

# 10 Steps to a Successful United Way Campaign



Thank you for being a CHAMPION for our community and being your organization's Employee Campaign Coordinator! You are greatly appreciated. We are so excited to work with you to help you and your organization give back to our local community through UWCFA.

## 1 Meet with CEO/Senior Team and Recruit Your Campaign Team

Your campaign team should include employees from all levels and areas of your organization.

## 2 Ask Management and Your CEO for Support

Ask CEO to:

- Help set goals and objectives for the campaign
- Appoint a leadership giving coordinator (\$1000+)
- Write a letter to encourage employees to join him or her in contributing (see sample)
- Attend the campaign kickoff and make a personal statement of support
- Determine a corporate gift and/or matching donation

## 3 Review Past Performance and Calculate Goal

- Evaluate strengths
- Look for areas to improve
- Identify company changes since last campaign
- Set a monetary increase goal and a participation increase goal

## 4 Establish a Campaign Timeline

- Set up employee campaign team meeting dates
- Schedule a kickoff and speakers from UWCFA and our partner agencies
- Brainstorm ideas to get employees engaged and involved
- Set a campaign end date

## 5 Use Agency Speakers, Volunteer and Take Tours

Help employees see the impact their donation has in our service area. Talk to your UWCFA campaign representative to set up agency speakers, volunteer opportunities and to take tours of our partner agencies.

## 6 Publicize the Campaign

- Share UW videos and stories through email or company news
- Progress updates
- Social Media- encourage employees to share how they #givewhereyoulive, be a #gamechanger and tag us in posts!
- Encourage employees to visit our website and social media

## 7 Conduct Employee Campaign

- 20 Minute meeting (see back for outline)
- 1-2 weeks prior to your kickoff, send out the CEO letter
- Secure incentives from local businesses and restaurants
- Schedule and conduct employee meetings or company wide kickoff
- Put up posters and campaign information
- Share UWCFA videos and materials
- Use guest speakers and hold special events (see suggestions on back)
- Encourage leadership giving
- Follow up with employees to ensure everyone has had the opportunity to give

## 8 Report Results to United Way

- Send your campaign rep any updates and preliminary numbers
- Make a copy of all pledge forms and send to your payroll department. Originals go in your campaign envelope
- Complete the campaign report
- Set up a time with your campaign rep to wrap up, collect pledge forms and extra materials

## 9 Wrap Up and Say Thank You

- Report final results and thank employees
- Distribute CEO thank you letter
- Recognize and thank your campaign team
- Evaluate your campaign results and prepare recommendations for next year's ECC and campaign team

## 10 Be a Game Changer And Give Where You Live All Year

Encourage employees to volunteer in the community. They can stay in touch with all UWCFA is doing and upcoming opportunities by following our social media or checking out our website at [uwcfca.org](http://uwcfca.org)  
Instagram: @unitedwaycapefear  
Twitter: @UnitedWayCFA  
Facebook: United Way of the Cape Fear Area

# Ideas to Increase Participation, Engage Employees and HAVE FUN!

**Group presentations and Kickoffs** with food and prizes are a great way to start. Speakers from United Way and our agency partners can present with you. The key is to explain why we need to give where we live and ASK for participation.

**Team Agency Visits-** See what your dollars can do first hand.

**Agency Fairs** - Educate employees on area programs and our community impact.

**Volunteer-** A Team Building Partnership with an agency.

**“Fun”-Raisers** that promote team building and United Way:

Bake Sales	Jeans Day	Bowling	Corn Hole Tournaments
Office Relays	Dress Up Day	Craft Sale	Wishing Well for Change
Silent Auction	Tricycle Races	Karaoke Contest	Pumpkin Carving Contest
Beach Party	Chili Cookoff	T-Shirt Giveaway	United Way Trivia Contest
Office Olympics	Baby Picture Contest	Ice Cream Social	Auction Parking Spaces
Sleep-In Passes	Pancake Breakfast	Company Picnic	Etc... Be Creative!!

**Choose a Theme** for your workplace campaign to get more enthusiasm and attendance:

- Mardigras
- Movies
- A Decade (80s etc)
- Sports

**Incentives and Prizes** for participation:

Raffles	Gift Cards	Extra Paid Vacation Day
Movie Tickets	Sports Tickets	Parking Spots
United Way Swag	Company Swag	Sleep-in Morning

## How to Conduct a 20 Minute Campaign

<u>ACTIVITY</u>	<u>RESPONSIBILITY</u>	<u>TIME</u>
Distribute Pledge forms and all materials as employees enter the room	ECC or committee member	3 min.
Welcome the employees, give the United Way endorsement and introduce United Way Rep	CEO	3 min.
United Way Overview	United Way Rep	3 min.
Partner Agency presentation	Partner agency rep	7 min.
Q&A	All	2 min.
Close and ask employees to fill out the pledge forms and turn them in	ECC	2 min.



**Be a Game Changer.  
Be a Hand Raiser.**

**#GiveWhereYouLive**

**E**very day, people look to United Way for lasting solutions to local problems. We are a vehicle for volunteers, donors and advocates who seek to change lives and communities through service, collaboration and impact. We connect people and companies with causes that matter to them the most.

