

CAMPAIGN CONNECTION

United Way



Tips, events and photos for company campaign coordinators

October 2006

THE IMPACT OF GIVING TO UNITED WAY PARTNERSHIPS MATTER—WOMEN'S LEADERSHIP CIRCLE AND DOLLY PARTON'S IMAGINATION LIBRARY



United Way's Women's Leadership Circle is partnering with Dolly Parton's Imagination Library to help ensure children succeed.

Through community needs assessment, United Way learned that many children were entering kindergarten unprepared in literacy.

This partnership will send an age-appropriate book each month to children from newborn to age 5.

According to the Imagination Library brochure ... "It sounds almost too simple to be true, but by reading regularly with your children during their preschool years, you are giving them the biggest boost toward a successful education they will ever get."

To ensure a child is enrolled and receives a book each month, mail your check to United Way, P.O. Box 2300, Fort Smith, AR 72902. Cost is \$27 a year per child.

GOLDEN VENTURES DONATES COMPUTER SALE'S PROCEEDS



As Golden Ventures upgraded computer's in their corporate office, they decided the best way to dispose of the old equipment was to allow their associates to purchase them.

Golden Ventures held an auction in their dining facility. Sale of the computers and accessories netted \$20,000. At the October United Way board meeting, Blair Jackson, Golden Ventures, presented the check to United Way.

RUNNING YOUR CAMPAIGN

The fastest and most efficient way to ask for donations is through group meetings. Consider using a regularly scheduled staff or sales meeting. It will take less time out of the normal work day.

THE 20-MINUTE EMPLOYEE PRESENTATION PACKAGE

1. Opening Remarks - Campaign Coordinator: 1 minute
2. CEO Endorsement - CEO: 1 minute
3. Speaker - Loaned Executive or United Way staff: 5 minutes
4. United Way Overview - United Way Representative: 5 minutes
5. Speaker - United Way partner agency: 5 minutes

6. Ask for the Gift - Campaign Coordinator: 2 minutes
7. Closing comments, thank you and collect pledge card: 1 minute

TOTAL TIME: 20 MINUTES

Companies that allow their employees to hear how United Way is making an impact in our six-county area see an increase in contributions.

Speakers will share how donations impact our area by providing more money for case management, bringing 211 to Arkansas, promoting kindergarten readiness and partnering with Dolly Parton's Imagination Library.

Call United Way today and schedule a presentation by either our trained Loaned Executives, representatives from our 32 partner agencies or United Way staff.

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**

United Way website



Have you been to united-wayfortsmith.org lately? If not, please check us out.

You'll find campaign ideas, posters, sample letters, pledge cards, agency tour request and speaker request forms and United Way logos.

The site is updated regularly so keep looking for new events and additional information.



GOING THE EXTRA MILE

Rob Thomas was a good sport as he participated in BanCorp South's United Way campaign. Rob came dressed Capri Casual to raise money.

BUILD ENTHUSIASM THROUGH SPECIAL EVENTS

Consider using special events to help motivate employees and build enthusiasm for the campaign.

Boss cooks for you
Have a special breakfast where the top managers cook for all donors.

On a clear day
Company executives and committee members wash every car window in the parking lot and attach a balloon with a flier explaining that they want everyone to have a "clear" picture of what United Way does for the six counties we serve..

Just desserts
The campaign committee furnishes the main dish but sells the desserts for \$1.50

or more with the proceeds going to United Way.

Bake sale with cook book

Hershey Hugs sale

Movie day—charge admission and serve popcorn

Halloween parade

Ugly hat day or ugly sport coat

Hot chocolate and whipped cream party on a cold day

Bounty hunter for employee pledges for each division

CONTEST/GAME IDEAS

Oldest company t-shirt contest

Name that face contest

Whose legs are these?