



First National Bank of Fort Smith 2010 Pacesetter of the Year

Pacesetter of the Year Award

Your company could lead the race to the finish line by increasing their annual fundraising campaign, volunteering their time and efforts in the community and increasing this year's employee participation over last year's.

Join us in our goal to impact the communities we serve by running a Pacesetter campaign in 2011 and your photo could be in this brochure next year!

To be considered for the award, your packet must be turned in to United Way by **September 2**. Pacesetter of the Year Award will be presented at the Campaign Kick-off Luncheon on **September 8**.

Pacesetter Award Criteria

Criteria is based on total points achieved in accomplishing the following goals:



- **25 points:** 5% or more increased in employee campaign participation
- **20 Points:** 8% or more increase in leadership participation.
- **15 Points:** Increase in corporate gift.
- **10 Points:** 5% or more increase in total campaign dollars raised.
- **10 Points:** 5% or more increase in employee per capita contribution (total employee contribution divided by number of employees).
- **10 Points:** 5% or more increase in average contribution amount (total employee contribution divided by total givers).
- **10 Points:** One or more employees volunteer for United Way or one of its community partners.

United Way of
Fort Smith Area



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United Way's 2011 Pacesetter Campaign



GIVE.

ADVOCATE.

VOLUNTEER.

LIVE UNITED



Sister Judith Marie Keith, RSM

Pacesetter 101

What is a Pacesetter?

A Pacesetter is a company that conducts its United Way campaign in August. A Pacesetter sets the pace for area businesses and organizations, giving momentum to the United Way campaign.

Teaming up to reach new heights- we are here to support you. We are dedicated to working with you one-on-one from the first contact to the final results. We recognize your hard work to make your campaign a success and we want to help you achieve more.

You can set the pace on making an impact in your community!

How do I become a Pacesetter?

The first step to becoming a Pacesetter is to contact United Way 782 1311 or Dee Long at delightlong@mynewroads.com or Mitzy Little at mitzylittle@mynewroads.com.

Why Run a Pacesetter Campaign?

This opportunity will allow you and your company to assume a leadership role within the community and United Way's annual campaign, raising new dollars to improve the quality of life for those in Crawford, Franklin, LeFlore, Logan, Sebastian and Sequoyah counties.

Benefits:

- Showcases your effort and your company or organization as a leader in the community through our website, e-newsletter and other media opportunities.
- Gives employees a chance to be proud of supporting health and human services in their communities.
- Connects your company or organization with other leading businesses to build strong and healthy communities.
- Receives special recognition at Campaign events including Kick-off and Wrap-up.
- Being a part of the team that makes a difference in the lives of more than 200,000 people's lives.

Pacesetter Goals

Pacesetters make a commitment to success by striving for the following goals:

- Conducting a campaign prior to **September 1**, and submitting campaign totals by **September 2**.
- Setting a goal to increase over last year's pledge and/or increase the number of donors.
- Assembling a campaign team to conduct the campaign and special fundraisers.
- Assisting a United Way representative in a presentation to your employees.
- Offering a year-round payroll deduction plan to employees.
- Conducting special fundraisers.
- Increasing leadership giving by conducting leadership presentations or luncheons.

Why are Pacesetters Important?

Pacesetters play a key role in the overall success of the United Way campaign. Historically, Pacesetters have accounted for nearly 50% of all campaign dollars raised. Pacesetters give the campaign momentum by generating excitement and publicity.

At the annual Campaign Kick-off, the official Pacesetter total is announced and a charge to help "finish the race" is given to the community.

