



## **You have your packet, now what?**

First off, thank you for participating in the United Way campaign. Without you and your organizations help, our partner agencies would not be able to receive the funding they need to assist our residents.

### **You have your packet, now what?**

Please give everyone in your organization an opportunity to donate by distributing the pledge cards and brochures provided in this packet. The best way to have a successful campaign is to encourage your coworkers to donate and to incorporate fun fundraising activities into your campaign.

### **We didn't receive enough materials.**

If you need more pledge cards or brochures call 405-377-2161 or email [ivy@unitedwaypaynecounty.org](mailto:ivy@unitedwaypaynecounty.org) and we will bring more to your office. You can also find all materials including videos, logos, infographics, and more on our website at [unitedwaypaynecounty.org](http://unitedwaypaynecounty.org).

### **I'm not good at planning events, what should I do?**

We have included fundraising activities that have worked for other organizations in our community. If you would like help planning an activity, call Ivy at 405-377-2161 or email [ivy@unitedwaypaynecounty.org](mailto:ivy@unitedwaypaynecounty.org). Typically the more your coworkers can learn about United Way, the more successful the event is. You can find our campaign video and videos featuring our partner agencies on our website at [unitedwaypaynecounty.org](http://unitedwaypaynecounty.org). You can also schedule a United Way representative to speak during one of your events or staff meetings, call 405-377-2161.

### **I have everyone's pledge card, what do I do with them?**

Once you have collected everyone's pledge cards, donations and have finished your fundraising events you can call 405-377-2161 or email [ivy@unitedwaypaynecounty.org](mailto:ivy@unitedwaypaynecounty.org) to have a representative pick up the packet, or drop off the packet at the United Way office, 109 E. Ninth Ave.



## Steps to a Successful United Way Campaign

### Planning your campaign

#### Meet with CEO and recruit your campaign committee.

- Your campaign committee should include employees from all divisions and levels as well as loyal contributors.

#### Establish a Campaign timetable

- Determine events, schedule United Way Speakers and develop an internal goal.

### Running your campaign

#### Engage employees

- Make events and giving fun for employees. United Way campaigns can be a great team building resource. Consider participating in Day of Caring, or having a volunteering day.

#### Publicize Campaign

- Promote leadership giving- an annual gift of \$500 or more.
- Email employees about upcoming events and United Way facts or mission moments, which can be found at [unitedwaypaynecounty.org](http://unitedwaypaynecounty.org).

#### Conduct employee Campaign

- Place United Way fact sheets throughout your work place, hand out brochure, pledge cards and other materials.
- Show the campaign video at an employee meeting or United Way focused event.
- Secure incentives to encourage giving, or prizes for events.

### Wrapping up your campaign

#### Report Results to United Way

- Send all pledge cards, donations and checks to the United Way office.
- Email campaign report and/or spread sheet with donors to [elena@unitedwaypaynecounty.org](mailto:elena@unitedwaypaynecounty.org). Be sure to keep a copy as well.

#### Say THANK YOU!

- Let everyone know how the campaign and fund drive went.
- Send a thank you to letter or email to all employees and donors.
- Recognize and thank you campaign committee.
- Evaluate your campaign results and prepare recommendations for next year's campaign.



## 6 United Way Talking Points

**1** **This years goal is \$925,000**  
This is based off of the requests from 21 agencies we fund and support.

**2** **Safety net for Payne County**  
UWPC is the safety net for the Payne County community.

**3** **99% stays in Payne County**  
99 percent of the money raised by UWPC stays in Payne County.

**4** **1 out of 3 are served**  
One out of three Payne county residents are served by UWPC each year.

**5** **21 Partner Agencies**  
The money donated helps 21 non-profits in the Payne County.

**6** **Every dollar counts**  
No United Way partner agency will turn away residents who can't pay. Your donation ensures that.

## United Way Dates

**Wednesday, September 12** - OSU Kick off at SU Ballroom

**Saturday, September 8** – Pistol Pete Run in Perkins for UW

**Friday, September 14** – Day of Caring T-shirts in

**Thursday, September 20** – Day of Caring/Campaign Kick off at Wes Watkins Center  
Cushing at Beasley Technology

**Saturday, October 13** – Juke Joint Jog – Eskimo Joes

**Friday, November 30** – All packets picked up and returned to UW



## Sample CEO Letter

One of the best ways to get employees involved is to get your CEO involved. Below is a sample letter for your CEO to send to employees to encourage giving. You can find an electronic copy of this letter at [unitedwaypaynecounty.org](http://unitedwaypaynecounty.org).

