

HOW TO

LIVE UNITED

**IN HARRISONBURG AND
ROCKINGHAM COUNTY**

JOIN HANDS.

OPEN YOUR HEART.

LEND YOUR MUSCLE.

FIND YOUR VOICE.

GIVE 10%. GIVE 100%.

GIVE 110%

GIVE AN HOUR. GIVE A SATURDAY.

THINK OF *WE* BEFORE *ME*.

REACH OUT A HAND TO ONE AND

INFLUENCE

THE CONDITION OF ALL.

Welcome, Employee Campaign Coordinators!

Welcome to the United Way team and thank you for agreeing to play a key role in the 2008 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 ECC 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 also available to assist with presentations or any support you may need along the way.

Workplace campaigns are a major part of the United Way campaign each year. Over half of the 2007 Community Impact Revenues were raised in workplace campaigns!

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

Best of luck!

Beth Bland
Director of Development

***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.***

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**United Way of Harrisonburg and Rockingham County
2008 ECC Campaign Calendar***

6-9-08

July

29 Pacesetter Kick Off / Pacesetter ECC training All
8 – 12 noon, Court Square Theater

September

9 Campaign Kickoff / ECC training All
8 – 12 noon, Court Square Theater

16 ECC training – make up session ECC's
1 – 3 PM United Way Office

October

21 Campaign Update 1 Simms Center All
8:30 – 9:30 AM
Hosted by the Arc / *Light B'fast fare*

November

18 Campaign Update 2 All
8:30 – 9:30 AM Location to be announced

December

All campaign packets turned in.
Great Job!

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Director of Development

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*Contact Beth with campaign
questions!*

Financial and Administrative Associate

Marsha Fuller

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*Contact Marsha with pledge processing and/or
comments and questions!*

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Job Description Employee Campaign Coordinator

What does a Campaign Coordinator do?

Position description: Employee Campaign Coordinator (ECC)

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 company.

Key Responsibilities:

- Attend United Way kick-off and celebration event. **Invite your co-workers.**
- Attend United Way ECC training workshop.
- Work closely with your CEO, United Way volunteer and staff member.
- 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 company 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*

About United Way of Harrisonburg & Rockingham County

Mission

To improve lives by mobilizing the community to create lasting changes in conditions.

Vision

To be the premier community impact leader by engaging partners to achieve solutions that matter.

Strategy

- Identify and assess areas of critical need.
- Set priorities and focus resources.
- Bring people together to support solutions.
- Measure results and community impact.

Four Impact Areas

1. **Ready children:** To prepare young children for success in school
2. **Successful youth:** To develop successful youth by engaging their families, promoting healthy lifestyles and building leadership skills.
3. **Self-sufficient families:** To help at risk individuals and families manage times of crisis and develop to their full potential.
4. **Independent adults:** To enrich the quality of life for adults with disabilities and aging adults.

What is United Way?

United Way of Harrisonburg & Rockingham County is a non-profit community impact organization, seeking to improve lives by mobilizing the community to create lasting changes in conditions. United Way 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.

United Way 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.

The United Way of Harrisonburg & Rockingham County was established in 1957, and raised over \$45,000 in that first year alone. Today, more than \$20 million has been raised to support local programs that deliver health and human services to Harrisonburg and Rockingham County residents. United Way currently has **31 community partner agencies and supports 37 local programs.**

Who runs United Way?

United Way of Harrisonburg and Rockingham County is a local branch of the larger United Way of America. It 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.



