

CAMPAIGN CONNECTION



Tips, events and photos for company campaign coordinators

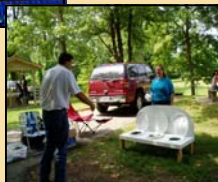
July 2007

THE IMPACT OF UNITED WAY PARTNERSHIPS: ARVEST BANK

Arvest Bank continues to be a wonderful United Way partner with new and different ways to have fun while raising funds for United Way.

In May Arvest employees enjoyed a "Saturday at the Park". It was held in Fort Smith Park and each department decided on their activity.

Booths included: balloon burst, blowing bubbles, digging for letters, duck pond, face and hair painting, Fear Factor, obstacle course, photo taking, playing guitars, potty toss and getting temporary tattoos.



Community Services Clearinghouse sold food at the event and Randy Ford provided the music.

PACESETTER KICKOFF SCHEDULED JULY 19

Pacesetter companies' CEOs and campaign teams will come together July 19 for a Kick-off luncheon. The event will be held at the Fort Smith Convention Center Rotunda at 11:30 am and will last for approximately an hour.

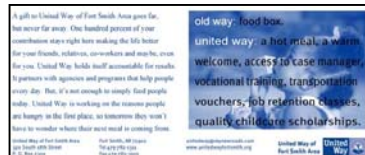
Immediately after the luncheon, agency tours will be offered. Transportation will be provided to:

- Community Services Clearinghouse
- Next Step Day Room
- Abilities Unlimited
- Lincoln Childcare Center

Pacesetters set themselves apart by being first, setting a high standard, and challenging the community to do their part.

Pacesetter companies will be able to pick up their campaign materials. A new pledge card design is being tested in six locations. This triplicate, 8 1/2

x 11 card will allow United Way to better know the people who donate.

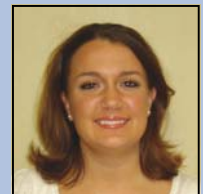


Also new this year is the option of designating which county donors would like for their money to impact. Other pledge cards are streamlined, tri-fold design with a larger area to write in your information.

If your company would like to schedule agency tours, please call 782-1311.

WELCOME BRITTANY

The United Way of Fort Smith Area, Inc., announces the hiring of Brittany Litchford as campaign director. She was previously employed at the Ozark Health Foundation in Clinton where she assisted with projects for the area, rural-access hospital. A 2007 Magna Cum Laude graduate of University of Central Arkansas, Litchford was an Honors College Scholar and a member of Lamda Pi Eta, Communication Honor Society.



As the campaign director, Litchford will be responsible for planning, organizing and directing the annual fund-raising effort in conjunction with the volunteer campaign chairman for United Way in Crawford and Sebastian counties.

SAVE THE DATE

Thursday, October 11

Power of the Purse

Holiday Inn City Center

11:30 am

\$25 each ticket

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

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

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

Contact

**brittany.litchford@unitedway.org
sarah.fowler@unitedway.org**

STUFF THE BUS VOLUNTEERS NEEDED JULY 27 & 28

The third annual Stuff the Bus school supply drive will be held on Friday, July 27 and Saturday, July 28 at participating Wal-Mart locations throughout United Way's six-county area. Volunteers are needed at Fort Smith locations to collect supplies to ensure that area children start the school year off on the right foot, to assist them with their studies and help build self-esteem.

Volunteer shifts are for approximately two hours at four locations:

- 2425 South Zero
- 2600 Midland Blvd.
- 8301 Rogers Avenue
- 4900 Rogers Avenue

To volunteer, call Sarah Fowler at 782-1311 or e-mail, sarah.fowler@unitedway.org.

SPECIAL EVENTS

Ron Calhoun & Associates Garage Sale



Associates at Ron Calhoun Real Estate held a May garage sale in their parking lot. More than \$2,000 was raised.

"I remember a lady who came and was so thankful because she was able to get a lot of things for her daughter who had just completed drug rehab and gotten her children back," said Marsha Hayes, Executive Assistant at Ron

Calhoun & Associates. "We donated some of the furniture to help with her daughter's apartment."

Pie in the Face at Rheem Air Conditioning Division

Rheem employees were given a chance to throw a pie in the face at several of the assembly line supervisors and managers.

This event was held during the lunch hour.



"This gets everyone involved in United Way and creates excitement," said Robyn Oxford,

Product Engineer. "It's a great morale booster."

Arvest golf tournament

Arvest held a golf tournament May 25 at Fianna Hills Country Club for United Way, raising more than \$2,200.



With 14 team (56 golfers), the winners, with a 17-under par score, were from Arvest Bank of Paris with team members Trey Gage, Dewayne Shock, Steve Roland and Scott Waller. Runners-up at 16-under were the Belle Point Beverage Bombers of Bill Murphy, Chris Murphy, Joe Holden and Ethan Adamson.