

# Victoria County United Way 2011 Campaign Leaders Summit



# 2011 Campaign Leaders Guide

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# What We Stand For

## Mission

To improve lives in the Crossroads area by mobilizing the caring power of communities we serve.

## Vision

We will build stronger, safer and healthier communities by inspiring people to make a difference and together improve people's lives.

## To do this we will:

- Energize and inspire people to make a difference
- Craft human care agendas within and across our communities
- Build coalitions and partnerships around these agendas
- Increase investments in these agendas by expanding and diversifying our own development efforts and supporting those of others
- Measure, communicate, and learn from the impact of our efforts
- Reflect the diversity of the communities we serve

## Strategic Goal

To achieve measurable results in three areas:

Education—Helping Individuals Achieve Their Potential

Income— Helping Families Become Stable and Independent

Health—Improving People's Health

## Advancing The Common Good

The Victoria County United Way works to advancing the common good. This means **creating opportunities for a better life for all**. This is accomplished through our funding of programs and initiatives provided by partner agencies, participation in collaborative efforts and involving our community in solutions that benefit all of us. When we reach out a hand to one, we influence the condition of all. Our leadership understands that we all win when a child succeeds in school, when families are financially stable and when people have good health. These results and changes have benefits that ripple out to the community as a whole.

## The New United Way

For more than 60 years, Victoria County United Way has held a reputation as our community's fundraiser, but United Way doesn't just raise money. Today's United Way is a focused, results-driven system working year-round to change community conditions and create lasting solutions. Much like a "general contractor" manages all aspects of constructing a building, we manage people and resources to create lasting, positive solutions in lives that need it most. Through strong partnerships with volunteers, local business, government and nonprofit organizations, United Way accomplishes what no one can do alone.

There are basic things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health. Together, we can Build a Better Community in Victoria County.

## What is United Way?

Victoria County United Way is a 100% independent local non-profit organization that focuses on human service needs of communities in this area. United Way is much more than a fund-raising organization. United Way is about changing lives. United Way works with dozens of partners to deliver results. Our primary service area (but not limited to) is Victoria County and DeWitt County.

### **Who runs Victoria County United Way?**

A forty-seven member Board of Directors including a nine member Executive Committee, and is comprised of local volunteers. These volunteers are responsible for setting policies, budget and for overseeing the direction of the Victoria County United Way. The 2011-12 Board President is Gary Worsham of Wells Fargo Bank.

### **What is the difference between Victoria County United Way and United Way of America?**

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the underlying causes of the most serious problems.

The United Way movement includes over 1,300 community based United Way organizations. Each is independent, separately incorporated and governed by local volunteers. There are no fund-raising quotas, and all resources are under local control and decision-making. Dues to United Way of America end up being less than 1% of our budget and are recouped by our community many times over in training, services and access to national corporations.

### **How do I know that my donation is wisely spent?**

When you give to The Victoria County United Way, you entrust your hard-earned dollars to a local organization that takes this trust very seriously. The organization is committed to the highest standard of fund responsibility, transparency and stewardship. Victoria County United Way volunteers oversee grants to local programs and closely monitor agency services and hold them accountable for integrity in their programming and business operations.

Just as important, Victoria County United Way's own operating expenses and records are audited by an independent accounting firm and carefully scrutinized by a volunteer finance committee to protect this trust. Local administration costs are only 25%, which means 75% of every dollar raised goes into local programs and services benefiting residents in communities in our three county area.

### **How can I get more involved?**

Victoria County United Way and its partner organizations need and appreciate volunteer participation. Contact Victoria County United Way at 361-578-3561 for more information or visit our website at [www.unitedwayvictoria.org](http://www.unitedwayvictoria.org).

### **What requirements must United Way agencies meet?**

To be eligible to apply for funds through Victoria County United Way, you must meet the following requirements: be a 501 (c) 3 non-profit health or human service agency serving residents of our service area; document cost-effective delivery of high-priority programs and services; demonstrate sound financial and administrative management practices; comply with all applicable laws; be governed by a board of directors; and demonstrate impact through measurable outcomes. i.e. show that they get results..

**We help people lead more productive, self-sufficient lives.**

# Victoria County United Way — Community Investment & Impact

Victoria County United Way understands that donors really want to make a difference right here in Victoria County. We want to help you do that.

Our experience tells us that the best way to help the most people is to focus on the underlying causes of our communities the most serious problems. In Victoria and DeWitt counties we're focused on critical issues like helping individuals achieve their potential, helping families become stable and independent and improving people's health.

It takes the whole community working together to reach our goals in these areas. So we bring together people from all across the community—people from government, business, faith groups, nonprofits and ordinary citizens. If it requires fundraising, going to City Hall, or just getting people to work together, that's what we do.

Your United Way contribution goes to work bringing lasting change, right where you live. Because that's what matters. Your Victoria County United Way contribution is an investment in your community. It is the most effective way to improve lives through the organization's 20 member agencies because most people served have more needs than one agency alone can address. Your contribution helps more than one person or one charity, and it addresses more than a single issue. Your contribution helps fill a broad range of needs – all focusing on the underlying causes.

By giving through the United Way, it is the easiest and best way to make a difference in your community. Hundreds of United Way volunteers spend countless hours analyzing data; measuring results to determine the most effective programs to fund that address our community's most pressing needs. Our volunteers work on your behalf to engage our communities non-profit, governmental and corporate entities to improve the way community services are delivered. Together, we realize results that no one can accomplish alone.

