

It takes **1** person
to change **1** life.



United Way of Southeast Mississippi 2016-2017 Employee Campaign Coordinator Guide

Thank you for serving as a United Way Employee Campaign Coordinator!

By serving in this role, you are making an impact in our community. Thanks to the success of workplace campaigns and volunteers like you, United Way can improve lives and advance the common good here in Forrest, Lamar, Perry and Marion counties. We couldn't do it without you!

This guide is designed to help you step-by-step through a United Way campaign. If you have questions or need additional information, please do not hesitate to contact our office at 601-545-7141 or email amanda@unitedwaysems.org.

UNITED WAY 101

What is United Way of Southeast Mississippi?

United Way of Southeast Mississippi is a volunteer-driven nonprofit organization. It is an umbrella organization that provides funds to various community investment partners in Forrest, Lamar and Perry counties.

United Way strives to make a positive impact in our community and improve the overall quality of life. United Way's four impact areas are education, financial stability, health and support services.

Quick Facts

Service Area:	Forrest, Lamar , Perry and Marion counties (Many partners provide services to several other counties as well.)
Mission Statement:	"To improve lives by leading and mobilizing the caring power of Southeast Mississippi."
Governing Body:	Active, local 27-member board of directors
Fundraising:	Annual community-wide giving campaign is held each fall. Funds come from corporate gifts, employee donations and special events. A volunteer campaign cabinet oversees the campaign. The United Way \$100K Payday, which is completely separate from our campaign, is held in the spring.
Raised Last Year:	\$1,080,056
Where the Dollars Go:	To fund local community investment partner agencies and United Way's own special initiatives. Fifteen percent is used for administrative costs. And only one percent of what is raised in the campaign is shared with United Way Worldwide for use of the logo and access to national campaigns.
United Way Slogan:	LIVE UNITED
"CAN"paign Kickoff:	Thursday, September 8 - TBD
Campaign Deadline:	November 18, 2016
Contact Us:	Phone: 601.545.7141 Fax: 601.545.8872 Email: amanda@unitedwaysems.org
Learn More:	www.unitedwaysems.org www.facebook.com/unitedwaysems www.twitter.com/unitedwaysems

WHY INVEST IN UNITED WAY?

Because we all benefit when our community improves. When a child has quality **EDUCATION**, he will be more likely to grow to be **FINANCIALLY STABLE**. And a person who is financially stable will have better access to **HEALTH CARE** and will rely less on **SUPPORT SERVICES**. When our community improves in these areas, it benefits all of us and enhances our quality of life. But we need YOU to make this happen. We need you to LIVE UNITED by donating or volunteering. Your support does make a difference in Southeast Mississippi.

HEALTH PARTNERS

- The Arc
- Domestic Abuse Family Shelter
- DREAM.
- The Family YMCA
- Pinebelt Association for Families
- Shafer Center for Crisis Intervention
- South Mississippi Children's Center

SUPPORT SERVICES PARTNERS

- American Red Cross
- Christian Services, Inc.

When a child receives a quality education, he will be more likely to grow to be financially stable. A financially stable person will have better access to health care. A financially stable person will also be less likely to rely on support services.

FINANCIAL STABILITY PARTNERS

- The Carpenter's Helper
- Hattiesburg Area Habitat for Humanity

EDUCATION PARTNERS

- Aldersgate Mission
- Big Brothers Big Sisters
- Boy Scouts (Pine Burr Area Council)
- The Children's Center for Communication and Development
- DuBard School for Language Disorders
- Girl Scouts of Greater Mississippi
- The Salvation Army (Boys and Girls Club)

COMMON UNITED WAY OBJECTIONS, QUESTIONS AND ANSWERS

What does United Way do?

United Way of Southeast Mississippi addresses needs in Forrest, Lamar and Perry counties. United Way provides funds to local, partnering charities in four impact areas: education, financial stability, health and support services. This is possible through the work of many dedicated volunteers and generous donations from the community.

Why shouldn't I just give directly to the agencies?

United Way appreciates and encourages any and all charitable giving, but we do believe there are benefits to giving through United Way. By giving to United Way of Southeast Mississippi, you can help about 20 community investment partners with ONE donation. It is an effective, efficient way to help the most people. You are probably a busy person who does not have time to follow up on the impact of your donation. United Way does that for you. United Way holds its partners accountable throughout the year to make sure its funding (your donation) is being used to achieve results.

