



Campaign Planning Guide

*10 Steps to a
Successful Campaign*

United Way of Walla Walla County

**Give. Advocate. Volunteer.
LIVE UNITED™**

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Campaign Planning Guide – Welcome!

Dear Employee Campaign Coordinator:

Thank you for volunteering to lead this year's United Way Campaign effort in your workplace. Your role as Employee Campaign Coordinator is crucial to the success of United Way's Campaign. We know that you were handpicked for this role because your company has full confidence in your leadership ability.

You are about to begin a challenging, yet fun and rewarding experience. Please take advantage of all the information and resources available to you and you will be sure to have a successful workplace campaign.

Most of all, please keep in mind *why* we are all so involved in this important effort. It's not just about dollars! It's about positively changing the lives of people right here in Walla Walla County. It's about helping our friends, our family, our neighbors. It's about teamwork and knowing that together, we can make a real impact on our community's most pressing issues.

United Way developed this packet to help you run a successful campaign. It outlines basic campaign planning and procedures in a concise step-by-step manner. These procedures have been proven effective during years of United Way campaigning. If you have any questions please don't hesitate to call or email – we're here to help! (529-1183, uwww@innw.net)

Thank you for helping us care for the community ...the *United Way*!



STEP 1: Learn About United Way

MISSION

The mission of the United Way of Walla Walla County is ...

Providing Leadership. Building Resources. Improving Lives.

WHO WE ARE

The United Way of Walla Walla County is a local, independent non-profit organization run by a volunteer Board from all segments of our community. United Way has been serving the community for over 60 years. The work of hundreds of volunteers – including you! - help keep our fund raising and overhead costs low. Our goal is to maximize the efficient use of your charitable contribution. We currently pass through 86 cents of every dollar raised to human service agencies.

Funding supports services that strengthen children, families and adults, promote self-sufficiency, build healthy communities, and meet basic human needs. One of our greatest strengths is in community building. We are the catalysts for developing partnerships and coalitions to address a wide array of community problems.

We are LOCAL – Donations to United Way help right here in Walla Walla County.

We are EFFECTIVE – Donations help those who need it most.

We are ACCOUNTABLE – Partner agencies meet high quality standards.

We are RESPONSIVE – United Way responds to priority community issues.

WHAT WE DO

- 1- We **Unite People in Giving** by offering a consolidated campaign – The United Way concept is that together, we can make a bigger impact in our community. United Way multiplies your gift until you are doing more than you thought possible!
- 2- We **Change Lives** through the services of our 16 partner agencies and other specially funded local programs. We help 1 out of every 3 people in our community!
- 3- We **Strengthen Agencies** through financial support, fiscal and programmatic review, and opportunities for shared learning and collaboration.
- 4- We **Strengthen the Community** by monitoring emerging needs and leveraging resources (both financial & human) to meet those needs.

Check out our website at www.unitedwayww.org and see Key Benefits of Supporting United Way page 11 for more information.



STEP 2: Involve Your CEO

The success of your campaign depends on the commitment and involvement of your chief executive. Have your CEO:

- Authorize your campaign plan.
- Work with you to set a challenging fund raising goal.
- Allow company time for educational employee meetings.
- Endorse the campaign through a personal letter to employees.
- Approve payroll deductions, if not already in use.
- Personally pledge a gift.
- Confirm his/her attendance at the campaign kick-off event and other meetings.

See pages 12-13 for sample CEO letters.



STEP 3: Set Goals

Determine Your Company's Potential for Giving

To establish your employee campaign goal start by reviewing previous year's campaign results. Your United Way representative can help you!

Year	# Donors	% Participation	Amount Raised

Other numbers to consider:

$$\frac{\$ \text{Last year's employee total contributions}}{\text{Total \# employees (givers \& non-givers)}} = \$ \text{Per capita gift}$$

$$\frac{\$ \text{Last year's employee total contributions}}{\text{Total \# givers}} = \$ \text{Average gift}$$

$$\frac{\text{\# of givers}}{\text{\# of employees}} = \% \text{ participation}$$

$$\frac{\$ \text{Total Annual Payroll}}{\text{\# of employees}} \times .006 = \text{Total Campaign Potential}$$

Goals should be set for both participation and amount raised. Goals should be challenging but attainable!

Our Campaign Goal:

Percent Participation Goal _____

Fundraising Goal _____

Our goal is a _____% increase over the funds raised last year.



STEP 4: Recruit Campaign Committee

Don't try to do this important job all on your own! Get help. Select a team to help plan and run your campaign. It will make your job easier and a lot more FUN!

- Include people from all levels of your organization.
- Assign specific duties that use each team member's skills, talents and interests.
- Set a schedule for the campaign and plan to meet regularly.