We are more than fundraisers. **We are hand raisers. We are game changers.** No matter the obstacles. No matter the odds. We wrap our arms around our community's most critical problems - and **we stand up.** We stand up for children and youth. We stand up for families and individuals. We stand up to build strong neighbors and communities in a *united way*. Why? Because we know that change happens when the community comes together. **Be a game changer. Be a hand raiser** and #GiveWhereYouLive. Because building a better tomorrow starts today.

UWCFA.ORG | Instagram @unitedwaycapefear | Twitter @UnitedWayCFA

**77**  
Years in operation

**4** Counties  
Brunswick  
Columbus  
New Hanover  
Pender

**466,031**  
Residents in our 4  
county area

**2.1** Million  
dollars raised in  
2017

**152,962**  
Lives changed in 2017

**17.7%**  
Local population in need

**22,738**  
children at risk of  
hunger

**1 in 4**  
Residents in  
substandard housing

**Strength  
In  
Numbers**

#gamechanger  
#givewhereyoulive



# United Way of the Cape Fear Area

## Children and Youth + Families and Individuals

### Preparing Children and Youth for Success

Blue Ribbon Commission  
New Hanover

Brigade Boys and Girls Club  
Brunswick, New Hanover, Pender

Carousel Center  
Brunswick, Columbus, New Hanover, Pender

Coastal Horizons Center  
Brunswick, Columbus, New Hanover, Pender

Communities in Schools- Brunswick  
Communities in Schools - Cape Fear

DREAMS  
Brunswick, New Hanover, Pender

Dream Center Columbus

Food Bank of Central and Eastern NC  
Brunswick, Columbus, New Hanover, Pender

Kids Making It  
Brunswick, Columbus, New Hanover

Matthew's Ministry  
Brunswick

NCOAE National Center for Outdoor and Adventure Education  
Brunswick, Columbus, New Hanover, Pender

Nourish NC  
New Hanover

Pender Alliance for Teen Health

Pender County Christian Services

Smart Start New Hanover County

YWCA  
Brunswick, Columbus, New Hanover, Pender

### Strengthening Families and Individuals

Brunswick Family Assistance

Cape Fear Clinic  
Columbus, New Hanover, Pender

Cape Fear Health Net  
Brunswick, Columbus, New Hanover, Pender

Cape Fear Literacy Council  
Brunswick, Columbus, New Hanover, Pender

CFPUA

Circles of Hope Columbus County

Coastal Horizons Center  
Brunswick, Columbus, New Hanover, Pender

Disabled American Veterans (DAV)  
Brunswick, Columbus, New Hanover, Pender

Domestic Violence Shelter and Services  
Brunswick, Columbus, New Hanover, Pender

Families First Columbus

Good Shepherd  
Brunswick, Columbus, New Hanover, Pender

Hope Harbor  
Brunswick

LINC, Inc.  
Brunswick, Columbus, New Hanover, Pender

Mother Hubbard's Cupboard  
Brunswick, Columbus, New Hanover, Pender

Step Up Wilmington  
Brunswick, Columbus, New Hanover, Pender

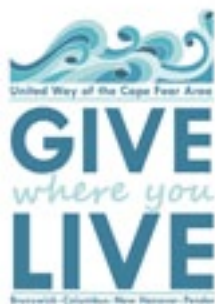
Red Cross  
Brunswick, Columbus, New Hanover, Pender

Salvation Army  
Brunswick, Columbus, New Hanover, Pender

SCSEP Senior Community Service Employment Program  
Brunswick, Columbus, New Hanover, Pender

WARM Wilmington Area Rebuilding Ministry  
Brunswick, New Hanover, Pender

= Strong Neighborhoods and Communities

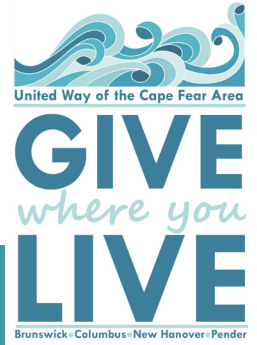


United Way of the Cape Fear Area mobilizes resources to empower local people working toward leading self-sufficient healthy lives. UWCFA surrounds a community's most pressing problems to build strong neighborhoods through local collaboration. Strong neighborhoods and communities are possible when children and youth are prepared for success and families and individuals are strengthened.

# Be a Hand Raiser.

# Be a Game Changer.

## UWCFA Leadership Giving



As a United Way of the Cape Fear Area Leadership giver, you help provide the foundation to grow and strengthen our local community. Beyond that, you set an impactful example that inspires others to follow. **Be a hand raiser.** Stand up with us for children and youth. Stand up for families and individuals. Stand up to build strong neighborhoods and communities in a *united way*. **Be a hand raiser, be a game changer** and #GiveWhereYouLive. Your generosity helps build a better tomorrow, starting today.

### Leadership Giving Societies

**Harriss Newman**  
\$1,000+

Our Harriss Newman Society recognizes those who contribute \$1,000 or more each year to United Way. The Harriss Newman Society is named for one of the founders of the Community Chest in 1941, which was the precursor to the United Way.

