

United Way of Union County

United Way



2011 CAMPAIGN CHAMPIONS GUIDE

HOW TO INSPIRE YOUR WORKPLACE TO “LIVE UNITED”



The Union County Board of DD and Nestle PTC both earned Campaign Chair Awards (United Way’s highest honor) for their fundraising efforts in their workplaces last year. The Board of DD cleared the \$10,000 plateau and Nestle cleared \$50,000. Pictured from left to right: Joel Steinmetz, Mike Heifner, and Barb Nicol of the Union County Board of DD and Ken Yunker and Rose Speicher of Nestle PTC.

LIVE UNITED[®]

United Way



WWW.UNITEDWAYOFUNIONCOUNTY.ORG

www.unitedwayofunioncounty.org

232 North Main Street, Suite UW

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Marysville, Ohio 43040

(937) 644-8381 or (877) 644-8381

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August 2011

Dear United Way Champions,

THANK YOU! Of all the volunteers who help our organization throughout the year, we think you have the toughest job. Raising money, particularly during challenging times, is not easy. You will be spending your time over the next several months distributing United Way materials, organizing events, and championing the LIVE UNITED message.

But it is also VERY rewarding. As you conduct your workplace campaign, you'll likely become more connected with co-workers, demonstrate your leadership skills to your bosses, network with other community leaders through United Way events, and have some fun. Oh by the way, you'll help our community more than you realize. 90% of our annual revenue comes from the United Way workplace campaigns that you coordinate!

Please use this Champions Guide for inspiration during the planning and execution of your United Way campaign. Share it with members of your Campaign Team. (Extra copies are available upon request or on our website.) Here are the contents:

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Know that we are here to help you in ANY way that we can. Simply give us a call. Good luck this year!

Sincerely,



Dave Bezusko
Campaign & PR Director

HEARTS OF A CHAMPION: INSIDE THE ROLE OF THE CAMPAIGN COORDINATOR

To you, they may simply be the person to whom you turn in your United Way pledge form at work.

To us, they are our extended hands and feet on the “front lines” of fundraising. They are our “United Way Champions,” the people responsible for championing our cause and coordinating the United Way campaign at their workplace.

Often, these folks volunteer for this extra duty. Others are “volunteered” by supervisors. But all help United Way with extra behind-the-scenes work that makes the giving process so simple for you.

And with roughly 90 percent of United Way’s annual revenue coming from payroll deduction and subsequent corporate matches at the workplace, these champions play a vital part in the success of our organization.

“I take that role seriously and wanted to organize a campaign that was enjoyable for our staff at the same time as being financially successful,” said Marie Dixon, a second-year Champion at the Union County Department of Job & Family Services. “Working campaign activities into daily responsibilities and trying to reach every single employee with the United Way message is a challenge. I was nervous about coming up with new fundraising ideas that would catch everyone’s interest.”

But Dixon excelled by forming a team of Champions at her workplace who



United Way Champions from award-winning workplaces pose for a group photo after the conclusion of a recent campaign. These volunteers are the true leaders of our fundraising efforts in every office and factory that conducts a workplace campaign.

helped organize special events like a Cornhole Tournament, an Ohio State Tailgate Potluck, and a promotion in which a department manager would be voted to pucker up to kiss a fish.

Champions are asked to help publicize the United Way campaign at the workplace, schedule presentations, distribute and collect pledge forms, and coordinate any other “fun-raisers” that can bring a staff together for some fun and team-building exercises. The time commitment varies based on the size of the workplace. But the typical campaign period is roughly two weeks.

“We focused on the idea that ‘Together, we can change our communities,’” said Bobbie Jo Trittschuh, Honda’s Administrative Coordinator of Company Communications. “We

played on the ‘change’ part of it, encouraging associates to donate an extra 50 cents per week because a little bit of ‘pocket change’ can ‘change’ our communities. I think it worked.”

It sure did! \$213,938 will be coming to Union County in 2011 from Honda of America, Mfg., which accounts for 25 percent of our \$875,000 goal. 61 percent of associates participated, along with a 50 percent corporate match.

Giving by the staff of 80 at the Union County Board of Developmental Disabilities exceeded \$10,000 this year. They became just the 11th workplace to achieve that milestone this decade and are by far the smallest to do so.

“I think it says a lot about the people who work here – kind hearts who put it all into action,” said Barb Nicol, one of the Champions at the Board of DD. “One of the best benefits of helping with the United Way Campaign is that I have gotten to know many of my co-workers much better – good people for sure!”

“I feel like I am doing *something* for the community,” said Heidi Dunbar, who championed the campaign in the Marysville Schools for the first time this year and helped raise \$22,140, the district’s all-time high.

“Helping out in some little way. It has become a positive team challenge within the schools. They get very excited about it.”



Teachers and staff at Edgewood Elementary won the United Way competition and a pizza party at Marysville Schools last year. Overall, Heidi Dunbar and Mary Ann Conley championed a campaign that raised \$22,140, an all-time high, and up from \$10,253 in 2008.

1. BECOME AN INFORMED CHAMPION

KNOW YOUR UNITED WAY

You can't champion a cause you don't know anything about. The more you know about United Way, the more impassioned you will become and the more credible you will be with co-workers. Some fast facts:

- United Way of Union County is an independent and autonomous organization, a member of United Way Worldwide, NOT a chapter. This is important. It means we can tailor our organization to reflect the values and meet the specific needs of our Union County community.
- It is governed by a local board of volunteers who make all funding decisions for our community.
- It's our mission to bring neighbors and resources together to improve lives in Union County.
- Giving to United Way through workplace campaigns has been a Union County tradition since 1958.
- Only 14 communities of 50,000 or less raise more money for their local United Way than do the people of Union County.
- Money raised here stays here to work in Union County.
- United Way programs serve about 18,000 in Union County.

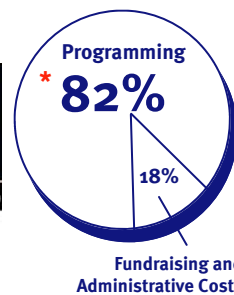


Volunteers are the life-blood of our organization. With just two paid staff members, United Way relies on volunteers like you for our success.

WE'VE BEEN YOUR TRUSTED, LOCAL CHARITY OF CHOICE SINCE 1958. MORE PEOPLE CHOOSE TO GIVE TO UNITED WAY THAN ANY OTHER LOCAL NON-PROFIT.



centralohiobb.org
BBB/Central Ohio



- * 82 CENTS OF EVERY DOLLAR DONATED GOES DIRECTLY TO PROGRAMMING, FAR EXCEEDING THE BETTER BUSINESS BUREAU'S STANDARD OF 65 CENTS OR MORE.