STEP 5: Plan Your Campaign

Successful campaigns take planning! Gather your committee to:

- Develop a campaign time line and calendar of events
- Consider using sub-committees to address various campaign components. For example: publicity, employee meetings, incentives, leadership giving, pledge cards/tracking, thank yous.
- Choose the best time and place for your United Way employee meeting(s).
- Choose a Theme (for theme ideas see pages 17-21)
- Decide on incentives for fun and increased participation. (for incentive ideas see pages 14-16)
- Solicit incentives

- Select an executive to coordinate Evergreen Leadership Giving solicitation. (for more information on Evergreen Leadership Giving see page 23)
- Personalize pledge forms for all employees
- Organize employee meeting – supplies, speakers, agenda, etc.



STEP 6: Publicize & Promote the Campaign

Spread the word about United Way and get employees excited about their upcoming campaign! Some communications ideas:

- CEO letter to all employees in their paychecks
- Posters, Brochures and other United Way materials
- Article in company newsletter or story/letter posted on bulletin board
- Campaign thermometers – at the building entrance, in break rooms, on the bulletin board
- Fliers about incentive items
- Decorate break rooms with United Way information
- Balloons - United Way balloons available upon request

For more fun ideas see pages 15-21



STEP 7: Conduct Meetings and Educate Employees

Group presentations are the most effective way to reach all employees in an organization and they make the most efficient use of time. Consider using part of a regular staff meeting.

Before The Meeting

1. **A comfortable meeting room** is important to a successful meeting. Consider:

- ❑ No more than 30-35 per meeting
 - ❑ Chairs for everyone
 - ❑ No distracting noise
 - ❑ TV/VCR
2. **Personalized pledge cards** make the entire meeting more personal and more effective. Pledge cards also give you a “control point” for follow-up contacts with those unable to attend the meeting.
 3. **Check with all presenters** to make sure they know what to say and how long to talk.
 4. **Reinforce meeting attendance** with supervisors, department heads, etc.
 5. Don't forget **extra pens** for those who don't have them.

During The Meeting

The meeting should be limited to 25-30 minutes. The following is a sample agenda of an effective group solicitation meeting:

Agenda Items	Presenters	Allotted Time
Welcome - UW Endorsement/ Corp. gift - Introduction of other speakers	CEO	1-3 min.
ECM Remarks - UW Endorsement - Campaign Incentives/ Events - Pledge card collection - Intro of employee testimonials	ECM*	2 -3 min.
Employee Testimonials or Agency Rep - How I was helped by agency - What I saw on agency visit - My work as agency volunteer	Employees or United Way Member Agency Representative	3-5 min.
United Way Overview - What is United Way? - Local needs - How contributions help - Pledge form overview	United Way Rep.	5 min.
Campaign Video		5 min.
Questions & Answers	United Way Rep	3-5 min.
Closing Comments - Ask for the Gift - Thank you - Offer to remain to answer questions - Collect pledge cards **	ECC	2 min.

* ECM is the Employee Campaign Manager

** Be sure to do follow-up on collecting pledge cards from those who were unable to attend campaign meetings or were not ready to turn it in at the closing of the meeting.

After The Meeting

- Encourage Pledge Form Turn-in.** Announce any incentives for returning forms early. Some may wish to take the form home, or think about a gift. Let them know they will be contacted within the next few days for a final decision.
- Remain to Answer Questions.** Many times an employee needs to have one or two questions answered before they make a pledge decision. The United Way representative will also remain afterward to help you field questions.



STEP 8: Have Fun!

It always feels good to help others but here are some ideas to make your employee campaign FUN too!

- Incentives (a drawing) for turning in a pledge card
 - Day off with pay
 - CEO to wash their car
 - Company t-shirt
 - Cups/mugs
 - Totes
- Prize for “Fair Share” givers (one hour’s pay per month)
- Volunteer Group Project at a United Way agency
- Tours of United Way Agencies
- Games / Contests
 - Costume Contest or Crazy Hat/ Tie Contest
 - Prettiest Baby or Cutest Pet contest
 - Guess Who Contest using old school pictures of employees
 - Volleyball or softball or bowling tournament
 - Talent show
 - Funny fashion show (70’s clothes, dress like celebrities)
 - Art/coloring contest
- Trinkets
 - United Way pins
 - Bookmarks
- Campaign thermometers (big or small)

- Food Events:
 - Ice Cream Social
 - Pancake Breakfast or Hot Dog Lunch
 - Cookie Break
 - Bake Sale
 - Best Dessert Contest
 - BBQ dinner

- Special company campaign theme. Examples:
 - United Way...the way <COMPANY> cares!
 - Caring for our community the UNITED Way!
 - Be a Life Saver
 - People Who Care
 - Catch the Spirit

- Victory celebration with CEO following up on promise to _____ if the company meets their goal

For lots, lots more fun ideas see pages 15-21



STEP 9: Wrap it Up

Congratulations! You're almost there. You just need to finish up a few details.

