

How to Conduct a 20 Minute Campaign Meeting

ACTIVITY	RESPONSIBILITY	TIME
Distribute pledge forms & all materials as employees enter the room	Employee Coordinator or committee member	3 mins.
Welcome the employees, give the United Way endorsement & introduce United Way Rep.	CEO	3 mins.
United Way representative will speak	UWay Representative	3 mins.
Partner Agency representative will introduce their agency	Partner Agency Rep.	7 mins.
Guest Speaker Q & A	All Reps. & Coordinator	2 mins.
Close & Ask employees to fill out the pledge forms and turn them in	Employee Coordinator	2 mins.

Sample CEO Letter

Dear (COMPANY NAME) Employee,

The 2011-2012 United Way Campaign is gearing up and we will kickoff our employee campaign on (DATE). (ECC'S NAME) and (HIS/HER) team have worked hard to make this a great campaign and we're looking forward to having some fun, and more importantly, making a difference in the lives of our friends and neighbors. The campaign will end on (DATE), and you will be receiving details on the campaign activities soon.

Thousands of New River Valley residents this year will need the valuable assistance from the 26 United Way of Montgomery, Radford and Floyd (UWMRF) partner charities. These agencies' critical services deliver the four building blocks to a better life: providing basic needs and self-sufficiency, strengthening families and community, promoting health, healing and crisis intervention and developing children and youth. Your contributions, combined with many others, make a huge difference in numerous local lives. By giving to the United Way of Montgomery, Radford and Floyd, you meet the needs of many.

Please consider a gift to the United Way of Montgomery, Radford and Floyd as your part in making our community a better place to live. Your donation amount is a personal decision. Keep in mind that you can spread your gift throughout the year with the convenient option of payroll deduction. (IF APPLICABLE) We also match your gift, so everything you give goes further!

Please review the enclosed brochure about the agencies and services of United Way of Montgomery, Radford and Floyd. I hope you will join me in supporting the 2011 United Way campaign. There is no better way to help more people in need than by giving the United Way.

Thank you,
(CEO NAME)

Be an Award Winner!

United Way of Montgomery, Radford & Floyd Guidelines

Employee Campaign Awards do not include corporate participation dollars

GOLD AWARD: (two of the following)

70% Participation
\$75 Per Capita Giving
25% Increase in Campaign

SILVER AWARD: (two of the following)

50% Participation
\$45 Per Capita Giving
15% Increase in Campaign

BRONZE AWARD: (two of the following)

25% Participation
\$25 Per Capita Giving
10% Increase in Campaign

Special Achievement Awards:

Highest Percentage Increase in Giving
Largest Increase in Employee Giving
Largest Increase in Corporate Participation
Largest Increase in Employee Participation
Campaign Excellence Award
Most Creative Employee Campaign
Dave DeHart Coordinator "Spirit" Award

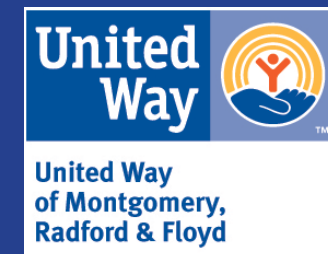
Top 25 Campaign Awards:

The top 25 companies that raise the highest total amount will receive this award (based on employee and corporate contributions).

United Way of Montgomery, Radford & Floyd



**WE LIVE UNITED BECAUSE
OUR GIVING DOLLARS STAY HERE,
OUR VOICE IS HEARD
AND OUR VOLUNTEER TIME
HELPS IMPROVE LIVES!**



2011-2012 Promotional Sponsors

4 Seasons Lawn Care	Adventure World
AE Sir Tech Consulting	Allstate, Jason Hamby
Baseline Solar Solutions, LLC	CCS, Inc.
Dish Network	Federal-Mogul Corp.
Foxridge Apartment Homes	Kollmorgen
Montgomery County Chamber	MOOG
NewCity	StellarOne
Todd's Jewelry	United Pet Group
Warm Hearth Village	WDBJ7

thank you

10 Steps to a Successful United Way Campaign

Thank you for taking your time and energy to be your company's Employee Campaign Coordinator (ECC)! You are providing a tremendous service to your company, and your efforts will make a difference in improving lives and building a stronger local community. Local United Way staff and volunteers are ready to assist however possible. Please visit the Companies tab on our website: www.unitedwaynr.org or simply call (540) 381-2066. We look forward to working together and touching lives throughout the New River Valley.