Your contribution makes a difference – by creating lasting changes in people's lives by getting to the heart of the problems right here in our community. United Way funding supports services at 19 member agencies that address critical needs in three goal areas:

## EDUCATION

### HELPING INDIVIDUALS ACHIEVE THEIR POTENTIAL

- Improving access to quality, affordable child care and
- Partnering with schools and parents to improve
- Providing after-school and mentoring programs for at-risk youth
- **Boy Scouts South Texas Council**
- **Boys & Girls Club, Victoria County**
- **Communities In Schools**
- **Girl Scouts of Greater South TX**
- **Victoria Adult Literacy Center**
- **Victoria ISD Education Foundation**
- **YMCA of the Golden Crescent**

## INCOME

### HELPING FAMILIES BECOME STABLE AND INDEPENDENT

- Supporting basic needs
- Helping hardworking people obtain job training and family-sustaining wages
- Increasing affordable housing for seniors and families
- **American Red Cross, Crossroads Chapter**
- **Gulf Bend Center (Crossroads Youth & Family Services)**
- **Food Bank of the Golden Crescent**
- **Habitat for Humanity, Victoria**
- **Perpetual Help Home**
- **Victoria Christian Assistance Ministry**
- **Victoria County Senior Citizens**

## HEALTH

### IMPROVING PEOPLE'S HEALTH

- Increasing access to critical healthcare services
- Reducing substance abuse, child abuse and domestic violence
- Increasing health education and preventive care
- **Billy T. Cattan Recovery Outreach**
- **Golden Crescent CASA**
- **Hope of South Texas**
- **Mid-Coast Family Services**
- **STARS**

# Campaign Building Blocks

At United Way, we believe that each campaign should be tailored to fit your organizational culture. The following eleven elements are found in all successful campaigns. These are the basic “building blocks” of effective campaigns. Keep in mind that your United Way Staff Partner will work with you every step of the way.

## 1. Learn About United Way and Recruit Your Team

- Learn about United Way by getting together with your United Way Staff Partner or checking out our Web site, [www.uwcentralcarolinas.org](http://www.uwcentralcarolinas.org)
- Secure support from management and labor leadership.
- Recruit a campaign committee and captains.
- Hold a committee orientation

## 2. Involve your CEO

- From the CEO to Team Leaders, teamwork makes the Campaign Leader’s job easier and ensures campaign success. See “Teamwork - Roles and Responsibilities.”

## 3. Analyze and Develop a Campaign Plan

- Gather and analyze information from past campaigns.
- Develop a campaign plan that includes goals, strategies and a timetable.

## 4. Educate and Organize

- Finalize recruitment and organize training.
- Arrange agency tours.
- Order campaign materials from United Way.
- Educate and communicate with employees.

## 5. Kickoff and Canvas

- Mark the beginning of your campaign with a kickoff event.
- Run a leadership giving campaign.
- Canvas employees for pledge form donations.
- Monitor progress and remit returns.
- Collect and return pledges in the Campaign Contributions Envelope provided.

## 6. Run Special Events and Wrap-up

- Arrange and promote special events.
- Signal the end of your campaign with a wrap-up.

## 7. Recognize and Evaluate

- Evaluate the strengths and weaknesses of your campaign.

## 8. Finish Strong

- Thank and recognize all donors and volunteers. Here are a few ideas:
  - Send an e-mail listing campaign results and post results on bulletin boards and/or Intranet site.
  - Include articles in your employee newsletter about the campaign, featuring photos of key volunteers who made it a success.
  - Send a personal thank you note to committee members.
  - Organize a thank you lunch for campaign committee members and Captains. Present them with a certificate of appreciation and a small gift.
- Gather key volunteers for a United Way victory celebration.

## **9. Provide a Variety of Giving Options**

Giving is made easy by a variety of giving options:

- ✓ Payroll deduction
- ✓ Marketable securities
- ✓ One-time check
- ✓ Cash
- ✓ Credit/debit card including Visa and MasterCard

## **10. Attend the 2011 Campaign Kickoff and Day of Caring Event**

The day begins with a light breakfast and pep rally to set the tone of the day's activities.

Together we will paint the entire interior and ceilings of the Victoria Christian Assistance Ministry's newly acquired facility with vibrant colors to increase safety and the aesthetics of the facility, hang curtains, install carpet and perform light electrical work under the supervision of an electrician.

At noon we will gather to eat lunch, celebrate the completion of the projects, announce our 2011 campaign goal, Pacesetter results and hear from the 2011 Boys and Girls Club Member of the Year.

- Tuesday, August 30<sup>th</sup> – 8:00 am to 3:00 pm
- Victoria Christian Assistance Ministry — 108 North Liberty, Victoria, TX 77902

## **11. Education is Key**

Getting the word out and educating your colleagues about United Way will help insure a successful campaign. Begin early and use as many of the following media opportunities as possible:

- Company or Organization in-house publications
- In-house TV monitors
- Flyers to all departments
- Letters of support from management
- Flyers on all bulletin boards
- Company sign-up day
- Word of mouth
- Electronic mail
- Paycheck stuffers

# Teamwork – Roles and Responsibilities

## **CEO**

- Endorses campaign
- Solicits top management
- Speaks at key meetings

## **Employee Campaign Coordinator**

- Develops goals and benchmarks
- Organizes Employee Campaign Committee
- Arranges Campaign meetings
- Monitors and provides information to United Way Staff Partner

## **Employee Campaign Committee**

- Involves people from all levels and divisions in your organization. Suggested committee members include:

## **Marketing/Public Relations Representative**

- Develops campaign promotion and publicity
- Plans and coordinates year-round United Way communications

## **Finance/Payroll Representative**

- Develops payroll deduction procedures
- Prepares personalized pledge forms
- Provides ongoing tabulations to help track results

## **Personnel Representative**

- Recruits Captains
- Plans and organizes Captains' training
- Schedules and plans employee briefings and agency tours
- Works with United Way to develop volunteer projects year-round

## **Labor Union Representative (if applicable)**

- Endorses and supports the campaign
- Attends and speaks at key employee briefings

## **Team Leader (one for every 15-20 employees)**

- Attends training session
- Organizes and/or attends group meeting(s) for employees
- Meets one-on-one with assigned co-workers to respond to questions and ask for a pledge
- Collects pledge forms and reports results to Finance/Payroll

**As a volunteer, you help shape change in our community.**

# **20 Minute Agenda**

## **United Way Company Campaign Kickoff**

### **2 Minutes — Welcome**

Campaign Coordinator, CEO or Committee Member welcomes employees and explains the purpose of and how the company will support the campaign.