- Make sure all pledge forms have been collected** – even from those who choose not to give at this time. Employees keep the pink copy. The yellow copy goes to payroll and the white to United Way.
- Ensure all pledge forms are accurate and complete** – including employee's signature.
- Tabulate results** - include total dollars, number of donors, means of payment, Evergreen Leadership Givers.
- Submit results to United Way** – Complete the campaign summary sheet and return with white copy of pledge forms. Please fill in all requested information. If your company uses its own corporate pledge forms, please submit copies to the local United Way office **before** sending information to your corporate office.
- Debrief with committee** – make notes of what worked, what didn't and what you'd like to do different next year.



STEP 10: Say Thank You!

Allow us to go first – THANK YOU! If you’ve taken the time and energy to follow these suggestions, we’re confident that you’ve led a successful campaign. Feel good about yourself, your co-workers and your company!

You made our community a healthier and happier place. Your involvement will provide food, shelter, counseling, day care, literacy tutoring, hospice care and much more. THANK YOU!

Please extend a message of thanks to your fellow employees. It may be the most important element in winning the long-term, positive support you worked so hard to achieve. You can do this in various ways:

- CEO letter of thanks to all employees (see pages 12-13 for examples)
- United Way lapel pins
- Payroll stuffers
- Newsletter article
- United Way thank you poster
- Thank you party/ event with food
- Hand out candy kisses
- See pages 15-16 for lots more ways to say thank you!

Thanks again. Hope to see you next year!

**“It’s not me helping you or you helping me.
It’s we helping each other.”**

11 year old United Way donor

Key Benefits Of Supporting United Way

United Way Dollars Help People Who Really Need Help

- Experienced and knowledgeable volunteers gather information about the needs of our community.
- Volunteers review agencies to ensure programs meet community needs.
- Volunteers distribute funds to areas of greatest need and make sure the money is well spent.
- Volunteers closely monitor agencies through audits and visits.

United Way Dollars Are Used in Our Local Community

- Money is raised locally to be used by local agencies.
- Thousands of people in our community are helped each year.

Almost All of Your Contribution Goes to Fund Services in Our Community

- More than 85% of every pledged dollar that we collect goes directly to local agencies.
- Hundreds of volunteers give their time so that overhead cost can stay low.
- United Way is recognized nationally as a leader in fund raising efficiency.

United Way Works to Build a Community

- Volunteers and staff work with other community groups to advocate long-term solutions to problems
- Volunteers and staff work to identify community needs and work with others to help address those needs.
- United Way promotes volunteer involvement and effective use of volunteers.
- United Way provides a stable funding source to agencies that are helping people in need.

United Way Makes It Easy to Help People

- Your gift enables you to address the key needs in our community.
- Payroll deduction & direct billing make it easy to contribute.
- You can feel good knowing **your gift does make a difference!**
- One gift alone could help abused children, families in crisis, isolated senior citizens, the mentally and physically handicapped, and many more.

Sample Campaign Letters

The following are letters that have been drafted to assist you and your campaign team as you conduct your United Way Campaign.

SAMPLE #1—Campaign Endorsement from CEO

Each of us wants a healthy and positive environment in which to work and play. At the same time, we recognize that our society is not perfect, that problems do exist. We know, too, that as individuals, we can do something to help. Through United Way, our individual efforts can make a larger impact. United Way can shape our individual caring into a powerful force that can bring about a better life for all.

United Way supports a network of services that help people day-in and day-out, all year long. These services address some very real problems our nation is confronting – problems such as illiteracy, AIDS, teen pregnancy, homelessness, child care, substance abuse, and programs for disabled, abused, and elderly individuals.

United Way is people—both the people who need help and the people who are dedicated to making all our lives a little better. By contributing to United Way, we become part of that continuum of caring.

I thank each and every one of you who contribute your time, talent and money to United Way. And, in light of the ever increasing needs here in Walla Walla County, I urge you to be even more generous this year.

From personal experience, I know that the more I get involved with United Way, the more I am committed to it. I hope your involvement has been equally rewarding.

To those of you who haven't experienced that reward, I issue this challenge: become knowledgeable about United Way. Find out, firsthand, what it is and how it affects you and your family, friends and neighbors.

If you accept this challenge, I'm confident you will be convinced that together we're better.

SAMPLE #2—Campaign Endorsement from CEO

When we were young, we learned the value of teamwork. We learned that by working with others, we could do much more – and in less time – than we could do on our own.

United Way of Walla Walla County offers a classic example of just how powerful a force teamwork can be. Through a vast network of volunteers and donors, United Way makes sure that wide ranges of services are available to people who need them. These services address some very real problems our nation is confronting—problems such as illiteracy,

AIDS, teen pregnancy, homelessness, child care, substance abuse, and programs for disabled, abused and elderly individuals. Indeed, many of the health and human-care services this community has come to rely on are there because people, working together through United Way, make these services available.

United Way is a story of hope...and help...and working together. And as a United Way contributor, you can help that story continue. You play an important role in the success of (NAME OF COMPANY)'s United Way campaign. Once again, I ask that you join me in supporting our "team" effort for United Way.

I am proud of the tradition of community support (NAME OF COMPANY) has established and through efforts of people like you, we can make that tradition continue.