1 Meet with CEO and recruit your Campaign Team/Committee

Your Campaign Team/ Committee should include employees from all divisions and levels of your organization.

2 Confirm Management support and ask your CEO to:

- Help determine campaign objectives and goals to be an award winning company
- Support recruitment of Campaign Team/Committee
- Appoint a Leadership Giving Coordinator (\$500+ gift) and/or Loyal Contributor Coordinator (giving 10+ years)
- Write a letter encouraging employees to join him or her in contributing (see sample letter)
- Attend employee meeting to make a personal statement of support
- Provide recognition to Campaign Team/Committee members and write a thank you letter to all employees who participate in the campaign
- Determine amount of corporate matching/donation

3 Review Past Performance and Calculate Goal

Amount raised last year _____ % or participation _____
of employees _____ Average gift _____
of givers _____ # of Leadership Givers _____
% of campaign raised by Leadership Givers _____
What are your company's strengths?

In what areas could your company improve?

Identify any company changes since last year (new hires, reorganization, layoffs, etc.) Consider the effect of any changes in developing goals for this year's campaign

4 Establish a Campaign Timetable

- Establish employee campaign group meeting dates
- Schedule speakers from United Way and Partner Charities
- Brainstorm ideas and activities to get employees involved
- Set campaign end date and schedule a time to turn in your final report to UWMRF

5 Take Tours, Use Agency Speakers

A great way to engage employees in the United Way campaign is to offer tours of United Way partner agencies to see first-hand how they make an impact in the New River Valley. Agency speakers also allow your employees to hear from those providing services

Setting up a tour or speaker is easy. Just call the United Way office at (540) 381-2066 and provide them with the date(s) you need and how many employees will be going on the tour, or being spoken to, etc. Please give two weeks notice, if possible. Testimonials from employees who have either received help or volunteered with an agency are very effective when educating people about the importance of giving

6 Publicize the Campaign

- Emails and employee publications
- United Way posters and materials (many available online)
- United Way goal poster to keep track of your campaign's progress
- Incentives to encourage giving
- Encourage employees to visit the United Way of Montgomery, Radford & Floyds website at www.unitedwaynr.org to get more information
- Promote Leadership Giving – an annual gift of \$500 or more, only \$1.37 per day or \$20.84 when paid twice a month
- Promote Loyal Donors to identify themselves on their pledge form

7 Conduct Employee Campaign

- 1-2 weeks prior to date of employee campaign, send out the CEO letter (see sample CEO letter)
- Secure incentives from local restaurants and businesses.
- Personalize pledge forms
- Schedule and conduct employee meeting or an all-employee kickoff (see sample meeting agenda)
- Put up posters and yard signs in high traffic areas
- Share our campaign videos (four 1 min. videos and one longer video available) on your website and with employees

- Use guest speakers (agency representatives, company employees who have used agency services or volunteered, UWMRF staff)
- Encourage Leadership Giving and fair share gift amount information with all employees
- Conduct follow-up with employees to ensure every employee had been given the opportunity to contribute

8 Report Results to United Way

- Carefully complete the Campaign Summary Report
- Make 2 copies of each pledge form. One copy needs to be sent to United Way with the Campaign Summary Report. One copy can be given back to the employee for tax purposes. The original copy should be sent to your payroll department.
- Include with Campaign Summary Report: all cash, checks, credit card forms, special event money and your companies corporate pledge form

9 Wrap Up and Say Thank You

- Report final results and thank employees through department meetings, company newsletter, "Thank You" emails
- Distribute CEO thank you letter to all employees and donors
- Recognize and thank your Campaign Team
- Evaluate your campaign results and prepare recommendations for next year's ECC

10 LIVE UNITED All Year Round

- Encourage employees to volunteer in the community Visit our volunteer website at www.volunteernr.org
- Sign-up for our monthly e-newsletter on our website homepage, friend us on Facebook or Twitter and stay informed about what United Way and your community is doing all year

WWW.UNITEDWAYNRV.ORG

INFO@UNITEDWAYNRV.ORG

T (540) 381-2066 F (540) 381-2067