READY
—children—



SUCCESSFUL
—youth—



SELF-SUFFICIENT
—families—



INDEPENDENT
—adults—

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2008 Campaign Best Practices

- 01. Ask your Lead Management to publicly support the campaign:**
Ask your General Manager to send an endorsement letter/e-mail to the board and staff, speak at employee meetings, and appear at events.
- 02. Get employees excited about living united.**
Have senior employees share their stories about how they live united and encourage others to join them in your campaign.
- 03. Hold an agency fair to kick off the campaign.**
This is a good way to get employees familiar with the impact their donations will have and excited about giving to the Community Impact Campaign.
- 04. Use employee payroll deduction:**
Encourage staff to use this convenient method of investing in their community. Your payroll staff can contact United Way and speak to Marsha Fuller, our Administrative and Finance Associate to facilitate payroll deduction.
- 05. Personalize pledge forms:**
Offer a pledge form preprinted with the persons name to reinforce giving as a personal decision.
- 06. Set a Campaign Goal:**
Work with your campaign team to establish your campaign goals. Coordinators should attend United Way's Campaign Coordinator Training on September 9th or September 16th.
- 07. Select a committed campaign committee:**
Recruit and train other enthusiastic employees to help with the campaign and set goals for participation and dollars raised. Include employees from various areas, location, etc. to foster team building.
- 08. Publicize the campaign within your organization:**
Posters, pins, newsletters, table tents, banners, and e-mail will help promote campaign events and how employees can help build a stronger community.
- 09. Incorporate themes, incentives and special events into the campaign:**
Generate enthusiasm for your campaign with incentives (day off, casual days, prized, etc.) and add fun through special events (skits, contests, auctions, etc.). See the FUNdraising Section for some good ideas to make your campaign exciting!
- 10. Offer Tours and/or the opportunity to hear from United Way Community Partners:**

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Bring in a United Way Community Partner to speak and or encourage employees to tour United Way Community Partner agencies so they can see how their investments in the Community Impact Fund help meet our community's greatest needs. Allow employees to volunteer during the Day of Caring. *Tours will be given on September 9th for ECC's and their campaign team members.

11. Educate employees about United Way and ask them to invest in their community:

Help employees learn more about United Way by holding employee meetings and or one-to-one discussions from committee members and by directing them to our website, www.uwhr.org. Arrange for a United Way speaker at meetings. Encourage employees to share their experiences using United Way Community Partners or services. Continue employee education about United Way year-round!

12. Offer new employees the opportunity to support the campaign throughout the year:

Offer new employees (including part-time and seasonal) the opportunity to contribute at the time they join your organization using our simple New Hires Brochure and pledge form.

13. Once the Campaign is complete, thank all employees for participating:

Through letters, at a meeting, or by email, thank your committee and all employees for their participation in the campaign. You and your committee should plan to attend the Campaign Update meetings (Oct. & Nov.) and Community Investment Celebration (May 2009).

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

2008 Company Executive Best Practices

Publicly support the campaign:

Send a CEO endorsement letter/e-mail to employees, speak at employee meetings, and appear at events.

Demonstrate your leadership by investing at a Leadership Society level gift.

Allow employees to use payroll deduction:

Allow for and encourage employees to use this convenient method of investing in their community. Your payroll staff can contact United Way to speak to our Marsha Fuller, our Administrative and Finance Associate, to facilitate payroll deduction.

Recruit a senior-level employee as Leadership Giving Coordinator:

This individual will coordinate a Leadership level campaign among employees and set goals for the number of participants and dollars raised. This Coordinator should attend United Way Campaign Coordinator Training.

Recruit an organized, enthusiastic Employee Campaign Coordinator:

The Coordinator should have time to attend United Way Campaign Coordinator training and motivational campaign updates.

Set a challenging goal:

Meet with your Campaign Coordinator to set a goal for your campaign. United Way will provide you with your company's campaign history to use as a guide.

Make a Corporate Gift:

Make or increase a corporate gift. Corporate gifts can be incentives for employee giving.

Allot time and resources for an effective campaign:

Provide your Campaign Coordinator with resources to generate enthusiasm for your campaign with incentives (day off, casual days, prizes, etc.) and add fun through special events (skits, contests, auctions, etc.).

Once the Campaign is completed, thank all employees for participating:

Through awards, letters, at a meeting, or by email, thank your Coordinator, committee and all employees for their participation in the campaign. Encourage the committee to attend the Community Investment Celebration.

Offer new employees the opportunity to support the campaign throughout the year: Offer new employees (including part-time and seasonal) the opportunity to contribute at the time they join your organization using our simple new hire pledge form.