SAMPLE #3—Thank you letter issued by CEO

A heartfelt thanks to each and every one of you who contributed to this year's United Way campaign. Once again, you have gone the extra mile to help make Walla Walla County a better place for all of us.

Many words come to mind to describe people like you: generous, concerned, caring - and smart, too. You recognize that when you give to United Way, you help ensure that a wide variety of needs including vital health, family, and youth services are being met here in our community.

Your generous pledges helped us raise a total of (\$ AMOUNT). With our matching corporate contribution, United Way of Walla Walla County will receive (\$AMOUNT) from (NAME OF COMPANY) alone!

Your gift will project hope and goodwill over Walla Walla and beyond—all year long. Again, our warmest thanks.

SAMPLE #4—Thank you letter issued by CEO

On behalf of (NAME OF COMPANY) and United Way of Walla Walla County, I would like to express our deep appreciation for your involvement in this year's campaign.

Your generous donation to our United Way campaign is greatly appreciated. Your gift is an expression of your caring, and it represents an investment in the future of our community. Because of your commitment, local United Way supported programs will receive the help needed to provide vital health, family, and youth services.

You made our community a healthier and happier place. Your involvement will provide food, shelter, counseling, day care, literacy tutoring, hospice care and much more.

Again, thank you for your generosity.

Incentives And Recognition Ideas: Ways To Create Excitement & Say Thank You!

An employee campaign can be a fun and enjoyable experience. It is a chance for participants to do something good for the community and to feel good about it.

These incentives and recognition ideas can help the employee campaign “come to life.” They do not have to cost much. In fact, many times they are free. The following examples are being provided to help stimulate creativity and offer fun ideas to help your United Way campaign be a success. These examples can be used throughout the 10 Steps to a Successful Campaign.

Before you design your incentive plan

Answer the following questions:

What are your goals?

- To encourage people to contribute in order to increase participation
- To encourage previous givers to increase their gift
- To increase the number of Evergreen Club (leadership) members
- Other

What do you want to target with your incentive plan?

- First time contributors
- Non contributors
- Employees handing in pledge cards on time
- Employees who attend rallies and turn in the pledge card
- High participation rates
- Contributors giving at different levels
- Contributors who increase their gifts
- All contributors
- Leadership givers
- Departments or work teams

How do you reach them?

- Random drawings—contributors receive raffle tickets and a drawing is held
- Individual incentives
- Departments, divisions, or a “team” of employees who compete for top results and a group prize.

Incentive, Thank You & Campaign Ideas



- Sleep in late day
- Water bottles
- Free massage
- Subscription to your favorite magazine
- A reserved parking space
- A United Way dress down day
- Personalized thank-you note from the “boss”
- Buttons or ribbons for committee members
- Key chains
- Calendars
- Bookmarks
- Pocket calculators
- Lapel pins
- Certificates of appreciation
- Free coffee or soda for a month
- Company car for a week with unlimited mileage
- Free passes for a long lunch
- Pizza party for a group or department
- Sweet rolls for everyone in the break room
- Spring cleaning or housekeeping service coupon
- Sandwiches once a week for a month delivered to work area
- Afternoon off or a three day weekend
- A bus pass/parking pass for a week or a month
- Free car wash by supervisor or manager
- Tickets to a sporting event
- Restaurant gift certificates
- Lottery tickets
- Two hours off per month to volunteer at a non-profit agency
- A party catered by one department for another
- Movie passes
- A skating party
- A “make your own ice cream sundae” party
- An afternoon off for golf – (United Way Tee gifts available)
- Cookie jar filled each week with candy or cookies for department
- A sponsored night at a sporting event
- Limo ride to a sporting event
- Free firewood
- Flowers every month for a year
- Gourmet meal at the CEO’s house
- Free First Aid/CPR classes
- Company t-shirts
- Coffee mugs
- Video rental coupons
- Day off on birthday
- Personal thank you notes



- ❑ A letter from the CEO
- ❑ A special message flashed on the computer monitor screens
- ❑ A United Way poster naming donors
- ❑ A big banner thank you
- ❑ A giant thank you card hung in the employees lounge
- ❑ A thank you message from an agency or recipient who benefits from United Way donations
- ❑ Free parking for a day
- ❑ Trade your job with the senior manager of your choice for a day



Games & Contests

- ◆ Putting contest
- ◆ Goodie Shoppe Raffle
- ◆ Beat-the-Boss Golf Tournament
- ◆ Remote Control Car Races
- ◆ Cook Books
- ◆ Raffle
- ◆ Lunch with the CEO
- ◆ Executive Dunk Tank
- ◆ Office/Cubical Garage Sale
- ◆ Office Olympics
- ◆ Baby Picture Guessing Game
- ◆ Pancake Breakfast
- ◆ United Way “Jeopardy”
- ◆ Company Picnic
- ◆ Office Miniature Golf
- ◆ Candy Grams/Balloon Grams
- ◆ Candy jar guesses



Week of Fun Ideas

Consider spreading the fun throughout a week. Here are a couple “Week of Fun” ideas to keep the excitement going.

