

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED



United Way of Northwest Louisiana

2011 campaign guide

**Tips for running a
successful United
Way campaign**





Mission Statement

United Way of Northwest Louisiana advances the common good by focusing on the building blocks of education, income, health, and basic needs in order to create a measurable positive impact; thereby improving life for the citizens in Northwest Louisiana.

Key Dates:

Pacesetter Campaign: June 1 to July 15

Community Campaign: August 22 to December 1

Day of Caring: September 8

Congratulations &

Welcome to United Way

◆ Have you ever wished you could change the course of a child's life?

◆ Have you ever wished you had more time to give back to your community?

◆ Have you ever wished you could help an older adult have a full life?

You are now apart of a group of caring individuals who positively impact thousands of people throughout Northwest Louisiana.

How are you going to be able to make a positive impact?

By asking one simple question, "Will you please consider giving to United Way?" **The number one reason people do not give to United Way is that they are not asked.** This puts you in an extremely important position as the Company Campaign Coordinator for your organization.

Since 1923, United Way of Northwest Louisiana has been in the business of improving lives in your community. With just one gift to United Way, you support more than 65 of the most essential health and human service programs in our region.

The resources and tips provided in this guide will help you plan an enjoyable, meaningful and efficient campaign. Please feel free to customize these ideas in order to meet your organization's needs or interests.

We want you to have a successful campaign, and we are here to help! If you have any questions, please call your Campaign Executive at (318) 677-2504.

Thank you for helping us continue to help others!

United Way of Northwest Louisiana

Things to know....

- ◆ **Over 100,000 individuals received help through a United Way agency last year alone.**
- ◆ **Local, volunteer-driven nonprofit organization**
- ◆ **Serve over 30 agencies with 55 programs and 6 specific projects in Northwest Louisiana: Caddo, Bossier, Bienville, Red River, Desoto, Webster, Winn, Sabine, Natchitoches and Claiborne parishes.**
- ◆ **Focuses on four impact areas: Education, Health, Income and Basic Needs.**

United Way Supported Agencies....

American Red Cross

Bienville Council on Aging

Boys & Girls Club of Natchitoches

Center for Families

Community Renewal International

Consortium for Education, Research & Technology

Forensic Nurse Examiners

Girl Scouts ~ Pines to the Gulf

Hap House

Literacy Volunteers of Centenary College

Mental Health Solutions

Northwest Louisiana Interfaith Pharmacy

Pool of Siloam Medical Ministry

The Salvation Army

Volunters of America

YMCA

Arc of Caddo-Bossier

Bossier Council on Aging

Caddo Council on Aging

Centerpoint 2-1-1

Council on Alcoholism and Drug Abuse of NWLA

David Raines Community Health Centers

Gingerbread House

Goodwill Industries of North Louisiana

Legal Services of Northwest Louisiana

Martin Luther King Health Center

Northwest Louisiana Food Bank

Norwela Boy Scout Council

Providence House

Shreveport Bossier Rescue Mission

Webster Council on Aging

Why United Way?

United Way makes a difference in our community. Contributions are working year-round building a brighter future for our children, enriching the lives of our elderly, giving hope to those who are hurting, strengthening families and so much more. By contributing to United Way, you are making a commitment to care about what matters – the lives of your family, friends, and neighbors.

United Way works because it is:

Local

Your donation works here in our community, helping your friends and neighbors.

Efficient

Through the extensive use of community volunteers, a small staff, and a commitment to this community, United Way is able to maintain a low overhead.

Accountable

Trained volunteers review agency programs and budgets. United Way makes sure your gift supports programs that have proven they are making a difference in our community.

Experienced

United Way is a proven, organized system that continuously evaluates our community's diverse needs and directs funds to those areas that will have the most positive impact in our community.



How Does United Way Work?

- 1** You contribute to United Way.
- 2** Trained United Way volunteers study critical issues in our community and determine which local programs can best address these issues.
- 3** United Way combines your gift with the gifts of your friends and neighbors to invest in the community.
- 4** United Way funded programs assist our neighbors in need.
- 5** Positive changes begin to occur in the lives of those less fortunate, and our community becomes stronger.

The bottom line...proven results.
Lives are changed. Communities are shaped.

For one. For all.

Community Impact Fund

When you give to the Community Impact Fund, you take advantage of United Way's greatest strength. Knowledgeable, trained volunteers carefully identify the most critical needs in our community. They distribute funds to the programs and services meeting those needs in our area.

The Community Impact Fund is the most effective way for your dollars to make a difference in addressing our community's most pressing needs. However, if a donor has a specific interest, we will honor designations to individual United Way agencies or to other approved community agencies.