Why does United Way support some agencies but not others?

United Way funds local nonprofit human service agencies in the areas of education, financial stability, health and support services. In some cases, agencies do not receive United Way funding because of their national organization's policies, because they do not meet all of United Way's admission standards or because their mission and purpose do not align with United Way's goals.

How much of what I give actually reaches the local agencies? Do you spend a lot on administrative costs?

According to United Way of Southeast Mississippi's latest IRS reporting, only 15% of our expenses were used for administrative costs, such as campaign materials; and 85% went to agencies and programs. This is better than HALF of the Better Business Bureau's recommendation that non-profits have 35% administrative costs. Keep in mind, the administrative expenses are used to keep United Way and its agencies efficient and accountable.

Does most of my money go to a national organization somewhere?

No. The money that is raised in Forrest, Lamar and Perry counties stays in Forrest, Lamar and Perry counties. Only 1% of the money raised in the annual campaign goes to United Way Worldwide, and this is not for any national causes or programs. The small fee is paid, so we may have access to global campaigns and use the worldwide logo, website, supplies, etc.

Is my money just a handout to people who refuse to help themselves?

No. Many of the problems that United Way addresses know no social or economic boundaries. Things like natural disasters and physical or mental disabilities can affect anyone. Thanks to your contributions, if you or anyone you know is faced with a problem like this, United Way and its partners are there to help.

I prefer to give to my favorite charity instead of United Way.

You may designate your United Way gift to a qualified 501(c)(3) charity. However, remember that if everyone designates his or her donation to a favorite charity, a few large agencies might prosper while lesser-known but equally important services would suffer or be eliminated. United Way volunteers evaluate community needs and allocate funds based on agency success. We feel this process is most effective, but designated gifts will be accepted and honored according to United Way's designation policies.

I already give to my church. Why should I give to United Way?

Most of us have obligations to our faith, but obligations shouldn't stop there. We also should think about the community where we live and work. Remember, numerous services provided by United Way community investment partners are not available through religious organizations.

I can't afford to give to United Way.

United Way appreciates any gift, no matter the amount. It all adds up to make a difference in someone's life. What's important to United Way is participation. If everyone gives and LIVES UNITED, it enhances the community for all of us. Nevertheless, if a person asks for a suggested guideline for giving, many companies still recommend care share (formerly fair share) giving, which is only one hour's pay per month.

I don't believe in being pressured to give to charity.

Neither does United Way. United Way endorses voluntary giving only. We discourage companies in using pressure to persuade employees to give. We simply ask for organizations to educate their employees about United Way and provide them the opportunity to contribute.

How are funds distributed?

With the greatest of care. It's not easy to become a United Way funded program. To receive United Way funds, agencies must prove that they are doing the best possible job of meeting significant community needs in one of our priority areas of education, financial stability, health or support services. Volunteers analyze each budget request, visit with each agency and review every program. They investigate each agency's performance, administration and financial management as well as its responsiveness to community needs.

Who decides where the money goes?

Volunteers do--people like you, who care about our community and its needs. Each year volunteers from our three-county area who make up the funds distribution committee evaluate programs on your behalf. They are as careful with your United Way contribution as you would be. They are not only volunteers, but they are also contributors just like you. They want to find the most effective ways to use their donations.

How do I know my donation is going where it's needed?

United Way of Southeast Mississippi's funds distribution committee diligently reviews how our partner agencies use their United Way allocations. United Way only funds certain programs at each agency. For instance, with the Boy Scouts of Pine Burr Area Council, United Way of Southeast Mississippi only funds the Scoutreach program. This program provides funds for uniforms, camps, etc. for underprivileged young boys who cannot afford Scouting on their own.

Does United Way support Planned Parenthood?

No. United Way of Southeast Mississippi has never funded Planned Parenthood. In fact, United Way of Southeast Mississippi's policy is to NOT fund agencies promoting either side of the abortion issue (pro or anti-). Each United Way across the country is separate, governed by a local board of directors and funds programs local to its area. We have no connection to agencies funded by United Way in other parts of the country. United Way of Southeast Mississippi only funds programs in Forrest, Lamar and Perry counties, and Planned Parenthood is not one of them.