Week of Fun #1:

- Monday-Bake Sale, Silent Auction
- Tuesday-Bagel and juice sale
- Wednesday-Root Beer Float Sale
- Thursday-Massages for \$5
- Friday-Close of Silent Auction



Week of Fun #2:

Have cards made up that say the following:

- Friday: (Distribute with the United Way brochure and pledge card form)
Card: “These agencies are hoping you will ‘chew-z’ to give next Friday.”
Gift: A stick of chewing gum.
- Monday: Card: “Please ‘chip’ in on Friday and make a difference.”
Gift: Two chocolate chip cookies.
- Tuesday: Card: “Mark your calendar, Friday is the day to say ‘yes’ to United Way.”
Gift: A United Way pocket calendar.
- Wednesday: Card: “Help us to sweeten someone’s future by giving to the United Way on Friday.”
Gift: A piece of chocolate
- Thursday: Card: “The good fortune of others in our community is in your hands. Your chance to make a difference is coming Friday.”
Gift: Fortune Cookie
- Friday: (Pick up Pledge forms)
Card: “Thank you for saying ‘yes’ to helping others.”
Gift: A United Way lapel pin

Place each day’s card in a baggie with the gift. The coordinator only has to put the baggie into each person’s mailbox.

Campaign Themes

Themes are a good way to put a fun spin on your United Way campaign. Below are numerous ideas. Mix and match with your own creative ideas.

Sports



TAGS

Go For the Gold
Pitch in & Give...

To the United Way Campaign
The United Way Campaign...
Join the Winning Team
SCORE for United Way

The United Way Campaign Challenge
I'd Walk a Mile for United Way

Serving Your Community through the
United Way Campaign
Join the Team

Be a Champion for United Way
Full Court Press for Our Community
Score a Point-
Give to the United Way
Catch the Caring Spirit

Dunk for Charities

Make it Happen...Give to United Way

EVENTS

Torch Lighting Ceremony
Pep Rally Kick-Off
Corporate Night at a Sporting Event
(Employees Admitted Free)
Baseball-Basketball-Football Game
(Executives vs. Worker Bees)
Elevator Races
Shuffleboard Races in the Hallway
Tailgate Party before Football Game
Sports Trivia Questions (Prizes Awarded)

Health & Fitness Agency Fair
(CPR-Heart-Skin Cancer)
Hallway Golf
Bowl-A-Thon
Paper Airplane Toss
Pinewood Derby Races
Walk-Run-Roll Contest
Basket Hoop Shoot for Grand Prize
Radio-Controlled Car Races
Managers' Tricycle Races

INCENTIVES

Give Medals to Winning Team &
Contributors
Win a Trip to a Major Sporting Event
Autographed Football, Basketball
Duffle Bags
Golf Clubs (Custom-Made)
Weekend at Health Spa or Resort
Pizza Party (for Winning Department or Groups)

Sweatbands
Visors
Sunglasses
T-Shirts
Water Bottles
Gatorade®
Sporting Event Tickets



Wall Street Corporate America

TAGS

Take Stock in our Community
Caring is Our Business
Bond-ing for Our Community
Invest in Your Community
United Way ...A Sound Investment in Your Community

Insure Your Future with the
United Way
United Way ...
Something You Can Bank On!

EVENTS

Wall Street Party

Computer Screen Messages Contest -

(United Way Trivial Questions-
How many agencies receive
Funding from United Way?
First Person to call ext. # wins \$1)

Executive Dunk Tank

Casino Night

Fair Share Luncheon -

(Employees pledging 1% of
Annual salary are invited to
Lunch hosted by the CEO)

Building Stair Climb

(Participants either pay entry
fee or collect pledges-CEO
hosted cocktail party on top floor)

Create "Company Rap" Video featuring
Employees. Show along with United
Way Campaign film

Community Service Project

Baby Picture Contest

(Who looks most like Gordon
Gekko in "Wall Street.")

"Guess the Weight of the Heavyweights"

(Employees guess combined
weight of top executives & CEO.
Publish winner in company newsletter)
Hallway Golf (Child Size Clubs)

Silent Auction -

(Employees & Executives donate
personal items or services, car wash,
oil change, shoe shine, etc.)

Employee Cook-Off

"The Incredible Edible Cook-Off"
(Charge entry fees, judges fees, etc.
Combine recipes into cookbook.)

Carnation Sale

Carnations delivered with a person-
al message throughout the building.
Price \$1 with \$.75 gong to United
Way Campaign.

Wild Tie Contest

Departmental Campaign Contest
between the "Bulls & the Bears"

Blue Chip Giver's Club

(Minimum Contribution-Earn
bonds or coupons for luncheon.)

Corporate Games

"Beat the Rat Race"

(Lead employees through an agency
maze before attending group
meetings or company kick-off.
Agencies may provide blood
pressure screenings/other services.)