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Know Your United Way Facts

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

Fact: 99% of your investment stays in Harrisonburg & Rockingham County. The other 1% is a fee paid to United Way of America for the use of the “United Way” name, United Way of America research, and tools such as the United Way of America Intranet, list serve idea sharing with other United Ways across the country and national campaign support such as the NFL commercials.

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

Fact: The 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 you say it does.

Fact: Community volunteers decide where your investment is most needed. These teams of volunteers review and evaluate each program annually and decide upon the level 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.

United Way Myth # 4: 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 37 Community Partner programs would not be able to provide the level of support currently delivered. One person does make a difference.

Did You Know...

- United Way of America is the national service and training center, supporting its members with services that include advertising, training, corporate relations, research, networks and government relations.
- UWA does not raise or distribute funds. United Way of America, established in 1918, is governed by a volunteer board consisting of up to 45 members.
- There are approximately 1,400 independent United Way operations, separately incorporated and governed by local volunteers.
- United Way of Harrisonburg and Rockingham County was founded on May 24, 1957 as the United Fund of Harrisonburg and Rockingham County. The Chamber of Commerce originated the United Fund. UWHR is governed by a volunteer board consisting of up to 24 members.
- The first campaign raised \$45,165 providing funds to eight organizations. The 2003 campaign raised \$1,087,554 for the largest pool of locally invested funds ever.
- UWHR founders were Charles W. Wampler, Jr., Chairman, Harry P. Cavendish, Henry C. Clark, T.R. (Charles) Cooley, B.T. (Jack) Denton, Robert F. Frazier, Elmer T. Kramer, Burke S. McKay, William E. Pettit, Harvey H. Scott, Adrian L. Sonn, Dan C. Stickley, A.B. Torrence, and Thomas L. Yancey, Jr.
- UWHR's mission is to improve community conditions in Harrisonburg and Rockingham County, therefore fund development efforts are focused on our local community and donor designations are encouraged toward our local impact areas.
- United Way volunteers include board members, agency certification team, community investment teams, annual campaign team, and Day of Caring teams.
- Each program receiving funds is a non-profit, tax-exempt charity governed by local volunteers and has a sound plan to address local problems and needs. These programs help bring our community closer to a vision of ready children, successful youth, self sufficient families, and independent adults.

8 Steps to a Successful Employee Campaign

1. Getting Started

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. An important first step is becoming familiar with your organization's past campaigns and relationship with United Way. Talk to former Campaign Coordinators and United Way Staff to review company performance.

Ask...

- What were the specific strategies used in last year's campaign?
- What were the most effective and least effective strategies?
- What areas of the campaign need improvement?
- What percentage of employees participated?
- What was the upper level management involvement in the campaign?
- How was the campaign promoted?
- What special events were held?
- Which of the campaign best practices were used?

Consider...

- Participation trends.
- Leadership giving trends (annual investment of \$500 or more)
- Payroll deduction investment
- Undesignated investing versus designated investing

Analyze...

- The data – both company and department by shift.
- How much money was raised?
- Management investment versus hourly employee investment.

2. Enlist Top Management Support

The support of top management is essential to a successful campaign!

Arrange a meeting with your organization's CEO as soon as possible to discuss top management involvement and other important details such as a budget and campaign goal. Ask your CEO to send a letter or e-mail to managers announcing your role and asking for their support of the campaign.

Make sure to keep top management involved in by asking them to participate in the following ways:

- Send a personal letter or e-mail to employees asking them to participate
- Ask for approval for campaign budgets and goals

- Attend and speak at campaign events
- Allow employees time to attend campaign events
- Make a leadership contribution and help involve top management
- Find out if your company has a matching gifts program.

3. Select the campaign TEAM – Together Everyone Accomplishes More!

Teamwork is crucial to a group's success. Building a campaign team will make your job easier and ensure that many people are spreading the United Way message and educating employees about its importance. 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 of and belief in the United Way mission
- ❖ Willingness to set an example by giving to United Way
- ❖ Well respected by fellow employees

You could also consider creating some specific roles for team members:

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

4. Develop a strategy

Set a goal. 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. Two good ways to define your goal are to aim for an increased percentage of employee participation, and to increase the average gift / per capita gift. Make special efforts to reach non-contributors and retirees.

