events make a great addition to the workplace campaign. They are a great way to create a cohesive and enthusiastic atmosphere. Special events should be designed to compliment you campaign. Here are some ideas to get you started:

- Office Olympics 
- Golf Tournament
- Soccer Tournament
- Basketball Shootout
- Poker Tournament
- Golf Tournament
- Talent Show/ Karaoke
- Cutest / Ugliest Baby Picture Contest
- Ugliest Tie Contest
- Guess How Many Jelly Beans are in the Jar Contest 
- Pumpkin Carving/ Decorating Contest
- Cubicle Decorating Contest
- Company IQ Test (based on your company's history or products)
- Costume Contest or Party
- United Way Trivial Pursuit
- Work/Department Competitions
- Yard Sale
- Car Wash
- Craft, Food, or Bake Sale
- Employee Cook-Off 
- Company Picnic
- Pancake Breakfast
- Ice Cream Social
- Employee Cookbook
- Executive Dunking Booth
- Casual Friday
- 50/50 Cash Raffle
- Silent Auction
- Executive Dunking Booth
- Valet Parking
- Tailgate Party
- Concession Stand

Educational Ideas: Bingo • Reminder-A-Day • Word Scramble • Jeopardy • Trivia

Prizes and Incentives

Prizes and incentives are great tools to help meet your goal of increased participation or to increase the average gift of your employees.

Some incentive ideas include:

- United Way Merchandise
- Sporting Event Tickets
- Movie Passes
- Trophies or Plaques
- Gift Certificates or Coupons
- Hotel Stay Giveaways
- Company Logo Items
- PayDay Candy Bar with a Note about the Impact of One Dollar
- Pizza Party
- Free Massage
- Lottery Tickets



Incentive ideas you don't have to purchase:

- \$5 Casual Day
- Sleep in Passes
- Long Lunch Passes
- CEO for the Day
- Day off on Birthday
- A Party Catered by One Department for Another
- "United Way" Premier Parking Spot
- Job Trades – Let the Boss Do your Job



Be creative...and add your own ideas

Where to Get Prizes: Vendors • Campaign Budget • Your Company • Local Businesses

Inexpensive LIVE UNITED items can be purchased from the United Way catalogue: www.unitedwaystore.com or 1-800-772-0008.

United Way T-Shirt Template

Cut out and use the paper United Way T-shirt to: recognize employees that give, loyal contributors (5+ years of giving to United Way), or as a fundraiser. You can also use the paper tee to recognize employees for living united.



Ask

Making “The Ask”

The number one reason people state for not giving is that they were not asked.

It’s important that every employee is given the opportunity to hear about United Way of Harrisonburg & Rockingham County and be asked for a contribution. The most effective method of asking employees is through a group meeting plus one-on-one follow-up. Pledge forms should be distributed to everyone.

Make giving personal and relevant.

For instance, ask employees how many cups of coffee they purchase in a week.
Would they consider donating the cost of one cup of coffee per week to the campaign?



The Perfect Group Ask

- Thank employees for past contributions.
- Inform employees about the impact United Way has in our community. Share any positive, personal experiences you’ve had with United Way.
- Share the impact that previous giving has had on our community.
- Present the United Way Campaign video or a “How I LIVE UNITED” story.
- Pass out pledge forms and have pens available.
- Make “The Ask” – invite those attending to give.
- Make sure everyone knows about the Leadership Giving levels, company matching programs, and designation guidelines.
- Thank the audience for their attendance and for their donations!

The Perfect One-On-One Ask

- Schedule a convenient time to meet.
- Think about the employee. What are his/her interests?
- Explain how United Way of Harrisonburg & Rockingham County is addressing the needs and challenges in our community. Share a personal story explaining why you give.
- Ask open-ended questions and listen. Be ready to change your appeal based on what your coworker tells you about his/her interests.
- Provide a pledge form and explain the available options.
- Thank the employee for taking the time to learn about how they can invest in our community.

Try This: Bring snacks and drinks to help increase attendance.

Gift Designation Guidelines

Each donation is automatically invested in the Community Impact Fund which supports our 36 partner programs. With gifts of \$50 or more, you may designate your gift to one of our four impact areas: Ready Children, Successful Youth, Self-Sufficient Families, or Independent Adults. If you prefer, you may designate to a specific non-profit health and human service agency. Your designation to a specific non-profit agency does not effect the amount of money that agency is awarded from the United Way Community Impact Fund.

Leadership Giving Levels

Promoting leadership giving is the key to achieving your organization’s goal.

The Skyline societies recognize corporations and individuals that give at a leadership level:

Corporate Skyline Leadership Society

Corporate Crown Society	\$25,000 & above
Corporate Ridge Society	\$10,000 – \$24,999
Zenith Society	\$5,000 – \$9,999
Corporate Summit Society	\$2,000 – \$4,999
Corporate Pinnacle Society	\$1,000 – \$1,999
Corporate Crest Society	\$750 – \$999
Corporate Peak Society	\$500 – \$749

Skyline Leadership Society

Tocqueville Society	\$10,000 & above
Zenith Society	\$5,000 – \$9,999
Summit Society	\$2,000 – 4,999
Pinnacle Society	\$1,000 – \$1,999
Crest Society	\$750 – \$999
Peak Society	\$500 – \$749

Be a leader! Invite co-workers to join you as a member of our \$10/week club. That is all it takes to be a leadership giver! It is as easy as packing lunch one day a week rather than going out.