UNITED WAY MEETS ALL 20 ACCOUNTABILITY STANDARDS ESTABLISHED BY THE BBB.

HOW IS THE MONEY DIVIDED?




Want to have a say in how donor dollars are spent? Then join the Community Investment Committee. Volunteers oversee a detailed, five-month process to determine how to best spend donor dollars. The only requirement to be on the committee is that you are a United Way donor. In the photo above, volunteers engage in lively discussion during a Community Investment Committee meeting last year.


"This experience will open your eyes to the great need that exists in this county and will enable you to impact the residents of Union County in a unique and rewarding fashion," said Mike Rose, last year's Committee chair.


1. Each summer, all agencies requesting funding submit a detailed application, which sets forth complete financial data, current programming information and how the agency intends to spend any allocated funds.
2. Community Investment Committee volunteers meet with each agency to interview staff and volunteers, asking questions and gathering information.
3. The Committee meets throughout the fall to discuss the applications that have been received and to talk in detail about the agency visits. Members then engage in spirited and thoughtful debate to determine how the funding dollars should be best allocated to meet the needs of the community, taking into consideration donor designations which must be passed through to the agencies and the remaining money.
4. In January, the Committee makes funding recommendations to the United Way Board.


WHO WE'RE RAISING MONEY FOR

 **American Red Cross Union County Chapter** (937) 642-6651
www.unioncountyarcc.org
Armed forces emergency services, disaster services, bloodmobiles, health & safety services, CPR, first aid.


 **Big Brothers Big Sisters of Union County** (937) 642-2157
www.marysville-ohio.com/bbbs
Matches adults with children in long and short-term mentoring relationships.

 **Boy Scouts Simon Kenton Council** (614) 436-7200
www.skcsa.org
Leadership and character building skills for boys participating in the Scouting Program.


 **Child Care Network** (937) 64-CHILD
www.emarysville.com/child-care-network
Financial aid for child care and free referrals to certified providers for all Union County residents.


 **Consolidated Care Inc.** (937) 644-9192
www.ccibhp.com
North Star Youth Center, youth drug & alcohol prevention, child assault prevention, suicide support group.


Community and Seasoned Citizens (937) 644-9801
Recreational, social, and educational opportunities for individuals 50 years of age or older in Union County.

 **Community Services Association**
www.ucnowrongdoor.com
Network of non-profit, governmental, and for-profit social service providers. Meets monthly, maintains online directory.


 **Girl Scouts of Ohio's Heartland** (614) 487-8101
www.gsohiosheartland.org
Leadership and character building skills for girls with more than 500 Union County youth participating in the Scouting Program.


 **Legal Aid Society** (888) 301-2411
www.columbuslegalaid.org
Legal counsel and advice for low-income residents in areas of family law, housing, consumer rights, and more.

 **Loving Care Hospice** (937) 644-1928
www.lovingcare.us
Short-term respite, bereavement, and in-home care for terminally ill patients and their families.

 **Marion Shelter Program** (740) 387-4550
www.themarionshelter.com
Emergency short-term homeless shelter for individuals and families, structured environment for learning life skills.


Marysville Area Ministerial Association (937) 578-8855
Compassion services coordinating the following:
Marysville Food Pantry (937) 644-3248
Milford Center Food Pantry (937) 349-3741
Plain City Food Pantry (614) 733-0909
Richwood Emergency Assistance Program (740) 943-3130
Union County Emergency Assistance Program (937) 645-4100 ext. 4340
Union County Outreach Task Force (740) 815-5107


 **Memorial Meals** (937) 578-2445
www.memorialhosp.org/services/specialty_details2.asp?ID=MobileMeals
www.memorialhosp.org/services/specialty_details2.asp?ID=CommunityMeals
In-home meal delivery to homebound residents ("meals-on-wheels"); lunches served at four gathering sites in Union County.


 **Mental Health America of Union County** (937) 642-0935
www.nmha.org
Support for those battling depression and other mental health issues. Local, 24-hour crisis hotline at 1-800-731-5577.


North Union Personal Needs Pantry (740) 943-3111
Personal hygiene items, cleaning supplies, and needs not covered by food stamps for residents of North Union School District.


Plain City Free Clinic (614) 873-8021
Free, non-emergency health care and prescription medication for those living in the Jonathan Alder and Fairbanks School Districts.

 **Pleasant Valley Seniors** (614) 873-8870
Educational and recreational opportunities and services for Plain City area senior citizens.


 **Richwood Civic Center** (740) 943-2310
Educational and recreational opportunities and services for Richwood area senior citizens.

 **Speech, Language, & Hearing** (937) 644-6115 ext. 2282
http://www.memorialhosp.org/services/specialty_details2.asp?ID=SpeechandHearingServices
Therapy and rehabilitation for patients with communications disorders at Memorial Hospital of Union County.


 **The Salvation Army** (937) 738-7609
<http://www.salvationarmycolumbus.org/programs/housing.html>
Homeless Prevention Program assists those in danger of losing their housing or facing utility shut-off.

 **Turning Point** 1 (800) 232-6505
www.turningpoint6.com
Emergency shelter and support for victims of domestic violence, including group meetings and legal advocacy.


 **Union County Cancer Society** (937) 642-3910
Financial support and reimbursement for cancer patients and their families for treatments, transportation, equipment, and more.

 **Union County Family YMCA** (937) 578-4250
www.unioncountnymca.org
Scholarships for Y services, including summer camps, aquatics, sports, fitness, gymnastics and other activities for youth and teens.


 **Union County Health Department Prescription Assistance Program** (937) 642-0801
Financial assistance for prescription medication, up to \$125 per year per individual.


 **Union County Personal Needs Pantry**
www.personalneedspantry.com
Personal hygiene items, cleaning supplies, and everyday needs not covered by food stamps.


 **Windsor & Community Seniors** (937) 644-8464
Educational and recreational opportunities and services for Marysville area senior citizens.

 **Wings Enrichment Center** (937) 642-9555
An informal setting for mental health consumers to meet, discuss, and learn new skills on the road to recovery.

ADDITIONAL UNITED WAY PROGRAMS

 **Community Care Day - May**
Volunteers come together to complete dozens of social service projects on a single day for area residents and agencies.

 **Dolly Parton Imagination Library - Year Round**
Promotes early childhood education and family interaction by providing children under five with a free book each month.

 **School Supply Drive - Early August**
Public collection of needed materials for distribution to all public schools in the county.