### **3 Minutes — Endorsement**

Company CEO or Labor Leader (if applicable) provides statements of support. This establishes a corporate and labor commitment to United Way and encourages company-wide participation.

### **4 Minutes — United Way Volunteer or Staff**

United Way Volunteer or Staff provides an overview of United Way and the impact of its services. This informs the audience of the needs in our community, and offers them the opportunity to participate in addressing those needs.

### **2 Minutes — Agency Speaker**

A speaker from a United Way agency illustrates how employee contributions are making the difference in our community. Speaks specifically to the benefits of the community Care Fund, coordination of services and the ability /need for United Way agencies to work together to address multiple social service challenges.

### **5 Minutes — Campaign Video**

Campaign video raises the audience's awareness and encourages them to actively support their community by giving through the United Way Campaign.

### **4 Minutes — Wrap Up & Thank You**

Campaign Coordinator:

- Describes incentives
- Talks about Leadership Giving Program
- Answers questions
- Asks employees to complete pledge forms
- Collects pledge forms
- Thanks everyone

**Total — 20 minutes**

## Leadership Giving – Gifts of \$1,000 and Above

Every dollar counts at United Way, and when individuals choose to become a part of one of United Way's Leadership societies, they help create extraordinary opportunities in the community. There are four Leadership societies:

- Leadership Circle – individuals who contribute \$1,000 to \$9,999
- Alexis de Tocqueville Society – individuals who contribute \$10,000 or more
- Major Gift Society – individuals who contribute \$25,000 or more
- Legacy Society - individuals who have included United Way in their will or estate plans

Recognition of the individual portion of all Leadership giving is provided in our annual community Leadership and Tocqueville registries. Your gift may be combined with a spouse or other household member for a total contribution at any of the above giving levels.

### Responsibilities for a Leadership Giving Campaign

Conducting a Leadership Giving campaign is an easy, eight-step process that your United Way Staff Partner will help you to implement.

1. Meet with your United Way Staff Partner to review your company's Leadership Giving potential and Leadership Giving prospects.
2. Obtain the endorsement of your CEO for a Leadership Giving program. Recommend that your CEO secure a Leadership Giving Chair and host a Leadership Giving reception for persons having the capacity to make a leadership gift or higher prior to the campaign kickoff.
3. Send society solicitation letters with the appropriate brochures and pledge forms provided by United Way to previous donors and new prospects. While this personal touch is preferred, you can alternatively distribute materials at the Leadership Giving reception hosted by your company.
4. Send a follow-up letter from your CEO to executives – both those who attend the reception and those who do not. Request 100 percent return of pledge forms, whether or not an individual makes a gift.
5. Send a thank you letter from the CEO to all donors who give at the Leadership level and above. Your personal thank you call to contributors is also good form.
6. Include Leadership Giving gift totals in your campaign total, and report results in each category separately.
7. Provide the names of Leadership Giving donors to your United Way Staff Partner on a regular basis to ensure proper and prompt recognition. Include all Leadership Giving pledge forms in the United Way Campaign Report Envelope.

For complete information on how to run an effective Leadership Giving campaign and sample invitations, letters, agendas and CEO speaking points, please contact your United Way Staff Partner.

## Key Talking Points

### 30 Second Elevator Speech

United Way is working to advance the common good by focusing on education, income and health. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our goal is to create long-lasting changes that prevent problems from happening in the first place. We invite you to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow. That's what it means to **LIVE UNITED**.

### Connect The Dots

- **ADVANCING THE COMMON GOOD**

Advancing the common good means creating opportunities for a better life for all.

- **EDUCATION, INCOME & HEALTH**

There are basic things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health.

- **LASTING CHANGES**

Our goal is to create long-lasting changes by addressing the underlying causes of problems.

- **LIVE UNITED**

Living united means being a part of the change.

**HOW TO  
LIVE UNITED:  
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.**

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

# Handling Common Objections

These are some of the most common objections and misconceptions encountered during the campaign. When overcoming objections be sure to listen to the objection, restate it in the form of a question and then provide a response.

## Cost/Budget Issues

- We may not be able to run as successful a campaign this year. Don't expect much.
- We have already given to other charities this year and don't have any more money in the budget.
- Our business is not doing as well this year because of the economy. Or, we are/have downsized and I cannot ask my employees to participate.

**Sample Responses:** (First, clarify and ask questions until you know why the donor feels they will not be as successful this year- it may not necessarily be because of the economy.)

**I understand** that you feel that you may not be as successful with your campaign this year. I want you to know that United Way staff and volunteers are available to assist you in any way, so that you meet your philanthropic goals.

**I understand** that you support many specific causes in this community and we thank you for caring about your community. United Way is a unique organization in that their purpose is to support a variety of health and human service issues in this community, creating a safety net of services. Even though the campaign runs this year, companies and individuals actually have until December of the following year to fulfill their pledge.

**I understand** that your business has been affected by the economy. We hope that you will still offer your employees the opportunity to help support others in this community whose lives may have already been affected by the economy.

## Time Constraint

- Is it that time again? Call me in a few months and I'll be able to tell you who'll be running it.
- I don't have time to meet with you. We had an excellent/terrible campaign last year. We'll deal with it closer to summer.
- You had a very successful campaign last year. Why are you starting so early?
- I'm sure we can handle it this year on our own.
- Why do you want to meet? What's the purpose?
- Our employees already know what United Way is all about. Let's wait until we get closer to the actual campaign.
- We are a strong supporter of the United Way. Don't worry; we'll support you again when the campaign rolls around.