CAMPAIGN COORDINATOR CHECKLIST

Before the Campaign

Step 1: Get Top Level Support

- ☐ Meet with CEO to obtain support.
- ☐ Ask your CEO to send a motivational letter at the beginning of the campaign and a thank you letter after the campaign.
- ☐ Along with your company's top management, attend United Way's Campaign Kick-off.

Step 2: Get Help from Co-workers

- ☐ Recruit a campaign team.

Step 3: Prepare and Plan

- ☐ Educate yourself.
- ☐ Attend a campaign coordinator meeting.
- ☐ Obtain campaign supplies from United Way office. (They will also be provided at Kick-off.)
- ☐ Visit www.unitedwaysems.org to get handouts and other tools.
- ☐ Review your company's campaign history, employee participation, etc.
- ☐ Set goals and a timeline.
- ☐ Make all campaign plans, such as theme, incentives, group meeting date, speaker, etc.

During the Campaign

Step 4: Promote and Implement the Campaign

- ☐ Send CEO letters to all employees.
- ☐ Hang United Way posters, send emails, use promotional materials, etc.
- ☐ Conduct group meeting for employees (can include United Way speaker) and/or conduct one-on-one solicitation.
- ☐ Distribute pledge cards.
- ☐ Hold special events or activities.
- ☐ Follow up with employees to ensure their cards are turned in.
- ☐ Keep employees updated on campaign progress and the campaign deadline.

After the Campaign

Step 5: Report Results

- ☐ Give white copies of the pledge cards to your payroll office.
- ☐ Submit yellow copies of cards and completed envelope to United Way office **BY NOV. 18.**
- ☐ Return pink copies of pledge cards to the employees.
- ☐ Remember to calculate your figures for campaign awards (back of envelope).
- ☐ If your company does not turn in pledge cards to UW, you must still turn in copies of designation cards, pledge cards for Grand Givers and the Diamond Donor form.
- ☐ Announce final results to employees.

Step 6: Thank Everyone

- ☐ Thank and recognize contributors and volunteers. Remember to invite United Way!
- ☐ Prepare notes and recommendations for next year's campaign coordinator.

SENDING A THANK YOU NOTE MAY BE THE MOST IMPORTANT THING YOU CAN DO!

STEP 1: Get Top Level Support

CEO and company support are critical to a successful campaign. The involvement from the top management sends a powerful message of support and concern for our community.

Get your CEO involved by asking him/her to:

- Allow adequate time (and funding) for campaign planning and special events.
- Consider joining the Grand Givers Society, if not already a member.
- Write letters to all employees encouraging participation and thanking them after the campaign (See sample below.)
- Speak at your campaign meeting to show his/her support.
- Provide incentives for good employee participation.

Sample of CEO Motivational Letter:

Dear [EMPLOYEE],

Why United Way?

Your gift to United Way of Southeast Mississippi addresses serious needs in our community. The result is real, lasting change in people's lives. For instance:

We know that young boys can change their lives through the values they learn in Boy Scouts, yet many boys cannot afford Scouting. Your donation through United Way helps those underprivileged boys participate in Scouts.

We know that educating our children about the dangers of drugs and preventing their drug use will positively help the future of our community. Your donation to United Way helps fund DREAM, which strives for a drug-free society.

We know that elderly and disabled citizens need assistance to live independently, so United Way funds The Carpenter's Helper, American Red Cross, The Salvation Army and Christian Services' Meals on Wheels program, so that needed services can be available in our area for senior citizens and disabled individuals.

Investing in United Way provides a full range of services and programs that respond to people's needs. The results: successful kids, strong families, vibrant communities and connected people.

[COMPANY NAME] runs a United Way campaign because we care about making an impact. While we tend to focus on the total of dollars we contribute, the great significance of United Way is what happens when we ALL join together and participate- whether our gift is large or small.

Please join me in giving generously to United Way. It's how we can LIVE UNITED.

Sincerely,
CEO Signature

STEP 2: Get Help

- Even if you are a small organization, one or two helpers will make a difference.
- Volunteers should represent all levels and departments of your organization.
- Co-workers can be the voice for others to let you know what approaches work and don't work.

