

# EMPLOYEE CAMPAIGN

## Coordinator Guide



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**Your support creates positive  
results for  
South Central Nebraska.**

# Planning Your Organization's United Way Campaign

## Seven Steps, Three Stages, One Goal

### Pre-Campaign

1. Analyze past campaign results
2. Secure top level support
3. Form an employee campaign
4. Determine your campaign goal

### Pre Campaign

#### **Pre Campaign: Step 1. Analyze past campaign results**

Meet with your United Way volunteer or staff to plan your campaign. Review the level of participation, average gift, per capita giving and percent of potential achieved for the success of past campaign techniques.

#### **Pre Campaign: Step 2. Secure top level support**

There are some important things that your CEO can do to ensure your success:

- A. Personally select or appoint a senior level executive as Employee Campaign Chairman and/or Leadership Gifts Chairman to solicit senior management for Leadership gifts.
- B. Send a letter to management announcing your role as Employee Campaign Manager.
- C. Authorize payroll deduction, if not currently available.
- D. Approve continuous giving to maintain a base of support.
- E. Approve and support the goal.
- F. Approve company time for committee meetings, employee rallies, and one-to-one and group solicitations.
- G. Send a letter to all employees endorsing the campaign and encouraging their participation. A joint letter from CEO is recommended in organized companies.
- H. Appear at campaign meetings, rallies and special events to make personal endorsement.
- I. Send a thank-you letter to each employee.

#### **Pre Campaign: Step 3. Form an employee campaign committee and plan the campaign**

Don't try to do it all alone. Recruit committee representatives from all segments of the organization. Include people with special talents such as marketing and communications, personnel, data processing/payroll and past committee members. The committee is responsible for planning the campaign through establishing a campaign calendar, planning promotions and assisting with training programs.

### Campaign

5. Solicitation
6. Conduct the Builder and Leadership Giving Program
7. Kick-Off the campaign
8. Track your Progress / Report Results

### Campaign

#### **Pre Campaign: Step 4. Determine your campaign goal**

Financial goals are important because it is through an increase in dollars that United Way is able to provide more services to more people. To establish a challenging goal for the campaign, the campaign committee should evaluate last year's results, as well as the employee giving potential (amount which could be raised if each employee in the company gave according to an accepted giving standard). United Way provides a worksheet to assist in this process.

#### **Campaign: Step 5. Solicitation and train Solicitors**

Employees can be solicited one at a time or in group meetings. Group solicitation provides the opportunity to present a consistent message to all employees in a short period of time. In this method, up to 50 employees are gathered together for a presentation that might include:

- \*Endorsements by management and labor (if applicable)
- \*Testimonials by employees who have benefited from United Way services
- \*United Way presentation or agency speaker
- \*The United Way video presentation
- \*A question and answer session
- \*A pledge request – employees may be asked to pledge at meeting

This meeting generally lasts 30 minutes. A follow-up session should be scheduled for those who miss the meeting.

#### **Train solicitors**

Choose employees who are good givers — their commitment to United Way is already strong. Recruit one solicitor for every 10 to 15 employees, including representatives from each department. Team members should be educated in basic facts about United Way, able to answer questions and committed to serving. United Way staff are available to provide training, materials, films to assist in this process.



# Planning Your Organization's United Way Campaign

## **Campaign: Step 6. Conduct the Leadership and Builder's Giving Campaign**

Develop a strategic plan for identifying, cultivating and soliciting leadership donors. Ask your CEO to conduct management solicitation first. The Chief Executive should encourage visible support within each executive's department and urge participation in United Way's Leadership or Builder's Program.

## **Campaign: Step 7. Kick-Off the campaign**

Take advantage of every opportunity to promote the campaign and create an enthusiastic atmosphere with the help of campaign tools listed below. Contact your United Way if you need additional information.

- A. Hold a kick-off event or rally to create awareness. The more spectacular and fun, the better.
- B. Show the United Way video.
- C. Invite United Way agency speakers. They can make agency services and the role United Way plays in supporting these programs come to life in a personal way.
- D. Hang posters and distribute brochures. Both provide information and say thanks to employees for their support.
- E. Utilize the company bulletin board or newsletter. If you have an organization newsletter, work with the editor to publicize United Way year-round. If your company does not have a formal newsletter, consider creating one for the campaign. United Way also offers text for e-mail messages that can be sent throughout the campaign. United Way provides a wide variety of materials to help in this process. Visit the "Campaign Toolkit" section of [www.unitedwayscne.org](http://www.unitedwayscne.org)
- F. Chart campaign progress using fill-in thermometers in high traffic areas to keep employees informed.

## **All successful campaigns include certain basic elements:**

1. Send the calendar of events to management so they are informed and can release employees to attend meetings and tours.
3. Promote the use of payroll deduction.
4. Conduct rallies, group meetings and special events to build momentum. Campaigns should be short and intensive — strive for two weeks or less if possible.
5. Consider an incentive program to encourage participation. Some ideas include:
  - Meal prepared by a supervisor
  - Reserved parking space for a month
  - Low cost items contributed by the company
  - Tickets to an athletic, civic or arts event
  - Day off with pay
6. Consider inter-department competition.
7. Conduct follow-up solicitation — ensure every employee is contacted, and a gift card is returned.
8. Start a Loyal Contributor Initiative recognizing donors who have given for 10+ years. Wrap-up is a crucial element of the process.

## **Campaign: Step 8. Track Progress/Report results**

Follow these steps after solicitation has ended.

- A. Make sure all pledge cards are returned.
- B. Complete the campaign report envelope.
- C. Give the completed report envelope to your United Way volunteer or staff, or deliver it to the United Way office. Be sure to include any cash or checks.