## Sample Responses:

**I understand** you are very busy at this time. I would like to meet with you briefly though to talk about the United Way this year. Your company is such a big supporter and your support is critical to our community. We would like to meet for 30 minutes to talk about the campaign, determine what needs you may have and how we can help.

United Way has several resources available to you and your employees throughout the year. We would love to meet with you to discuss how we can help your company to be successful in meeting your philanthropic goals.

We know your company is such a strong supporter of United Way and we are so thankful for your support. We would still like to meet with you briefly to talk about the campaign and how we can help.

### **Giving To Other Organizations**

- We have already given to other charities. We have already chosen other charities to support.

### **Sample Responses:**

**I understand** that you want to help several causes and I think it is wonderful that you do/ have. I understand that you support many specific charities in this community and we thank you for caring about your community. United Way is a unique organization in that their purpose is to support a variety of health and human service issues in this community, creating a safety net of services.

Even though the campaign runs this year, companies and individuals actually have until December of the following year to fulfill their pledge.

### **Misconceptions**

- The campaign twists the arms of employees to give.

### **Sample Responses:**

United Way does not encourage or condone coercion in a United Way campaign. Our beliefs are that through education and awareness individuals will learn of the impact United Way makes in this community and will want to participate.

Wisdom, compassion, and courage are the three universally  
recognized moral qualities of men.

**Confucius**

# Four Exciting Tools to Rev-Up Your Campaign

## Agency Speakers

Do you want to hear how your dollars are at work? Arrange to have an agency speaker come to your workplace and talk about the miracles happening at United Way agencies. Our speakers educate and inspire audiences and are a great way to bring United Way's message to your workplace. **(Please book at least two weeks prior to the event.)**

## Community Impact Tours

If your group has two or three hours to spare, we have an opportunity that could change your life. Talk with your United Way Staff Partner about a community impact tour. During tours, groups are able to tour two United Way agencies and hear how contributions are used efficiently and effectively. **(Please book at least two weeks prior to the event.)**

## Agency Fair

Would you like to plan an agency fair? Arrange to have two or more agencies set up a fair at your workplace. To ensure success with fairs, ask your United Way Staff Partner how to encourage employees to attend fairs with exciting games, United Way Q&A & prizes. **(Fairs are year round and must be booked at least two weeks prior to event.)**

## Day of Caring

Arrange for a volunteer experience for a team from your organization. Your team will undertake a meaningful service project such as assembling playground equipment, rehabbing and beautifying schools or parks, or working directly with a United Way agency. You will enjoy collaborating and building team spirit while making a real difference in our community!

To sign up, please contact your United Way Staff Partner or log onto our website at [www.victoriaunitedway.org](http://www.victoriaunitedway.org) and click on the "Campaign Toolkit" link.

## Other Keys to Success — Add Excitement, Build Enthusiasm

Offering incentives results in higher levels of employee participation and makes it more appealing for employees to volunteer and give. You may wish to contact vendors with whom your company works. They may be willing to donate prizes. You can also ask executives to donate prizes. This is a fun way for them to get involved. Distribute or post a schedule of incentives (e.g., first-time contributors, captains with top-performing departments, etc.). Here are some ideas.

- dinner for two at a local restaurant
- weekend bed-and-breakfast package
- one week of complimentary car service
- hot air balloon ride
- shares of stock in your company
- two roundtrip airfares in U.S.
- a day off from work
- TV, VCR, or Laptop computer
- health club membership
- Add an extra day onto a holiday weekend
- U.S. Savings Bond
- magazine subscriptions
- tickets to a local theater production
- gourmet food basket
- tickets to a Houston Rockets or Houston Texans
- tote bag
- a bouquet of flowers
- mowing the winner's lawn
- bookstore gift certificates
- movie passes
- washing the winner's car

**Your generosity creates extraordinary opportunities**

## Be Creative

Here are some additional ideas for fun special events that can be done around the United Way campaign. It is strongly recommended to do the payroll deduction campaign \*first\*, then do the special event.

1. Give away a prime parking space for a year.
2. Have a cute pet contest.
3. Hold a "management" car wash (where managers/supervisors wash the cars)
4. "Flying Flamingos" - Flamingos show up in the yards of employees (someone purchases the flamingo to put in someone else's yard). The "victims" have to pay to get them out and off to someone else (i.e. \$5 or \$10), or pay for "insurance" (i.e. \$20) to keep from getting them in the first place.
5. "Goofy Hat" fundraiser (similar to flamingos) - Buy a hat for \$5 to put on a coworker. \$10 to remove a hat. \$25 for insurance to not be "hatted".
6. CEO valet parks employee cars
7. CEO duct-taped to the wall - employees pay \$1 for a length of duct tape, and the boss is literally taped to the wall. There are some companies that apparently have a lot of fun with this.
8. Ice cream socials, hot dog sales, catered lunches, etc.
9. Lollipop tree – Employees pay \$1 to draw a lollipop out of a “tree”. Tips of lollipop sticks are marked with various colors, which are matched to prizes (or no color means they just get the lollipop).

## Bosses Can Have Fun Too

### ADMINISTRATORS FOR SALE

Employees purchase raffle tickets to win an administrator for the day. The administrator agrees to work for the winning employee or department that raises the most.

### ARREST THE BOSS

See how much money co-workers can raise to get the boss “out of jail” or keep the boss “in jail!”

### DUNKING BOOTH

Pay said amount of money for three chances to dunk the boss or other favorite targets in the company.

### GO HOME EARLY

The boss collects a set amount of money at the front door from every employee who wants to leave work early that day.

### EXECUTIVE TAXI SERVICE

Co-workers pay to guess which executive will win the race.

### KISS THE PIG

Managers and supervisors are given funny names, (i.e. Ham Bone Jeff, John Chittlin, Bacon Bill, Suee-ieee Sue, Tammy Tenderloin) and employees can donate a dollar to vote for their favorite. Updates are given by intercom at least daily or whenever a big turnover in total has occurred. On the last day of the contest, the “winner” kisses a pig at a planned time and place.