"Cafeteria Management Day"

(Top management wait tables.)

INCENTIVES

One Share of Company stock
Suspenders

Toy Money

Monopoly ® Games

CEO Parking Space

"Wall Street" Video Giveaway

Cocktail Party

Breakfast sponsored by CEO

Employees wearing their United Way

Campaign pin on designated days
receive free bag of popcorn

"Do it Yourself, Please" Tickets

"Casual Day for United Way"

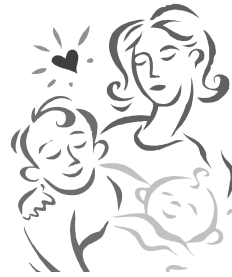
Symphony tickets

Extra Vacation Day

Golf Tournament



Caring



TAGS

The Stuff Dreams are Made Of
Put Your Heart Into It
Love is Working
United in Sharing
Our Community Needs Us
I Love Helping, Caring, Giving, Sharing

Teaming Up for Tomorrow
Celebrate the Caring Spirit
Give from Your Heart...
It Will Brighten a Life
We Will Find a Way!
Caring...It's a Great Idea!

EVENTS

Organize a Walk-A-Thon
(Each department creates a
“check-point.” Prizes awarded
for best decorated, most creative, etc.)
Announce the United Way Campaign
Messages over company PA system
Organize a CEO-hosted noon-time luncheon
& Auction (Auction employee services
such as baking cookies, washing cars
caddying, babysitting, thank you card
Writing, preparing income tax forms, etc.)
Employees turning in a pledge card,
Write down on a 3X5 card something
they can give away (not buy) and
Each employee drops it into a bowl.

Picnic Basket Auction

(Employees prepare gourmet picnic lunches at home, then bring them into the office to auction at fun noon-time event. Proceeds go to United Way).

Waffle Breakfast Fundraiser

(Top Management Serves.)

Create a special “Caring Column” in
your newsletter to publicize the
The United Way Campaign,
programs and services.

Employee Talent Show
Send employees on agency tours.
Take photos and publish in
newsletter.
Crossword Puzzle Contest
(Use information about various
agencies.)
Make a video featuring employees
who volunteer at different United
Way agencies.
Bake Sale

Rent a singing machine. Have
employees pay to have
CEO/supervisors/themselves sing.

Encourage employees to drop their
change into a United Way Campaign
box in the cafeteria or break room.

Children's Coloring Contest
 (Ask employee's children to draw pictures demonstrating a theme of "caring and sharing." Display pictures in building lobby or deliver to neighborhood senior center)

Have a spelling bee pitting secretaries against managers or administrators

Recycling Project

Gong Show. Charge an Entrance Fee; Sell popcorn

Have employees bake goodies (Sell them throughout the company in a United Way Campaign decorated coffee cart. Give out United Way Campaign brochures, stickers, Buttons with each sale)

Play BINGO with the word CARING

Craft Sale with proceeds going to the United Way

Play United Way Jeopardy

Baseball or Volleyball Tournaments between departments, schools, etc.

Baby Picture Contest

Haunted House with admission proceeds to benefit the United Way Campaign.

Play Musical Chairs. Winner gets a prize.

Build the biggest sub sandwich

Tricycle races with managers

Organize a hayride. CEO hosts a Steak-fry afterward

Balloon Launch

Invent a "Volunteer of the Month" Program.

INCENTIVES

Symphony Tickets

Community Service Project

Pick Office Music

Care Bears ® Pins

Give away Free Carnations

Holiday Turkeys

Lottery Tickets

Grocery Certificates

Wine

CEO Works in a Specific Department

Company Products

CEO's Parking Space

Days off Work

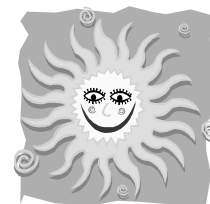
Use of the CEO's Beach House or Cabin

Singing Telegrams (performed by co-workers)

Balloons with United Way Campaign Messages Inside

Fortune Cookies

Farewell to Summer



TAGS

Caring is Cool

Beat the Heat-Caring is Neat

Turn up the Heat on Social Problems

Your Campaign is Made in the Shade

The United Way Campaign is Made in the Shade

Be a Lifesaver...

Give to the United Way

EVENTS

Company Picnic	Company sponsored Red Cross CPR Training or Pool Safety Tips
Beach Party	Luau
Ice Cream Social	Chill Out Party
Build the Worlds Largest Sundae	American Cancer Society Skin Cancer Prevention Seminars
Water Balloon Launch	Putt-Putt ® Golf Contest
Squirt Gun Fights	CEO Barbeque at his place
Executive Dunk Tank	Croquet Match on Company Lawn
Lemonade Stands	Chart Your Campaign Progress with the United Way Campaign Thermometer. (Make your own)
Sand Castle Building Contest	Organize a Contest for “Best Decorated Sun Visor or Tennis Shoes.” Auction them off.
“Great Executives Ice Melt” (Top executives sit on huge blocks of ice to melt them...ice blocks not executives.)	
Beach Decorations	
Bon Voyage Party	
Popsicle ® Giveaways	

INCENTIVES

Wine cooler Party	Sunscreen
Weekend at Beach or Mountains	Free Vacation Day
“Casual Day for the United Way Campaign”	Pick Office Music for a Week
Free Airline Tickets	Crazy Straws
Leis	Squeeze Bottles
T-Shirts	Covered Parking
Car Shades	Free Soda for a Day



Evergreen Club

Making a difference through leadership giving

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it’s the only thing that ever has.”