Your \$1,000 (\$20/week) can:

- Cover the annual cost for evidence-based **Why Try** curriculum at all 6 **Communities In Schools of Brunswick Action for Success** Program school sites and help students with social-emotional learning and building resiliency skills
- Give the gift of reading to for adults and those with English as a second language by covering the cost of 6 classes at the **Cape Fear Literacy Council**
- Feed 15 families for a week at **Mother Hubbard's Cupboard**

**Laurence Gray Sprunt**  
\$5,000+

The Laurence Gray Sprunt Society recognizes those who give a yearly donation of \$5,000 – \$10,000 to United Way of the Cape Fear Area. Laurence Gray Sprunt was a true southern gentleman who was known for his generous nature and his involvement in many charitable organizations throughout his lifetime and in the Cape Fear Area.

Your \$5000 (\$100/week) can:

- Cover the cost of 2 teens to spend a year in **Kids Making It** Apprentice Program
- Provide a warm, nutritious meal for 8 weeks to 45 families in **YWCA's Grandparent Support Network**
- Provide hygiene products for 80 low-income students through **Communities in Schools in Brunswick**

**Tocqueville Society**  
\$10,000+ (\$200/week)

The United Way Tocqueville Society was created to deepen individual understanding of commitment to and support of United Way's work advancing the common good by creating a better life for all. Founded by United Way of America in 1984, the Tocqueville Society recognizes the generosity of individuals and couples who contribute at the highest levels of personal giving, with a minimum annual donation of \$10,000 to United Way.

Your \$10,000 (\$200/week) can:

- Cover the cost of 32 hours of **Job Readiness Training & Job Placement** for 2 individuals at **Step-Up**
- Feed 5 children for a year (every weekend and all school programs) with the **Backpack Program**
- Help employ 2 youth for 8 weeks of summer employment through **BRC's Voyage Summer Employment Program**
- Provide after-school programming, snacks, and a meal for year for 2 children at **Brigade Boys & Girls Club**.





# UWCFA PLEDGE FORM

## GIVE where you LIVE

# Thank You!

My Contact Information

Dr. / Mr. / Ms. / Mrs. \_\_\_\_\_  
(circle one) *first, middle initial & last name*

Home Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Preferred Phone \_\_\_\_\_ (circle one) cell work home

Email \_\_\_\_\_  I am retiring in \_\_\_\_\_ (MM/YY) and would like to continue to stay involved and help the community through United Way.

My Giving Options

### EASY PAYROLL DEDUCTION

I Will Contribute Each Pay Period  # of Pay Periods Per Year = My Total Annual Payroll Deduction

<input type="checkbox"/> \$5	<input type="checkbox"/> \$10	<input type="checkbox"/> \$20	<input type="checkbox"/> 24 <i>bimonthly</i>	<input type="checkbox"/> 26 <i>biweekly</i>	\$ _____
<input type="checkbox"/> \$50	<input type="checkbox"/> \$100	<input type="checkbox"/> other \$ _____	<input type="checkbox"/> Other _____		
<input type="checkbox"/> One time gift					

### LEADERSHIP SOCIETIES

- Harriss Newman**  
\$1,000+ (\$20/week)
- Laurence Gray Sprunt**  
\$5,000+ (\$100/week)
- Tocqueville Society**  
\$10,000+ (\$200/week)

### PAY BY CASH OR CHECK

Total Annual Gift Amount = \$ \_\_\_\_\_  
attach your check payable to: UWCFA

### DIRECT BILL (circle one)

monthly quarterly semi-annually one time  
Total Annual Gift Amount = \$ \_\_\_\_\_

### CREDIT CARD

Total Annual Gift Amount = \$ \_\_\_\_\_

All one-time and recurring monthly credit card transactions are processed online at UWCFA.org. Please give us a call if we can help in any way with your transaction. For a confidential conversation about legacy giving, please call E. Craig Heim @ 910-798-3896.

My Community Investment

### COMMUNITY IMPACT FUND (CI)

You can help fund programs in our service areas of Brunswick, Columbus, New Hanover and Pender Counties. Your gifts will help to create long-lasting solutions and address critical needs that focus on education, health and financial stability.

**Children & Youth + Families & Individuals = Strong Neighborhoods & Communities**

I wish to designate my gift of \$100 or more to the following 501c3, Health and Human Service Nonprofit:

(If your gift does not meet the above criteria, UWCFA will redirect your donation to fund critical local programs through the CI fund)

Name(s) as I/we wish to be acknowledged:

- I/we prefer to remain anonymous
- I am a long-time donor and have been giving to United Way since \_\_\_\_\_

My gift is a joint/combined investment:  
Spouse/Partner's Name & Employer \_\_\_\_\_

MY SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

(Signature and date are both required for all methods of payment)

No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. You will also need a copy of your pay stub, W2 or other employer documentation showing the amount withheld and paid to a charitable organization. Consult your tax advisor for more information. A copy of this organization's solicitation license is available from the state at 1-800-830-4989. This license is not an endorsement by the state.