Decide on a solicitation style. You must decide when and how to ask for gifts. It is important to include all employees in the process, remember to aim for a **100% ask!** Group and individual solicitation both have their strengths and

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weaknesses. Decide on which would be the best method for your organization, or use a combination of the two.

Group solicitation:

Bring employees together to hear the United Way message, then, ask them to fill out pledge cards at the end of the presentation. This method is the most efficient use of time and insures that a uniform message is being presented. Group meetings can include presentations, speakers, events, etc, and should last 15-20 minutes.

Sample 15 Minute Group Meeting Agenda

2 minutes: welcome and campaign endorsement by CEO

6 minutes: United Way Campaign video

OR

“How I Live United” story or agency representative discusses United Way, who it benefits, and why it is important to invest with United Way.

2 minutes: Wrap up and closing remarks about up-coming campaign events

3 minutes: Campaign Coordinator answers questions, collects pledge forms, and **says “Thank you!”**

One-on-One Solicitation:

This method is just as it sounds, campaign representatives meeting with individual investors to discuss the importance of the United Way Campaign and to answer questions.

- Thank the employee for meeting with you
- Tell the employee your purpose in speaking with them
- Handle every concern presented about the United Way and answer the questions directly.
- Provide a pledge form and explain the available options.
- **Say “Thank you!”**

Create a timeline for your campaign, and stick with it! Example timelines are provided.

5. Educate and Promote

- Use United Way brochures, posters, and information to build awareness of the campaign. These will be provided to you; try putting them in unexpected places such as the backs of restroom stalls or in employee pay envelopes.
- Promote and publicize your campaign through employee newsletters, e-mails, and other communication tools.
- Have testimonials and “How I Live United” stories from employees shared at meetings or posted around the workplace.
- Holding special United Way events and creating competitions between departments can increase enthusiasm about the campaign.
- Incentives and prizes can also create interest. The United Way catalogue has items for sale, and other ideas are listed in the FUNdraising section. Tie incentives to levels of giving to increase participation and giving levels.
- Remember United Way staff and Partner Agency representatives are available for agency fairs, agency tours, presentations, and Q&A sessions.

United Way is the best investment you can make, because it is making the best investment.

6. Make “The Ask”

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

- Start by making a gift yourself. It is easier to ask someone to give when you give yourself.
- Send “Did You Know” e-mails about the impact of giving \$1, \$2, \$3 etc per week.
- Publicize updates throughout the campaign as you work towards reaching your goal.
- Personalize each pledge card to help you make sure each employee is asked. You can preserve confidentiality by placing pledge cards in envelopes. Ask everyone to turn in a pledge form by a certain date, even if they choose not to give. This way you know that everyone was reached and made a choice about participating.
- Economic difficulties are often an objection when asked to give, here is one way to respond: “Making ends meet is a concern for many of us, and United Way understands that you really want to make a difference right here in your community. In tough times, needs for everyone increase. Many of us have friends and family to go to for help, but some don’t. United Way provides a network to those who don’t, and helps meet the needs of the most vulnerable people right here in Harrisonburg and Rockingham County.
- Be sure to make a special effort to reach retired employees, or those who work off-site or odd shifts.

“Don’t think about what you have done for others,

Think about what others have done for you.”

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7. Report the Results

- Account for all pledge forms.
- Verify the annual gift for each employee.
- 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, 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.
- Call United Way at 434-6639 to arrange for a pick-up of your Report Envelope. Please be prepared to wait while cash is counted and a receipt is issued.
- Evaluate your company's results and write recommendations for next year's Campaign Coordinator.
- **Say "Thank You!" again!**

8. Say Thank You

Celebrating the results of the campaign and saying "thank you" are the most important steps in the 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! You can never say "Thank You!" too much!