Campaign Talking Points

The mission of United Way is to meet the greatest needs of the most vulnerable persons in our community. Never before in the 52 year history of United Way of Harrisonburg and Rockingham County have our needs been greater or our citizens more vulnerable.

A gift to United Way is THE most powerful way to impact your community!

Why?

- ✓ Because your one gift supports 30 different agencies in our community.
- ✓ Because your one gift ensures an entire network of essential services aimed at ready children, successful youth, self sufficient families and independent adults.
- ✓ Because 99% of your one gift stays right here at home. Only 1% goes to United Way of America for use of the brand name, market research, and training events.

United Way at Work Around The Clock

Your gift is working around the clock, 24/7 and 365/days a year. How is that possible?

- 7:00 AM Your gift subsidizes child care for 205 families at Harrisonburg/Rockingham Child Day Care, Roberta Webb Child Care and Plains Area Day Care.
- 8:00 AM Your gift transports 55 adults with physical and intellectual disabilities to work at Friendship Industries.
- 10:00 AM Your gift offers counseling services on a sliding fee scale at the Center for Marriage and Family Counseling.
- 11:00 AM Your gift provides home visits and support to at-risk teens and first-time parents through Healthy Families of the Blue Ridge and Hand in Hand Resource Mothers.
- Noon Your gift delivers Meals on Wheels to home bound senior citizens who otherwise might be forced to choose between paying for food, rent or medicine.
- 2:00 PM Your gift provides medical care at the Free Clinic, legal assistance at Blue Ridge Legal Services, and help with rent and light bills at Elkton Area United Services to low-income working adults.
- 3:00 PM Your gift matches 82 at-risk youngsters with caring adult mentors for quality time after school through Big Brothers Big Sisters.
- 5:00 PM Your gift provides a full day of care at Generations Crossing to 5 older adults with dementia.
- 7:00 PM Your gift tutors adult learners in ESL classes through Skyline Literacy, so that they can better communicate with their children's teachers and their employers.
- 10:00 PM Your gift provides support to a victim of sexual assault who has just called the Collins Center crisis hotline.
- Midnight Your gift sends an American Red Cross worker to comfort a local family devastated by the loss of their home in an unexpected house fire.
- 3:00 AM Your gift provides shelter at Mercy House, First Step and HARTS to homeless families who would otherwise be living in cars or on the street.
- 7:00 AM Your gift cares for babies of teen mothers at Harrisonburg High School's Project 4T, so that the young parents can remain in high school, graduate, and become productive citizens.

Give. Advocate. Volunteer. LIVE UNITED! When you reach out a hand to one, you influence the condition of all!

Hints on Handling Objections

Often, people find getting started the most difficult step in solicitation because they feel uncomfortable asking for donations. Keep in mind that the money you raise will be used to improve the lives of many, right here in our community.

Here are some hints to keep in mind when handling objections:

- Answer all questions directly, openly, and honestly.
- Listen carefully to what is said. Sympathize by saying “I can understand or appreciate how you feel”. This is doesn’t necessarily mean you agree.
- Be open, not defensive. A concern is never directed at you; it is directed at some idea you are presenting.
- Don’t argue. If you argue with someone’s statement, you will force the person to become defensive. Remember, you want to address a concern, not win an argument
- Be relaxed, be yourself. Your job is to make a case for supporting your community through United Way of Harrisonburg and Rockingham County.
- Be prepared. Review the frequently asked questions section.
- Never answer the objection like a know-it-all, don’t try to win the point.
- Remember that not all objections can be answered. In these cases re-state the positive.
- If you don’t know the answer, don’t fake it. Assure the person you will find out the answer and then get back to them. Call a United Way staff member for assistance.

No one cares how much you know, until they know how much you care.
Unknown

Remember... Giving is a **voluntary** decision.

When asking employees to donate, remember that giving is always voluntary! Investing in the community is a personal decision, and you can expect some employees you solicit to object to some part of United Way or the campaign. These are natural parts of the solicitation process, so you should regard them as welcome signals that you are doing your job. Remember, not everyone is going to participate, no matter how fun and informative you make your campaign!

Donor's Bill of Rights

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations that and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the Board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statement.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Endorsed by: (In Formation) * Independent Sector * National Catholic Development Conference (NCDC) * National Committee on Planned Giving (NCPG) * Council for Resource Development (CRD) * United Way of America

Developed by: American Association of Fund Raising Counsel (AAFRC)
Association for Health Care Philanthropy (AHP)
Council for Advancement and Support of Education (CASE)
National Society of Fund Raising Executives (NSFRE)

Take Advantage of Year-Round Opportunities

- Make your business LIVE UNITED by sponsoring a United Way event (see the “2009 Sponsorship Opportunities” section).
- Offer new employees (including part-time and seasonal) the opportunity to support the campaign throughout the year.
- Recognize employees who LIVE UNITED. Share their story by having them complete the sentence: “I LIVE UNITED by ____.”
- Recognize your loyal contributors. These are the employees who have given for 5+ years on a consistent basis. Ask them to self identify..
- Hold quarterly United Way events to maintain community impact awareness.
- Share the monthly electronic newsletter with co-workers.

