

CAMPAIGN CONNECTION

United Way



Tips, events and photos for company campaign coordinators

February 2007

THE IMPACT OF GIVING TO UNITED WAY PARTNERSHIPS MATTER— KRAFT/PLANTERS AND PARENTS AS TEACHERS

During the annual United Way Campaign, employees at Kraft/Planters purchased books displayed at a Book Fair.



The Campaign Team received points for every book purchased and were able to pick out additional books. Together with other books that were donated and money from fundraisers, more than 100 new books were presented to the Parents As Teachers program.

Before a lunchroom crowd, Keith Nix, Kraft/Planters Manager, Gail Hicks and Andrea Boyett gave books to Cindy Long, United Way Campaign Director.



Members of Kraft/Planters' Campaign Team and Mr. Peanut presented books to Parents As Teachers (PAT) representatives. From left are: Katy Price, PAT; Andrea Boyett, Kraft/Planters, Mr. Peanut; Jonella Graham, Kraft/Planters; Kathryn O'Brien, PAT; Angela Tilley, United Way Executive Director.

DAY OF CARING DATE CHANGES TO APRIL 19

Do you remember last year's Day of Caring? If not, let's just say, "It was Hot!" This year's Day of Caring will be held Thursday, April 19 in partnership with the City of Fort Smith's Good Neighbor Program and during National Volunteer Week.

"In addition to projects being submitted by United Way Partner Agencies, there will be projects to complete on North 36th Street between Grand and Kinkead," said Sarah Fowler, United Way Day of Caring Coordinator.

An exciting change this year is that, around the middle of March, you will be able to register your volunteers online at the United



Last year during Day of Caring, Pat Massey, SBC, and Karen Cardwell, First National Bank, collect items to put in Backpacks for Kids at Community Services Clearinghouse.

Way website, www.unitedwayfortsmith.org.

"The site will be updated as volunteers are signed up," noted Fowler. "This will make project selection more convenient for volunteers, specifically those in groups."

UNITED WAY WEBSITE

Do you need material for an article in your company newsletter? Go to the United Way website, www.unitedwayfortsmith.org.

Check out early childhood parenting tips, success stories and data on the impact of United Way dollars in the counties and communities we serve.

You can also read back issues of *Campaign Connection* for fundraising ideas.

I spy something green.

Everyday moments can be learning moments with your kids. For more tips, visit www.bornlearning.org



Remember to give your newly hired employees a United Way pledge card!

Campaign Connection



United Way of Fort Smith Area
320 South 18th Street
P. O. Box 2300
Fort Smith, AR 72902-2300
Tel. 479- 782-1311
Fax 479-782-3505
E-mail: unitedway@mynewroads.com
Website: unitedwayfortsmith.org

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**Let us hear
what works in your campaign.**

**Contact
cindy.long@unitedway.org
sarah.fowler@unitedway.org**

Prize Patrol makes victorious return at Rheem

By Kelli Price, 2007 Campaign Coordinator—Rheem Air Conditioning Division

After this past summer, no one can forget the sounds of honking horns and the images of two carts filled with women wearing purple shirts whisking through the aisles of the plant shouting, “You could be the next winner.” Who was this charismatic crew? The famous Purple Prize Patrol brought back by popular demand to raise money during the 2006 United Way Campaign. Each week during July and August, lucky winners of the 50/50 drawings were surprised with bright balloons and crisp cash. Several additional fundraisers, including Theme Basket raffles, Vacation Day drawings and Jeans/Capri Week were held during the summer months to raise needed funds for the 32 worthy charities in the area supported by the United Way.

Robyn Oxford, an Engineer in the Research and Development Department, coordinated the 2006 Campaign

for Rheem Air Conditioning Division. “Last year’s campaign was a blast! I know each committee member had fun. The best part is knowing that we helped raise funds for the United Way to help families in our community,” Oxford said. Other committee members included Lesli Baggett, Sherri Bateman, Ashlea Crane, Tami Graham, Wendy Howerton, Barbara Loftin, Nicole McGinister, Pat Myers, Kelli Price, Diane Sanders, Mary Taylor and Jackie Wright.

In addition to hosting fundraisers, committee members participated in the Annual United Way Day of Caring on August 10. An entire day was devoted to assisting Stepping Stone School, a non-profit agency that provides a therapeutic pre-school, adult development, vocational training center and residential services to the developmentally disabled in Crawford County.



Robyn Oxford, 2006 Campaign Coordinator—Rheem Air Conditioning Division, accepted the Chairman’s Award given at United Way Wrap-Up.

“The 2006 United Way Campaign for Rheem Air Conditioning Division was a success because of the dedication and generosity from the employees,” noted Robyn. “Through employee payroll deductions, individual contributions, special fundraisers and Rheem’s corporate donation, we raised over \$95,000 for the United Way.”