## **Post Campaign**

### **Post Campaign: Step 9. Say thank you!**

Never underestimate the importance of the "Thank You". Everyone needs to know that their effort is appreciated. Recognition can also help make next year's job easier. Send letters to your campaign team thanking them for their efforts. If someone has done a commendable job, send a letter to that person's boss. Suggested ways to say thank you are:

- A. Ask your CEO to send a letter to thank employees for their support and participation, post a thank-you from your CEO on company bulletin boards or enclose thank-you's in your organization's payroll. The thank-you should summarize campaign results and programs.
- B. Display Thermometer Posters with your final results in visible workplace locations.
- C. Recognize significant departmental achievement.
- D. Display your United Way Excellence Award.

### **Campaign: Step 10. Start a planned giving, new hires and a retirees program**

Meet with your company's personnel department about implementing a new hires program and a retirees program. Being given the opportunity to contribute to United Way is an important part of the employment and post-employment processes. This year-round solicitation of new employees and retirees reduces campaign losses due to turnover.



***Remember: Employees give based on the quality of information received, the effectiveness of the presentation and how personally they are asked.***

# Campaign Planning Worksheet

## Planning Timetable Chart

Activity	Target Date	Date Completed
Review and analyze last year's campaign		
Recruit Employee Campaign Committee		
Assign tasks to committee		
Establish your leadership goal, company goal and timetable with your CEO, and Campaign Committee		
Train solicitors		
Request supplies from United Way		
Reserve meeting rooms		
Schedule campaign promotions/publicity		
Plan kickoff/rally, tours, speakers, film		
Send endorsement letter from CEO (and union endorsement letter, where appropriate) to all employees		
Conduct executive solicitation		
Conduct employee solicitation		
Hold committee progress report meeting (s)		
Indicate progress to employees		
Prepare final report for United Way		
Report final results to employees		
Thank employees and campaign committee		
Implement "New Hires Program" and "Retirees Program"		
Conduct campaign critique		
Encourage employees to complete post campaign survey		

# Sample 2 Day Campaign Plan

SAMPLE 2-DAY CAMPAIGN PLAN	Assigned To	Due Date
<b>PLANNING 1-2 WEEKS PRIOR</b>		
Secure a committee member from each department		
Follow up: Assign tasks, such as soliciting their department members and organizing fundraisers.		
Let employees know the dates of the campaign		
Hang posters throughout building		
Pledge cards		
Secure United Way speaker for rally		
<b>DAY BEFORE CAMPAIGN BEGINS</b>		
Send an email from CEO or ranking person to all staff reminding of them of campaign festivities the next day, including jeans day, service project and rally		

	Campaign Day 1	Campaign Day 2
Morning	Collect money for jeans day. Participate in Day of Caring project or agency tour. Send out reminder about afternoon rally.	Sell doughnuts, bagels or baked goods as fundraiser. Have committee members provide a thanks-a-mint card to each person in their department. Make sure everyone receives a thank you!
Afternoon	Hold rally for all staff: <ul style="list-style-type: none"> <li>• Hand out pledge cards as employees arrive.</li> <li>• Show campaign video.</li> <li>• Include speakers: agency representative, CEO or ranking person, representative from the morning's project or tour.</li> <li>• Hold drawing for everyone who turns in pledge card.</li> </ul> Send follow up email to all staff. Thank everyone who attended and remind them about pledge card deadlines.	Send final reminder about pledge card deadlines. Ask quiz questions that relate to the trivia and video sent out during the last two days, such as, "How many agencies does United Way support?"  Have a prize drawing for those who answer correctly.

AFTER CAMPAIGN	Assigned To	Due Date
Report your results to United Way .		
Inform United Way about any pledge cards that are turned in after you turn in the Employee Campaign Pledge Total Form.		
Send an email from CEO or ranking person to all staff		



# 2 Day Campaign Plan

## 2 Day Campaign Worksheet

SAMPLE 2-DAY CAMPAIGN PLAN		Assigned To	Due Date
<b>PLANNING 1-2 WEEKS PRIOR</b>			
<b>DAY BEFORE CAMPAIGN BEGINS</b>			
	<b>Campaign Day 1</b>	<b>Campaign Day 2</b>	
Morning			
Afternoon			
<b>AFTER CAMPAIGN</b>		<b>Assigned To</b>	<b>Due Date</b>



# Campaign Checklist

*Employee Campaign Coordinators encourage coworkers to create a stronger, healthier community by planning, coordinating and implementing an effective United Way workplace campaign.*

## Prior To Campaign

- Meet with United Way staff or volunteer to review prior years' giving and develop a campaign strategy.
- Meet with your CEO and establish a campaign goal
- Recruit a committee and coordinate assignments
- Establish campaign timetable.
- Organize an event to kick off the campaign
- Promote and invite employees to the kick off event
- Other

## During the Campaign

- Kick off your campaign.
- Conduct Leadership Giving campaign with CEO involvement.
- Schedule employee meetings (with CEO if possible) and United Way speakers.
- Follow up with employees unable to attend.
- Issue progress reports to your United Way staff person and your employees.
- Send reminder emails about the campaign
- Offer special incentives for meeting deadlines or giving levels
- Recognize Loyal Contributors, those who have given to United Way at least 10 years.
- Other

## After the Campaign

- Tabulate results and submit Employee Campaign Pledge Total Form to United Way Staff.
- Thank your committee, solicitors and employees who participated.
- Draft a letter to be sent from the CEO to thank employees for their contributions.
- Evaluate your campaign and make recommendations for next year's Coordinator.
- Pat yourself on the back for a **JOB WELL DONE!**
- Other

# Secure Top Level Support

## Your CEO's letter of support and other useful letters

*One of the more valuable tools for building support for your United Way campaign is a letter of support from the CEO. The letter shows that being involved in the United Way campaign is important to everyone in your organization, and can be helpful in getting other high-level employees to support your efforts. Please personalize these letters to fit your*

