

CAMPAIGN CONNECTION

United Way



Tips, events and photos for company campaign coordinators

June 2007

THE IMPACT OF UNITED WAY PARTNERSHIPS: PACESETTER COMPANIES



It's time to identify Pacesetter companies, those that conduct their campaigns before September and make a commit-

ment to increase their donations by ten percent. Pacesetters, along with all campaign coordinators will be invited to a luncheon on July 19. The companies will also be recognized at the annual campaign kick-off. If your company would like to participate in the Pacesetter Campaign, please e-mail angela.tilley@unitedway.org by June 15.

There are many great reasons to run an early, ambitious campaign:

- As a Pacesetter, you **help jumpstart the annual campaign** - you set the pace for everyone else!
- You **stand out as a community leader**. Putting your best foot forward at the beginning of campaign allows you to shine!
- **Running your campaign in the summer has great advantages**, including energizing your employees half-way through the year, taking advantage of the warm weather and breathing new life into your traditional fall campaign.
- You will receive **unique recognition opportunities** throughout the campaign.
- **Your overall campaign will improve!** After all, you set an ambitious goal, and you know that you can count on support from United Way.
- Enjoy your success with others who are committed to improving our community's quality of life.

PROMOTE GIVING AT LEADERSHIP LEVELS

United Way's Leadership Giving opportunities recognize those members of our community who demonstrate an exceptional commitment to helping others. United Way proudly acknowledges the collective influence of these

community leaders who, in their own fields and within United Way, have made a crucial difference. United Way honors our leadership members in an annual publication and special events.

The following steps are important to ensure the best results for your effort.

1. Ask your CEO to assign a respected member of your organization's management team to spearhead the leadership campaign.
2. Recruit a leadership campaign committee and support team who will educate everyone about United Way.

Leadership Giving Opportunities

Pillars Club \$1,000—\$2,499
Cornerstone Club \$2,500—\$9,999
Alexis de Tocqueville Society \$10,000 and above
Young Leadership Group

Individuals or couples age 45 or younger who contribute a combined annual contribution of \$500 or more.

Women's Leadership Circle

Women who contribute an annual investment of \$1,000 or more to United Way or couples who contribute an annual investment of \$1,500 or more.

Diamond Donors

Individuals who have been giving for 25 years or more.

3. Decide whom to solicit as part of the leadership campaign and encourage them to give at the leadership level.

4. Host a leadership luncheon or breakfast.

5. Follow up until every pledge form is received.
6. Thank your contributors.

THANKS, CINDY

Cindy Long, Campaign Director of United Way of Fort Smith Area, announced her resignation the end of May. After four years, she leaves United Way to work for Fort Smith Public Library.

Under Cindy's tenure, she developed the Loaned Executive program and initiated *Campaign Connection* to help keep Campaign Coordinators informed throughout the year. We deeply thank Cindy for her dedication to United Way and those we serve.

Campaign Connection



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

**Contact
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NEW CASUAL DAY BUTTONS



Want to get your employees excited about United Way? Sell *Casual Day for United Way* buttons. Those wearing a button on a set day will be eligible to dress casually. This is a good year-round fundraiser.

Buttons are available (at no cost) from the United Way office. Contact Angie at 479-782-1311 or e-mail at angie.ruth@unitedway.org

THEMES, SPECIAL EVENTS AND INCENTIVES

Themes

60's, 70's or 80's
Be a Lifesaver
Circus
Disco
How-down
Holiday
Indy 500
Island Luau
Mardi Gras
Medieval Times
Monopoly
New York! New York!
A Night at the Casino
Picnic
Seasons
Southwestern
Sports
When in Rome ...

Special Events

Agency Fair
Baby Picture Guess

Balloon/Candy Grams
Basket Auction
Book Sale
Bowl-Off
Build Your Own Sundae
Chili Cook-off
Costume Contest
Craft Fair
Cubicle Decorating
Draw the Management
Dunk Tank
E-mail Bingo
Executive Car Wash
Executive Shoe Shine
Basketball Tournament
Karaoke
Latte Stand
Miniature Golf
Movie Showing

Pizza Party
Popcorn Sale
Poster Drawing Contest
Pumpkin Carving Contest
Silent Auction
Tricycle Race
Trivia Pursuit
Tug-Of-War

Incentives

Cash Prizes
Casual Day Stickers
Celebration Lunch
Gift Certificates
Drawing for Days Off
Free Massages
Movie Tickets
Mugs or Pens
Software

LOANED EXECUTIVES NEEDED

United Way will be selecting Loaned Executives for the 2007 Campaign to assist with the area campaign that impacts our six-county area. If you are interested in becoming a Loaned Executive or would like more information, contact Angela at 479-782-1311, Ext. 203.