Margaret Mead

In today’s fast-paced world we don’t always have time to be as personally involved as we would wish. Yet, there is a way you can mentor thousands of local youth, make a real impact in changing lives and be involved in building a strong community. That way is United Way. When you become a member of United Way’s Evergreen Club, you combine your gift with those of your neighbors so we as a community support those things we care about most.

Your gift goes beyond funding individual causes or organizations. United Way looks at broad community issues and works toward long term prevention strategies, while remaining flexible to meet emerging needs. It is the community core where concerns and ideas mesh to create a unified vision that enriches our quality of life.

Leadership giving is a distinct and powerful statement. Visible involvement as a leader provides the motivation for others to follow. As your gift sets the pace for committed leadership, it is also building a foundation to help our community remain strong, healthy and vibrant for future generations.

United Way invites you to join a select group of civic minded individuals who demonstrate that through commitment and generosity we can make a real difference in the lives of those around us.

Membership Levels

Alexis de Tocqueville	\$10,000 and above
Giant Redwood	\$5,000 - \$9,999
Douglas Fir	\$2,500 - \$4,999
Ponderosa Pine	\$1,000 - \$2,499
Blue Spruce	\$500 - \$999

In addition to the knowledge that your generous gift is making a difference in the lives of people right here in the Walla Walla Valley, you will also receive:

- ❑ A beautiful Evergreen Club pin
- ❑ An invitation to a special ceremony during which an evergreen tree will be planted in your name
- ❑ With your permission, your name will appear in the club registry

COMMON QUESTIONS ABOUT UNITED WAY ANSWERED

1. Who determines how much each agency receives?

An Allocations Committee made up of local volunteers from a variety of backgrounds, annually review the needs and accomplishments of each agency. After hearing presentations from each agency, the Committee makes its funding recommendations to the local United Way Board of Directors that make the final distribution. If you are interested in serving on the Allocations Committee or United Way Board, please contact United Way.

2. Can I designate my contribution to a specific agency(s)?

United Way offers a “Donor Choice” program that allows the donor to designate their gift to both United Way member and non-partner agencies. Designated gifts to member agencies will be passed on as part of that agencies annual allocation. Gifts to non-partner agencies will be distributed to those agencies, which may be charged the same administrative charge as member agencies.

3. How do I know my gift got to the agency I designated?

If you would like to receive written acknowledgement of receipt of your gift from the recipient agency please check the appropriate line on your pledge form (under My Authorization). We will forward your information on to the agency(s).

4. Does United Way fund Planned Parenthood?

As of January 1994 Planned Parenthood is not a member agency of the United Way of Walla Walla County. Donors may designate their gifts to either Planned Parenthood or Birthright or other such agencies if they wish.

5. Does United Way fund the Boy Scouts?

Yes. The Boy Scouts are a partner agency of the United Way of Walla Walla County. As with all partner agencies, the amount of funding is determined each year by the Board of Directors based on the Allocations Committee’s review and recommendations.

6. What is a “Fair Share” gift?

A “Fair Share” gift is generally defined as “One Hours Pay Per Month”. The idea is if everyone dedicated just one hour’s pay a month, we could all share the load of supporting the vital services provided by local human service agencies. Many companies reward employees for being Fair Share givers, however, this is only a guideline. Employees should give what they feel is appropriate. All gifts, no matter the size are greatly needed and appreciated.

7. My spouse gives at work; why should I give?

If a household is fortunate enough to have two incomes, it is hoped they would consider making two contributions through payroll giving. Many people who need United Way services are unable to work, under 18 or over 65 and not in the work force. That's why all working people are asked to give. If your combined gift is \$500 or more, please let us know as we would like to honor you as Evergreen Leadership Givers.

United Way's Policy Against Coercion

United Way understands that fund-raising success depends on how much potential donors know and understand the organizations seeking support. Fund-raising should always be conducted in a voluntary manner; coercion creates animosity, hinders communication and understanding and eventually leads to decreased support.

For years, United Ways have been concerned about the use of undue pressure in fund-raising and are opposed to any type of coercion. Any semblance of pressure—whether real, implied or perceived—is contradictory to the operating standards of United Way. United Ways continually try to prevent the use of coercion in their campaigns by encouraging peer solicitation, rather than solicitation by managers. In addition, United Ways conduct training programs for fund-raisers that stress information and education, and discourage the practice of seeking 100 percent participation in a campaign, as that may inadvertently encourage coercion.

