

CAMPAIGN CONNECTION



Tips, events and photos for company campaign coordinators

September 2006

THE IMPACT OF GIVING TO UNITED WAY PARTNERSHIPS MATTER—KFSM AND DAY OF CARING



Familiar faces were seen working at Abilities Unlimited as KFSM employees pulled weeds and put new rock in the front flower beds.

Among the more than 600 volunteers who gave of their time and energy on August 10 Day of Caring were employees of KFSM—Channel 5.

But, they supported the event long before it happened. The television channel produced and aired public service announcements (PSA) about Day of Caring. The PSA's featured footage from last year's Day of Caring and KFSM news, weather and sports personalities. Then, after Day of Caring, a PSA was aired to thank everyone who participated in the event.

Day of Caring provided more than \$34,000 worth of labor for 90 projects throughout Crawford, Franklin, Logan, Sebastian and Sequoyah counties.

"The most important resource our community has is people - people who volunteer, work, invest and care about making a long-term change in community conditions," said Angela Tilley, Executive Director, United Way. "It takes an entire community to create positive change."

UNITED WAY DAY



partnership matters.

United Way Day Stickers

The stickers measure 5" x 2 1/2" and are available for wearing on September 14 to raise awareness and excitement about United Way. Call the United Way office, 782-1311 to order.

UNITED WAY DAY

Have you scheduled an activity for "United Way Day"? It could be as simple as wearing the "United Way Day" sticker, kicking off your campaign or planning a special event. The goal is to raise awareness and excitement in the communities we serve by kicking off the annual campaign with "United Way Day".

The day will start with a **Kick-Off Breakfast** at 7:00 a.m., Thursday, September 14 in the dining center

of Golden Ventures (formerly Beverly Enterprises). You are encouraged to bring your campaign committee to the breakfast where you will meet the Pacesetter companies who run "early-bird" workplace campaigns and the campaign leadership team.

You can pick up your "United Way Day" stickers and other campaign materials at the breakfast.

Let us know how many will be attending the breakfast by e-mailing or calling.



Loaned Executives—Have you met your Loaned Executive yet? They are out delivering packets of United Way materials and telling the United Way story.

Campaign Connection



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Website: unitedwayfortsmith.org

Non-Profit
U.S. Postage
PAID
Fort Smith, AR
Permit No. 122

**Let us hear
what works in your campaign.**
**Contact
cindy.long@unitedway.org**

United Way website



Have you been to unitedwayfortsmith.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.

PROVEN CAMPAIGN FUN-RAISING IDEAS FROM THE PACESETTER CAMPAIGN

Weekly 50/50 Drawing. An area manufacturing company raised over \$1000 for United Way. For more information contact Robyn Oxford at roxford@Rheemac.com

Golf Tournament how to organize and hold a successful golf tournament for more information contact Chris Raible craible@arvest.com



Great Goat Giveaway- \$1.00 donation to United Way entitles you to one nomination of the person of your choice. And then there is always insurance to sell. For more information contact Jack Johnson at jaajohnson@arvest.com

Cookout Downtown- \$5.00 for a grilled lunch with the proceeds going to United Way for more information contact Charles Logan at charleslogan@fnbfs.com

Trivia Contest- Invite ten teams to sign-up for a trivia contest with five rounds of brain teasing questions. The winning team receives a t-shirt designed especially for the contest. For more information call Pattie West, Golden Ventures, at 201-1126.

Company E-bay. Items and baskets are donated and put on the company intranet. Bids are placed and the highest bidder wins. For more information contact Connie Knittig at cknittig@baldor.com



Other special events

Ice Cream Sales
Theme basket raffles
Garage sales
Sweet cart
Nacho sales
New and used book sale
Softball tournament
Cookie buffet