 **Youth Arts & Recreation Grant Fund - Year-round**
Pays participation fees for children, allowing them to be involved in structured, positive activities.

www.unitedwayofunioncounty.org

FOLLOW THE LEADER



John Gore, Marysville Mayor and Director of Union County Job & Family Services, puckers up to kiss a fish after his workplace achieved its campaign goal last year. Gore's endorsement of the United Way and approval to conduct "funraising" activities helped to spur donations.

Participation of upper management is essential for a successful campaign. We already have their support, or we wouldn't be conducting a campaign. So let's leverage that support in ways that can boost the credibility and importance of our effort.

- Ask them to personally endorse the campaign with a personal letter or e-mail to associates (see next page for example).
- During your United Way presentations, have them address associates with the reason why your company participates or why they personally give.
- Ask them to approve incentives or activities that can be used during the campaign.

WARNING:

- Be careful that the boss's appeal does not come across as forcing people to participate. NO ONE should feel **PRESSURED** to give.

FORM A COMMITTEE AND MAKE IT A TEAM EFFORT



Volunteers stuff envelopes and prepare packets at the United Way office during last year's campaign. If you need some extra hands to help with your campaign preparations, don't hesitate to call us. We have a committee of volunteers ready to spring into action to help you.

Don't feel like you have to "go it alone." In fact, the larger your workplace, the more important it is to recruit some help. More people we have helping on your campaign increases our ability to touch more people with the LIVE UNITED message. But it also means **LESS** work for you!

- Find a friend at work who is willing and able to help you co-champion your campaign efforts.
- If your workplace has multiple departments or locations spread around town (like a school district), consider recruiting helpers from each department to serve on a committee.
- Find people who are well-liked and respected by co-workers.
- Ask US for help! We have a committee of volunteers dedicated to the countywide campaign ready to step in and assist you in pulling off this project.

SAMPLE CEO LETTER OF ENDORSEMENT

United Way
of Union County



James Hagedorn
Chairman and Chief Executive Officer

14111 Scottslawn Road
Marysville, OH 43041
p 937.644.0011

September 20, 2010

Dear Associate,

Over the past several weeks associates in Marysville have clearly demonstrated leadership in giving back. You've shown that through your generous Associate Gardens food donations. You pedaled for cancer research with Pelotonia, and walked to fund advancements in heart disease and stroke prevention in the recent Heart Walk.

Now, we are set to prove once again that associates care about making a difference in the lives of others through the United Way Campaign at ScottsMiracle-Gro, which is building a legacy of success here in Marysville. I encourage you today to keep building on that legacy through your donation to the 2010 campaign.

In the last few years, you have sent a clear message to this community that you believe in the role of the United Way. The Company's overall campaign contribution to the United Way of Union County's has grown every year since 2005 – in fact it's almost doubled in the last five years. In 2009, you helped raise more than \$134,000, a tremendous accomplishment that enabled the United Way to offset the challenges faced by other major workplace campaigns in Union County.

Good thing, too, because the need locally is as great as it's ever been. United Way-funded programs impact approximately 24,000 Union County residents across the entire spectrum of social need – the basic essentials of food, clothing and shelter; programs and services for our youth and senior citizens; and access to health care and programs that strengthen families, to name a few. Giving to the United Way ensures your contributions successfully address those and a multitude of the community's most pressing needs.

Through our onsite campaign and our annual county-leading support of Community Care Day, we have emerged as a true leader-by-example for the United Way. Out in front – that's a natural place for us. I'm asking that you continue to keep us at the forefront with your participation in the 2010 campaign.

Enclosed you will find a pledge card from the United Way of Union County. Please discuss this with your family and decide if you would like to pledge a gift. If so, please return your pledge card in the envelope provided by Friday, September 24, 2010. To show our commitment to the United Way's mission, the Company has agreed to donate 40 cents for every dollar that our associates give, and I will be making a \$5,000 contribution. It is the goal of our campaign to continue growing our family of contributors, and we hope you can help us do that this year.

Your contribution will stay here in Union County; or if you wish to designate your gift to another community, you can do so on your pledge card. Locally, your donation will be used to support 27 member agencies and their programs, including the Salvation Army, Turning Point Shelter, six different food and personal need pantries scattered throughout Union County, Loving Care Hospice, Child Care Network, Big Brothers Big Sisters, and the American Red Cross, among others.

Your generous gifts keep the United Way at work for our friends, neighbors, co-workers, and family members. The lives you impact are not halfway around the world. They're just around the corner.

So please join me and the 2010 ScottsMiracle-Gro United Way Campaign Committee in showing our support to make our communities a better place to live for everyone. Thank you very much.

Sincerely,

Jim Hagedorn

3. IT'S ALL MATERIAL - ESSENTIAL SUPPLIES



- **BROCHURES.** It's important to make sure that everyone in the workplace is given an informational brochure and pledge form so they can make an educated decision about giving.
- **PLEDGE FORMS.** Donors may designate to one of four Impact Areas, a specific Member Agency, or another community provided the pledge is at least \$50. Return the top copy to United Way, and the middle copy to your payroll department. The donor retains the bottom copy as a receipt.
- **A BUDGET?** Depending on your workplace, you may have some money to use for incentives, prizes, and events.



- **THE VIDEO.** Show it. At presentations. On your internal displays. Send the link via e-mail. It shows local volunteers in action!
- **POSTERS.** Don't be shy. Take extras and plaster the walls of your workplace. We can even customize posters showing co-workers. Call us for details.
- **STICKERS.** Perfect for employee ID badges.
- **THERMOMETER.** Track your campaign's progress.
- **DON'T SEE IT HERE?** Log on to www.unitedwaystore.com for more United Way-specific items and ideas that you can use for your campaign.

THE IMPORTANCE OF TURNING IN THE REPORTING ENVELOPE

2011 CAMPAIGN REPORTING ENVELOPE

Please fill out this form completely. It is important for audit purposes and for the efficiency of the campaign. Upon completion of the campaign, enclose copies of all completed pledge forms and all gifts of cash and checks. Return the envelope and any unused campaign materials to the United Way office or call us for pickup. Thank you so much for helping to coordinate this project. Know that your efforts are going a long way toward improving lives right here in Union County!

www.unitedwayofunioncounty.org
 222 North Main Street, Suite 600
 P.O. Box 145
 Mooresville, NC 28115
 (704) 666-4346 or (704) 666-4348
 TDD: (704) 666-4348

Business Name: _____ Number of Employees: _____
 Address: _____ Employees Inviting: _____
 City & Zip: _____ Telephone: _____
 Campaign Coordinator: _____ E-Mail: _____

Donation Method	Number of Pledges	Total Amount Pledged	Total Amount Enclosed	Balance to be Paid
Payroll Deduction				
One-Time Cash				
One-Time Check				
Billed Pledge				
Credit Card Pledge				
Campaign Fundraisers				
Corporate Gift				
Grand Total				

Payment of Balance will be paid:
 Monthly
 Quarterly
 Please have United Way bill.