Some ways to say thank you include:

- Posting thank you messages in highly visible places, e-mails, newsletters, and over PA systems
- Holding a thank you event for employees after the campaign finale.
- **Saying Thank You in person – Spend a morning greeting employees as they get to work and thanking them individually for their support.**
- Put together goodie bags for your campaign team.
- Send personalized thank you notes from yourself and the CEO.

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

감사하십시오

FUNdraising Ideas

The best way to have a successful campaign is to make it exciting and engaging! Here are some ideas on how to spice up your campaign and have FUN! The most important thing to keep in mind is trying to reach all employees with the United Way message.

Setting a theme for your campaign is a good way to create a cohesive and enthusiastic atmosphere and facilitate competition between departments! Here are some potential theme ideas.

Themes:

- **LIVE UNITED - Challenge employees to live united and share their stories on ways they already do**
- Camp United Way
- Survivor or Island Theme
- Olympics Theme
- A decade theme (1960s, etc)
- "Team up with United Way" – Sports theme, company rounds bases or makes field goals as they approach the goal.
- Mardi Gras
- Corporate Challenge – Take on another company in your field in a campaign goal challenge.
- Beach Bash

Special events make a great addition to employee meetings and the Ask. They give employees a chance to celebrate the joy of doing good for others. To be successful, be sure to time your events so that employees don't think they take the place of the pledge. Here are some ideas to get you started!

Special Events

- I LIVE UNITED bingo game (board in folder)
- Guitar Hero Tournament
- Sporting Tournament
- Bake Sale or Employee Cook-Off
- Golf or Putt-Putt Tournament
- Yard Sale
- Executive Dunking Booth
- Employee Cookbook
- Cutest / Ugliest Baby Picture Contest
- Casual Friday
- 50/50 Cash Raffle



- Silent Auction
- Office Olympics
- Pumpkin Carving Contest
- Cubicle Decorating Contest
- Car Wash
- Costume Contest or Party
- Executive Dunking Booth
- Ice Cream Social
- Campaign Theme Contest

Incentives can be used in a variety of ways. Providing incentives is a positive way to build enthusiasm and help raise more money. The important thing is to use them as a tool to meet your goal of increased participation or to increase the average gift of your employees. Incentives make great prizes for competition winners, and can also be a great way to say thank you at the end of a successful campaign.

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

Some incentive ideas include:

- United Way merchandise
- Sporting Event Tickets
- Movie Passes
- Trophies or plaques
- Gift Certificates
- Hotel Stay Giveaways
- Company logo Items
- PayDay candy bar with a note about the impact of one dollar
- Pizza parties
- Free massage

Or, if you're looking for incentive ideas that you don't have to purchase, here are a few more ideas:

- \$5 Casual Day
- Sleep in passes
- Extra lunch time
- Day off on birthday
- A party catered by one department for another
- "United Way" premier parking spot



Hints on Handling Objections

When asking employees to donate, remember that investing is always voluntary! United Way considers 80% participation “full participation”. We aim to have a 100% ask rate! 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 you make your campaign!

Here are some hints to keep in mind when handling objections. Many of them are merely questions, and if you think of them as that you can easily turn them into opportunities to provide new information and re-state your case.

1. Be open – not defensive. Listen carefully, and remember this is not personal! Use it as an opportunity to clarify or review.
2. Be sympathetic. Listen carefully to what is being said. Sympathize by saying “I can understand or appreciate how you feel”. This is doesn’t necessarily mean you agree.
3. Remember that not all objections can be answered. In these cases re-state the positive.
4. Don’t argue. If you do, you will force the objector into defending it, which they will resent.
5. Never answer the objection like a know-it-all, don’t try to win the point.
6. 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 within 72 hours if possible. Call a United Way staff member at 434-6639.

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

Unknown

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How Does My Gift Matter?

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 your gift does matter.

