

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™

**2009-2010
Employee
Campaign
Coordinator's
Guide**

**Your Guide to Running a
Successful And Rewarding
Employee Campaign**



of Lee, Hendry and Glades



of Lee, Hendry and Glades

To Learn More About
United Way of Lee, Hendry and Glades

Visit our website:
www.unitedwaylee.org

OR

Call us at:
239.433.2000

OR

Contact one of our staff members:
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Welcome

Dear Employee Campaign Coordinator:

You have joined a talented, dedicated group of volunteers who are determined to make our community a better place in which to live, work and raise our families.



of Lee, Hendry and Glades

I appreciate the time you are taking to help make a difference on our team. Your role in our United Way campaign is crucial. Without your help, we simply could not achieve our goals.

Throughout the campaign you will have the support of United Way staff, Loaned Executives, Agency Representatives and volunteers. They are all available to provide you with the resources to make your campaign successful. We hope that you will find helpful ideas and tools in this booklet to make your job easier. You'll find this guide along with other information posted on our website at www.unitedwaylee.org. If you have any questions please feel free to contact any of our staff.

United Way is working to improve the quality of life for all people in our community by coordinating the local human service network and providing resources to United Way supported programs. Our goal is to create long-lasting change.

We invite you to be a part of the change.

Last year our United Way raised over \$8 million and will distribute funds to 72 Partners and over 160 programs and initiatives. These United Way supported programs positively changed the lives of over 320,000 families, children, seniors and individuals right here in our community.

Together, United, we can inspire hope and create opportunities for a better tomorrow. It takes everyone working together to improve lives and strengthen our community. That's what it means to **LIVE UNITED**.

I look forward to working with you this year!

Sincerely,

A handwritten signature in cursive script that reads "Jeannine Joy".

Jeannine Joy
Vice President

Resource Development and Marketing

What does an Employee Campaign Coordinator do?



of Lee, Hendry and Glades

The Employee Campaign Coordinator is responsible for conducting the annual United Way Campaign within their company. With the assistance of United Way Staff or Volunteer, the Campaign Coordinator plans and implements the employee campaign.



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**United
Way**



of Lee, Hendry and Glades

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United Way of Lee, Hendry, and Glades



United Way's Response to the Economic Crisis

Over the past months our community has faced severe economic challenges. As our United Way works to advance the common good for all in our community, we have been both responding to the current crisis and maintaining our commitment to those things we know are essential building blocks to a strong society.

As with all of our work, effective collaborations and our relationships with our United Way Partners have made all of this possible. Below is a summary of United Way's current strategies, collaborations and partnerships in response to the economic crisis:

Hunger Relief Fund

Partners: The News-Press and The Southwest Florida Community Foundation.

Purpose: To raise funds to supply food throughout the summer for families in need through: Summer feeding program, Expanded access to food for local pantries, and Expanded senior congregate meal program

Outcomes: \$405,000 for hunger relief in our community

School District Summer Feeding Program and Outreach

Partners: Hunger Relief Fund, Lee County School District, Community Cooperative Ministries Inc., Harry Chapin Food Bank, The Salvation Army, all United Way Houses, Goodwill, and United Way 211

Purpose: To ensure that families receive the help they need to get through the summer months from food to other resources through information and referral.

Outcomes: All school children received United Way 211 information before the end of school. Parents are making contact with United Way 211 through the phone and onsite visits by Information and Referral Specialist at the feeding sites. 4,090 families were served for a total of 20,098 individuals being helped.

Hunger Task Force

Partners: 19 non-profit organizations throughout our community.

Purpose: To stop hunger in our community.

Outcomes: Administering a grant from the Southwest Florida Community Foundation in the amount of \$86,000 to address hunger.

Emergency Food and Shelter Program

Partners: FEMA

Purpose: To provide food, shelter, utility, rent, and mortgage assistance to the people in need in our community.

Outcomes: \$840,000 has been distributed to 22 Partners in Lee, Hendry, and Glades Counties to help people in need in our community.

Foreclosure Task Force

Partners: Consumer Credit Counseling, HEROCARE, Lee County Bar Association, and United Way 211.

Purpose: To help struggling people in our community keep their homes.

Outcomes: Over 300 people have been helped by the task force.

VITA

Partners: Consumer Credit Counseling, 5 United Way Houses, and United Way 211.

Purpose: To provide free tax preparation to ensure that hardworking families in our community take advantage of all applicable Earned Income and Child Tax Credits, leading to larger refunds and nearly immediate extra cash.

Outcomes: 165 tax returns were prepared and filed bringing in over \$261,000 for families in our community.

Team Rescue

Partners: Lehigh Community Services, Lehigh United Way House, United Way 211, and 18 other United Way Partners.

Purpose: To collaborate to bring additional resources to Lehigh residents.

Outcomes: Regular meetings of providers have increased in attendance and more resources are being leveraged for Lehigh residents.

Siemer Initiative

Partners: Siemer Family, and other Partners to be Determined

Purpose: To build strong families through crisis prevention.

Outcomes: \$50,000 each year for 3 years to be used to help families in our community.

10 Steps to Success

1) Educate Yourself

- Please read the brochure you will receive in your materials package and familiarize yourself with the United Way partners, initiatives and supported programs.
- Take an agency tour. Nothing compares to the experience of visiting an agency in action and seeing the valuable services being provided. Your United Way contact can set this up.



of Lee, Hendry and Glades

2) Secure Involvement & Support From Your Chief Executive or Manager

- The visible support of your CEO or Manager is vital to the campaign's success.
- Meet with your CEO or Manager to obtain his/her personal commitment to support the campaign and arrange for a letter of endorsement to be sent from your CEO to all employees.
- Discuss the possibility of a Leadership Giving presentation to top management.
- Obtain authorization for time to hold employee meetings, participation in tours, and attendance at United Way campaign events.
- Try to involve the CEO in all presentations if possible.