### Sample CEO Letter #1

Dear Fellow Employees:

As you know, our company has supported United Way of South Central Nebraska for many years. We believe our corporate contribution is essential to preserving the efficient, voluntary method of providing human care services on a personal level to our employees, their families and all citizens of south central Nebraska. During the next few weeks, you will be hearing a great deal about United Way services and programs. Our company recognizes the important and ongoing human services provided to people through United Way and the 20 agencies it funds. United Way represents the largest and most efficient system of providing people-to-people help. Through United Way, local agencies and services receive the support and assistance they need to help countless people. In support of this very important effort, you will be asked to attend a United Way presentation at which time you will be asked to pledge a contribution to United Way. Your contribution is a personal decision, but I hope that you will be generous, as our employees have been in the past. Through our payroll deduction plan, you have a convenient, easy and practical way to make your contribution. I have made a pledge to United Way, and I hope you will give strong consideration to doing the same. There are many people who need the help that we can give.

Sincerely,  
(CEO Name Here)

### Sample CEO Letter #2

Dear Fellow Employees:

“LIVE UNITED” “ADVANCING THE COMMON GOOD”

“IMPROVING EDUCATION, FINANCIAL STABILITY & HEALTH”

In the weeks ahead, you will be hearing these phrases throughout our community — as people join together to help others through United Way of South Central Nebraska.

Human care services supported through United Way help not only the sick, disadvantaged or physically disabled, but also average families who face unexpected problems or require professional help to meet basic human needs. Anyone who has visited one of our United Way agencies can see this help first hand and be reassured his or her pledge is working to provide essential human services.

(Continued)

Human care services supported through United Way help not only the sick, disadvantaged or physically disabled, but also average families who face unexpected problems or require professional help to meet basic human needs. Anyone who has visited one of our United Way agencies can see this help first hand and be reassured his or her pledge is working to provide essential human services. Last year, your pledge to United Way helped support human care services and programs in our area. This year, in the face of even greater need, your support is even more critical. Giving to United Way is a symbol of your concern for your own needs and those of your friends, neighbors and fellow employees. By joining so many deserving agencies into one fundraising effort, each contributor is assured that he or she is doing the most good for the greatest number of people. What really sets United Way apart, however, is that local volunteers not only raise the money, but also determine how contributions will be used to the community's best advantage. It is an open, fair and equitable system, and we can all be proud of it. I hope you will take this opportunity to make your pledge.

Sincerely,  
(CEO Name Here)

### Campaign Endorsement Letter #1

Dear Fellow Employee:

At [COMPANY] we've earned an excellent reputation for caring about the communities where we live and work. We've committed to being a good neighbor and to caring about the people we pass each day — even those we may never meet. United Way has a remarkable approach to fulfilling the community's needs. It has won the voluntary support of people from all walks of life; it matches contributed dollars to local needs, and it is there when we need help. As responsible citizens, it's up to us to muster the volunteer energy and financial support United Way needs to carry on its work. United Way is the best way we know of to help the most people. When we contribute, we're getting the best buy for our charitable dollars. *We are asking you to join us and support United Way. Let's show that [COMPANY] and United Way can help meet our community's needs together.*

Sincerely,  
(CEO Name Here)

Continued next page)

# Secure Top Level Support

## Sample New Hires Letter

Dear Employee:

[ORGANIZATION] is committed to improving the quality of life in the communities in which we operate; our company provides funds for this purpose through the corporate contributions program. We encourage the support and involvement of our employees in civic and charitable activities. Last year, our company gave more than [\$ AMOUNT] in cash, materials and services to health and welfare agencies, educational institutions, civic groups, the arts and organizations involved in public issues and economic education. We give United Way top priority in communities where we operate, because we believe it is an excellent way to meet a variety of needs. In addition to the personal gifts of employees, [COMPANY] made contributions totaling [DOLLAR AMOUNT]. A number of our employees around the country are also involved as United Way volunteers. We invite you to join your many co-workers who support United Way. Information on the basic services United Way provides is attached. [NAME], our United Way representative, can answer any questions you might have. One easy way to give — preferred by many of us — is through payroll deduction. Through this method, you can authorize automatic deductions from your paycheck, either at each pay period or as a lump sum gift paid once a year. You can also make a contribution by check or cash. The attached pledge card allows you to choose either option. Please sign and return the card to [NAME], whether or not you decide to participate. Your decision will be kept strictly confidential. One reason south central Nebraska is such a nice place to live is that we have a strong, effective United Way. Thanks for helping to make it work.

Sincerely,  
(CEO Name Here)

## Sample Letter to Retirees

Dear Fellow Retiree:

As retired employees of [COMPANY], we are fortunate. Our careers have blessed us with the numerous rewards we enjoy today. This year, we can share our good fortune with others through United Way. What we give to United Way is only part of what it takes to provide health and human-care services to hundreds of people each day. Yet, to those in need, it makes all the difference in the world. Giving through United Way is the best way to help the most people. The needs of people in South Central Nebraska change all the time. United Way and supported organizations are working to discover and help fill these needs. One of the fastest growing segments of this nation's populations is its elderly. And many United Way supported organizations are in the forefront of the effort to address the needs of this special group. So you can see why our financial support is so important. But there's another way we can help — by giving our time. What better way to fill our leisure time than by caring for others. You get a lot in return. People helping people . . . United Way's campaign helps keep this spirit alive in our communities. Let's help United Way continue to work for all of us. Together, we do make the difference.