Does your company allow new hires to enroll in payroll deduction for United Way year-round?
 Yes No

Authorized Signature: _____
 and Signature: _____
 Date: ____/____/____

PLEASE complete this form EVERY TIME you turn in pledges and cash to United Way. It is needed to verify money received by United Way and also protects you as a Campaign Champion from potential fraud.

INCREASE YOUR ACCOUNTABILITY AND PROTECT AGAINST FRAUD

- **NEW THIS YEAR:** We need you to complete the Reporting Envelope EVERY TIME you submit pledges and cash.
- **NEW THIS YEAR:** Please have TWO people at your workplace count all cash and pledges and sign off on the Reporting Envelope.
- Doing so increases our accountability. It protects YOU and United Way staff from potential fraud.
- Ideally, you would wait until the end of your campaign and fundraisers to turn in your envelope.
- If you turn in money as the year progresses, complete the form again providing information for what is being turned in with that deposit, not the accumulative totals.

2011 CAMPAIGN REPORTING ENVELOPE



Please fill out this form completely. It is important for audit purposes and for the efficiency of the campaign. Upon completion of the campaign, enclose copies of all completed pledge forms and all gifts of cash and checks. Return the envelope and any unused campaign materials to the United Way office or call us for pickup. Thank you so much for helping to coordinate this project. Know that your efforts are going a long way toward improving lives right here in Union County!

www.unitedwayofunioncounty.org
 232 North Main Street, Suite UW
 P.O. Box 145
 Marysville, Ohio 43040
 (937) 644-8381 or (877) 644-8381
 FAX: (937) 303-4168

Business Name: _____ Number of Employees: _____
 Address: _____ Employees Investing: _____
 City & Zip: _____ Telephone: _____
 Campaign Coordinator: _____ E-Mail: _____

Donation Method	Number of Pledges	Total Amount Pledged	Total Amount Enclosed	Balance to be Paid
Payroll Deduction				
One-Time Cash				
One-Time Check				
Billed Pledge				
Credit Card Pledge				
Campaign Fundraisers				
Corporate Gift				
Grand Total				

Payment of Balance will be paid:
 _____ Monthly
 _____ Quarterly
 _____ Please have United Way bill.

Does your company allow new hires to enroll in payroll deduction for United Way year-round?
 _____ Yes _____ No

Authorized Signatures: _____
2nd Signatures: _____

Date: ____/____/____

4. HOW ARE YOU GOING TO MAKE “THE ASK?”

LET US DO IT FOR YOU!



United Way Board President Doug Hoy, of Scotts Miracle-Gro, tells his personal United Way story. A formal United Way presentation in your workplace is the most effective way to “make the ask.”

- Find the time to schedule a 15-minute United Way presentation. These could occur during already-scheduled staff meetings. United Way is able and willing to do the presentation multiple times to cover your various shifts and departments.
- We can do presentations for as few as two people and for as many as 2,000.
- Presentations can include the following elements:
 - A testimonial from a United Way volunteer or Agency representative
 - Showing the 2011 United Way video
 - A fun, interactive, educational game
 - A PowerPoint presentation.

PRESENTING A FACT

- Last year, workplaces that invited United Way in to do a formal presentation for associates raised 28% more than the previous year.
- Workplaces that did not have a formal United Way presentation for their associates raised 0.7% less than the previous year.

ASK AND YOU SHALL RECEIVE

Do you know the #1 reason why people say they DON'T give to United Way? It's because they weren't ASKED TO GIVE!

That's why our job as Campaign Champions is to ensure that EVERY person in the workplace is formally asked to give. So how can we plan to ask each individual associate, and do it effectively?

- Think first about how effective your “point-of-contact,” moment (the instant each person receives their pledge form) is going to be? In most instances, a person will make the decision to give or not within 10 seconds of receiving that pledge form. How inspired will they be to give at that exact moment?
- People give to people. The most effective “asks” include an educational piece along with the human element, the personal touch of a face-to-face plea. At the very least, include a story, an e-mail, or a letter explaining why their gift is needed.
- Will they simply find a pledge form on their desk one day? Will it be left in their mailbox? These methods are not nearly as effective.
- Ask for a completed pledge form from every associate. Whether they give or not, if they fill out and return the form, we know they've been presented with the information and have made a conscious decision to participate or not.
- Asking for a completed pledge form from every associate is not pressuring anyone to give. It is simply ensuring that we, as Champions, did our job of making the opportunity available to everyone.

This sample script for a United Way workplace presentation should be used as a guide. It is designed to take place in 15 minutes. It can be modified as necessary.

Introductions

By Workplace Champion / Manager / CEO (1 minute)

1. Start with a few words of endorsement by CEO, Manager, or Workplace Champion as to why the company is involved with United Way and how their workplace campaign is important.
2. Explain that the United Way campaign is underway at your workplace and that all employees will be given the opportunity to participate and make their own, personal impact in our community.
3. Introduce United Way speakers.

United Way Part I

By United Way Staff / Lead Volunteer (1 minute)

1. Thank the audience for their time and their past support. Share what the company raised for the community during its campaign last year and how they rank (if they rank high) among other workplaces.
2. Explain that we're here to share with them who we are, what we do, and how THEY can help.
3. Who we are
 - Mission Statement: It's our mission to bring neighbors and resources together to improve lives in Union County.
 - We're local. Money raised here, stays here. NOT a chapter of the national organization.
 - Local volunteers guide the organization to reflect the values and meet the needs of Union County.
 - We've been a part of the community since 1958.

How we LIVE UNITED

United Way Staff / Lead Volunteer (8 minutes)

1. This is the main part of the presentation and should take up the most time. It should include one or more of the following, with lengths of presentation based on the total amount of time allotted. It will include personal stories and statistics, citing the needs of our community and what is being done to meet those needs.
 - Testimonial by United Way volunteer or Agency Speaker
 - United Way Campaign Video
 - Remember, the video is __:___ in length and cannot be shortened.
 - Interactive Game
 - We can play Bingo, *Who Wants to be a Millionaire*, *Family Feud*, a "Choices" game
 - Power Point Presentation

United Way Part II

By United Way Staff / Lead Volunteer (1 minute)

1. Highlight any program / Impact Area of note that did not get covered in the LIVE UNITED section, especially NEW programs or TOP FUNDED programs.
2. State the financial information.
 - 82 cents of every dollar goes directly to a program or service.
 - This exceeds the Better Business Bureau's standard of 65 cents/dollar.
 - In fact, UW meets all 20 Standards of Charitable Accountability established by the Better Business Bureau.
 - Two years in a row, United Way has been named the best Non-Profit in Union County by readers of the *Marysville Journal-Tribune*.
 - United Way was awarded the Chamber of Commerce Salute to Leaders Award in Human Services.