3) Establish an Employee Campaign Committee

- Recruit motivated volunteers from all levels of your organization who are considered leaders in their groups and who follow through on projects.
- Coordinate your campaign efforts with your personnel and payroll departments.
- Include a communications representative to assist with campaign promotion and publicity.

4) Plan Your Campaign Strategy

- Evaluate prior United Way campaign strengths and weaknesses.
- Meet with last year's campaign coordinators and your United Way contact. Identify areas of greatest potential.
- Set a dollar goal or a participation goal.
- Establish a campaign timetable.
- Schedule partner tours for you and your committee. Tours can be set up for 1 to 3 hours in duration. Your United Way Contact can set these up.

5) *Inform Your Co-Workers About the United Way*

- Make presentation(s) to employees, using a United Way speaker and/or campaign video.
- A presentation can be completed in 10—30 minutes depending on your time frame.

6) *Promote and Publicize Your Campaign*

- Use logos, agency stories and other information available from United Way for company newsletters, bulletin boards, payroll stuffers and other communication vehicles.
- Display campaign posters where all employees can see.

7) *Be Creative & Fun!*

- Develop your own departmental contests using prizes and incentives. United Way staff can help out with ideas.
- Go over the “Fun”draining Sheet in your guide.

8) *Attend United Way Campaign Events*

- Attend the United Way Kick-Off event on October 28, 2009.
- Attend, or send a representative, to all other campaign events hosted by the United Way.

9) *Follow Through*

- For those employees who were unable to attend the group solicitation meeting, address them personally.
- 100% ask, 0% pressure.
- Complete the Employee Campaign Report envelope.
- Return completed report envelope and include all yellow copies of the pledge forms, and cash/check contributions to the United Way office.

10) *Say THANK YOU!*

- Publicize your final campaign results within your organization using in-house publications, bulletin boards, e-mails, voicemail messages, etc.
- Send a letter of thanks to all contributing employees, signed by your CEO/Manager and yourself.
- Host a special Thank You reception for your committee and solicitors, and present them appreciation certificates or small gifts.

What We Do

United Way of Lee, Hendry and Glades is much more than a fundraiser and fund distributor. The critical needs in our community require that we provide more than quick fixes. This new era demands that United Way engage our community partners in building a shared vision for change. In turn it allows for new partners, new collaborations and new resources while it brings our community together to focus on issues and build solutions that continue to improve lives.



of Lee, Hendry and Glades

How We Work

No single group can address the complex problems that matter most. That is why United Way has over 72 partners in the community that are leading the way to address the issues that matter most in our community by improving lives and delivering meaningful results. Last year, United Way supported partners, programs and initiatives helped improve the lives of more than 320,000 people in our community.

Our Impact Areas

Your gift to United Way makes a direct impact on the lives of people right here in our community. United Way targets and addresses the underlying causes of problems in four key Impact Areas:

Strengthening Families

Information about parenting skills, domestic abuse shelter, domestic violence services, rape crisis help, safe pregnancies, substance abuse counseling and rehabilitation. literacy, medical care.

Helping Children and Youth Succeed

Literacy, youth development, adult role models, support for at-risk children and youth, community service activities, drug education, back to school supplies, child abuse prevention and support, healthy adoptions, after school programs.

Providing Critical Needs

Information about essential services, emergency food, and basic supplies, literacy, medical care, emergency shelter, housing assistance, self sufficiency counseling, disaster services.

Supporting Vulnerable and Aging Populations

Support for grieving families, support for persons with developmental disabilities, vocational training and job support, enhancement to the quality of life for elderly persons, access to assistive technology, support for mental illness, assistance for Alzheimer's caregivers.

What is Leadership Giving?



of Lee, Hendry and Glades

Leadership Giving is a program designed by United Way to encourage and recognize donors who contribute \$1,000 or more annually to the campaign. For \$20 or more a week, a donor is listed in the annual Leadership Register and invited to a special recognition event. Couples may combine their gifts for recognition at one of the following levels:

KEEL CLUB

<i>Captains</i>	<i>\$1,000 to \$2,499</i>
<i>Commodores</i>	<i>\$2,500 to \$4,999</i>
<i>Admirals</i>	<i>\$5,000 to \$9,999</i>

ALEXIS de TOCQUEVILLE SOCIETY

\$10,000 or more

How to conduct a Leadership Giving Campaign:

Ask your CEO to serve as the Leadership Giving Chair. He or she should participate as a Leadership Giver.

Ask the CEO to host a breakfast or other meeting to kick-off your Leadership Giving Campaign prior to your Employee Campaign

Send personal invitations for the event from your CEO/Manager to the potential Leadership Givers. Create an agenda that includes the following:

- a) CEO/Manager explains Leadership Giving (\$1,000 and above) and its benefits.
- b) CEO/Manager gives a personal endorsement of the program.
- c) United Way explains benefits to the community.
- d) Agency Representative explains their impact on the community.
- e) CEO/Manager asks employees to consider giving at a Leadership level.
- f) Combined gifts from spouses for Leadership Giving is explained.
- g) Any incentives for giving at the Leadership level is explained.

Follow-up with those employees who were unable to attend the meeting. Report all Leadership results with appropriate documentation to United Way. In order to properly recognize Leadership Givers, United Way must have a copy of the Leadership Card or the Giving Recognition Form.

Five Great Reasons to Support Your United Way



- ✓ One contribution to the United Way campaign means you are helping support more than **160 programs in 72 local partners and initiatives** that assist our friends, neighbors, family and co-workers.
- ✓ **United Way dollars remain local**, helping people in our community.
- ✓ Last year, United Way agencies provided services to more than **320,000 people** throughout our community. That's about **1 in every 3 people!**
- ✓ Extensive volunteer involvement allows the United Way to keep **fundraising costs extremely low.**
- ✓ Community volunteers evaluate agency performance and thoroughly study agency budgets to make sure **United Way dollars are spent efficiently and with impact.**

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Reality Check



of Lee, Hendry and Glades

This is a great exercise to do with your employees so they understand the importance of United Way. You can print this on a card or piece of paper front and back or just go through the exercise verbally with your group.