*“We make a living by what we get,
we make a life by what we give.”*

Monitor Your Progress and Report Results

- Collect all pledge forms.
- Make sure all pledge forms are completed.
- Separate the pledge forms into the following categories:
 - Payroll deduction
 - Fully paid pledges – cash, check
 - Credit card – ensure the individual has included the card number, CVN code, expiration date, billing address, and the pledge form is signed.
 - Direct Bills (stock gifts are included here) – ensure individual has included full mailing address.
- Complete the Employee Campaign Report Envelope.
- Enclose the white copies of the pledge forms with any cash or checks in the Employee Campaign Report Envelope. Seal envelope.
- Call United Way at 434-6639 ext. 302 to arrange for a pick-up of your Report Envelope.
- Evaluate your company’s results and write recommendations for next year’s campaign.

Thank

Saying Thank You

Celebrating the results of the campaign and saying “Thank you” are an important step in your campaign. By making investors aware of the importance of their contributions, you not only show you appreciate their effort, but encourage future investing and community involvement. High levels of participation equal higher results, and acknowledging investments increases participation! We can never say thank you too many times!



Some Ways to Say Thank You:

- **Saying thank you in person – Spend a morning greeting employees as they get to work and thanking them individually for their support.**
- Posting thank you messages in highly visible places, e-mails, newsletters, and over PA systems.
- Distributing personalized thank you notes from yourself and the CEO.
- Give out LIVE UNITED T-shirt templates for employees to post.

Ideas for a Thank You Event:

- Create a sundae bar with an assortment of ice creams and a wide variety of toppings.
- Once your office has reached its goal, have a party. Invite all employees and give a thank you presentation. Serve refreshments and have door prize drawings.

Thank You...Gracias...Merci... Danke...Grazie

2009 Sponsorship Opportunities

United Way is the most efficient and effective way to meet your philanthropic goals and achieve visibility. Sponsorship positions your business as a compassionate community leader and builder.

PICK YOUR EVENT

<p><input type="checkbox"/> Community Impact Celebration May 5, 2009</p> <p><i>The United Way Community Impact Celebration Breakfast is the grand finale event in the United Way Community Impact Campaign. Grant awards to partner agencies will be announced. Members of the 30% Club will be recognized and campaign awards will be given.</i></p>	<p><input type="checkbox"/> Campaign Kick-off September 2009</p> <p><i>The United Way Community Impact Campaign kicks off with a breakfast held in September. The kick-off brings together those organizations that host workplace campaigns with the community partner agencies who deliver services in the community.</i></p>
<p><input type="checkbox"/> Day of Caring 2009 May 20, 2009</p> <p><i>United Way aspires to be the ideal partner for people who want to make a real difference in the community. United Way Day of Caring is one way this goal is accomplished. Volunteers are matched with partner agencies to complete special projects.</i></p>	<p><input type="checkbox"/> Report Events Fall 2009</p> <p><i>United Way hosts report events during the campaign (October, November & February) to provide campaign updates to the community. Outstanding campaigns are recognized and United Way partner agencies are spotlighted.</i></p>
<p><input type="checkbox"/> Community Leaders Reception Summer 2009</p> <p><i>Join businesses and top community leaders for a unique gathering this summer. Event will include a keynote speaker discussing the impact and importance of philanthropy in our local community.</i></p>	<p><input type="checkbox"/> Turks Night June 13, 2009</p> <p><i>Come out for baseball and fun at the annual United Way Night with the Turks. Wear your LIVE UNITED t-shirt (or any UWHR partner agency t-shirt for free admission to the game. Sponsorship covers giveaways.</i></p>

PICK YOUR SPONSORSHIP

LIVE UNITED All Event Sponsor

- ***Platinum Sponsor: \$5,000***
 - Receive the benefit of Gold level sponsors at ALL United Way events (*see below*)
 - Logo and link to your website on UWHR electronic newsletter for calendar year (8-12 per year)
 - Recognition in Annual Report

Maximize your partnership with United Way and receive the benefits of being a sponsor for EVERY United Way event in 2009! *Commitment must be made prior to April 1.*

- ***Gold Sponsor: \$1,000***
 - Logo on event promo and printed material
 - Logo and link to your website on UWHR electronic newsletter
 - Recognition on United Way Website
 - One reserved table for 6*
 - Ability to set up exhibit table at entrance*
- ***Silver: \$500***
 - Name on promo and printed material
 - Recognition in UWHR electronic newsletter
 - Two reserved seats at premier seating location*
 - Ability to set up exhibit table at event*
- ***Bronze: \$250***
 - Name on promo and printed materials

* As appropriate to event

***Thank you for your commitment.
Together, UNITED, we can bring people together to
create lasting change that will improve lives.***

ALL SPONSORS
will be recognized at the event of their sponsorship.