Dear (Company Name) Employee,

The 2017 United Way Campaign is gearing up and we will kick off our employee campaign on (DATE). (Coordinator's Name) and (his/her) team have worked hard to make this a great campaign and we're looking forward to not only having some fun, but 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 people this year will need the valuable assistance from the programs provided by the 22 United Way of Payne County (UWPC) partner agencies. These agencies' critical services deliver the three building blocks to a better life: education, financial stability and health/safety. We all have a stake in the health of this community. Your contributions, combined with many others, make a huge difference in numerous lives. By giving to United Way of Payne County, you meet the needs of many.

Please consider a gift to United Way of Payne County as your part in making our community a better place to live. Your donation amount is a personal decision. Keep in mind that we allow you to spread your gift throughout the year with the convenient option of payroll deduction. \$42 a month provides half a week of shelter and care to a homeless child in Payne County.

Please review the enclosed brochure about the agencies and services of the United Way of Payne County. I hope you will join me in supporting the 2018 United Way campaign. There is no better way to help more people in need than by giving through the United Way.

Thank you,  
Your CEO



## Get Involved

- Distribute brochures and pledge cards to employees.
- Encourage employees to give and participate in United Way fundraisers at work.
- Arrange a United Way representative to speak during a employee meeting.
- Host a friendly, interdepartmental competition.

## Fundraising Activities

Email your events to [ivy@unitedwaypaynecounty.org](mailto:ivy@unitedwaypaynecounty.org) and we will help promote your events and take photos.

### • Host a video contest

Have each department make a video and donate money on their favorite video.

### • Sell "gold cards"

Employees must buy "gold cards" to get into United Way events (trivia games, chili cook offs, etc.) hosted by the company.

### • Group volunteering during work

Have employees donate money to use a paid work day to volunteer at a UWPC agency.

### • Pie in the face challenge

Have each department choose a participant and put coins in each bucket for someone to be pied.

### • Unsightly decorations

Have an unsightly "Purple toilet", item or room-filled decorations, which an employee must pay to remove from their office.

### • Trivia game

### • Door decorating contest

### • Costume Contest

### • Departmental coin drive

### • Chili cook off

### • Bake off

### • Sell parking spots

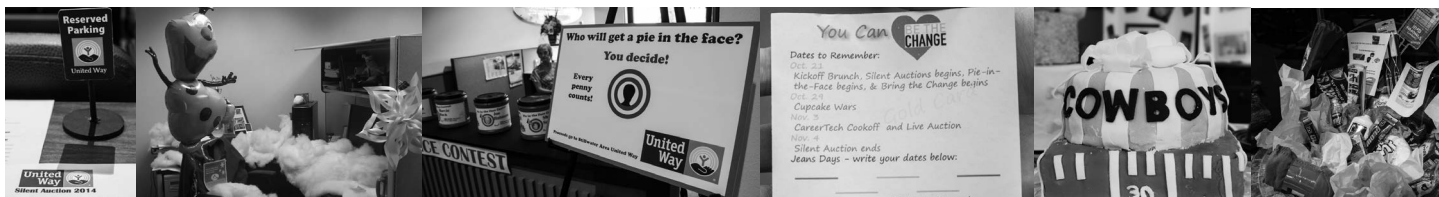
### • Baked potato bar

### • Jeans day

### • Auction

### • Cake Auction

\*Tip: Host food at all events for better attendance.





## 2018 Campaign Report

### 1. Company Authorization

Company Name: \_\_\_\_\_

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

Campaign Coordinator/Contact person: \_\_\_\_\_ Number of Employees: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

### 2. Campaign Results

	# of donors	Check	Cash Enclosed	Pledge Amount	Total \$
Payroll Deduction					
Other Gifts - Checks					
Other Gifts- Cash					
Special Events					
Corporate Gift					
<b>TOTAL</b>					

**TOTAL SUM RAISED: \$** \_\_\_\_\_

Once pledges and donations are collected, call the United Way office at 405-377-2161 and a volunteer will collect your packet.

Questions? Email [sheri@unitedwaypaynecounty.org](mailto:sheri@unitedwaypaynecounty.org). Please keep a copy for your records.