Side One

Reality Check

Check the box for the person who should receive help. Choose only one.

- A woman and her children in need of shelter to escape abuse.*
- A family who lost everything in a fire last night.*
- An elementary student who only has nutritious meals at school and goes home to an empty refrigerator every night and weekend.*
- A veteran who is homeless and dealing with adjusting in society.*
- An adult who has been left with severe disabilities by a car accident.*

Side Two

If you found it difficult to choose who should get help, The United Way is right for you. When you give to the United Way you're helping thousands of individuals with different needs throughout the community. United Way supports 72 local health and human service partners and initiatives, with over 160 programs in Lee, Hendry, and Glades Counties. Your one gift helps so many, so you don't have to choose who should receive help.

FAQ



1. What is United Way?

United Way of Lee, Hendry, and Glades is much more than a fundraiser and fund distributor. The critical needs in our community require that we provide more than quick fixes. This new era demands that United Way engage our community partners in building a shared vision for change. In turn it allows for new partners, new collaborations and new resources while it brings our community together to focus on issues and build solutions that continue to improve lives.

No single group can address the complex problems that matter most. That is why United Way partners with 72 agencies in the community that are leading the way to address the issues that matter most in our community by improving lives and delivering meaningful results. Last year, United Way supported agencies, programs and initiatives helped improve the lives of more than 320,000 people in our community.

2. How do I contribute?

The easiest way to contribute is through payroll deduction. Instead of giving one lump sum you simply donate a set amount each pay period. By the end of a year you have truly donated a lot but with very little impact on your regular budget. United Way also accepts checks, credit cards, and gifts of appreciated stock as forms of donations.

3. Will I ever use United Way services?

United Way funded services help everyone. It is a popular misconception that only the homeless and truly "at risk" seek help from United Way partner agencies. Working people have problems and needs too – hurricane relief, marital problems, child care needs, alcohol and drug abuse problems, troubled teens and aging parents - and United Way services are available to all. Also, many popular recreational agencies such as the YMCA and Scouting programs receive United Way funding. Your friends, your neighbors, and your family may need and use United Way partner agencies or programs - one in three people in our community use these services every year.

4. How much of my donation goes to services versus administrative costs?

Ninety cents of every dollar collected goes directly back into the community. United Way is one of the most effective and efficient resources for making a philanthropic investment. With administrative and fundraising costs at 10 percent, we are well below the national standard for nonprofit organizations, which is around 25 percent.

90% Supports people in need and programs that make a difference in your community.

7% Fundraising. Helps us educate people about community needs and raise money for your community.

3% Administrative. Helps us provide staff, expertise and leadership for your community.

5. Will I feel pressured to give?

United Way of Lee, Hendry, and Glades staff and Board of Directors has taken a formal position that does not condone any form of coercion. Whether the decision is about giving at all or how much to give, it should remain a personal decision. We believe that if people are aware of the good work that United Way and our network of partners do in our community, they will be more than willing to voluntarily give their support. Our policy is 100% ask, 0% pressure.



6. How does United Way of Lee, Hendry, and Glades hold itself accountable?

The most valuable asset we have is the trust and confidence people have in our ability to meet community needs. We maintain the highest standards. We are a completely transparent organization and believe that it is the responsibility of our organization to be accountable to the community for every dollar raised and spent. Our United Way is audited each year by an independent accounting firm who ensures that we are in compliance with generally accepted accounting procedures and the law. One of the benefits of contributing to the United Way is that you know where your money goes.

7. I know United Way is a local agency, but don't some of the dollars go to the national agency, United Way of America?

Our United Way and all United Ways are completely autonomous; locally governed, organized and operated. We are a member of United Way of America, which is a national organization that functions much like a trade association and provides support to help local United Ways. Each United Way is a member of United Way of America and pays dues equal to less than 1 percent of the amount raised during the annual campaign. Our United Way pays the dues from our small investment income account. This account exists from donors who pay us up front at the beginning of the campaign. In return, we receive national NFL advertising, research, access to national organizations with coordinated fundraising, and training credits for volunteers and staff worth many times more than this minimal investment.

8. Who decides how my contribution is spent and how carefully are agency expenditures monitored?

Volunteers like you decide how much is allocated to each agency. Community Leaders from all segments of our community work together to review each agency's budget and programs every year through the Allocations process. These volunteers assure contributors that every dollar is spent wisely. An important element of United Way agency admissions is sound fiscal management with efficient and effective services. This is ensured on a continuing basis by volunteer review of financial reports, annual audits, and agency site visits. If you would like to be involved with the Allocations process please contact the United Way office.

9. I prefer to support one or two agencies directly. Why should I contribute to the United Way of Lee, Hendry and Glades?

Many people in our community contribute both to the United Way and to particular agencies. They contribute to the United Way to ensure there is a safety net of health and human services to assist people. Some donors chose to designate up to half of their gift to a specific agency by indicating so on their pledge card. Donor designation is provided as a service to our donors for their convenience; however it is not something we encourage. **Our purpose is to support and strengthen the entire network of human services.** United Way's greatest strength is the ability to allow donors to address a broad range of human services needs in their own community with one single gift.

10. What is United Way 211?

United Way 211 is a program that provides free information and referral to health and human service agencies within Lee, Hendry, and Glades. United Way 211 is available 24 hours a day, 365 days a year by dialing 211 from a land line phone or by calling 239-433-3900 in Lee and 863-675-8383 in Hendry and Glades from a cell phone. During times of natural disasters United Way 211 becomes the official storm hotline for Lee, Hendry and Glades counties. United Way 211 exists to help people navigate their way through the maze of health and human service agencies by providing the most adequate, up-to-date resources for the client's situation. You can also volunteer through United Way 211.