Distribution of Brochure / Pledge Forms

By United Way Staff / Lead Volunteer (3 minutes)

1. United Way Staff / Lead Volunteer explains the process of filling out the pledge forms, including details on:
 - Pledge Buys – Highlight examples in the brochure to show how far UW dollar can go.
 - Levels of Giving – Ideally, ask the Champion how many deductions donations would come from, so that you can say exactly what people could give per week to get to the various giving levels.
 - Pillar - \$500 or more
 - Fair Share – 1 hour’s pay per month
 - Average Gift - \$160 for the year
 - Community Care Card - \$100
 - Designations. Briefly explain that donors could designate their gift if they so choose. Their gift must be a total of \$50 or more. Then they can designate by impact area, specific funded partner, or out-of-county United Way.
2. Workplace Champion explains any additional details pertaining to the company’s specific campaign, including:
 - Goals
 - Deadlines
 - Internal incentives to give
 - Upcoming internal “funraisers.”

Question and Answer

United Way Staff / Workplace Champion (1 minute)

1. Open the floor to questions. Refer to FAQ sheet for answers to most common questions.
2. UW Representatives: State that if you heard something during the presentation about a program that you, a family member, or a friend might need to take advantage of, we have lists of available resources (have them in a pile for people to take on their way out). Explain that these are good resources and show where help is available in Union County whether we fund it or not.

Collection of Pledge Forms

Workplace Champion

Workplace Campaign Champion explains details for how/when employees should turn in their forms.

5. BEST PRACTICES

IF YOUR PARTICIPATION RATE BELOW 30%... CONSIDER ONE OR MORE OF THESE IDEAS

- A formal United Way presentation. Workplaces that scheduled one last year raised 28% more than the previous campaign.
- **FOOD ALWAYS DRAWS A CROWD.** Provide refreshments at your United Way meetings. Coffee, doughnuts, or fruit for morning events; pizza at lunch; cookies, brownies, or ice cream.
- Have a “funraiser” to supplement your payroll deduction pledges. This will raise awareness and build camaraderie. Plenty of fun ideas appear on the coming pages.
- Provide incentives and prizes for giving. Perhaps a casual dress day coupon or raffle off an item for all who participate.
- Establish friendly inter-department competitions, such as an office pizza party for the department that raises the most or has highest participation.
- Incorporate United Way materials into your new employee orientation packet. Allow new hires to complete a pledge form as they sign on.
- Ask your retirees. If you have regular communication with them, send them a pledge form and brochure.
- Conduct an e-mail blitz throughout your campaign highlighting the impact their United Way gifts make.
- Post United Way announcements and stories on bulletin boards, in employee publications, and staff lounge.

IF YOUR AVERAGE GIFT BELOW \$160... CONSIDER ONE OR MORE OF THESE IDEAS

- Stress giving via payroll deduction. Most donors will always give more if they stretch their gift out over the entire year than by giving one lump sum.
- Encourage donors to increase their gift by 10% or \$1 a week over last year’s pledge.
- Promote giving at the Pillar Society level when and where appropriate.
- Promote the Community Care Card (all donors who give \$100 or more will receive one).
- Structure incentives so that they are based on giving levels.
- Leverage your “funraising” events better. Ask for a pledge form contribution, rather than a cash gift. (So instead of selling Jeans Day passes for \$5, ask that they give \$5/week via payroll deduction instead.)



Pastor Jack Heino, Union County Sheriff's Office Chaplain, serves up a bowl of chili to Gary Johnson, Marysville Fire Chief, during a fundraiser held last year. The chili luncheon conducted by the Sheriff's Office was a great way to increase publicity and participation of their United Way workplace campaign.

UNDERSTAND DONOR CHURN



Reducing donor churn in your workplace will instantly help increase your giving levels. Last year, 1 in 4 donors from the previous year did not give, resulting in over \$65,000 in lost pledges.

What is Donor Churn? Quite simply, it's turnover. It's someone who gave to the campaign last year, but not this year. **Get THIS!**

- 1 in 4 of our donors countywide **DO NOT GIVE** the following year. We call those who churn, lapsed donors. We need to reduce our 25% churn rate.
- Why would they give one year and not the next? 36% of lapsed donors say it was because they were never asked or contacted. 19% said they couldn't afford to.

If your workplace churn rate is over 20%, it's too high. So how can we bring it down?

- Review the list of donors who gave last year (we'll provide the list) and make sure all of those people get asked to give again. Obviously, some of those people no longer work at your business.
- At the conclusion of your campaign, we'll run **THIS** year's churn report for you. Help us by sending one last reminder/contact to those lapsed donors. Sometimes, the person simply forgot to turn in their form or were out of the office the week of your campaign.

PROMOTE SUGGESTED GIVING LEVELS

Listed on the pledge form, the gift suggestion are there to provide inspiration for donors to stretch their giving to the next level.

Help us to publicize the various levels - especially through your campaign activities and incentive plans. For instance, perhaps everyone who gives at the Fair Share level could receive a certain perk.

We have two built-in countywide giving incentives.

1. **The Pillar Society.** Leadership donors are publicly recognized (unless asked to remain anonymous) and receive invitations to exclusive events.
2. **The Insider.** Those who give \$100 or more receive the Community Care Card discount card.



Donors who give \$500 or more become members of the Pillar Society, United Way's Leadership Giving club. Members are invited to exclusive events and networking opportunities, like the Dinner and Comedy Show held last winter. There are about 300 members in the Pillar Society. When adding in subsequent corporate matches for their gifts, these generous leaders accounted for 40% of our campaign total last year!

ASK VENDORS, CLIENTS, AND CUSTOMERS TO PARTICIPATE

- 88% of American **WANT** companies to tell them the ways in which they are supporting their favorite causes.
- Studies also show that people are more likely to shop in a store or invest in a company that supports United Way.
- Use these stats to your advantage and ask for the support of those you do business with too!

- Send a letter to your vendors asking for a corporate gift to add to your campaign totals. Just have them make the check out to United Way! Or ask them for items for our Online Auction or for your internal campaign incentives.
- Send a letter to clients, promoting your United Way partnership and offer to match gifts they make.
- Include customers in your "fundraisers," such as cookbooks or "point-of-sale" purchases.