Sincerely,  
(CEO Name Here)



## United Way of South Central Nebraska Website

[www.unitedwayscne.org](http://www.unitedwayscne.org)

The United Way website is a great tool to use in your campaign. It is full of resources and information to assist you. Here are just a few of the helpful resources available to you on the web:

- \* Services Request Form
- \* Download campaign materials.
- \* Sign up for the United Way of SCNE newsletter
- \* Themes and Activities
- \* Volunteer Opportunities
- \* Agency Listing
- \* Upcoming Events

Also find us on Facebook! [www.facebook.com/unitedwayscne](https://www.facebook.com/unitedwayscne)

# Kick-off Your Campaign

## Campaign Services

***Using Campaign Services helps build enthusiasm for your organization's United Way campaign. This helps your fellow employees become more knowledgeable of United Way's important services.***

### Your United Way staff

Your best campaign resource is your United Way staff. They can help you from start to finish, providing assistance with planning and implementing your campaign by:

- \* Providing you with information tailored to your industry or size of business
- \* Helping you plan campaign activities targeted to your employees' interests
- \* Providing you with campaign supplies, as needed
- \* Assisting in planning your group meetings, obtaining speakers and wrapping up your campaign taking care of other needs such as goal setting and campaign critiques.

### Speakers' Bureau

Inviting a United Way representative to speak at your meeting or rally is a great way to enhance your campaign.

- ◆ *United Way Staff* are available to speak to your employees.
- ◆ *Agency Speakers* are volunteers from United Way agencies who share with you the services their agencies provide to our community, as well as United Way's relationship with their agency. These staff members or clients of United Way agencies know first hand the needs of our community AND how United Way helps meet those needs.
- ◆ *Volunteer Speakers* have had the opportunity to gain their knowledge of United Way. They have given hours of their time to ensure United Way is the leader in human care services.

### United Way Video

The United Way video is one of the best means of delivering the United Way message at the workplace and is especially effective during solicitation meetings. You may request a showing of the current campaign video by contacting your United Way staff.

### United Way Promotional Materials

United Way offers a variety of materials to enhance your campaign and add to the visibility of United Way in the workplace.

We can provide:

- Banners
- Posters
- Videos
- Goal Thermometers
- Balloons

Contact your United Way representative or visit the Campaign Toolkit at [www.unitedwayscne.org](http://www.unitedwayscne.org) for promotional materials.

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED** WANT TO MAKE A DIFFERENCE?

# Campaign Services

## 2012 CAMPAIGN SERVICES REQUEST FORM

Requested by: \_\_\_\_\_ Phone: \_\_\_\_\_ Today's date: \_\_\_\_\_

### GENERAL INFORMATION

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### SERVICE REQUESTED:

- Agency Speaker (please complete one form per meeting). Length of speech: minutes.
- United Way Speaker

### MATERIALS REQUESTED:

- Pledge Cards Quantity Requested \_\_\_\_\_
- Campaign Posters Quantity Requested \_\_\_\_\_
- Campaign Video
- Coupons Quantity Requested \_\_\_\_\_

### EVENT INFORMATION

Date of event: \_\_\_\_\_ Time: \_\_\_\_\_ Number of attendees \_\_\_\_\_

Location (if different from above): \_\_\_\_\_

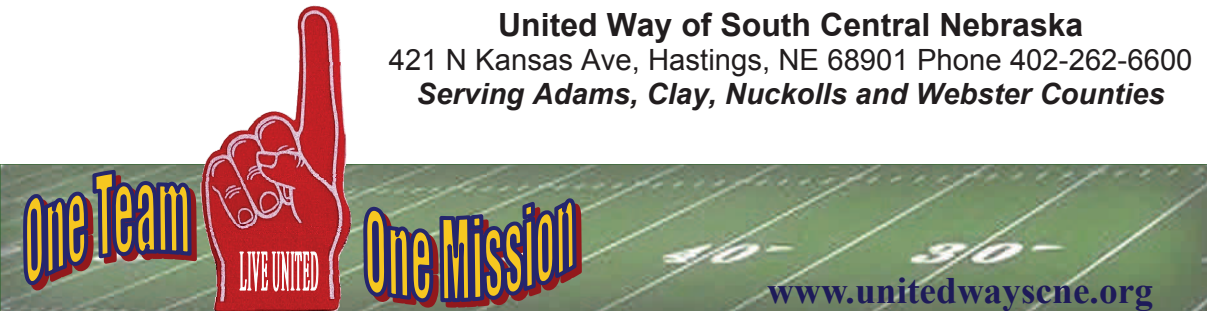
### AGENCY REQUESTED: (please list order of preference)

1. \_\_\_\_\_ 3. \_\_\_\_\_
2. \_\_\_\_\_ 4. \_\_\_\_\_

NOTES \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**United Way of South Central Nebraska**  
421 N Kansas Ave, Hastings, NE 68901 Phone 402-262-6600  
*Serving Adams, Clay, Nuckolls and Webster Counties*



# Campaign Activities

**Using various activities and incentives can make your campaign a huge success. They are a great way to have some fun and generate enthusiasm while also helping the community.**

**Consider having employees pay to participate in some of the activities. The money will go to United Way and the winner can win a prize.**

## Contests

- Tricycle races
- Trash can basketball
- Wii tournament
- Hula hoop contest
- Office putt-putt
- Office spelling Bee
- Walk-a-thon

## Real or not

Each person takes out \$1. Have an emcee call out real and fictitious United Way agencies. Employees put the \$1 on their heads if they think it is a United Way agency or put it on their tails if they think it is not. Collect the \$1 if people guess wrong.

## Food

- Pancake breakfast
- Bake sale
- BBQ
- Cookie Exchange
- Build your own sundae

## Electronic

- Bingo or crossword
- Daily email trivia
  - Where/Who am I? Have employees try to guess the United Way agency by sending out clues through email or posting on your intranet.
  - Website scavenger hunt: Hand out questions about United Way and have employees search the United Way website for the answers.