### POWER LUNCH

Pay said amount of money to have lunch with an executive.

## Holiday Events

### FLOWER SALES

Sell flowers for Secretaries' Day, Valentine's Day, corsages for Easter, green carnations for St. Patrick's Day or chrysanthemums for Christmas.

**CLOVERGRAMS** – Sell 4-leaf clovergrams for St. Patrick's Day.

**EASTERGRAMS** – Wrap Easter Baskets and deliver them for a price.

## Contests

### ADORABLE BABY CONTEST

Post pictures of employees' children or grandchildren. Co-workers must pay a set amount per vote for the most adorable child. Ballot box stuffing is encouraged!

### PET PHOTO CONTEST

Employees post a picture of their pet(s) on the bulletin board. Co-workers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet and funniest pet. Award all winning pet owners a prize for their pets such as cat food, dog bones, etc.

### POKER RUN

Motorcycle riders can raise funds for United Way by driving to designated locations and playing a round of poker at each spot.

### PUTTING GREEN CONTEST

Construct a putting green in your lobby and charge a fee for employees and/or customers to putt for prizes.

### BED RACE

This is a great activity for your local medical school or hospital. Each department, (radiology, pediatrics, MRI, etc.) forms a team to push the department head in a bed along a designated course. Participants raise funds by collecting pledges or paying an entry fee.

### GIFT WRAP

Solicit a local business to donate boxes, bows and wrapping paper and wrap holiday gifts for a fee.

### STOCKING STUFFER GRAB BAG

Charge a set amount for employees to grab a company trade item from a stocking or bag.

**VALENTINE'S DAY** – Sell homemade candy, suckers, brownies, cookies or anything chocolate.

### BEAT THE BAD HABIT

Get co-workers to stop being tardy to meetings, popping their gum, failing to recycle, leaving letterhead in the copy machine, whatever! Offenders pay a quarter for their transgressions!

**DANCE CONTEST** – Enough said!

### DRAWINGS/RAFFLES

Secure a donated prize such as certificates for dinner, weekend stay at a local resort, movie passes, concert tickets, professional/college sports games, museum passes, etc. Sell tickets and draw the winning ticket at a designated time and place. This can also be done in half- &-half fashion where half the proceeds are given away as the prize. The other half of the proceeds benefit United Way.

**RACES** – Running, Walking, Typing, Eating, etc.

### GUESS THE WEIGHT OF THE DEPARTMENT

Build camaraderie by inviting co-workers to pay a set amount to predict the total weight of the department.

### QUARTER SHOT GLASS CONTEST

Fill a large jug with water and put a shot glass at the bottom. Invite co-workers to drop quarters through a slot cut out in the lid. Provide prizes to those who drop their quarters in the shot glass.

## **SLIM INTO SHAPE**

Hold a two-month contest at work for everyone who wants to lose weight. Each person pays a set amount for every pound lost or gained. Secure donated prizes for those who attain their weight loss goals.

**TALENT CONTEST** - You never know what talents you may uncover.

## **Special Events**

Organize an outing with co-workers and spouses to enjoy music, dancing and fun. Ask for a cover charge.

### **DOWNTOWN DECK PARTY**

Coordinate a party on top of the parking deck of a local hotel or airport hanger. Arrange for food, refreshments and music. Ticket prices should include food, refreshments and music as well as a donation to United Way.

### **FASHION SHOW**

Work with a local designer to showcase the new seasonal or children's fashion line. Sell tickets to co-workers.

### **FUN DAY**

Booths can be assembled for all kinds of fund-raising activities including a dunking booth, arcade games, children's games, train ride, pony rides, face painting, basketball free-throw challenge, food and drinks.

## **Food**

### **BAKE SALE**

This one's for all the bakers on staff in your company. To encourage participation, you might have a "Bake-Off" and give prizes to the best bakers. Here's a hint, hold your bake sale on payday!

**BREAKFAST BREAK** – Pick up donuts or muffins and sell them to hungry co-workers.

## **UNLOCK A CHEST OF TREASURES**

Encourage co-workers to buy a key for a set amount. One key will open a treasure chest of prizes.

## **WHO'S THE BABY CONTEST**

Ask co-workers to bring in their baby picture. Each week feature a new group of pictures on the bulletin board. Employees then purchase chances to guess which baby picture is their co-workers.

### **NIGHT AT THE MOVIES**

Sell tickets to a screening of vintage movies and cartoons.

### **TWO-STEP LESSONS**

Here is your chance to learn those line-dancing steps. Coordinate recreational dancers to teach interested employees how to two-step. Lessons can be sold for \$10.00 per couple for singles and for children under 13 at a reduced rate.

### **WALK FOR LIVING UNITED!**

This is a fun-filled experience for the employees and their families who collect donations to walk a short course around the parking lot (or a city park) on a Saturday. Prizes, clowns, balloons, music and a petting zoo can be arranged for their entertainment.

### **BROWN BAG LUNCH**

Encourage employees to bring their lunch. The money saved from not going out to lunch is donated to United Way. Add an interesting twist and have everyone switch lunches on one day.

**CAFETERIA DONATION** – Ask the cafeteria to donate a percentage of its sales for a day.

**CANDY SALE** – Now you have the perfect excuse to buy and eat candy! "It's for a good cause!"

## **CHILI COOK-OFF**

Charge an entry fee for employees who want to cook up their best recipe for chili, pork, poultry, beans or barbecue. Sell samplings to hungry co-workers.

## **COFFEE DAY PROMOTIONS**

Encourage a local restaurant to designate breakfast specials that include coffee. The regular coffee price is donated to United Way.

## **COOKBOOK**

Collect the favorite recipes of co-workers. Compile the recipes into a booklet and sell to co-workers. You could also compile recipes on 3x5 file cards and sort the recipes by appetizers, soups, salads, main dishes and desserts. Then you could sell the recipes in groups.