BE PREPARED

That's the motto of the Boy Scouts (a United Way Member Agency, by the way). Develop a plan of action that ensures all associates are educated about what United Way does and are asked to give. The plan should include obtainable goals for your workplace to achieve and to measure the success of our efforts.

1. Understand your campaign's untapped potential. Use Workplace Campaign Planning Sheet included in this guide and find areas where improvement is possible in your workplace campaign.

2. Set a participation goal. To ensure that associates do not feel pressured, it is not recommended to set a participation goal above 80%. Set a dollar amount goal by reviewing last year's average gift and set a realistic monetary goal. Increasing participation will help you reach the monetary goal.

3. Set a goal of 100% ask. Make sure that everyone receives a pledge form. The most effective way is through distribution of pledge forms and brochures during United Way presentations at staff meetings.

4. Set a goal of 100% pledge form collection. This ensures that everyone has at least CONSIDERED a gift to United Way and made a decision. It does not mean that they should be forced to give. Set a deadline for forms to be returned and ensure that all pledge forms, even if not filled out, are collected.

5. Establish your campaign dates and develop a realistic plan to achieve your goals. While the period of direct solicitation within your workplace should typically take one week, (no more than two), the campaign doesn't just "happen." Choose which of the best practices and "funraisers" you will employ and prepare for them. Schedule United Way presentations in advance and plan the publicity efforts that will surround your campaign.



Industrial Ceramic Products President R.C. Oberst establishes a campaign goal for his company each year, after reviewing the economic state of the company, donations from the previous year, and his personal belief in giving back to the community.

THE ENVELOPE, PLEASE

At the conclusion of the United Way campaign, the following criteria is used for determining corporate awards:

- **GOLD**—40% participation and/or average employee gift of \$150 and/or a 100% corporate match.
- **SILVER** - 30% participation and/or average employee gift of \$100 and/or a corporate gift of \$100 per capita.
- **BRONZE** - 20% participation and/or average employee gift of \$52 and/or corporate gift of \$52 per capita.

7. DON'T FORGET TO SAY THANKS

RECOGNIZE AND REWARD

Mom always taught us to say “Please” and “Thank You.” And saying “Thank You” may be the most important element in maintaining the long-term support you’ve worked so hard to achieve. That’s why United Way has developed a number of ways to thank and recognize generous donors and the hard-working volunteers within workplace campaigns.

- United Way will send thank you notes with receipts from our office to all donors who give \$100 or more. These letters will be sent in December and will include a 2012 Community Care Card.
- Membership in United Way’s Pillar Society is a benefit for all who give \$500 or more. Pillar Society members are recognized in an annual publication (unless they wish to remain anonymous), receive the *Contributor*, our quarterly newsletter, and are invited to our Pillar Society Reception at the conclusion of each campaign.

Will you help us thank donors internally for their participation? Just a small token of appreciation is often enough to convey the message. You can use some of our extra campaign items (pens, thank you stickers, etc.). Perhaps a staff luncheon or pizza party can be coordinated. Even a simple postcard-sized letter of thanks goes a long way toward making a donor feel appreciated.



The graphic features a red border and a white background. On the left side, there is a vertical United Way logo with the text 'United Way of Union County'. The main title 'Community Care Card' is in a large, bold, white font on a red background. Below the title, the text reads: 'Visit us online at www.unitedwayofunioncounty.org for a list of participating businesses and discounts.'

ABOUT THE CARE CARD

- Our 7th year of providing donors with a discount/rewards card that can be redeemed at local businesses for freebies and offers as our thank you for their gift.
- Given from our office directly to donors who give \$100 or more. We must have donor’s detailed information to enable us to mail the cards.
- Will be mailed in December for use throughout 2012.
- Participating businesses will be added throughout the fall. If your workplace is interested in being on the card, call United Way at 644-8381.

THANK YOU IDEAS

- Print half-sheet thank you’s on colored paper with the United Way logo and your thank you message. Post them on the cubicles of those who pledged, recognizing them for their generosity.
- Late afternoon reception with snacks for all those who gave.
- Send an e-mail or thank you from your CEO.
- Announce the total your organization raised on posters, in e-mail, in your company newsletter.

8. COMMUNICATING RESULTS



Honda of America announces campaign results.

TRACK YOUR PROGRESS

Everybody loves a winner and jumps on a bandwagon when things are going well. Track your campaign’s progress and publicly report results to your co-workers as you move along. When you are finished, complete the Reporting Envelope and call United Way at 644-8381 to pick up or deliver pledges. Please try to complete your campaign by November 30.

SPICE UP YOUR UNITED WAY CAMPAIGN WITH ONE OR MORE OF THE FOLLOWING ACTIVITIES.

- **AUCTION.** Encourage employees to donate unique items of value to United Way's Online Auction.
- **BAKE-OFF CONTEST OR SALE.** Who makes the best apple pie in your office? Who's got the best chocolate chip cookie recipe? Find out by having a bake-off and charge a "donation" for others to sample the entries and judge the winners.
- **BABY PICTURE CONTEST.** See who can match the most staff members with their baby pictures.
- **BENEFIT DANCE.** Organize an outing with co-workers and spouses to enjoy music, dancing, and fun. Ask for a cover charge.
- **BOOK/DVD SALES.** Have co-workers bring in their used books and videos and sell them to raise money for United Way.
- **BOWLING FOR DOLLARS.** Recruit some teams and have a group bowling night (or Wii Bowling), raising money via entry fees or per pin donations.
- **CASUAL DRESS DAYS.** Allow employees to dress down as incentives to make a pledge. If your business already has a casual or jeans day each week, try something different, such as Stupid Hat Day, Outrageous Socks Day, or Favorite Sports Team Day.
- **CHAIR MASSAGE.** Bring in a massage therapist for a day and allow all those who submit a pledge form to sit down to a relaxing chair massage.



Staff at the Union County Board of Developmental Disabilities always have a good time with their United Way campaign. Last year, they had a pancake-catching contest after a breakfast to benefit United Way.

EASY INCENTIVES & PRIZES

Sometimes, the best incentives or prizes don't cost much. Here are some low-cost/no-cost raffle items you can use if you're working on a shoestring budget. Get them from your vendors, your own company, or local businesses.

- Casual dress days
- Extra paid vacation day
- "Sleep-in" or "Long-lunch" passes
- T-shirts, sweatshirts, company gear
- Shares of company stock
- Special parking spot
- Babysitting and restaurant gift certificates
- Sports/Show/Movie tickets
- Free oil changes
- Lottery tickets
- Prepaid phone card
- Unused corporate frequent flier miles or hotel stays
- Open/FREE vending machines

- **CHILI COOKOFF CONTEST.** Employees cook their favorite recipe and enter it into the contest. Participants pay to sample all of the entries.
- **COIN WAR.** Have departments compete to see who can collect the most loose change for United Way. Collect it in large water jug. Winning department gets a pizza party and bragging rights!
- **COMEDY HOUR/AMERICAN IDOL CONTEST.** Employees and their family members perform during this amateur hour!
- **COOKBOOK.** Collect recipes and helpful household hints from employees and publish them with pictures from staff members' children. Sell them to benefit United Way.