For more information please visit our web site at www.unitedwaylee.org

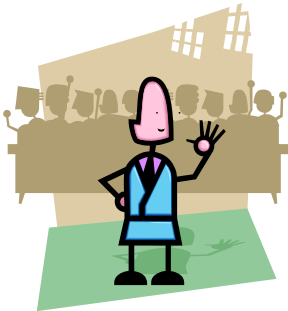
Speakers, Videos and Tours

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Way**



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Incorporating Agency Speakers, Videos, and Tours in your Campaign will help show how United Way contributions help people in our community. Ask your United Way contact for more information or call United Way at 239-433-2000. Please do not contact the agencies directly.



Speakers

Your Agency Representative is your main speaker. Research shows that real stories about real people touch the hearts of individuals and move them to invest in the community. As a Coordinator you are in a position to bring United Way into the workplace through Agency Speakers.



Videos

Use Videos in your Campaign to provide education, motivation or training. The Campaign Video for the 2008-2009 Campaign highlights how three people in our community are “living united”. The Video brings home to your co-workers the importance of supporting their community through giving to United Way.



Tours

Many United Way Partners offer Tours of their facilities. This is a valuable Campaign tool because it shows first-hand what can be achieved from individual donations. Schedules should be set at least two to three weeks in advance, if possible. Most Partners can accommodate up to 15 people per tour and tours usually last about 30 minutes. Your United Way contact will assist you with setting up Partner Tours.

The Employee Campaign Meeting A Simple Guide

**United
Way**



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- 1.) The Campaign Coordinator schedules an employee meeting. Depending upon employee group size or shifts, more than one meeting may be necessary.
- 2.) The United Way will then request a speaker for the presentation. The date, time, and location of the employee meeting will be given to the speaker. Companies may request certain partners if they desire.
- 3.) Simply follow the sample agenda below. The agenda can be changed to allow for any time restraints you may have.

<i>Length in Minutes</i>	<i>Program Description & Information</i>	<i>Speaker/Presenter</i>
3 minutes	Welcome/United Way Endorsement	CEO or Management
4 minutes	United Way overview	United Way Representative
5 minutes	United Way local video	
5 minutes	How United Way Partners Help Local People	United Way Partner Representative
3 minutes	Questions & Answers	United Way Partner Representative and/or United Way Representative
3 minutes	United Way testimonials (optional)	Employee who has been on a UW tour, is familiar with a UW partner, or has been involved with an Allocations Committee.
3 minutes	Explain pledge form and any giving incentives offered	Employee Campaign Coordinator or UW Representative
3 minutes	Ask for the gift, emphasizing the ease of payroll deduction	Employee Campaign Coordinator or UW Representative
1 minute	Collect completed pledge forms	Employee Campaign Coordinator or UW Representative

“Fun”draising



of Lee, Hendry and Glades

Campaign Themes

Using a theme for your campaign is a great way to tie your activities together and create a feeling of excitement for supporting United Way. A clever theme helps boost participation. In fact, involving employees in the selection of your theme is a good way to build support right from the start.

LIVE UNITED

Have employees share “How I Live United” stories by e-mail, print, or in person. Recognize “Loyal Contributors”, people who have been giving to United Way for 10 years or more. Have a “white out” day where everyone wears their LIVE UNITED t-shirt.

Giving Rocks!

Music is a great way to get everyone moving to the United Way beat. Hold a karaoke kickoff party. Have participants and volunteers dress up as their favorite musicians. Sell employees’ old CDs. Hold a musical talent show. Organize a sock hop. Raffle off CDs. Have an air band contest. Hold Name That Tune competitions. Do trivia about music.

Go for the Gold

Conduct your own Olympic Games in your office. Employees compete in friendly competitions such as a water balloon toss or wastebasket free throw contest. All employees who invest in United Way could receive a gold medal or departments with the most participation receive the gold medal grand prize (vacation time, tickets to a sporting event, etc.)

Survivor

Divide the office into two teams and have them battle it out to see who can raise more funds. Play games like office immunity challenges and eat gummy worms. Learn what it’s like to live without necessities, as some who use United Way agencies do. Quiz employees on what it’s really like to survive in our region when you’re in need. (Example: You have \$100 for bills. Do you buy groceries or pay the heating bill?)

Be a Champion for our Community

Hold a “Breakfast of Champions” kickoff meeting and hand out miniature boxes of Wheaties to all employees. Scan a photo of the CEO’s face onto sports champion’s bodies. Throughout the week hold the United Way Olympics. Present medals to investors with extra vacation days, casual days or other incentives.

Building a Better Tomorrow

Use Lego’s to build a house or structure in a central office space. Each employee that contributes gets a Lego to add to the project. Decorate the office with building materials and serve treats out of construction hats.

Star Search/American Idol

Model your campaign after the popular TV show. Search for your own stars within your company by holding a karaoke contest, talent show or best United Way supporter contest.

Community Hero

Promote the United Way campaign by using the concept of being a hero in your community by investing in United Way. Be Captain Community or serve hero sandwiches at the thank-you event.

Victory Circle

NASCAR/racing theme. Have employees race to the finish line by raising more money than last year’s campaign. Have management race scooters over the lunch hour in the parking lot. Give employees pit passes and auction off NASCAR merchandise.

Take a Walk on the Wild Side

Create a true office jungle with streamers and inflatable animals. Throughout the week, pass out animal crackers and bananas for jungle breaks. Divide your office into animal teams and create some friendly competition with scavenger hunts and animal calling contests.

Fun Campaign Ideas

Using various incentive ideas and activities can make a difference between an average and record campaign year. Below are some successful and fun campaign activities that have worked in other company campaigns.

Tricycle Races

Staff or members of management race tricycles outdoors or throughout the building.