**FATTENING FRIDAY** – Employees bring fattening desserts each Friday and sell the pastries by the slice.

**HOT DOG STANDS** – Get hot dogs donated and sell with a beverage and chips for a set amount.

## **Sales Activities**

**ALUMINUM CANS** - Recycle aluminum cans and add the proceeds to your team totals.

**BOOK SALE** - Ask employees to bring in new books they have recently read. Sell the books during lunch.

## **BASKET AUCTION**

Each department creates a gift basket of donated items. Baskets have themes and may include anything from trinkets to trips! Display baskets and then auction or raffle them off.

## **CAR WASH**

You probably did this in high school. The difference is, now you can charge more. All you need is car washing soap and water and a few hard-working volunteers. Bank parking lots are great for Saturdays.

## **ICE CREAM FLOATS**

Cream soda, rootbeer, or other carbonated beverage plus two scoops of ice cream is a popular item to sell to hungry co-workers. Try to get ice cream and soda donated to increase the profit.

## **JELLYBEAN COUNTING CONTEST**

For a donation, co-workers can guess how many jellybeans are in that jar. This can also be done with M&M's, Skittles, Lifesavers, etc.

## **PIZZA SALE**

Get the boss to buy a few pizzas. Have the pizza delivered to the office and sell it by the slice. Many co-workers will appreciate not having to leave the office for lunch.

## **POTLUCK/SPAGETTI SUPPER**

Coordinate office volunteers to bring a potluck lunch. Charge a set amount for an all-you-can-eat, home cooked breakfast or lunch.

**VENDING MACHINES** – Raise the cost of vending machine items by a set amount for a designated month.

## **CHANGE CANS**

Attach short messages to empty, clean paint cans and distribute them in high traffic areas. Example: "Reason #1 to Drop Your Coins in the United Way Change Can – 28 families saved from loosing their homes in 2008." "Reason #2 to Drop your Coins in the United Way Change Can – 43 service projects completed for citizens in need." "Reason #3 to Drop your Coins in the United Way Change Can – CALL 211 can help you find the assistance you need."

## **DREAM SEASON**

Secure donated season tickets (possibly box seats) for local sporting or Arts Council events. Sell raffle tickets for each event.

## **GARAGE SALE**

Have a big parking lot garage sale of items that employees have brought from home or inventory your company would like to discard.

### **PUNCH CARD SALES**

Get cards donated by a local restaurant that offer a percentage discount to the bearer. Sell the cards for \$2.00 each with all proceeds benefiting your United Way campaign.

### **RESERVED PARKING**

Sell raffle tickets or auction the best parking spot. The winner can park in the spot for a week or a month.

## **Sporting Activities**

### **AEROBIC-A-THON**

Secure a local health club chain to sponsor a three or four hour aerobic dance session. Participants collect sponsorship to get into shape!

**BOWLING** - Coordinate a company bowling outing. Each person has to pay a set amount for missing a pin.

**CAR BASH** - Find an old battered car and allow employees to pay to take a swing at the car.

### **CELEBRITY BAGGER PROGRAM**

Imagine the grocery shoppers' surprise to find the mayor, a surgeon, radio personality or district attorney bagging groceries at the checkout stand. These celebrities raise a pre-determined amount before they arrive at the grocery store. Then they bag groceries for an hour to raise tips any way that they can.

### **EXERCISE FOR MONEY**

Fill in a mileage log for miles walked, run or cycled. Secure a company contribution for total miles covered. Company T-shirt is given for those participating two times a week for one month.

### **SILENT AUCTION**

Donated items such as dinners for two, a weekend get-away, handcrafted items and more are displayed for a full day. Slips of paper are filled out with a bid, name and phone number. At the end of the day, the highest bidder gets to buy the items. Purchase amount of item benefits United Way.

### **WINDSHIELD CLEANING SERVICE**

Employees and their families take turns on a designated Saturdays to clean car windows at bank teller drive-up windows, fast food drive-ins, gas stations, etc. Donations given benefit the Victoria County United Way.

### **FISHING TOURNAMENT**

Charge an entry fee and award prizes for catching the largest fish (by weight and total catch by weight, limit eight fish) Food and soft drinks can also be sold.

### **MALIBU RACE OF CHAMPIONS**

Challenge your competitors on the track. This three-lap race in miniature cars pits representatives of different teams against one another. Each team has three members who take turns competing for the fastest times. Individual team trophies are presented to the first, second and third place teams.

### **MINIATURE GOLF**

This is a fun outdoor activity for all teams. Four person teams compete for donated prizes in such contests as hole-in-one, highest score, lowest score, etc. Separate entry fees are a set for adults and children under 13.

### **MINIATURE GOLF NIGHT**

Ask the local miniature golf location to donate a set amount of money for every round of golf played on a designated night or weekend.

### **OFFICE OLYMPICS**

Create your own office games to include such contests as: most creative voice mail, cleanest office, fastest typing, guess the number of steps from the copy room to the mailroom, etc.

### **SUPER BOWL PARTY**

Invite guests to pay a set amount for each of the following predictions: quarter score, half - time score, final score, number of fumbles, touchdowns, etc.

### **TOURNAMENTS**

Challenge other companies to a Saturday softball, basketball, darts, golf, or bowling tournament. Charge an entry fee and invite each company to sell refreshments.

**WHEELCHAIR-A-THON** - The youth raise money by strolling senior citizens in their wheelchairs.

## **Ready To Go Events**

### **BLUE JEANS DAY**

Declare a "Dress Down Day(s)." Stickers are available from United Way office for your employees to purchase. A five-dollar donation is given in exchange for a sticker which, when worn, will allow them to wear jeans to work on the designated day(s). This can be done as many times as management will allow leading up the end of the company's campaign (i.e. every Friday). Proceeds benefit United Way.