To underscore their conviction about this policy, United Way of America's Board of Governors adopted the following policy statement:

The Board of Governors of United Way of America believes that the most responsive contributors are those who have the opportunity to become informed and involved. A well-planned campaign with an effective communications program, conducted by committed volunteers, will ensure responsible contributors. While we have always been unalterably opposed to coercion, we do recognize a responsibility to state our beliefs formally, as freedom of choice is a basic tenet of our democratic society.

Giving is a personal matter and decision: no form of coercion is acceptable to United Way of America.

United Way Partner Agencies

AMERICAN RED CROSS

525-7380

175 South Park, Walla Walla

Services: Health and Safety Training, Blood Donations, Service to Military, Veterans, and their Families, and Major and Minor Disaster Services.

BLUE MOUNTAIN ACTION COUNCIL

529-4980

342 Catherine Street , Walla Walla

www.bmacww.org

Services: Provide financial and material assistance, information and referral-energy assistance; job training/placement; food distribution; weatherization; long-term care ombudsman; adult literacy; and pro bono lawyer referral (civil legal issues only); special-needs housing; transitional housing.

BLUE MOUNTAIN BOY SCOUT COUNCIL

525-7578

19 E. Poplar, Walla Walla

www.bmcbsa.org

Services: Character Development of Boys Age 7 - 18 to Include Citizenship, Self-Reliance, Patriotism, Fulfillment of Religious Beliefs and Habits of Mental & Physical Fitness.

BLUE MOUNTAIN HEART TO HEART

529-4744

2330 Eastgate North, Walla Walla

www.bluemountainheart.org

Services: Provides Support and Assistance to Persons with HIV, as well as their Families, Partners, and Friends. Also Community Education, Case Management and HIV Testing.

CAMP FIRE USA

525-3180

414 South Park, Walla Walla

www.campfireusa-wallawallacouncil.org

Services: Recreational Opportunities for Youth Age 0 - 21, Develop Self Confidence, Personal Responsibility and Realize their Full Potential.

CATHOLIC CHILDREN & FAMILY SERVICE

525-0572

408 W. Poplar, Walla Walla

Services: Individual, Marriage, Family, and Youth Counseling. Volunteer Chore Service.

CHILDREN'S HOME SOCIETY OF WASHINGTON

529-2130

1612 Penny Lane , Walla Walla

www.chs-wa.org

Services: Counseling for Children and their Families, Treatment Foster Care, Tot Spot Pre-School for Children At Risk and their Families, and Other Family Support Programs.

FRIENDS OF CHILDREN OF WALLA WALLA

527-4745

9 South Second Avenue, Walla Walla

www.wallawallafriends.org

Services: Provides opportunities for at-risk youth (age 6-17) to enjoy a meaningful friendship with a caring, responsible adult volunteer. Ongoing support and training are provided for all volunteers.

GIRL SCOUTS, Eastern WA

1-800-827-9478

1404 N. Ash, Spokane WA

Services: Leadership and Character-Building Programs Help Girls 5 - 17 Develop to their Fullest Potential as Responsible, Resourceful Women Through Individual and Group Experiences.

HELPLINE

529-3377

16 S. Colville St. Walla Walla

Services: Screening for Emergency Financial, Food, Shelter, Prescriptions, Transportation, Utilities and Clothing Assistance for Needy and Homeless. www.helplineww.org

LILLIE RICE CENTER

525-3532

1627 Evergreen, Walla Walla

www.lilliericecenter.org

Services: Socialization, Vocational Training and Employment for Disabled Youth and Adults, Early Intervention Services for Children Age 0 - 3.

RETIRED AND SENIOR VOLUNTEER PROGRAM - Senior Center

527-3278

720 Sprague, Walla Walla

Services: Recruits and Places Senior Volunteers Age 55 and Over in 90 Community Non-Profit Agencies.

THE SALVATION ARMY

529-9470

826 West Alder, Walla Walla

Services: Provides Food, Clothing, Shelter, Utility Assistance and Counseling to Families and Individuals in Need.

WALLA WALLA COMMUNITY HOSPICE

525-5561

1067 E. Isaacs Avenue , Walla Walla

www.wwhospice.org

Services: Hospice is expert, compassionate care provided to adults and children facing life threatening illnesses where cure is no longer a realistic goal. Patients may reside at home or in an assisted living setting. Other programs - In Touch, Grief Support Groups, One on One Grief counseling, and Camp Amanda.

Y. M. C. A.

525-8863

340 South Park, Walla Walla

www.wwymca.org

Services: Character Development of Youth of Our Community by Providing High-Quality Leadership and Programs to Enrich and Enhance the Lives of the Youth.

Y. W. C. A.

525-2570

213 South First, Walla Walla

www.ywcaww.org

Services: Residence for Women, Domestic Violence and Sexual Assault Response & Counseling, My Friends House (Child Care), After School Adventure Club (Latch-Key), Ice Chalet and Fitness & Enrichment Programs.

NOTES