NASCAR Racing

Start your engines! Have managers dress up as NASCAR drivers and enter the kickoff meeting on scooters. Give employees pit passes and auction NASCAR merchandise.

Putt-Putt Tournament

Set up a miniature golf course throughout the office. Have various departments design each hole, using United Way information and materials.

Armchair Quarterback

Select managers to compete in a football toss from their office chairs. Hold a rally with each contest participant wearing her/his favorite football team's gear. Employees can sponsor their manager by giving dollars per pay period for every yard they are able to throw the ball. Be sure to reward the winning manager with a trophy for being the MGP (most giving player).

Game Show

Have a host and use United Way trivia questions. Have participants use bicycle horns when the answer is known.

Oh Baby!

Post baby pictures of managers and have employees identify the babies. The employee with the most correct matches wins a prize.

Hot Wing Eating Contest

Choose employees or managers to compete in a hot wing-eating contest. Place big plates of piping hot, spicy wings in the center of the table and whoever consumes the most wings in five minutes wins a gift certificate to a local restaurant or tickets to a water park to cool off. Be sure to hand out free antacids to all participants!

Pumpkin Carving Contest

How about a Halloween theme for your campaign this year? Have a pumpkin-carving contest. Charge a nominal fee to enter and vote. Award prizes in categories including best traditional pumpkin, most creative, best effort by group or individual and best entry involving multiple pumpkins.

Chili Cook-Off

Employees cook their favorite chili recipe to be judged by co-workers. Create a cookbook containing all of the secret chili recipes and give a copy to each investor. Make sure to feed the entire staff after judging is completed.

Latte Stand

For more distinguished coffee drinkers, offer a latte stand during a morning rally. Remind them how much a cup of gourmet coffee costs. Give examples of what giving up one cup of coffee, one can of soda or one candy bar a day can do for a person in need. Ask if they can donate that same amount (or more) each week to United Way.

Progressive Breakfast

Have each department bring a breakfast food item. Employees rotate throughout the office to sample each department's contribution to the progressive breakfast. This is a great chance to mix other departments and boost communications.

Potluck

Have everyone in the office bring their favorite dish to share. Divide the office into teams and each team can be responsible for a food category.

Build Your Own Sundae

Create a sundae bar with an assortment of ice creams and a wide variety of toppings. This can also serve as a thank you event.

Staggered Lunch

Perfect for businesses that take lunch hour at specific times. Organize three time slots when three different groups come in for lunch and listen to a United Way speaker. Make it fun and enthusiastic with prizes awarded and a free gift for all.

"Fun"draining

Executive Auction

Executive staff donate an hour of their time, each executive is auctioned off to the highest bidder and then the executive must take over the winning bidder's job for an appointed hour.

Pet Idol

Employees pay \$5 to enter a picture of their pet into the Pet Idol contest. Pictures are posted and staff pays \$.50 or \$1 to cast a vote for their favorite pet idol. The winning pet receives a basket of treats. You can also do this with babies or any other kind of idol you want.

Beach Day (Theme Day)

Decorate a conference room with beach items—or any items appropriate for the theme of the day. Develop a suggested dress code—no office attire allowed. Participants pay a fee to participate (optional) and the food for the themed lunch is donated then employees buy lunch. If time allows add a bingo game at the end—\$1 a card and small prizes for the winners.

Tabletop Sales

Have a craft sale or a table top "junk" sale. Rent table spaces to individuals for \$5 each where they will display craft items or table top yard sale items for sale. Suggest that they donate a percentage (10% to 25%) of their sales to the campaign.

Book, Video, Tape and CD Sale

Employees donate used books, videos, tapes and CDs to be sold and proceeds go to United Way.

Treasure Hunt

Sell daily clues to a mystery location where a treasure is hidden. The first employee to guess the location wins the treasure. Get a "nice" prize donated for the treasure hunters.

Penny Jar Competition

Different sections of the work place will have a large jar for change. For every penny that is in the jar, the team gets a point. For every coin that is not a penny, that jar loses the corresponding amount of points. For example, if another team puts a quarter in a jar, that jar loses twenty-five points. Anyone can put coins in anyone's jar. The section with the most points after a week gets a prize.

At Your Service Auction

This can be coupled with a pot-luck or some other event. Have employees donate services such as carwashes, lawn mowing, cooking, bringing coffee, desk cleaning, burning a special cd to be auctioned off to the highest bidder.

Movie Time

Set up a Movie Time in a conference room—you may have to show the movie in two installments on two consecutive days. Sell popcorn, sodas and other movie type food as well as charging a small admission fee for the movie.

Candy Gram Sale

Assemble bags containing an assortment of candy and chocolate bars. Put a message such as Thank You or Have a Nice Day on each bag. For somewhere around \$4.00 a bag employees can have a bag delivered to the intended recipient by the fund-raising organizers. This is a great way to show your appreciation of best wishes to one or more of your co-workers.

Fill'er Up

Find a gas station that will allow a group of people from your office to pump gas for tips for a few hours one day. If possible have a local radio station broadcast the event as it is happening to drive business your way.

“Fun”draising

Baked Potato Bar

Set up a baked potato bar during lunch one day. Charge \$1 for the potato and an additional amount for each topping put on the potato.

Grown Up Spelling Bee

Find volunteer who would like to participate in the spelling bee. Some may be so anxious to show off their spelling skills that they would be willing to pay an entry fee into the Spelling Bee—we all know those types!! Side wagers can be made on who will win with the person winning the wager donating half of the proceeds of the winning bet to the fundraiser.

Plant Sale

You may be able to find a local nursery that will sell flowers to your group at a wholesale rate and you, in turn can sell them for a mark up. Other options include having gardeners from work bringing in transplants from their gardens for the sale.

Pancake Breakfast

A pancake breakfast is a tried and true way to raise money. Ingredients are inexpensive and who doesn't like pancakes?! Charge enough to cover your expenses and then some. Skip the meat. Keep it simple, pancakes and syrup.