**United Way staff will assist in any way we can with any event or fun activity you'd like to do with your employees!**

## Appendix 1 — Campaign History

Year	UW Board President	Campaign Year	Campaign Chair	Actual Dollars Raised	% Inc. Over Prior Year
2010	Kelly Park	2010	Gary Worsham	\$854,880	4%
2009	Omar Rachid	2009	Kelly Park/James Clifton	\$820,819	-5%
2008	Robby Burdge	2008	Omar Rachid/Shirley Buckert	\$859,976	2%
2007	Deborah Branch	2007	Robby Burdge/Omar Rachid	\$840,896	10%
2006	Buddy Billips	2006	Deborah Branch	\$752,663	18%
2005	Scott Sontheimer	2005	Buddy Billips	\$618,073	-21%
2004	David McLarry	2004	Scott Sontheimer	\$750,000	3%
2003	Russell Marshall	2003	David McLarry	\$725,000	-10%
2002	Bruce Chinn	2002	Russell Marshall	\$800,000	0%
2001	Tom Dawson	2001	Bruce Chinn	\$800,000	3%
2000	Jimmy Goodson	2000	Tom Dawson	\$775,000	3%
1999	Greg Winegardner	1999	Jimmy Goodson	\$750,000	3%
1998	Denny Arnold	1998	Greg Winegardner	\$725,000	3%
1997	Dennis Broughton	1997	Denny Arnold	\$700,000	4%
1996	Jimmy Goodson	1996	Dennis Broughton	\$675,000	1%
1995	Bob Brezina	1995	Jimmy Goodson	\$670,000	1%
1994	David Gaddis	1994	Bob Brezina	\$665,000	1%
1993	Steve Hipes	1993	David Gaddis	\$660,000	2%
1992	Tom Murrah	1992	Steve Hipes	\$650,000	4%
1991	Tom Springer	1991	Tom Murrah	\$625,000	8%
1990	Jim Miller	1990	Tom Springer	\$575,000	100%

## Appendix 2 — Glossary of Campaign Terms

**2-1-1.** The FCC-designated national abbreviated dialing code for access to health and human services information and referral (I&R) nationwide.

**Account.** An organization or individual invited to financially participate in the campaign.

**Accountability (fiscal).** The responsibility of ensuring that each dollar raised is accounted for and well spent.

**Account Number.** A numerical code that is used to reference each campaign account and which indicates how the account is placed within the campaign structure.

**Account Executive/Volunteer.** The person responsible for contacting an organization for one or all of the following activities: corporate gift, CEO's personal gift, leadership giving campaign, employee campaign and/or loaned executive support.

**Active Community Investor.** An individual who invests \$500 or more to a local community organization, invests time as a volunteer, and may not currently invest in United Way.

**Administrative Costs.** Funds needed to carry out the day-to-day functioning of the organization; public accountability; maintenance of facility; legal activity.

**Agency Tours or Site Visits.** Visits to selected agencies designed to offer an on-site education on how the donors' United Way dollars are put to work and how community services are delivered.

**Allocation.** Funds granted to an agency or program, typically for a 12-month period (see multi-year funding).

**Allocations Committee.** A group of volunteers who determine how available fund will be distributed to various agencies/programs.

**Allocations System.** The process through which volunteers review applicants for United Way funds to ensure that they meet identified community needs and are efficient and effective. Through this process, volunteers determine the appropriate level of funding, if any, each agency/program will receive from United Way.

**Average Gift.** Total gift from company's employees divided by the number of givers.

**Bill Direct or Direct Bill.** A pledge option in which the donor requests a billing statement from the United Way organization, then pays the pledge upon receipt of this bill.

**Broadening the Base.** The effort to spread the responsibility of giving more widely to include markets or areas of the campaign with low-giving levels.

**Campaign.** A period, most commonly between early September and mid-December, when United Way conducts the majority of its fundraising efforts in the community.

**Campaign Analysis.** Analysis of giving, for example, by division, section, unit, company.

**Campaign Audit.** The outside verification of pledges and cash gifts to ensure that campaign results are accurately tracked and reported.

**Campaign Cabinet.** Members of the "executive committee" of the fund-raising effort being led by the Campaign Chair and which includes key leaders from the community.

**Campaign Case.** A concise statement of purpose and rationale for the campaign, which is refined annually to reflect changing needs.

**Campaign Costs.** The annual expenses of conducting a local campaign, including salaries, promotional materials, fixed office expenses, etc., that are directly related to campaign activity. Keep campaign costs separated from other overhead expenses.

**Campaign Film.** A film or video production used to educate and inform local audiences about the United Way movement in an effort to encourage giving.

**Campaign Slogan.** A distinctive phrase or catchword used to focus public attention on the United Way organization.

**Campaign Timetable.** A schedule that lists time frames for all the campaign responsibilities and actions required, beginning with recruitment of the Campaign Chair through the post-campaign analysis.

**Card Value.** The total current dollar value of each campaign giving account.

**Combined Federal Campaign (CFC).** A federally-regulated campaign that governs all fund raising by private voluntary agencies among federal employees at their places of employment and members of the armed forces at their duty stations.

**Communications Committee.** Members are responsible for year-round public relations and development of an intensive promotional and public information effort during the campaign.

**Community Impact.** Mobilizing communities to create lasting changes in community conditions that improve lives.

**Company Campaign Chair/Coordinator/Employee Campaign Manager.** The person selected to manage the United Way employee campaign within a given company or organization.

**Companywide Campaign.** A plan for employee giving developed by a national firm and implemented at all its local plants and offices. This national effort relies on local giving guidelines and materials.

**Continuous Payroll Deduction.** An employee payroll pledge that automatically rolls over from year to year without requiring the employee to reaffirm it annually, but providing the employee with the ability to stop, increase or decrease the pledge upon request. Works best when applied as a percentage of salary rather than a set dollar amount.

**Corporate Gift.** An annual contribution made in the name of the firm or organization.

**Deferred Giving.** A form of donor giving in which the beneficiary organization receives the principal or corpus of the gift a considerable time after the decision to give was made by the donor, usually after the donor's death.