Have co-workers to help with:

- Brainstorming for new ideas
- Publicity (especially word of mouth)
- Organizing special events
- Solicitation
- Record-keeping

Who are some co-workers who can help you coordinate your campaign?
Who is already donating to United Way or volunteers with one our of service partners?
Reaching out to someone who is already invested in the organization can be helpful.
Think about the strengths and what your co-workers can bring to the table to help.

Make a list of who you could ask for help and
how they can compliment your strengths as campaign coordinator.

**NO TAKERS TO HELP? NO
PROBLEM. CALL THE UNITED
WAY OFFICE AT 601-545-7141
FOR HELP ANY TIME!**

STEP 3: Prepare and Plan

A. Educate yourself about United Way.

- Read through this booklet.
- Visit our website - www.unitedwaysems.org for handouts and other promotional tools.
- Contact the United Way office at any time.

B. Attend Employee Coordinator Kick-off

- You can brainstorm with other company coordinators.
- You will get motivated!

C. Review previous campaign results.

Consider:

- What were the campaign's strengths and weaknesses?
- Total amount pledged?
- Percentage of employee participation overall?
- Total number of employees and whether it has increased or decreased?
- Number of care share (formerly fair share) or double care share givers?
- Number of Grand Givers?
- ****What two new things could you do differently to improve your campaign?****

TIP: SET A GOAL OF ASKING 100% OF EMPLOYEES, SO THAT EVERYONE HAS A CHANCE TO PARTICIPATE.

D. Set a realistic and challenging goal

United Way stresses employee participation more than dollar amounts. We encourage all campaign partners to set a goal of 100% EMPLOYEE PARTICIPATION at any level.

However, some people prefer a financial goal to work toward. Employee giving potential is a benchmark that can be used.

What were the goals your company set last year?

What was your company's campaign total last year?

What are some realistic goals you can set for this year?

E. Create a Timeline and make all plans

After setting a goal, create a timeline for your company to follow, such as when to hold a group meeting, etc. Other things to plan include: Any theme? Available incentives? Would you like an agency speaker?

PLEASE TRY TO HAVE CAMPAIGNS COMPLETED AND TURNED IN BY

NOVEMBER 18.

STEP 4: Promote and Implement Campaign

Once you have your plans in place, make sure everyone knows it's campaign time. Promote the campaign by using:

- fliers
- letter from CEO
- incentives
- emails
- posters
- goal thermometers

You can download fliers, handouts and games, etc. on our website: www.unitedwaysems.org

When you have all your preparations in place, it's time to actually ask your co-workers to give.

Remember

**Your job is not to make sure everyone gives.
Your job is to educate your co-workers and provide them an
opportunity to give.**

Group Meeting Tips:

- Be relaxed and HAVE FUN!
- Publicize the meeting well in advance.
- Have food if possible.
- The United Way office can provide you with a few small gift items to use as door prizes or prizes for early birds, etc.
- For your "ask" to be effective, make it as personal as possible. For instance, if there is a co-worker who has been helped by a United Way partner, ask this person to speak.

The 20-Minute Meeting

1. Introduction by Employee Campaign Coordinator (1 minute)
Welcomes employees and explains purpose of the meeting.
2. Company CEO (2 minutes)
Top management provides statement of encouragement and support.
3. Campaign Coordinator or United Way rep (3 minutes)
Provides an overview of United Way, its programs and the impact in the community. This can also be a time to pass out brochures.
4. Partner Testimonial (5 minutes)
Speaker will illustrate how United Way donations are making a difference in our community by giving a personal testimony.
5. Campaign Video (about 5 minutes)
6. Wrap Up by Campaign Coordinator (2 minutes)
It is very important to make "the ask" here. Pass out pledge cards and ask employees to complete them. Also describe incentives (if applicable) and answer any questions. Lastly, thank everyone for their participation.