Reserved Seats

Everyone enjoys having a “primo” seat at a sporting event. Try to get donations of good seats at sporting events and raffle those seats off to employees, volunteers or any other interested parties. You can even get those great seats at high school and college games—some sports fans are just NUTS!!!

Holiday Breakfasts

Breakfast with Santa, the Easter Bunny, even Uncle Sam. You can expand this to breakfast with favorite fictional characters including Pirates, Fairies and the list goes on and on. Serve a simple breakfast, offer pictures with the character for an additional fee or include that in the price of the tickets. Send flyers out through child care centers and elementary schools.

Snack Bar or Pantry

This can be a great year ‘round fundraiser. If you don't have a snack machine in your office, set up a display with employee's favorite snacks—purchased at a warehouse club or on sale and offer these to employees on the honor system. Set a price high enough to make a profit and cover those who may “forget “ to deposit their money. If necessary leave a stack of post it notes for those needing to leave an IOU.



Sample E-mail Messages

The following are a few suggested e-mail messages you might send to your co-workers:



of Lee, Hendry and Glades

Announce the Campaign

To: All Staff
Subject: United Way of Lee County Campaign

How would you like to make a difference for over 320,000 people in our community? On (date) we will be kicking off the (company name) 2009 United Way Campaign. By giving to United Way, you can make a difference, right here at home.

Last year our community raised over 8 million dollars to help 72 Partners address some of our community's most pressing problems. This year we are going to follow that with even more success. This is a great opportunity to get involved and change a life by building the strongest community possible.

I will be contacting you soon with more details. Thanks in advance for your participation.

Announce the Campaign Kick-Off

To: All Staff
Subject: (Company name) 2009 United Way Kick Off

You are invited to a (event name) as we kick-off our 2009-2010 United Way Campaign!

DATE: TIME: LOCATION:

Hear how United Way is local, accountable and efficient with our donations. We'll get to hear stories of how our donations make a difference in our own community. (Name of United Way volunteer) will be joining us to share some success stories and explain more about how United Way works.

Don't miss this opportunity to hear how our contributions make it possible for United Way to help more people in more ways. Together we can work to make a stronger community and to meet the needs of people right here where we live.

Sample CEO Letter



of Lee, Hendry and Glades

Typed on Company Letterhead

DATE

Dear Management Team,

This week we will launch our 2009 United Way Campaign. (Name of Company) has for many years participated in the United Way Annual Campaign. Over those years, we have been a leader in supporting this crucial community partnership. Last year, working together, we raised over \$_____ for the United Way and our community. CONGRATULATIONS!

Our company has been a strong supporter of the United Way because it is the one organization that touches everyone in the communities we serve. Each of us has either personally benefited or known of someone who has benefited from one of the agencies supported by the United Way. Last year the 72 United Way Agencies helped over 320,000 throughout our community. That's about one in every three people! ***And all of the money stays local, helping local people who really need the help right here in our community.***

Personally, (Add something about your involvement or participation with United Way if applicable – e.g. Allocation member, board member, etc.).

As a valued member of our management team, please review the enclosed Leadership information and choose a gift that is right for you. I invite you to explore the possibility of joining me and other members of our organization in the United Way **Keel Club** (\$1,000 or more annually). You can also join with your spouse for a gift of \$1,000 or more to attain **Keel Club** status. No matter the amount of your gift, we want you to know that your contribution will make a great impact in our community.

If you should elect to participate, please send your pledge card to _____ in my office so we may include your generous pledge in our total campaign contributions. If you should decide not to participate at this level, I hope you will at least consider participating at a level that makes you feel comfortable.

If you have any questions about United Way, you can call me personally. Thank you for your continued support of the United Way and I look forward to this being a record setting campaign for our company! **THANK YOU!**

Sincerely,

CEO

United Way Partners, Initiatives, and Supported Programs
August 2009



Abuse Counseling and Treatment (ACT) *ACT's mission is to protect, support and educate victims of domestic violence and their children, and sexual assault survivors in Lee, Hendry and Glades counties.*

African Caribbean American Center (AFCAAM) *Help people help themselves through communication of values and educational programs offering hope, challenging the culture, and promoting self-reliance and human dignity in Fort Myers.*

Agape Home *Long term residential rehabilitation program for women with or without children. Providing a safe resting place and recovery education for addicts many of whom are homeless.*

Alvin A. Dubin Alzheimer's Resource Center *Provides information, education, and support for persons with memory impairment and their caregivers in Lee County.*

American Red Cross, Lee County Chapter *A volunteer led organization that provides relief to disaster victims and helps people prevent, prepare for and respond to emergencies.*

Amigos Center *We provide the immigrant community of Southwest Florida with the tools necessary to successfully assimilate into the United States.*

Big Brothers Big Sisters of Southwest Florida *Our mission is to help children reach their full potential through professionally supported, one-to-one relationships that produce measurable and significant impacts.*

Bonita Springs Assistance Office *Provide emergency financial assistance to community residents to lessen the impact of financial and personal crisis. To help others recognize their ability to help themselves.*

Boy Scouts of America, Southwest Florida Council *Seeks to teach traditional values in youth education: character building, citizenship training, self-reliance, outdoor adventure, patriotism and respect for others.*

Boys and Girls Clubs of Lee County *To inspire and enable all young people, especially those that need us most, to realize their full potential as productive, responsible and caring citizens.*

Brightest Horizons Child Development Center *To provide educational child care for children of low income working families and to provide for the social, emotional and developmental needs of those families.*

Partners

Café of Life Operated in total by volunteers, we provide a hot noon meal five days per week to the poor and needy of Bonita Springs. We distribute collected groceries and clothing, some social services, and partner with the Salvation Army, Bonita Assistance, Family H

Catholic Charities, Lee County Seeks to promote self-determination for optimal social functioning through educational and social service programs aimed at reducing poverty, supporting families and empowering communities.