Help us promote our Online Auction, coming this October. Perhaps your workplace can make a donation to the catalog. Or maybe your co-workers have items of value to donate. Visit www.unitedwayofunioncounty.org.



Organizers at Scotts Miracle-Gro held a Game Show, complete with teams competing for prizes and questions that pertained to United Way.

“FUN” RAISING TIP

- Hold your “fun”raiser on a payday. That will maximize the likelihood of impulse buys and participation.
- **CORNHOLE TOURNAMENT.** Charge an entry fee and set up brackets like the NCAA Tournament.
- **CRAFT SALE.** This allows employees a chance to share their hobbies and creative talents.
- **DIET FOR UNITED WAY.** Hold a contest to see who can lose the most weight over a month-long period. Each person pays a set amount for every pound lost or gained.
- **FASHION SHOW.** Work with a local designer or store to showcase the new seasonal or children’s fashion line. Sell tickets to co-workers to watch other co-workers model the clothing.
- **FORMAL DRESS DAYS.** Tired of casual Fridays? Dress to the nines instead with prizes for the fanciest dresses and snazziest tuxedos!
- **FRISBEE GOLF TOURNAMENT.** New, free courses have been installed in Marysville and Plain City. Have a group outing and raise money just like a real golf outing.
- **GARAGE SALE.** Have employees clean out their closets and set up a company-wide garage sale to benefit United Way.
- **GUESS THE NUMBER.** Fill a jar with x-number pieces of candy, or some other item. For a donation, co-workers can guess the correct number to win the item.

“FUN” RAISERS, BEWARE!

- Sometimes, campaign organizers get so caught up in planning their “fun”-raiser that they forget about the most important aspect of the campaign: **WORKING ON MAKING EFFECTIVE “ASKS,” ENCOURAGING GIVING THROUGH PAYROLL DEDUCTION, AND COLLECTING COMPLETED PLEDGE FORMS.**
- Also note that often, a person will buy \$5 in raffle tickets to win an item and then NOT make a pledge via payroll deduction because they consider that to be their donation. Remember that “fun”-raisers should supplement the best practices that increase participation and average gifts.

- **ICE CREAM SOCIAL.** Perfect gathering idea for a potential United Way campaign presentation.
- **INTRAOFFICE MINI-GOLF.** Set up a mini-golf course at the workplace, using slinkies, ramps, “water hazards,” sand traps. Enter teams and have a mini-golf outing just like one on a real course!
- **KEY TO THE TREASURE** - All who submit a pledge form at a certain level get a key to unlock at treasure chest of prizes. Only one key opens the chest.
- **PET PHOTO CONTEST.** Employees post a picture of their pet(s) and co-workers pay an amount to vote for the cutest, ugliest, most unusual, and funniest.
- **PING PONG TOURNAMENT.** Charge an entry fee and set up brackets like the NCAA Tournament.



Associates from Nestle Product Technology Center formed a team and came out to our annual Putt Fore Kids Mini-Golf Challenge. You could put a team together for an upcoming United Way event or help us promote our existing fun-raisers throughout your workplace.

0. DON'T BET ON IT!

- State of Ohio law prohibits United Ways from raising money via “Games of Chance.” That means it is illegal for you to conduct fundraisers such as casino nights, poker and card tournaments, sports office pools, and bingo for your campaign.
- Raffles for prizes and 50/50 raffles do not fall into this category and ARE allowed under Ohio law.
- If you have a question about a certain activity you’d like to plan, please call our office at (937) 644-8381.



Staff from Union Rural Electric got together for lunch at Mango's Mexican Grill when the restaurant held a fundraiser day for United Way. Your group can sometimes piggyback on events other workplaces are having for United Way.

- **PUMPKIN CARVING CONTEST.** Plan a Halloween theme and hold a pumpkin carving contest. Have different categories so that you can have multiple winners. Departments could carve their own and enter them.
- **RAFFLES.** Have someone donate a prize (OSU football tickets, a weekend getaway at Hocking Hills, a car wash, pies) or raffle a paid day off. To enter the raffle, you must turn in a pledge form with a minimum pledge.



Staff from Memorial Hospital gathered together to form a volunteer team for Community Care Day. Getting a group from your workplace to volunteer is fun, can help build camaraderie, grows awareness to the needs in our community, and increase your company's local involvement in the United Way campaign.

- **SCAVENGER HUNT.** Employees have to find unusual items around the office or the neighborhood.
- **SCRABBLE TOURNAMENT.** Have a Scrabble tournament and the number of points you score equals your pledge to United Way!
- **SNACK CART.** Go from workspace to workspace with baked goods or candies.
- **TAILGATE PARTY.** Before the big OSU game, hold a Friday tailgate party at lunch, complete with hot dogs, chips, OSU music, etc.
- **TEAM UP!** Get co-workers, friends, and family to participate as a group at an established United Way fundraiser, such as the annual Game Day 5K or the Putt FORE Kids Mini-Golf Challenge.
- **TRICYCLE RACES.** Set up a relay course in the parking lot and have contestants race through while being timed. Observers can wage money on their favorites.
- **VIDEO GAME TOURNAMENT.** Set up three or four game systems in a small conference room. Employees pay-to-play with prizes going to the top scorer in each game.
- **VOLUNTEER.** Organize a group from your workplace to participate in United Way's annual Community Care Day. Check company policy regarding volunteer hours. Some will make corporate donations for hours volunteered by associates.

“FUN” RAISING TIP

- Make a completed pledge form required for “admission” to your “Fun”-raising event.

WHAT HAPPENS TO MY MONEY WHEN I GIVE TO UNITED WAY?

Money raised here stays here in Union County. When you give to United Way, we leverage your dollars locally to address the most critical needs in our community. Funding recommendations are made by our local volunteers who participate on the Community Investment Committee over a 5-month process that stretches from August to January each year. These volunteers review the funding requests of our Member Agencies, tour facilities, and interview Agency Directors and Board Members. Then, balancing the overall needs of the community with the agency's funding request and amount of money available to allocate, they recommend a funding amount for the next year. United Way's full Board of Trustees approves funding in January.

WHAT IS UNITED WAY'S OVERHEAD?