"The Ask"

***The number one reason
people don't give is because they
have never been asked.***

STEP 5: Report Results

- Make sure all employee pledge cards and designation cards are filled out entirely and verified with a signature.
- Please attach all employee designation cards to the corresponding employee pledge cards.
- Give the white copies to your payroll department. (New payroll deductions typically begin January 1.) Return the yellow copies in the provided envelope to United Way by **NOVEMBER 18**. Give the pink copies of pledge cards to the donors.
- ****If your company uses its own pledge cards, pledges online or you typically do not return copies of pledge cards to United Way, that is okay; but we must have copies of: (1) any designation cards and (2) pledge cards for Grand Givers.****
- If your company is making a corporate donation, please complete and include the corporate pledge card in the envelope as well.
- If your company has any Loyal Contributors (people who have been donating to any United Way for 10+ years), we would like to know. If your company uses our local United Way pledge cards, then the donors can check the appropriate box on the card. But if your company uses its own pledge cards, please complete the Loyal Contributor flier and turn it in with your campaign.
- Also, please fill out the entire report envelope on the front and back and return it to United Way. It is important to fill out the back of the envelope to calculate your campaign awards.
- It would also be helpful to keep notes about the campaign, lessons learned, helpful tips, etc. for next year's campaign coordinator.

Helpful Hints

- Publicize! Publicize early and as much as possible through newsletters, billboards, emails, etc.
- Don't try to do it alone. Remember, get help from the United Way staff and your co-workers.
- Provide incentives if possible.
- Call the United Way staff any time.
- Food always helps.
- HAVE FUN!!

About the Pledge Card

There are five steps for the employee pledge cards: (1) Personal information. If you place labels on your employee pledge cards in this section, please place them on all three copies. (2) The method of payment: payroll deduction, a cash/check gift paid now, or a reminder sent by United Way to the home address (3) It is very important to have a signature from the donor. (4) If an employee gives \$1,000 or more OR his/her gift is \$1,000 or more when combined with a spouse, then the donor needs to complete this section. (5) These check boxes will help United Way learn more about our donors.

Please notice the \$50 minimum for billing.

Make sure all employees sign their pledge cards.

We want to be able to recognize our Loyal Contributors. Those are people who have been giving to any United Way for 10+ years.

Please notice where the different color copies should go.

Employee Pledge Card

United Way
United Way of Southeast Mississippi

1. Personal Information

Name (please print firmly) _____ Employee ID # _____

Home address _____ City, State _____ Zip _____

Your employer _____ Your email address _____

2. My Pledge

☐ **PAYROLL DEDUCTION** (Please check one of the following)

☐ I authorize my employer to deduct MY CARE SHARE (1 hour's pay per month), which is \$ _____ /month.

☐ I authorize my employer to deduct MY DOUBLE CARE SHARE (2 hour's pay per month), which is \$ _____ /month.

☐ I authorize my employer to deduct \$ _____ per pay period. My pay period is:
☐ weekly (52) ☐ twice monthly (24) ☐ every other week (26) ☐ monthly (12)

☐ I authorize my employer to deduct \$ _____ one time only.



Total Annual Payroll Deduction will be \$ _____

OR

☐ **DIRECT GIVING** (Please check one of the following)

☐ **Gift Enclosed** I am enclosing my total gift of \$ _____

☐ Cash ☒ Check (Please make checks payable to United Way of Southeast Mississippi)

☐ **Bill Me (\$50 minimum • Billing begins in January)**
Bills are payable by check or credit card  
My total gift will be \$ _____
Send bill: ☐ One time in _____ (month) ☐ Monthly ☐ Quarterly

3. Signature (required)

SIGN NAME _____ DATE _____

4. Leadership Giving (if applicable)

☐ My individual gift or household gift (combined with spouse) is \$1,000 or more and qualifies me for the Grand Givers Society.

Spouse's Name: _____ Spouse's Employer: _____

Please print your combined name as you prefer to be listed: _____

☐ Or check here if you would like to remain anonymous.

5. Let Us Know

☐ I would like to be added to United Way's email list for occasional news updates.


☐ I have been a United Way donor (to any United Way) for 10 years or more.

☐ I want to know about planned giving, so I can leave a lasting legacy to my community.

To designate to a specific agency, please complete an additional designation card (provided by your campaign coordinator or found at www.unitedwaysems.org). No goods or services were given by United Way of Southeast Mississippi for this tax-deductible contribution.