Vanguard Giving



Vanguard giving is a term United Way of Northwest Louisiana uses for recognizing donors who contribute \$1,000 or more annually to the campaign.

It is simple to achieve this recognition level...Gifts of the following levels all achieve the \$1,000 threshold:

- \$19.23 / week
- \$38.46 / bi-weekly
- \$83.33 / monthly

Donors are recognized in the United Way Annual Report donor listing and are invited to attend a private celebration.

Loyal Donors

Loyal Donors is a term United Way of Northwest Louisiana uses for recognizing donors (at any level) who have contributed more than 10 years.

What does a Company Campaign Coordinator do?

Objective: Enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

Responsibilities:

- ◆ Attend campaign training by United Way.
- ◆ Work closely with your CEO and United Way staff member to develop an effective campaign plan, including dates and goals.
- ◆ Recruit and coordinate a team of volunteers to assist you.
- ◆ Request speakers and tours from United Way.
- ◆ Coordinate the distribution and collection of campaign materials.
- ◆ Coordinate your company's or organization's kickoff and recognition events.
- ◆ Promote the campaign throughout your company.
- ◆ Encourage Vanguard giving in your campaign.
- ◆ Encourage volunteerism among your co-workers.
- ◆ Educate your co-workers about United Way.
- ◆ Attend United Way Campaign kickoff in August and 2012 celebration breakfast...Invite those who helped you.
- ◆ Invite everyone to give...no matter the size or the amount. Don't forget to make a gift yourself.
- ◆ Make your company campaign fun!
- ◆ Complete your campaign giving final report envelope. United Way will pick up.
- ◆ Thank your donors and volunteers.
- ◆ Evaluate and make recommendations for next year.
Don't forget to keep a folder for next year's campaign! You or your successor will be glad you did.

Eight Steps for Success

1. Get Started

- Attend United Way Campaign Coordinator training.
- ◆ Learn about United Way agencies and their programs.
- ◆ Review United Way materials.
- ◆ Meet your United Way Campaign Staff.

2. Know Your Organization

- Knowing your organization's United Way history gives you a place to begin.
- Talk to last year's Company Campaign Coordinator. Find out what worked and what didn't work in your organization.
- Work with your CEO and United Way Campaign staff to set an aggressive campaign goal based on the number of employees you have and last year's campaign performance.

3. Enlist Support

- Your CEO's enthusiasm can be contagious. Ask him or her to write a personal letter of support to all employees (see sample letters, emails, etc.).
- Recruit a committee representing all of the departments in your organization.
- Ask your CEO to appoint next year's Company Campaign Coordinator (CCC) to work with you.

4. Decide on Solicitation Style

- Decide on the best method of approaching fellow employees—group, individual or both.
- ◆ *Group Solicitation:* Employees are brought together to hear the United Way message and are then asked to fill out their pledge cards at the end of the presentation. Group solicitation allows for the best use of time and, because employees hear a uniform message, less follow-up is required.
- ◆ *Individual Solicitation:* This is a one-on-one ask for an employee to make a gift. This style involves more employees but personalizes the campaign and affords you a greater opportunity to answer individual questions.
- ◆ *Both:* Hold one group meeting or a series of group meetings and use the one-on-one solicitation as a means of follow-up for those who couldn't attend a group session.

5. Promote Your Campaign

By promoting your campaign, you will be encouraging others to get involved.

- Use United Way brochures, pledge cards and posters to build awareness of the upcoming campaign. United Way provides these at no cost to your organization.
- Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools.
- Increase employee awareness by creating competition between departments. **Prizes and incentives** can also create interest.
- Order items from the United Way catalog—(www.liveunited.org) pens, t-shirts, etc. depending on your budget.

6. Educate

United Way has many resources available to help you run an effective campaign. Campaign videos, speakers and agency tours are excellent ways to show how United Way dollars are working in our community and can enhance the effectiveness of your campaign meetings. **These all help “ask” for you.**

Videos: United Way’s campaign video is available and is a great addition to your meeting. The video highlights people who have benefited from United Way services.

Speakers: Agency representatives, United Way and/or agency volunteers, or clients who have received services from a United Way agency are all available to speak at your organization and are eager to share their stories. A five-minute presentation by one of these speakers will personalize your employee meeting. Your United Way staff person can assist with obtaining speakers.

Tours: Motivate employees to give by providing a firsthand look at how contributions make a difference in our community. Tours of United Way agencies significantly impact the results of an employee campaign. Tours last about 30 minutes plus travel time per agency and can be arranged to accommodate your employees’ schedules. Most groups want to visit two or three agencies.