Center for Independent Living of Southwest Florida Helping persons with all disabilities achieve independence and self determination in their lives, their homes, their places of work, and their communities regardless of age.

Child Care of Southwest Florida Provides quality child care preparing children for school success; implements training for child care professionals, and manages the USDA Child Care Food Program.

Children's Advocacy Center of Southwest Florida To assess and treat kids believed to have been abused or "at-risk" and provide a safe place for them to come and be heard.

Children's Home Society of Florida - Southwest Division Committed to the core beliefs that every child deserves a safe loving home and that every family deserves our support. CHS services are guided by its mission, "Embracing Children, Inspiring Lives."

Community Cooperative Ministries (CCMI) Dedicated to providing nutritious meals, groceries, transportation, affordable preschool education and referral services to the homeless, seniors, working poor, children and the frail.

Community Coordinated Care for Children (4C) 4C's mission is "to empower the community to provide for its future through developing, coordinating, and strengthening programs that care for children."

Consumer Credit Counseling Service of Central Florida & the Florida Gulf Coast Help financially-distressed people move from crisis to control by providing compassionate service and innovative and practical solutions.

Dr. Piper Center for Social Services To enhance the social and economic well being of seniors and make a positive impact in the lives of children, frail elderly and our communities.

Epilepsy Services of Southwest Florida Provides medical, psychological, educational, and vocational referral services to individuals with seizure disorders who do not have insurance.

Family Health Centers of Southwest Florida Primary mission is to provide quality primary and preventive medical, dental and health related educational services to all people.

F.I.S.H. of Sanibel The mission of F.I.S.H. is to lend a helping hand to those in need who live, work, or visit Sanibel and Captiva.

Partners

Florida Lions Camp *Provides inclusive camp experiences for campers of varying abilities, including developmental and physical disabilities, behavior problems, and complicating medical conditions.*

Girl Scouts of Gulfcoast Florida *Girl Scouts builds girls of courage, confidence and character, who make the world a better place.*

Good Wheels *To coordinate and provide cost effective, compassionate, and reliable transportation to the disadvantaged, disabled, and those working to gain economic self-sufficiency, and the general public.*

Goodwill Industries of Southwest Florida *Builds lives, families, and communities one job at a time by helping people with disabilities and other barriers to employment discover and develop their full potential through work and Career Development Services.*

Harry Chapin Food Bank of Southwest Florida *Solicits and distributes food to needy people through a network of agencies and educates the public about the causes of and solutions to hunger.*

Healthy Start Coalition of Southwest Florida *Prevents infant deaths and premature/low birth weight babies. Services are provided to at-risk pregnant women, mothers, and babies (0-3 yrs).*

Hendry County Health Department: Healthy Families Program *A voluntary home visiting program that promotes positive parent-child interaction, child health and development; thereby preventing child abuse and neglect and other poor childhood outcomes.*

Hendry-Glades Behavioral Health Center *We are the state's designated community behavioral health provider for Hendry and Glades counties. Our center provides psychiatric care, counseling, and related community support services.*

Hope Connections *Provides home health aides; personal care; meals; chore services; in-home respite care; gerontological counseling; and transportation to residents of Glades and Hendry Counties.*

HOPE Scholar Program at Edison State College *Provides first-generation, at risk students starting with the ninth graders the financial resources for college tuition and books, and extensive mentoring, tutoring, leadership training and encouragement to persist through graduation from Edison State Col*

IMPACT for Developmental Education *Mission is to provide Early Intervention Services to children 0-5 with developmental delays to assist them and their families reach maximum potential.*

Interfaith Caregivers of South Lee *Emergency source for food, financial assistance, transportation, food stamp and Medicaid registration, literacy and education, anti-drug and physical abuse counseling programs.*

Partners

Island Coast AIDS Network (ICAN) *To provide quality services to those infected and affected by HIV/AIDS and to prevent the spread of HIV infection in Southwest Florida.*

Joanne's House at Hope Hospice in Bonita Springs Bereavement Program *Our program provides grief and loss counseling to hospice patients, family members, and others in the community.*

LARC *Promotes and provides services for citizens with developmental disabilities that assure them the opportunity to live and work in their community.*

Lee County Legal Aid Society *We provide high quality direct legal representation in family law matters for individuals with children when the individual's income is below federal poverty guidelines.*

Lee County YMCA *Strengthens families by developing character through membership and programs including: fitness, childcare, aquatics, dance, teen programs, and youth/adult sports.*

Lee Mental Health Center *Provides mental health advocacy and quality services for our community.*

Lehigh Community Services *To help needy families in Lehigh with food, emergency financial assistance for utilities/rent/mortgage and self sufficiency.*

Literacy Council of Bonita Springs *Through trained volunteers, the Council helps local residents, including moms and tots, to improve their English skills so they can actively participate in our community.*

Literacy Volunteers of Lee County *Using trained volunteers, LVLC provides free literacy tutoring for adults with poor reading and writing skills, or for whom English is a second language.*

Lutheran Services Florida *A private non-profit human services agency who serves to bring God's healing, hope, and help to people in need.*

NAMI of Lee County *Strives to improve the quality of life for those impacted by mental illness. We do so through education, support, advocacy and information.*

PACE Center for Girls of Lee County *The mission is to provide girls between the ages of 12 and 18 an opportunity for a better future through education, counseling, training and advocacy.*

Partners for Breast Cancer Care *Our mission is to save lives and reduce suffering from breast cancer through improved access to healthcare.*

Public Schools Enrichment Partnership *In partnership with Florida Gulf Coast University closes academic achievement gaps and empowers under-represented, multicultural students in grades 4-16 to succeed through academic success, leadership experience and community service.*

Partners

Quality Life Center of Southwest Florida *To strengthen family and community and instill personal pride, through programs and institutions which cultivate self development, teach self-esteem, and promote cultural appreciation.*