UNITED WAY OF SOUTHEAST MISSISSIPPI
www.unitedwaysems.org • P.O. BOX 1648 • HATTIESBURG, MS 39403-1648 • 601-545-7141

WHITE COPY – EMPLOYER'S COPY YELLOW COPY – COMPANY COORDINATOR RETURNS TO UNITED WAY PINK COPY – DONOR COPY



Sample Designation Card

If more designation cards are needed in addition to the ones provided to you, feel free to photocopy a blank card or download a new copy from www.unitedwaysems.org

United Way of Southeast Mississippi - Agency Designation Card

Who decides where your United Way dollars go?

Volunteers do - people like you who live and work in our community. Through the funds distribution process, funds are effectively distributed to community programs in Forrest, Lamar, Perry and Marion counties.

- ♦ **Volunteers meet with and review local organizations that have submitted funding requests.**
- ♦ **The volunteers study the details of each agency and how United Way dollars will be used.**
- ♦ **Volunteers decide how to best divide the available funds and submit their recommendations to United Way's Board of Directors for final approval.**
- ♦ **Throughout the year, volunteers monitor our partners to ensure your gift is well spent and is used effectively and efficiently to meet local community needs.**

United Way of Southeast Mississippi believes this volunteer funds distribution process is a proven method with a successful record. Designations are optional, but if you choose to designate your donation, it will be honored for qualifying 501(c)(3) organizations. Your donation, less applicable processing expenses, is paid to the specified agencies. **Designations must be a minimum of \$50 to be honored.**

United Way of Southeast Mississippi does not monitor how designations to non-United Way partners are used and cannot be held accountable for those designations.

If you would like to volunteer with United Way of Southeast Mississippi's funds distribution committee, please contact our office at 601.545.7141 or visit www.unitedwaysems.org.

IMPORTANT

In addition to this card, an employee pledge card must also be completed. Both cards must be signed and returned with your company's campaign envelope. Designations must be received by United Way by January 1 to be honored in the upcoming year's funding.

Select one:

- ☐ **Specific Care:** I want my gift to go directly to a specified agency. I understand this limits my gift to help only the specific organization(s) I indicate. **(MINIMUM \$50 required in order to help control processing costs.)**

Agency: _____ \$ _____

Agency: _____ \$ _____

- ☐ **Other United Way:** Please designate my gift to the United Way serving the _____ community.

Name (please print) _____

Signature (required) _____

Date _____

- ☐ Check here if you do not want your name released to the specified agency.

STEP 6: Thank Everyone

Mom always taught us to say “please” and “thank you.” Saying “thank you” may be the most important element in keeping long-term support of United Way. Also, post the results of your campaign on a thermometer in a high traffic area to let employees know how proud management is of them.

Here are some other ways to make your employees feel appreciated:

- Ask CEO to send a thank you letter, or United Way would be happy to write a note to be distributed to your employees.
- Run "thanks" ad in company newsletter.
- Send thank you emails or cards.
- Place thank you messages on bulletin boards or website.
- Have a break with snacks provided
- Provide "goodies" or United Way promotional items to those who contributed.

Please contact the United Way office for help with any of these ideas at any time. Also, we'd love to be there in person to thank donors. If that is not possible, please stay in contact with our office and send us pictures of your events, etc.

Thank You Idea

Print thank you's on brightly colored paper with the UW logo and a message that says something like “Thanks to Jane for making an impact in our community.” or “Because of Bob's gift to United Way, a elderly citizen will receive Meals on Wheels,” etc. Post the sheets on the cubicles or doors of those who pledged to give them special recognition.

What are some ways you can make your co-workers feel appreciated?

Completing the Campaign Envelope

Please separate the three parts of all pledge cards. The white copies go to your payroll department, the yellow copies are returned to United Way in the envelope; and the pink copies go to the donors.