- Order Video
- Book Speaker
- Book Tour

*Don't let things pile up!
Book your speakers and tours early.*



7. Implement A Campaign Plan

Schedule a short, intensive campaign. A two-week campaign has proven to be the most effective. Short campaigns keep the momentum and enthusiasm high.

- Make a gift yourself. It is easier to ask others to give when you are giving.
- Use personalized pledge cards to make sure everyone has an opportunity to contribute. Get help from data processing and department heads.
- Conduct an employee kickoff celebration.
- Use the United Way campaign video in your meetings.
- Make sure every employee is asked to give. Don't forget employees who work off-site, travel extensively, or are on alternate shifts.**

8. Report Results

It is very important to report your results to United Way as soon as possible following the completion of your campaign. Call your Campaign Coordinator at United Way at 677-2504 if you have any questions.

- Make sure all pledge cards are returned and accounted for. **Turn all payroll deduction cards in to your payroll office.**
- Summarize all campaign information on the Report Envelope. Enclose cash, checks and copies of all pledge cards and designation forms.
- Call you United Way Campaign staff to pick up your Report Envelope. Your United Way representative's name and phone number can be found on the Report Envelope.
- Report final results to your fellow employees and thank them for participating.

You're Done!



Resources

- ⇒ Employee Campaign Brochure
- ⇒ Campaign Video
- ⇒ Checklist for a Successful Campaign
- ⇒ Sample Campaign Timelines
- ⇒ Fast Facts
- ⇒ Dollars and Cents Fact Sheet
- ⇒ Sample CEO Letters
- ⇒ Sample Meeting Agenda
- ⇒ Sample Email Messages
- ⇒ Campaign Activity/Event Ideas
- ⇒ Custom Posters: Campaign, Thermometers
- ⇒ T-Shirt Cut Outs
- ⇒ Campaign Summary Sheet
- ⇒ Incentive and Event Supplies

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When should you use this letter?

As a warm-up to the campaign

Send to employees a week before you begin your meetings. Include as a payroll stuffer a week before you begin your meetings.

Dear (INSERT EMPLOYEE NAME):

Did you know that United Way is the leader in funding human service programs in our community? Did you know that community volunteers distribute the money raised by United Way? And that partner agencies must meet strict criteria for funding?

Last year, employees at (INSERT COMPANY NAME) raised \$(INSERT AMOUNT) to strengthen and support our community through United Way. The gifts made here at (INSERT COMPANY NAME) helped feed the hungry, teach children with developmental disabilities, and shelter battered women and children. Our dollars provided meals to the elderly, eyeglasses for low-income children, and emergency services for the homeless. Through our gifts, we made a real difference in our community.

United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way and (INSERT COMPANY NAME) offers you the ease of payroll deduction to donate to United Way.

Please take time this year to learn more about how United Way is making our community a better place to live, and consider joining me and many other employees who pledge a gift.

Sincerely,
CEO

When should you use this letter?

This letter should be sent to anyone who gave to United Way and to anyone volunteering time to organize the United Way campaign.

Dear (INSERT EMPLOYEE NAME):

We have just finished our United Way campaign and I'm happy to report it was our most successful ever! Because you gave generously, we were able to raise \$(INSERT AMOUNT) to help our neighbors who need some assistance.

I want to thank you for your participation in this year's campaign and for showing your support for these vital services in our community. I am extremely proud of you and the level of commitment shown by all of (INSERT COMPANY NAME)'s employees.

Again, thank you. Through your generosity, you have made it possible for United Way to continue to provide necessary programs to our community.

Sincerely,
CEO

Sample Meeting Agenda

Company Campaign Coordinator or company representative welcomes employees and explains the purpose of the meeting. Emphasizes CEO endorsement.

2 minutes

United Way representative briefly introduces him/herself and thanks the company and Company Coordinator for inviting him/her to speak to group.

1 minute

Show Campaign Video

5 minutes

UW staff re-emphasizes key points from the video and shares personal story of commitment to United Way.

5 minutes

UW staff offers to answer questions.

2 minutes

Company Campaign Coordinator identifies him/herself as a contributor and asks employees to join him/her in giving. He/she explains how they can make a significant contribution through small amounts of payroll deduction.

2 minutes

Company Campaign Coordinator distributes pledge cards. He/she asks employees to complete cards and turn them in as they leave the meeting. Also describes any company incentive or recognition plans that are in place and restates company goal.

2 minutes

UW staff thanks employees on behalf of the people helped by United Way agencies.