**Designation.** An option provided donors during the campaign that allows donors to direct their contributions to a specific agency or program.

**Division.** A United Way grouping of campaign accounts that are classified according to similarities in their make up. Often, such groupings are based on size, trade, geographic location or a combination of these considerations.

**Donor Choice.** A feature of the campaign and fund distribution process through which donors are permitted to designate their contributions to specific tax-exempt human-service organizations, programs or services that may or may not be funded through United Way's Fund Distribution process.

**Employee Goal.** An established dollar-amount that represents the desired total contribution in an employee campaign; it is based on a formula that considers potential for growth.

**End to End Solution.** Being able to capture a pledge from its inception and paying out after processing to the local United Way or direct to the agency.

**Final Report.** The reported results of an organization's completed campaign.

**Fund Distribution.** The citizen review system through which United Way member organizations distribute the funds they raise.

**Funding Cycle.** The period during which allocated dollars are paid out to funded organizations. May be July to June, January to December, October to September.

**General Campaign Goal.** The overall campaign goal, which members of the Campaign Cabinet establish and the Board of Directors approves.

**Giving Guide.** United Way's suggested standard for corporate and individual levels of giving based on the ability to give.

**Group Solicitation or Group Meeting.** A brief (20-to-30 minute) meeting, held on company time, at which groups of employees learn more about United Way movement through videos, special speakers and United Way staff. Employees are given pledge cards and asked to make informed giving decisions. Employees are usually asked to sign their pledge cards at the end of the meeting.

**Inclusiveness.** One of the core strategies that United Way organizations implement to accomplish their mission. This strategy is designed to broaden the circle of United Way's services and those who have ownership in the United Way organization. It considers people, geographic areas and agencies.

**Kick Off.** The formal start of a campaign in a community through an event that receives communitywide attention.

**Labor Participation Committee.** A committee whose membership includes leaders of organized labor and whose job it is to advise and participate in managing employee campaigns.

**Leadership Giving.** Gifts from donors beginning at \$1,000 and ending at \$9,999.

**Loaned Executive.** The employee who is selected by the company or organization and assigned to work in the United Way campaign for a specified period of time. The loaned executive acts as an extension of the United Way staff and complements the staff and volunteers by ensuring quality customer service to all campaign accounts.

**Mail Solicitation or Direct Mail.** A direct appeal made through the mail and typically used in selected small business and residential campaigns.

**Major Gifts.** Gifts from donors beginning at \$10,000 and ending at \$99,999.

**Market.** A distinct group of actual or potential customers.

**Market Segmentation.** Identifying distinct market groups according to shared characteristics in an effort to develop campaign plans and case messages personalized to each market group.

**Megagift.** Gifts from donors beginning at \$100,000.

**Metro Size.** A classification of United Way communities that ranks communities according to the campaign amounts they raise.

**Million Dollar Roundtable.** Donors who pledge to contribute \$1 million or more up front or over a 1-5 year plan to United Way.

**Mission.** A statement that expresses the purpose of an organization.

**Needs Assessment.** A systematic examination of community needs designed to help decision-makers focus limited resources, including time, money, personnel and materials on specific, mutually accepted community objectives and activities.

**New Hires Program.** Enrolling new employees at the time of hire for a contribution to the United Way organization through payroll deduction.

**New Money.** Funds raised in excess of card value.

**Non-Recurring Gift.** A contribution made to United Way organization for a single campaign as a result of special circumstances. In most cases, this gift is made in addition to a normal annual contribution. Also called one-time money.

**Pacesetter Campaign.** In a company that agrees to specialized advance preparation and solicitation, this campaign is designed to provide an example and build enthusiasm for the general communitywide campaign. Pacesetter campaigns usually take place between June and September and provide significant dollars early in the campaign.

**Per Capita Gift.** The campaign measurement arrived at by dividing the total employee or corporate gift by the total number of employees at the company.

**Planned Gifts.** A gift planning technique used by donors to give gifts of appreciated assets during their lifetime and beyond.

**Pledge.** A promise to make a contribution in installments over a specified period of time.

**Post-Campaign Critique.** The process through which the campaign is evaluated and suggestions for future improvements are formulated.

**Prospects.** Potential contributors to the campaign.

**Report Meeting.** A key campaign meeting held for the purpose of receiving reports and collections from all solicitors, companies, etc., in order to publicly announce the progress of the campaign and build enthusiasm for it.

**Shrinkage.** Uncollectible pledges, usually as a result of employee turnover.

**Solicitor.** A company campaign volunteer with responsibility for asking other employees for pledges to the United Way organization or a person who assists the Campaign Chair and Campaign Cabinet by calling on a CEO.

**Speakers Bureau.** A group of well-informed individuals who are forceful speakers and whose job it is to appear before employee groups and others to enlist their support and money for the campaign.

**Special Events.** Public events held to attract positive attention to the campaign, inform the public and motivate volunteers.

**Status Report.** A periodic campaign report that indicates progress throughout the campaign on completed assigned campaign contacts and the achievement of campaign goals.

**Tocqueville Society.**® A national major gifts society, sponsored by United Way of America, with chapters in United Way member organizations across the country. Members of the Tocqueville Society give annual gifts of at least \$10,000.

**Trade Group Giving Analysis.** An analysis of giving trends by trade group in which firms are compared to determine how well they are doing and what their giving potential may be.

**Truist (formerly United eWay).** A seamless end-to-end solution which combines online giving with integrated pledge processing and fund distribution services. Truist offers online reporting and volunteer programs.

**Unit.** A number of related campaign accounts grouped together.

**Venture Funds.** A fund distribution strategy whereby time-limited grants are made to new, innovative, generally non-traditional services.

**Victory Celebration.** Special event at which the final campaign report is presented to the community and final results are announced.

**Zero Accounts.** Companies and individuals with no record of giving to previous United Way campaigns.