- \$1.00 a week: Provides two months of nutritious food for a family in need.
- \$2.00 a week: Recruits and trains one new childcare provider. Improving childcare options for working families.
- \$3.00 a week: 30 warm home delivered meals to a homebound older adult. Reducing nutritional risk & social isolation.
- \$4.00 a week: 3 hours of professional counseling services. Helping families and youth address issues so they can develop to their fullest potential.
- \$5.00 a week: 24 hours of English literacy tutoring. Allowing learners to reach personal goals of entering/bettering employment, obtaining citizenship and increasing involvement in their child's literacy activities.
- \$6.00 a week: 54 trips to work for disabled adults. Enabling disabled adults to access services, learn to work, be productive and contribute back to their community.
- \$7.00 a week: Closes one legal case for a low-income older adult helping them access high quality, affordable health care or advocating for eligibility for appropriate services, or providing assistance in obtaining income maintenance programs such as social security, retirement benefits or Veterans' benefits.
- \$8.00 a week: 93 hours of instruction to meet basic developmental and educational needs of preschool children and undereducated adult parents in an intergenerational learning environment designed to empower families to break the cycle of illiteracy, poverty and dependency.
- \$9.00 a week: Provides access to 2 victims of sexual assault resources needed, including accurate information, emotional support, a safe environment, and other basic needs such as food, shelter and clothing.
- \$10.00 a week: 18 days of quality childcare to low-income parents enabling the parents to sustain employment.
- \$15.00a week: 147 hours of respite to caregivers of frail elders allowing the caregiver a break from their care giving duties thus reducing stresses.

\$20.00 a week: Matches two youth with mentors ultimately increasing the self-esteem, academic performance, and other risk reduction behaviors of the youth.

Porque Mi Contribución a Mi United Way Importa

La contribución generosa de cada individual es lo que hace a la United Way un impacto de campana de la comunidad de un camino unido. Unidos, nosotros obtendremos resultados que nadie los consigue solo.

Que puede lograr mi contribucion a United Way?

- \$1.00 semanal: Provee dos meses de comida nutricios a una familia necesitada.
- \$2.00 semanal: Recluta y adiestra una nuevo proveedor de cuidado de niño; Aumentando las opciones de cuidado de niños a la familias trabajadoras o que trabajan.
- \$3.00 semanal: 30 comidas calientes entregas al hogar a adultos mayores que no pueden salir de su hogar. Reduciendo los riesgos nutricionales y de insolación social.
- \$4.00 semanal: 3 horas de servicios de consultaría Professional ayudando familias y jóvenes en usa dirección ideal para que ellos puedan construir a su potencial mas lleno.
- \$5.00 semanal: 24 horas de tutoría literatura en ingles. Permitiendo a aprendices a obtener goles de entrantes y mejores empleos. Obteniendo ciudadanía y crecimiento de involucrimiento de sus actividades de literatura de sus niños.
- \$6.00 semanal: 54 Viajes al trabajo para adultos incapacitados enarbolando a adultos incapacitados a darle acceso a servicios. Aprender a trabajar ser productivo y contribuir a sus comunidades.
- 7.00 semanal: Cerrar un caso legal para un adulto mayor de bajo ingreso. Ayudarle a ellos a tener acceso de alta calidad cuidados de salud confiables/o. Avocando servicios apropiado soleé elegibilidad, proveyendo asistencia en obtener entradas de mantenimiento de programas tales como, seguro social, beneficios por retiro o beneficios del veterano.
- \$8.00 semanal: 93 horas para obtener las necesidades básicas educacionales y estructura les para niño PRE-escolar y padres adultos no educados en aprendizajes intergeneracional designan un sistema a impondrá familias a romper el ciclo de iliteratura, pobreza y dependencia.
- \$10.00 semanal: 18 días de igualdad de cuidado del niño a padres de bajo ingreso enarbolando a padres a sostener empleos.

Como usted puede ver todas las contribuciones' puedan hacer la deferencia. El ano pasado las vidas de sobre 10,000 personas en nuestra comunidad fueron impactadas positivamente por las donaciones generosamente dadas por las contribuciones a United Way.

¡Ayúdame este ano a hacer la diferencia!

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™**



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)