Safe & Drug-Free Schools, School District of Lee County *Provides prevention activities to keep schools safe and keep students free from the use of alcohol, tobacco and other drugs.*

Senior Friendship Centers of Lee County *Empowering individuals, families and communities through aging services, activities and volunteerism; Adult Day Services, Case Management, Meals, Home Care and Senior and Community Volunteers Programs.*

Southwest Florida Addiction Services (SWFAS) *Provides effective, affordable and comprehensive care to individuals and families impacted by addiction and other related factors.*

Southwest Florida Marine Institute *Provides exceptional services to at risk youth in Lee County in need of behavior modification, substance/mental health services, education and life skills training.*

Special Equestrians *Mission is to provide a structured therapeutic horseback riding program to individuals with mental and physical challenges in our community.*

The Salvation Army Clewiston Service Unit *Provides temporary emergency relief to members of East Hendry & East Glades County communities without discrimination to help lessen the impact of financial and personal crisis.*

The Salvation Army of Lee County *Provides food, shelter, health services, counseling, and other physical, social, emotional, psychological and spiritual aid to persons in need.*

Visiting Nurses Association of Southwest Florida *The mission is to provide high quality home and community based health care services to residents of southwest Florida regardless of ability to pay as resources allow.*

Visually Impaired Persons of Southwest Florida (VIP) *Provide classes/instruction in independent living, eccentric viewing, low vision, orientation and mobility, assistive technology, Braille, counseling and case management for the visually impaired community.*

Voices for Kids of Southwest Florida *Supports the Guardian ad Litem program, assuring each child has a court-appointed GAL and that financial/other resources are available for health, education and social needs.*

YMCA of the Palms *Provides activities for children, families and seniors. These include aquatics, summer camp, youth sports and fitness. Scholarships are provided to those in need.*

2009/2010 Presentation Request Form



of Lee, Hendry and Glades

When scheduling a United Way presentation, it is necessary to fill out all of the information on this form. Please fax the completed form at least 5 working days prior to the presentation. The partner preference section is optional. If no partner speaker is needed, this form is still necessary and please write under partner preference “no partner.”

** Please fill out one form per presentation. Thank You.

Company: _____

Coordinator: _____ Phone: _____ Fax: _____

UW Contact: _____ Phone: _____ Fax: _____

Date Needed: _____ Time: _____

Amount of Time Allowed for Presentation: _____

Who will be the United Way Representative: _____ # of Employees _____

Showing the Local UW Video: yes _____ no _____ English _____ Spanish _____

Partner Preferences: _____

Directions for speaker: (Please be as specific as possible—especially if this is a before or after hours presentation...ex: back door with blue awning on east side...ring door bell and tell them you need to go to the training room, etc.):

Special Notes: _____

Please fax back to United Way at 239-433-5692.

2009/2010
Tour Request Form



of Lee, Hendry and Glades

When a company would like to go on tour, it is necessary for you to fill out all of the information on this sheet. You should fax this form in at least 5 working days prior to the tour.

**** Please fill out one form per tour. Thank You.**

Company: _____

Coordinator: _____ **Phone:** _____ **Fax:** _____

UW Contact: _____ **Phone:** _____ **Fax:** _____

Date Needed: _____ **Time:** _____

Total Time Available: _____ **# of People:** _____

Starting Location: ___ **Tour will start at the company****
___ **The tour will start at the first partner**

Leading the Tour: ___ **I will lead the tour**
___ **I need a UW Rep to lead the tour****

Partner Preferences: _____

****Directions to Company and where to meet group:** _____

Special Notes: _____

Please fax back to United Way at (239) 433-5692.

Wrapping Up Your Campaign



of Lee, Hendry and Glades

Did you remember to include:

- ✓ Copies of all Yellow Cards if your company uses the local United Way pledge card.
- ✓ Giving Recognition Lists (you can attach computer generated lists to the form, make sure to include name, address, and dollar amount). If you have used the local United Way pledge card then just attach all yellow copies with gifts of \$250 or more to the giving recognition list.

Did you remember to fill out:

- ✓ Name and contact information
- ✓ Company Name
- ✓ Number of employees
- ✓ Number of givers

Once your United Way envelope is complete please call your United Way Contact to pick up the envelope. Having all of the information properly filled out on the envelope allows us to correctly recognize your company through newsletters and awards. The giving recognition list or copies of the yellow forms if using the local pledge card, allows us to follow IRS procedures on gifts. Thank you for all of your hard work to help make our community a better place for all of us!

WIN A 2-YEAR LEASE
ON A
2010 CAR



Courtesy of :

Scanlon Auto Group

Donate \$5.00 a week

*to the United Way of Lee, Hendry & Glades and
you could win a two-year lease on a
2010 Car (model to be determined)*

*Donors who give \$5 or more weekly for a year, or \$250 or more annually will automatically be entered into a drawing to win. Vehicle to be given away at the United Way Celebration (March or April of 2010, date TBA) for more information or details call (239) 433-2000.

A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll free, within the state to 1-800-HELPFLA. Registration does not imply endorsement approval or recommendation by the state. Registration #CH 31.

LIVE UNITED™



NEED HELP? DIAL 211

Free, 24-Hour, Non-Emergency Helpline

UNITED WAY 211 is a confidential Helpline for access to health and social services within Lee, Hendry and Glades Counties. United Way 211 helps people connect to community resources that meet the client's situation.

Types of information and referrals include:

- Housing
- Legal Services
- Food
- Child Care
- Employment
- Medical
- AND MORE

To access dial 211, or 239-433-3900 in Lee County, and 863-675-8383 in Hendry and Glades Counties

WANT TO HELP?

The United Way Volunteer Center connects individuals and companies to volunteer opportunities throughout our community. Just dial 211!

www.unitedwaylee.org