## Silent auction

Each department works together to create a themed basket to raffle.

## Fundraisers

- 50/50 raffle
- Jeans day
- Change wars
- Car wash
- Theme basket raffle
- Candy jar guessing game

## Incentives

Incentives can help boost your campaign. Here are a couple of suggestions:

- By individual participation: Everyone who participates is eligible.
- By timeframe: Everyone who contributes by a certain time is eligible.
- By gift level: Everyone who gives at X percent is eligible.
- By gift level: Everyone who gives at X level is eligible.
- By company percent participation: All employees are eligible if the company achieves X percent participation.

## Here are some inexpensive incentives you can consider:

- Parking spots
- Lunch with the boss
- Baseball tickets
- Gift cards/certificates
- Gift baskets
- Paid time off (flee at three or sleep in late)
- Pizza party
- Jeans day



# Steps for the Successful Ask

## 1. Get the donor's undivided attention.

- Start the discussion on a positive, friendly note.
- Explain the purpose of your visit.
- Find out what they know about United Way.

## 2. Explain the purpose of United Way and why you support it.

- Bring United Way materials and be prepared to explain them.
- Share a personal story, a success story or United Way facts.

## 3. Ask for a pledge.

- With new givers, ask for a first-time gift.
- For annual givers, encourage an increase.
- Consider asking for a specific increase, such as \$1 more a week or pay period.
- Remember, you are not asking for yourself; you are asking on behalf of someone who needs help.

## 4. Answer questions and handle concerns.

- Know your materials and answer questions honestly never guess. If you don't know the answer to a question, let the donor know you will find out, and then follow up with your United Way representative.
- Recognize that some donors have real concerns; people have a right to feel good about their gift.

## 5. Say thank you.

- Regardless of what the donor decides, thank them for their time.
- People like to know their gift is appreciated.

A sample successful ask.....  
United Way of South Central Nebraska is a local nonprofit that helps approximately 1 in 2 people in our 4 county coverage area which include Adams, Clay, Nuckolls and Webster. Your gift to United Way is a great investment because you are not just supporting one cause or organization. You're supporting 20 local agencies that create a foundation for a stronger community and a better life for us in central Nebraska. They provide disaster relief, help a child receive after school care, an elderly person receive a hot meal and many other services. I hope that you consider making an increase or a first time gift to the United Way. Your support truly makes a difference.  
Thank You



# Sample United Way Email Messages

- \* United Way of South Central Nebraska offers 5 programs of its own: Born Learning, Family Wise Drug Cards, 211, Toys for Tots and Volunteer Connection
- \* Through United Way's community programs and partner agencies, we reach over 20,000 individuals living right here in Adams, Clay, Nuckolls and Webster counties. People you know, living in your neighborhood, going to your kids' schools, working alongside you every day.
- \* United Way of South Central Nebraska's mission is to provide leadership by assessing needs, raising funds and allocating resources to enrich lives and to build stronger communities in our area. United Way's goal is to create long-lasting changes by addressing the underlying cause of the problems - not just the symptoms.
- \* Because of the commitment of many generous volunteers, United Way is able to be efficient, keeping costs low so that more people can be helped. 99% of the money raised each stays here in our region.
- \* One in two people in our communities are helped by United Way each year in the 4 county area which includes Adams, Clay, Nuckolls and Webster.
- \* The United Way is always there to give a helping hand in our communities. To find out more about volunteer opportunities visit <http://www.unitedwayscne.org/volunteer>
- \* United Way of South Central Nebraska provides funding to 20 agencies that strengthen families, invest in children, build safer neighborhoods and support the elderly. For a list of all the agencies United Way serves, go to <http://www.unitedwayscne.org/agency-listing>
- \* Instead of focusing on one single cause, we focus on 54 of them, helping south central Nebraska as a whole. United Way funds organizations that make a lasting and important impact on our region.
- \* United Way invests in projects, partnerships and grants to help some of the pressing needs in our community. United Way helps charities and people become stronger and provide the building blocks for a better community and a better life for our residents.

**Every gift truly matters. Any size or any increase of your gift helps. For example:**

- **\$.50 a week** provides 7 individuals with CPR training that saves lives
- **\$1.00 per week** provides 20 rides for to important destinations such as a grocery stores and doctor's office's.
- **\$2.00 a week** provides a senior with 1 entire week of home delivered meals
- **\$5.00 a week** provides a household with utilities for another month
- **\$10.00 a week** provides families with skills on money management or budgeting to keep them in their home

# Leadership Circle Giving

THE LEADERSHIP CIRCLE IS DESIGNED TO ENCOURAGE AND RECOGNIZE INDIVIDUALS IN OUR COMMUNITY WHO MAKE GIFTS OF \$500 OR MORE TO THE ANNUAL UNITED WAY CAMPAIGN.

SUPPORTERS OF THE COMMON GOOD COME FROM ALL WALKS OF LIFE AND ARE TRUE LEADERS WITHIN OUR COMMUNITIES. THE UNITED WAY OF SOUTH CENTRAL NEBRASKA DRAWS IT'S STRENGTH AND CHARACTER FROM INDIVIDUALS WHO COMMIT PERSONAL AND FINANCIAL SUPPORT TO THE CONTINUED SUCCESS OF THE UNITED WAY AND OUR PARTNER AGENCIES.

