



United Way of Southbridge,
Sturbridge & Charlton

2011 Campaign Coordinator Tool Kit

Join Our Team!

**Together, Making A Difference
in our backyard!**

United Way
of Southbridge, Sturbridge & Charlton
155 Main Street
Southbridge, MA 01550

(508) 765-5491

UnitedWaySSC@verizon.net
www.UnitedWaySSC.org

Thank you for volunteering as the campaign chairperson for your employer. Your effort to raise funds to support the United Way of Southbridge, Sturbridge & Charlton member agencies is truly appreciated.

I hope this guide will make your commitment to a successful campaign a bit easier. If you have any questions, please contact my office. I am here to make your volunteer efforts as stress free as possible.

Again, thank you.

Kind regards,
Bonnie B. Losavio, Executive Director
unitedwaysc@verizon.net
(508) 765-5491

www.UnitedWaySSC.org

Check out our web site!

- Agency links
- How you can help
- News & events
- Photo gallery
- MA 2-1-1
- Contact info

Interested in upcoming events?
'Like' United Way of Southbridge, Sturbridge & Charlton
on facebook

Who benefits when you run a United Way Campaign?

Your Community

United Way of Southbridge, Sturbridge & Charlton funds 19 programs that directly impact those who live and work in the Tri-Community. We work with and fund programs that tackle critical issues like homelessness, illiteracy and domestic violence. Programs funded by United Way support healthy living and educational services. United Way would not exist without the generous colleagues in local corporations who contribute to workplace campaigns each year.

Thanks to the success of these workplace campaigns, thousands of disenfranchised individuals and families – the most vulnerable among us – receive critical support and are able to achieve higher levels of success in education, income, and health. Countless individuals receive quality support and preventative services.

The simple act of giving to the United Way campaign makes a huge difference to the entire community!

Your Company

You join a group of committed businesses in Southbridge, Sturbridge and Charlton that are dedicated to doing their part to advance the common good. By supporting United Way, you are in “good company” as you help improve the lives of many in your backyard.

Your business will be recognized as a community leader.

Your Employees

Running a United Way employee campaign within your company creates terrific opportunities for morale and team building. Employees are given the chance to support the community through their workplace campaign. They help make philanthropy - and real change - a part of their corporate culture.

Want more information? Want to get your campaign started? Simply contact Bonnie Losavio at unitedwayssc@verizon.net or at (508) 765-5491.

Let's get started!

Steps to a Successful Campaign

Know the United Way Story

Non-Profit Organization 501 (c) (3)

Strong volunteer base

Established in 1937

Long-standing commitment to Southbridge, Sturbridge and Charlton

Serves as a link between people who live and work in the Tri-Community and local health and human service agencies

United Way supports established programs that directly impact residents of Southbridge, Sturbridge & Charlton.

Let's Get Started!

Share the workload! You are not alone!

- Establish a team concept
- Ask influential staff to serve as team captains
- Involve team captains in planning, setting campaign dates, establishing goals, selecting incentives, "the ask", recording and sharing results.

An added benefit of holding a United Way campaign
Team building efforts are likely to strengthen camaraderie in the work place.

Establish Your Company's Goal - Be Creative

Will you set the goal at a monetary figure?

Will you set the goal as the percent of employees participating in the drive?

- For example: In 2009, 80% of employees pledged to your United Way campaign
Why not establish your goal at 85% participation?
- Make employees aware of the goal.
- When you reach your goal, celebrate with a parking lot cookout for employees or an office pizza party!

Plan Your Company's Kick-Off

- Ask your CEO to attend and to publicly endorse your company's Kick Off.
- Showcase an inspirational guest speaker from a United Way agency.
- The meeting should be fun! Keep the tone lively, brief and informative.

Make your pledge before you ask others.

Education is the key

Educate your co-workers about how their donated dollars improve lives in Southbridge, Sturbridge and Charlton.

Consider...

- United Way agency speakers
- Volunteer projects and/or agency tours
- Emailing success stories
- Recorded voice mail announcements

Motivate Employees

Friendly competition between departments.
Incentives (Think Outside the Box!)

CEO's parking space for 1 week
Gift certificates to local establishment

Movie tickets
Vacation day

Call on Every Prospect in Person
Remember, shortcuts are pledge cuts.
It's easy to say no on the phone or through email.
Make a face-to-face contact.
Most people will give if they are asked on a one-to-one basis.

Keys to Success

- Post campaign dates in high traffic areas
- Personally distribute pledge cards (*include employee's name on pledge card*)
- Encourage payroll deduction
- Remember...Contributions are tax deductible
- Mark your campaign thermometer as results are collected

Be Enthusiastic

☺ Smile ☺

Be factual and positive.

Talk to your prospect in private whenever possible.

Make clear your own personal commitment as part of your introduction.

The Results Are In

- Personally contact all employees to ensure all pledge cards are collected.
- Record data on United Way envelopes
- When your campaign is complete, United Way will pick up all contributions, pledge cards, and materials.

Congratulations!

- Post Results
- Recognize Departments with Highest Percentage of Participation
- Recognize Highest Level of Giving Per Employee
- Attend United Way Luncheons
- United Way will Deliver a Completed Pledge Report (with Pledge Cards) and Employee Thank You Notes

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