Campaign Report Envelope

Post Office Box 1648
Hattiesburg, MS 39403-1648
Phone: (601) 545-7141
Web Site:
www.unitedwaysems.org
E-mail:
unitedwaysems@megagate.com

Company Information
 Company Name: _____
 Address: _____
 Total number of employees: _____
 President/CEO: _____
 Company Coordinator: _____ Phone: _____
 e-mail address: _____
 Person completing report: _____ Phone: _____

Grand Givers Information		Corporate Gift Summary		Number of Donors	Dollar (\$) Amount Pledged	Amount Paid Now (Enclosed)
Please list your company's individual donors who give \$1,000 or more annually and the total amount pledged. (Also include in employee gift summary. Spouses at different workplaces may combine their gifts.)		Enter amount of corporate gift. Please be sure to include a signed pledge card.			\$	\$
Awards Information		Employee Gift Summary				
Campaign awards for employee and corporate gifts will be presented at the United Way Annual Meeting in April. In order for your company to be recognized, please fill out the back of this form to let us know which award your hard work has earned.		1 Fully Paid Cash and Checks Enter totals for all employees who contributed by cash or check now. (Pledge and payment amounts should be equal.)			\$	\$
		2 Direct Bills Enter totals for all employees who wish to be reminded by United Way.			\$	
		3 Payroll Deduction Enter totals for all employees who gave through payroll deduction.			\$	
		4 Special Events/Other Enter total raised by employees through fund-raisers or special events.			\$	\$
		Employee Totals Total of all employee contributions. (1+2+3+4)			\$	\$
		ENVELOPE GRAND TOTAL Total of corporate and employee contributions.			\$	\$

Did your company have any employees who gave \$1,000 or more? Or does an employee's gift combined with his or her spouse's equal \$1,000? If so, please complete this section.

Did your company make a corporate donation? If so, indicate that in this box. And please include the corporate pledge card.

Subtotal of employee gifts and special events only (including cash/checks)

Number of employees who gave

Amount pledged that will be paid later

Actual cash/checks returned with envelope

OVERALL total = corporate + employee gifts

Don't forget to include the total number of employees and complete the awards section on the back of the envelope.

Did any of your employees designate their gifts to a specific agency? If so, be sure to include the designation cards.

Any questions? Call 601.545.7141.

MAKE YOUR CAMPAIGN FUN!

Campaign Theme Ideas:

Hawaiian Luau	Football Pep Rally/Tailgating	Olympics
Hollywood in Hattiesburg	Circus	Halloween
Patriotic or Military	Mardi Gras	Country/Western
Mexican Fiesta	Decade Theme ('50's/'80's)	Super Heroes

United Way has some decorations available for certain themes. Just contact our office!

Special Events:

Bean Bag Toss Tournament	Bingo	Sinning Telegram (pay to send)
Guess the # of ??? in a Jar	Cutest Pet Photo Contest	Employee Picnic
Spelling Bee	Sell Massages at Desk	Lunchtime Movie (pay \$5 for movie and popcorn)
Penny Wars among Departments	Sell Cookbooks	Fear Factor
Game Shows with UW trivia Pizza Party	Online Auctions	CEO's to Wash Windows
CEO Pie-in-the-Face	Pink Flamingo Attack (pay to have them removed)	Relaxed Dress (for donations)
Ice Cream Social	Indoor Putt-Putt Golf Course	UW Olympics
Talent Show	Rubber Ducky Races	Baby Picture Guessing Game
Marshmallow Eating Contest	Kiss-a-Pig	Ugly tie or earrings contest Silent Auctions
Dunking Booth	Guess Coins in Jar	Ping Pong Tournament
Bake-Off	Crazy Hats (pay for someone to wear)	Dessert Live Auction
Karaoke Contest	Key to Treasure (donors get keys, and only 1 opens prize)	Fishing Booth
Thermometer Decorating	Jail and Bail	UW Crossword Puzzles
Potluck Meals	CEO Tricycle Race	'Jeans Day' for United Way
Used Book/DVD sale		Costume Contest
Womanless Beauty Pageant		

**Fun"-raising tip - Make a completed pledge card required for admission to your special event*

Incentives Used in the Past:

- Day off with pay for care share givers (Hattiesburg Clinic, Hattiesburg American)
- Drawing for prizes such as grill, television or camera (Wesley Medical Center)
- Drawing among care share givers for free trip or cash (Forrest General Hospital)
- Free t-shirt for all care share givers (Southern Miss, Leaf River Cellulose)
- Free coffee mug for all care share givers and free refills in mug all year long (Wesley Medical Center)

Other Incentive Ideas:

- "Sleep-in" or "Long-lunch" passes
- Drawing for gift certificates to local restaurants (as door prize at meeting or early bird drawing prize)
- Special parking spots
- Drawing for vacation day among donors
- Free oil change or gas cards or car wash
- Special event or sporting event tickets
- Dress-down coupon to use at later date

Want more ideas?