1 minute

Total: 20 minutes

LIVE UNITED™

Sample E-Mail Messages

The following are suggested e-mail messages you can send to your co-workers.

Announce the campaign:

To: All Staff

Subject: 2012 United Way of Northwest Louisiana Campaign

How would you like to make a real impact in your community?

On (INSERT DATE), we will be kicking off (INSERT COMPANY NAME)'s United Way Campaign. By giving to United Way, you can change the world, right here at home. Last year, our company raised \$ (INSERT AMOUNT) to help agencies address some of our community's pressing problems. This year, we are going to follow that with even more success!

This is a great opportunity for you to get involved and change a life by building the strongest community possible. I will be contacting you soon with more details.

Thanks in advance for your participation.

Announce the campaign kickoff:

To: All Staff

Subject: (INSERT COMPANY NAME)'S United Way Campaign Kickoff

You are invited to a (INSERT EVENT NAME) as we kickoff (INSERT COMPANY NAMES)'s 2012 United Way campaign.

Date:

Time:

Location:

Don't miss this opportunity to learn how our contributions make it possible for United Way programs to help people in our own community. (INSERT NAME OF UNITED WAY STAFF OR VOLUNTEER) will be joining us to share some success stories and explain more about how United Way works. Together, we change lives. Shape communities.

See you at the fun!

Fun Campaign Ideas & Themes



Fun Events:

- Casual day
- Softball/volleyball tournament
- Golf tournament
- Bake sale
- Executive dunk tank
- Silent auction
- Management services auction
- Auction premier parking space
- Sell popcorn and drinks

- Invite agency speaker to speak during lunch
- Company picnic/employee cookout
- Ice cream social
- Pizza party
- Pancake breakfast
- Beach party
- Carnival
- Office olympics
- Halloween costume contest
- Baby picture guessing game
- Children's drawing contests
- Campaign slogan/theme contest
- Voice mail/e-mail quiz



- Cubicle decorating contest
- United Way trivia contest
- Male beauty contest
- Chili cook-off
- Ugly tie/ugly earring contest
- Funniest home videos
- Dress-up day
- Departmental penny wars

Incentives:

Time off from work
Casual day
Reserved/covered parking
Tickets to games/movies
Grocery certificates
Company t-shirts
Dinner for two
Hotel getaways
Gift certificates
Flowers each month for a year
“Sleep-in” passes
“Leave work early” passes
Airline tickets
Trophy for department with highest participation
Extra half-hour for lunch for a week



Themes:

- Joining Forces.....Changing Lives
- Making a Difference for Today and Tomorrow
- Working Together We Make a Winning Team
- Help United Way Win in Our Community
- Join the Winning Team
- Make a Difference . . . Give to United Way
- Be a Part of the Winning Team . . . Give to United Way
- Make Our Community a Winner . . . Give to United Way
- How do you LIVE UNITED?

Other Theme Ideas:

- Star Wars
- Hollywood
- 50's or 60's

Tips for Solicitation

Meet with your United Way staff to review the details of your group meetings, including the agenda, speakers—both from inside and outside your organization—and the logistics. Be sure to include your CEO or other senior organization executives on the agenda.

Choose an appropriate meeting time. Publicize group meetings well in advance, and send reminders to employees. Remember to use your organization's established communications channels, including e-mail and voice mail.

Use Things to Know on page 3 for help with basic information.

Use incentives to encourage employees to get involved.

Where Can I Get Incentives?

You can get most of these items by making a few phone calls. Tell the business you are doing this for your company's United Way campaign. Most will gladly donate an item to you.

- ◆ You can purchase items from the United Way catalog even if you have a small budget. United Way ships directly to you.
- ◆ Ask other employees to donate items or services to give away.

Number One Incentive:

Time Off!



Tips for Solicitation

How Should I Use Incentives?

The number of ways an incentive can be used is limitless. The important thing is to use incentives as a tool to increase participation or increase the average gift of your employees. What works in one company may not work in yours, so do whatever works for you.

Strategies to Increase Participation

- ◆ Hold a drawing at the end of each employee meeting for **all** who turn in a pledge card.
- ◆ Give everyone who turns in a pledge card a ticket. When the campaign is complete, have a drawing for incentives.
- ◆ If you make the company goal, throw a party.
- ◆ Hold a drawing for all employees who go on a tour of a United Way agency.

Strategies to Increase the Average Gift

- ◆ Give the employees extra time off for increasing their gift by 10%.
- ◆ Hold a Vanguard giving campaign (see page 6).
- ◆ Establish a company leadership level and recognize accordingly.
- ◆ Use “Every Dollar Matters” (see page 20) information.
- ◆ **Stress the ease of payroll deduction.**
- ◆ Ask employees to give \$1 more a week.