18%. 18 cents of every dollar given is used for United Way's fundraising and administration costs. That means 82 cents of every dollar goes directly to programming, far exceeding the Better Business Bureau's standard of 65 cents or more.

CAN I DESIGNATE MY GIFT?

Yes. First, your gift must be \$50 or more for us to process a designation. Then, using your pledge form, you may choose to:

1. Give to one or more of our four Impact Areas. For example, if you like kids and you want your gift to be used for children and teens, by checking the Youth Services line on the Pledge Form, your gift will only be used among the programs listed in our Youth Services Impact Area.
2. Give to one or more United Way funded programs. For example, you can get more specific and write-in the program/agency of your choice.
3. Give to another United Way. More than 1,300 communities across the country have a United Way and you can designate your gift to help your hometown or another area of personal interest.

WHAT IF THERE IS AN AGENCY THAT YOU FUND THAT I DON'T LIKE? CAN I MAKE SURE THAT MONEY DOES NOT GO TO THAT AGENCY?

You can ensure that your dollars are NOT funneled toward a certain program you do not like by designating your gift elsewhere.

DOES UNITED WAY FUND ABORTIONS OR PLANNED PARENTHOOD?

No. United Way of Union County, nor any other United Way in central Ohio, funds Planned Parenthood. There are over 1,300 independent, autonomous United Way's across the country. We are all MEMBERS of United Way Worldwide, NOT CHAPTERS. That makes a big difference. Because it means local community leaders can and do tailor each United Way to reflect the values and meet the needs of each individual community that we serve.

DOES UNITED WAY FUND THE BOY SCOUTS?

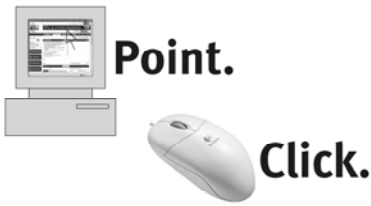
Yes. The Boy Scouts Simon Kenton Council has been a Funded Partner of United Way of Union County since our beginnings in 1958. There are some United Ways across the country that have made the decision not to fund their local Boy Scout councils. But we cannot speak for them and their decision. There are over 1,300 independent, autonomous United Way's across the country. We are all MEMBERS of United Way Worldwide, NOT CHAPTERS. That makes a big difference. Because it means local community leaders can and do tailor each United Way to reflect the values and meet the needs of each individual community that we serve.

HOW DO I GET HELP AND ACCESS THESE UNITED WAY PROGRAMS?

United Way programs are operated by our Member Agencies and Funded Partners. Please contact them directly to determine your eligibility and the assistance that can be provided for your situation. A complete resource guide is available on our website at this link: <http://www.unitedwayofunioncounty.org/GetHelp2011.pdf>. You may also call us for referral at (937) 644-8381.

HOW CAN I VOLUNTEER?

Simply call the United Way office at (937) 644-8381 and we can help you find a volunteer role with us or one of our Funded Partners that meets your interests and fits your schedule. There are many on-going and one-time volunteer activities that occur throughout the year. You can browse some common volunteer opportunities on our website at this link: <http://www.unitedwayofunioncounty.org/Volunteer2011.pdf>



2011 ONLINE AUCTION PLEDGE FORM



October 2011 at www.unitedwayofunioncounty.org

Print Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Business: _____

E-mail: _____

Your Signature: _____ Date: ____/____/____

GIVE AN ITEM VALUED AT \$100 OR MORE AND RECEIVE FREE SPACE ON THE 2012 COMMUNITY CARE CARD!

This discount/coupon card will be distributed to 2,500 of United Way's loyal donors in December 2011 for use through December 2012. It's a great way to help drive local customers through your doors.



ITEMS FOR DONATION

Thank you for your contribution to the United Way of Union County's 2011 Online Auction. Your item(s) or service(s) will be used to help us raise money for our annual fundraising campaign. Please provide us with the following information:

Item/Service: _____

Fair Market Value: _____

Please describe any details about the item: _____

Please use back of form for 2nd/3rd/4th items if they are different.

How/when may United Way obtain item(s)? _____

Business Website (for online link): _____

COMMUNITY CARE CARD OPTIONS

_____ YES! I want our company to be included on the 2012 Community Care Card.

Offer as it will appear on card: _____
(MUST BE COUPON OR INCENTIVE)

Location(s) where offer is valid: _____

NEXT STEPS

1. Please e-mail photo of item(s) and your corporate logo to uwuc.dave@rroho.com
2. Return this form to United Way at PO Box 145, Marysville, Ohio, 43040 or FAX to (937) 303-4168.
3. United Way will be in touch with you to coordinate pick-up/delivery of the item(s) and Care Card space.
4. Please call Dave Bezusko at (937) 644-8381 if you have any questions.





GAME DAY 5K SPONSORSHIP PLEDGE FORM

Please return with payment by **SEPTEMBER 1** to:
United Way of Union County, P.O. Box 145, Marysville, Ohio 43040
Phone: (937) 644-8381 ext. 2 Fax: (937) 303-4168
E-mail: Dave Bezusko at uwuc.dave@rrohio.com

CONTACT INFORMATION

Company: _____ Authorized by: _____

Address: _____

E-mail: _____ Phone: _____

Website: _____

Signature: _____ Date: _____

SPONSORSHIP OPTIONS - MARK THE SPONSORSHIP LEVEL OF YOUR CHOICE

_____ **COURSE SPONSORSHIP - \$1,000**

1. Multiple signs with your logo displayed on course
2. Ability to set up event-site display booth
3. FREE Team Challenge Registration (5 participants)
4. All benefits of Half K and T-Shirt Sponsorships

_____ **HALF K SPONSORSHIP - \$500**

1. Company banner displayed on the course (you provide)
2. 2 FREE participant registrations
3. All benefits of T-Shirt Sponsorship

_____ **T-SHIRT SPONSORSHIP - \$100**

1. Corporate logo on back of event t-shirts
2. Corporate logo and link on event registration website
3. Corporate logo on sign at course
4. Ability to include promotional items in gift bag to all participants
5. FREE space for offer/coupon on 2012 United Way Community Care Card (discount card)

PAYMENT OPTIONS

_____ Our Company's Payment is Enclosed. Please send to:
United Way of Union County
PO Box 145
Marysville, OH 43040

_____ Please bill our company.

LOGO NEEDS

1. Please send a high-resolution logo in full-color JPG and EPS formats to Dave Bezusko, at United Way at uwuc.dave@rrohio.com.

Return form to: Dave Bezusko
United Way of Union County
PO Box 145
Marysville, Ohio 43040
Fax: (937) 303-4168

LIVE UNITED 
www.unitedwayofunioncounty.org