*PILLAR*  
\$5,000 +

*CORNERSTONE*  
\$1000 - \$5000

*BUILDER'S CLUB*  
\$150 - \$499

- ◆ Donors pledge to increase yearly until they reach Foundation level

*FOUNDATION*  
\$500 - \$999

## STEPS FOR A SUCCESSFUL LEADERSHIP CAMPAIGN

- ◆ GAIN LEADERSHIP SUPPORT
- ◆ SET GOALS FOR LEADERSHIP
- ◆ DEVELOP A RETENTION STRATEGY
- ◆ ASK FOR THE DONATION
- ◆ SAY THANK YOU



**GIVE. ADVOCATE. VOLUNTEER.**  
**WANT TO MAKE A DIFFERENCE?**

# Saying Thanks

*People want to feel appreciated when they have done something positive and helping the community by giving to the United Way is no exception.*

## Ideas

- Give employees a thank you with their pledge cards.
- Run thank you ads in employee publications.
- Send a letter from your CEO to campaign committees and contributors.
- Display United Way Thank You posters.
- Announce campaign results on intercom systems.
- Display thermometer posters with final results.
- Develop thank you payroll stuffers.
- Develop a bulletin board or display with photos.
- Post United Way newsletters so employees can learn how their contributions are used.



## Activities

### Scooping Up Success

Ice cream social to help celebrate the campaign, with leadership serving

### Chip in For United Way

Place Chocolate Chip cookies on every employee's desk with a note thanking them for "chipping in for United Way."

### Thank You Sack Lunch

Serve a special sack lunch for contributors with a thank you note included.

### Pizza Party

Invite employees to a pizza party to say thanks and have executives serve.

### United Way Merchandise

Give T-Shirts, pens, note pads, etc. with the United Way logo. Contact your United Way for more options.

### Candy gram

Show appreciation with a treat. Distribute candy bars with a thank you message to all that contributed to the United Way campaign.

**Be creative....**

# How United Way Helps

IT ALL STARTS WITH

**YOU**

YOU HELP OUR COMMUNITY



Adams

Clay

Webster

Nuckolls

YOU HELP LOCAL AGENCIES

United Way of  
South Central Nebraska  
Partners with

**20**

local agencies that help  
as many people as  
possible.

YOU HELP LOCAL PEOPLE



Your money stays right here  
helping your friends and neighbors.

***A gift to your  
United Way  
Is the most effective  
way to strengthen our  
4 county region.***

# Critical Impact Areas

*Our Volunteers have identified three areas for the United Way to concentrate our efforts on improving Education, Financial Stability & Health in south central Nebraska. They will allow our organization to continue as a leader in addressing current needs and preventing future problems.*

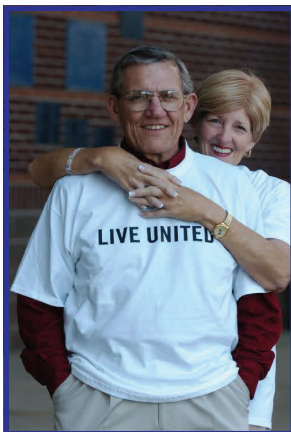


## Helping children and youth succeed

- Early childhood care and education
- preparing children for grade school
- Job readiness for the future
- Stronger computer and technology skills
- Improved grades
- Experience and comfort with diversity
- Leadership and confidence to make positive decisions

## Strengthening families and neighborhoods

- Decreased substance abuse
- Increased job skills and employability
- Improved literacy
- Increased income, savings and assets
- Increased involvement in educational activities
- Families helped through free discounted



## Improving health for adults and seniors

- Meals delivered to those in need
- Transportation to medical appointments
- Social interaction for less isolated lifestyles
- Increased knowledge regarding rights and responsibilities

# United Way Partner Agencies & Programs

## *2011-2012 Agencies Funded Through Your Gifts*

**Area Substance & Alcohol Abuse Prevention** Provides classroom programs, information and referrals, education for youth who received an MIP and their parent(s), Lending Library, National Recovery Month Activities, Red Ribbon Week supplies, brochures, Project Alert curriculum in middle Schools, Protecting You/ Protecting Me curriculum in elementary schools, "I Pledge No" Campaign (Positive Social Norms Campaign), College Positive Social Norms Campaign

**Big Brothers/Big Sisters** provides mentoring services through two program options. Mentors spend one hour a week with a much deserving child, building trust and offering guidance.

**Boy Scouts, Overland Trails Council** provides Cub Scouting for boys grades 1-5, Boy Scouting for boys 6th grade until age 18, Venturing for boys and girls ages 13-21, Exploring for boys and girls ages 14-21, Learning for life for boys and girls in Kindergarten through 12th grade.

**CASA of South Central Nebraska (Court Appointed Special Advocates)** provides "best interest" advocacy to children ages birth to 19, who have been removed from their homes for abuse or neglect. CASA assigns volunteer citizens who are committed to ensuring that every child has the right to a safe and permanent home, to oversee abuse and neglect cases involving children in Adams, Clay, Nuckolls and Webster counties in Nebraska.

**Catholic Social Services** provides individual and family counseling services, family support services in the form of emergency assistance to families needing food, clothing, furniture, medicine and/or help with rent or utilities, supportive housing services of domestic violence and immigration and refugee services.

**Child Development Council** provides year-round childcare and education for children 6 weeks to 13 years of age. Before and after school care, school transportation, educational field trips, summer activities and balanced meals in a safe, loving environment, regardless of race, special needs or income, to area children at 3 locations.

**Community Action Partnership of Mid-NE** provides CARE (Child Abuse Resource Education), CSFP (Commodity Supplemental Food Program), Homeless Prevention, and RYDE Transit.

**Good Beginnings/Brodstone Hospital** provides families with home health visitation services delivered by registered nursing staff. The program focuses on coordination with area resources to provide a multitude of support services for families.

**Hastings Literacy Program** provides Adult Basic Education, Adult Reading Skills, GED preparation, Corrections GED/ABE, Homeless GED/ABE, GED scholarships, Computer Literacy, Workplace Essential Skills, Employment Skills, Family Literacy, English as a Second Language, EL/Civics, Citizenship Instruction, Volunteer Coordination and AmeriCorps.