Concerns and Objections

You may, on occasion, encounter people who object to contributing to United Way. Keep in mind that objections are a natural part of the campaign and offer you an opportunity to present more information.

Here are some insights into the psychology of objections and suggestions for handling them:

Objections are not personal.

Remember, they are not directed at you.

Objections are often based on incorrect information.

You must try to identify the real issue.

Show sympathy.

Listen carefully, and show your concern. This does not mean you agree, but that you care about the concern.

Don't argue.

Instead, offer information about the many ways United Way helps people, or offer to discuss the issue further after the group meeting.

Encourage the objector to talk.

Allow the person voicing the objection the opportunity to expand on it at length. An insecure, illogical or poorly thought-out objection will fail on its own.

Relax and be yourself.

You have the ideas to present, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation.

Don't be afraid to say you don't know.

Let those with questions know you'll get back to them with the answer, tell them they can call United Way at (318) 677-2504, or ask them to visit our website at www.unitedwaynwla.org.

Does your gift to United Way matter? Absolutely!

Every gift to the United Way makes a powerful impact on our community.



\$50 Donation (\$1/week) provides: \$10 worth of medicines to those who cannot afford necessary prescriptions

\$100 Donation (\$2/week) provides: 550 pounds of food for the hungry

\$250 Donation (\$5/week) provides: A rental deposit after a family loses their home to a house fire

\$500 Donation (\$10/week) provides: 3 months of shelter, food, clothing and job training for a homeless person

\$1000 Donation (\$20/week) provides: Supplies for 100 youth enrolled in an after school program

Return on your Investment

Absenteeism has decreased by 15% on Mondays for those children receiving food through the backpack program.

Major crime has decreased over 50% in the neighborhoods surrounding the Friendship Houses.

Over 10,000 children have been educated in sexual assault prevention.

94% of children who participated in the VOA Lighthouse program were promoted to the next grade level.

50% of the basic literacy and English as a second language students improved two grade levels.

89% of the Providence House graduating families remain self-sufficient.

Successfully delivered 98% emergency communication messages to military families.

Over 160,000 free meals provided by the Salvation Army.

Bottom Line: When you make an investment in United Way of Northwest Louisiana, you know that your dollars will yield a strong return throughout our community.

Frequently Asked Questions

Q. Why should I choose the United Way Community Impact Fund?

A. The Community Impact Fund is like a “war chest” our community builds to address the issues our community says matter most. It is the only giving option that allows you to join with tens of thousands of others to focus our resources where we can have the greatest impact. Trained volunteers review programs and invest your contributions, so you know your money goes where it can do the most good.

Q. Where does the money go?

A. United Way volunteers invest your contributions in local health and human service programs that are proven to make our community stronger and a better place to live for everyone. For a complete and up-to-date list of programs your contributions support, go to www.unitedwaynwla.org.

Q. Can I give to a specific agency?

A. Yes, you can. United Way of Northwest Louisiana offers two options for designating your gift. You may specify that all or a portion of your gift go directly to a United Way partner agency, one that has met stringent partner criteria and is reviewed regularly by United Way volunteers. Or, you may choose from among the other community agencies listed on the donor designation form. These agencies do not receive regular funding from United Way, but have met certain requirements to receive designated donations during the campaign.

Q. I pay taxes. Why should I give to United Way?

A. State and federal taxes do support some health and human services, primarily through public assistance programs, but taxes can’t do it all. There are many more people in need of assistance than can be helped by the government. United Way supports programs that are focused on increasing the economic self-sufficiency of families and individuals in our community. The result? Fewer people requiring public assistance.

Frequently Asked Questions

Q. The economy is bad. Our employees and their families are struggling. How can we ask them to give?

A. Some of the most generous givers are those who themselves have struggled and needed a helping hand from our community. Everyone should be given an opportunity to express caring through charitable giving, to enjoy the emotional reward that comes from knowing he or she has helped our community become stronger and healthier. Only the donor can determine whether he or she can afford to give at this time. Thanks to payroll deduction, even a small amount each pay period can add up over the year, and give the employee a real feeling of connection to our community.

Q. How do the troubles at other United Ways and other nonprofits affect our United Way?

A. They do not. Each of the 1,400 United Ways in the country is autonomous and managed by local volunteers. In Northwest Louisiana, volunteers from all walks of life are involved in and oversee every detail of United Way operations, from fundraising to investments to financial management. Our local volunteer Board of Directors is committed to accountability and proper oversight of all organizational functions.



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