- **Casual Day:** Set up Casual Day badges that allow employees to dress casually on certain days. Employees purchase badges for \$8 for a week or \$2 a day. The badges carry an expiration date, depending on the amount donated.
- **Bakery Cart:** Wheel a cart of bagels, doughnuts, danishes, coffee and juice through the office, collecting donations in exchange for the goodies.
- **Get the Home Run Feeling:** this theme can motivate your employees to give generously. Kick off your campaign with ballpark cuisine. Charge 25 cents for a soda, 50 cents for a hot dog and have free popcorn. Don't forget the chips! A large baseball diamond can serve as a goal chart to monitor progress from first to the 'home run' goal.
- **Place chocolate chip cookies** on employees' desks with a note attached announcing the start of the campaign and asking employees to "Chip in for United Way."
- **Shave the boss's Head:** Create a chart to keep track of set company campaign goal. If the goal is reached, boss shaves his or her head. Have a photo image or drawing of boss without hair at the top, displaying result of reaching goal.
- **Walk/Run/Ride:** Have a company-wide walk/run/ride and have sponsors make a pledge per mile.
- **Employee Cookbook:** Gather recipes, make a small book, and sell them for \$5! If local businesses agreed to sell them, that would be great.
- **Build your own sundae:** Create a sundae bar with an assortment of ice creams and a wide variety of toppings. Charge \$3!
- **Baby Picture Contest:** Employees bring in their baby picture and staff guesses who is who. Charge an entry fee for employees to submit their guesses. The person with the most correct answers wins a prize.
- **Basket Auction:** Ask each department at your organization to sponsor, create and fill them basket (spa day, chocolate, golf, cooking). The baskets are then auctioned off. This event has been very successful at several companies and is a great way for folks to show off their creativity and caring.
- **Placing treats** on employees' desks could be impactful, but there needs to be a message included, such as: "Donut forget to turn in your contribution card," or "It doesn't take 100 grand to help, but it means a million to so many!"

A raffle for the employees who have turned in contribution cards can be a great incentive. Some examples of gift certificates are: massage, oil change, movie, restaurant, casual dress day, free merchandise, company food delivery, time off, or lunch hour extension.

These ideas will be beneficial to the campaign, being that they will attract attention to United Way and hopefully shed light on the company's purpose in the communities; they are fun, encouraging ideas that will hopefully unite the public to make a difference.

TOOLS YOU CAN USE

Resources available to help your campaign succeed:

- **Campaign Video** - The video is locally produced, so it is specific to our area. If you can't show the video at a meeting, let your employees know that they can view it on our website or on YouTube. You could even email the link to our site or post the video on your company's intranet if available.
- **United Way Speakers** - Call United Way in advance to set up a speaker who will give a moving testimonial at your group meeting.
- **Campaign Catalog** - Printed items, novelties and awards are available through United Way Worldwide's catalog. Anyone can order from this catalog; you don't have to be United Way staff.
- **Our Website** - unitedwaysems.org - has campaign tools, handouts and fliers, our video, fun games, a calendar of events, information about our partners, etc.
- **Giving Calculator** - Visit our website, and check out the bottom of the "Give" page to see a giving calculator. This tool shows you real examples of how any size donation can have an impact in our community.
- **Handouts and Fliers** - Makes copies of these to distribute at meetings or as pay check stuffers. Or pick a few facts or success stories and use them in emails or on bulletin boards.
- **Posters and brochures** - The poster and brochure are consistent with this year's theme.
- **Thermometers** - This is a great way to show your co-workers the progress that they are making. Consider measuring your participation rates instead of financial progress.
- **Tours** - Our community investment partners love visitors. Tours give first-hand proof of how pledge dollars are spent.
- **United Way volunteers** - United Way campaign volunteers help out in various ways. A United Way volunteer will be assigned to help your company by offering advice, delivering materials, answering questions or speaking to groups.