**Hastings Respite Care** Services include: Caregiver support through the caregiver "Night Out" support group, lunch and learn programs, the "Day of Caring for Those Who Care" event, referral information and telephone support.

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# United Way Partner Agencies & Programs

**Healthy Beginnings** provides home parenting assistance, Hispanic Outreach Program, collaboration with The Bridge, formula and diaper programs, CRIBS 4 Kids Program, collaboration with Creighton School of Nursing, coordination with families in family drug court cases, assessment tools and testing and referrals for CASA.

**Red Cross, Mid Rivers Chapter** - help people prevent, prepare for and respond to emergencies. Programs are designed to provide emergency service and financial assistance to members of the Armed Forces and their families, volunteer blood drive services; disaster services; and health and safety education programs.

**Royal Family Kids Camp** provides a one week camp experience for 52 foster children in Adams, Clay, Nuckolls and Webster counties. Over 50 volunteers accompany them as counselors, nurses, aunts and uncles, grandpas and grandmas.

**SASA (Spouse Abuse Sexual Assault Crisis Center)** provides a 24 Hour crisis line, direct client services, shelter, education and prevention, batterer intervention program, children's program and the Superior satellite office.

**Senior Action (Meals on Wheels)** provides Meals on Wheels to people within the city limits of Hastings, connects people 55 and older with volunteer opportunities in Adams and Webster counties through the Retired Senior Volunteer Program (RSVP) and partners with schools, HeadStart programs and non-profit child care centers to place Foster Grandparents.

**Special Children's Fund** networks with many agencies to assure that families receive the necessary health care for their children when finances are a barrier. Special Children's Fund strives to decrease financial stress and promote health care in families with children ages newborn to 18. Provides assistance with medical care related expenses of a child that would otherwise be delayed. Much of what Special Children's Fund provides are gas and travel vouchers to help families reach appointments in Omaha, Denver and other cities throughout the United States. Children ages newborn to 18 who are living in Adams, Clay, Nuckolls and Webster counties seeking medical care are eligible and referral must come from a health care provider, teacher or social service employee.

**STARS (Strategic Targeted Attendance Reporting System)** is a family, school and community based approach to decrease excessive absences by assessing the risk and needs of each student family.

**TeamMates – Hastings Chapter** is a school based mentoring program for students in grades 7-12. They provide one to one matches with a caring adult who meets with a student once a week during school hours. They also have activities outside of school and service projects for students. TeamMates also provides a scholarship for those seniors that are planning to go to college or technical school. Students must be recommended by either a school counselor or teacher.

**YWCA of Adams County** serves women with a variety of youth and adult programs including fitness classes, The Zone after school program, Career Closet, Source, summer activities and classes, Nebraska birthday party for fourth graders, Week Without Violence, multicultural experiences, Tribute to Women, Home and Garden tours, and 4th of July Parade.

**Horizon Recovery & Counseling Center** provides aftercare, alcohol/other drug education, Christ-centered intensive outpatient treatment, relapse prevention outpatient treatment, alcohol/drug abuse evaluations, relationship/mental health counseling, The Unity Houses, and Life Skills 101

# Advantages of Giving to United Way

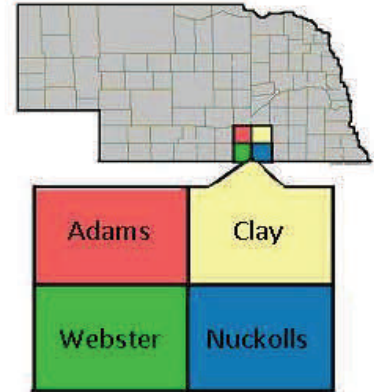
## Why should you support United Way of South Central Nebraska?

**We focus on advancing the common good.** United Way is working to advance the common good by focusing on education, financial stability, and health. These are the building blocks for a good life - a quality education leads to a stable job, which in turn supports a family through retirement and good health.

**We produce community involvement.** United Way makes sure that your gifts stay at home here in in south central Nebraska to solve local problems and meet local needs.

**We focus on community solutions.** United Way brings together hundreds of experienced volunteers - carefully examining each agency before and after each dollar is spent. The volunteers evaluate hundreds of community programs and agencies, funding only the most vital and effective.

*Your United Way allocates funds to twenty agencies that serve 4 counties in south central Nebraska.*



## The advantages of giving through United Way rather than giving directly to individual agencies

If you give directly to individual agencies:	If you give to United Way:
Supports a single organization or service	<b>Supports over 50 health and human service programs in south central Nebraska</b>
Helps people needing that particular agency or service	<b>Helps more people in more ways than any single organization</b>
Allows donors to focus their gifts on a specific organization or service	<b>Allows donors to focus their gifts on a specific organization or service through donor designation</b>
Requires that each charity run its own fundraising campaign, taking people resources away from providing services to raise needed funds	<b>One United fundraising campaign reduces costs to the agencies, so more people, time and resources are available to do the real work of the agency</b>
Larger or more visible agencies have a greater ability to attract support than smaller, lesser-known community services doing valuable work in our community	<b>United Way volunteers allocate donations to well-run agencies, ensuring support is distributed where it is most needed and providing the community with a balanced network of human services</b>
Gifts might not be multiplied by leveraging government matching funds	<b>Gifts to United Way are leveraged annually, multiplying the impact of each charitable dollar several times</b>

# Commonly Asked Questions With Answers

## COMMONLY ASKED QUESTIONS WITH ANSWERS

### **Question 1. Why should I give to United Way?**

**A.** Your gift makes vital services available to people in south Central Nebraska. United Way of South Central Nebraska serves Adams, Clay, Nuckolls and Webster counties. In order to ensure that your money is well-spent for the most important needs in our community — like hunger, drug abuse and specialized child care — knowledgeable volunteers who live and work in our area make decisions on where the money is spent to help the most people in need.

### **Question 2. How does United Way demonstrate its accountability?**

**A.** With the help of volunteers, United Way of South Central Nebraska is able to keep administrative and fundraising costs among the lowest of any local, state or national charitable organization.

### **Question 3. Can I get help from a United Way agency? Can anyone?**

**A.** Yes. The vital services provided by agencies are available to everyone without regard to economic status, race, or religion.

### **Question 4. Don't United Way agencies charge fees for their services?**

**A.** The United Way of South Central Nebraska does not charge fees for services.

### **Question 5. Who decides who gets the United Way contributions?**

**A.** Your friends and neighbors decide where your gifts to United Way are allocated. They visit agencies, review budgets and make sure every dollar goes where it is needed most. For those who want to give directly to a nonprofit organization, a donor designation option is available.

### **Question 6. Why not just give directly to the agencies?**

**A.** There are several reasons why United Way is among the best ways to give to charity:

- Contributing through United Way guarantees agencies funds they can rely on and plan for, rather than depending on sporadic contributions.
- United Way's community-based oversight assures the charities you support through United Way adhere to sound fiscal policies and provide needed services.
- Giving through United Way reduces costly and time-consuming fundraising efforts for agencies, so their time can be spent helping others.

### **Question 7. How are United Way agencies accountable to United Way donors?**

**A.** Every United Way agency meets these high standards to assure you of quality and efficiency:

- Recognized by the IRS as a nonprofit organization.
- Governed by a volunteer board of directors.
- Provides for a human care need.
- Audited regularly by an independent CPA firm.
- Submits monthly financial statements.
- Presents and defends their entire budget to a panel of community volunteers every year.
- Operates at a reasonable cost. Experienced community volunteers oversee the distributions to all agencies, review monthly financial reports and annual audits, conduct on-site visits and monitor programs to assure quality.

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# Commonly Asked Questions With Answers

## **Question 8. Do the agencies get government funding?**

A. Many agencies receive government support, primarily through grants. In fact, United Way funding is often used by agencies to generate matching government funds with agency resources. However, shrinking government dollars available to agencies can threaten their financial stability, which means that privately funded institutions like United Way are more important than ever.

## **Question 9. Why does United Way support agencies affiliated with religious groups?**

A. United Way supports agencies because they provide services to people who need them. The agencies affiliated with religious groups provide services to **all** people, regardless of religious affiliation. United Way of South Central Nebraska recognizes the rights of all people and does not, in any way, discriminate against any person or organization because of race, religion, gender, age, national origin, disability, socioeconomic status, political preference or lifestyle. In all of our funding policies and employment practices, we strive to be both fair and equitable.

## **Question 10. Doesn't charity begin at home?**

A. Yes, it does. "Home" is not only the place where we reside – it is the community that surrounds us, and the people that make up that community. How big would you like your home to be? Working together works for the best of everyone.

## **Question 11. What if my spouse gives for me?**

A. With so many working families, a large part of the workplace would be excluded if only one spouse gives. Family finances and giving are very personal matters. Each individual decides if he or she wants to help by being personally involved. More people can be helped if more people give.

## **Question 12. If I give to my church, why do I need to give to United Way?**

A. Most people who give to charity also give to their church, synagogue or house of worship. Studies have shown that people who participate in faith based worship on a regular basis also give more to charity and are more likely to volunteer.

## **Question 13. How do I know my gift really makes a difference?**

A. United Way volunteers focus on community needs and program results when making funding decisions. You can serve on a volunteer committee to decide how to best distribute the funds raised. An interesting thing happens when the people who give money are also in charge of determining the best funding uses for it – they work hard to make the right decisions!

## **Question 14. I know someone who asked for help and didn't get it – what's going on?**

A. Needs always exceed the dollars available to meet them, so unfortunately, some people don't get the help they may desperately need. United Way agencies served more than 20,000 people in south central Nebraska last year. If more people give, waiting lists can be reduced and programs can be expanded to serve more people.

**GIVE. ADVOCATE. VOLUNTEER.**

# Handling Objections & Answering Questions

*There are objections and questions you may encounter as an Employee Campaign Leader, and they are great opportunities for providing information about United Way and your organization's United Way campaign. People are usually willing to participate in a campaign when they have the information they want, so please review this helpful information:*

## HANDLING OBJECTIONS TECHNIQUE: FEEL, FELT, FOUND

- 1) First empathize with them, let them know that you understand how they **feel**.
- 2) Then tell them about somebody who **felt** the same way.
- 3) Then tell them how that other person **found** that things were not so bad and that they could do what they were being asked or a portion thereof and it was actually a very good thing to do.

### Examples:

***"I can't afford to give!"***



**I LIVE UNITED  
DO YOU?**

**I understand how you *feel*. Many others have *felt* the same way. And what they have *found* is that....**

- They could do something. It may not be as much as some others but, it is what they can do. Each decided they could do something and felt better for being able to do so.
- I know how you feel that you can't afford to give. I felt the same way when I first looked at it. But then I thought if it is tough on me, what must it be like for those that really need help! Then I found that I could do something and I enjoyed being able to join with all of the others that were helping.

### **How it works**

By empathizing with how they **feel**, you are building harmony with them to create rapport. When you talk about how somebody else **felt**, you move the focus to a more objective place which they are likely to trust more. This also makes them a part of a group such that they do not feel alone. When they are attached to that group, then you move the whole group by telling how the person in the group changed their mind. The donor, being attached to the group, should change their mind at the same time.

# Notes

