### 30-Minute Program

<table>
<thead>
<tr>
<th>Presenter</th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
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</tr>
<tr>
<td>Team Introduction</td>
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</tr>
<tr>
<td>United Way Endorsement</td>
<td>3</td>
</tr>
<tr>
<td>United Way Message</td>
<td>5</td>
</tr>
<tr>
<td>Agency Speaker</td>
<td>5</td>
</tr>
<tr>
<td>Campaign Video</td>
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<tr>
<td>Solicitation of Employees</td>
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<tr>
<td>Questions &amp; Answers</td>
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<tr>
<td>Closing Remarks</td>
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<tr>
<td><strong>Total</strong></td>
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### 20-Minute Program

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<tbody>
<tr>
<td>Welcome</td>
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</tr>
<tr>
<td>United Way Endorsement</td>
<td>2</td>
</tr>
<tr>
<td>United Way Message</td>
<td>3</td>
</tr>
<tr>
<td>Agency Speaker</td>
<td>5</td>
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<tr>
<td>Solicitation of Employees</td>
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<td>Closing Remarks</td>
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<tr>
<td><strong>Total</strong></td>
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</table>

### 15-Minute Program

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<td>Welcome</td>
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</tr>
<tr>
<td>United Way Endorsement</td>
<td>2</td>
</tr>
<tr>
<td>United Way Message</td>
<td>2</td>
</tr>
<tr>
<td>Agency Speaker</td>
<td>5</td>
</tr>
<tr>
<td>Solicitation of Employees</td>
<td>3</td>
</tr>
<tr>
<td>Closing Remarks</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

### United Way 2-1-1 Provides Referrals for:
- Transportation
- Substance Abuse
- Senior Issues
- Child Care Options
- Mental Health
- Disability Information
- Food
- Housing
- Utilities
- Clothing
- Legal Aid
- Emergency Shelter
- Literacy
- Financial Counseling
- AND MUCH MORE

### Need Help?
- **Dial 2-1-1 or toll free 1-888-421-1266**
- Search the database online at [www.211.org](http://www.211.org)

### Hope is Not Lost.

UNITED WE FIGHT. UNITED WE WIN.

We all have one life. To live better, we must LIVE UNITED.

218 St. Francis Street • Mobile, AL 36602
251-433-3624 • [www.uwswa.org](http://www.uwswa.org) • @UWSWA
10 STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

1. MEET with CEO and Recruit Your Campaign Team
   Your Campaign Team should include employees from all divisions and levels of your organization.

2. CONFIRM Management Support and Ask Your CEO to:
   • Help determine campaign objectives and goals to be an award-winning company
   • Support recruitment of Campaign Team
   • Write a letter encouraging employees to join him or her in contributing
   • Attend employee meetings to make a personal statement of support
   • Provide recognition to Campaign Team and write a thank you letter to all employees who participated in the campaign
   • Determine amount of corporate donation

3. REVIEW Past Performance and Calculate Goal
   - Amount raised last year ___________ % of participation ___________
   - # of employees ___________ Average gift ___________
   - # of givers ___________ # of Leadership Givers ___________
   - % of campaign raised by Leadership Givers ___________
   What are your company’s strengths? ____________________________________________________________________________
   What areas could your company improve? __________________________________________________________________________
   Identify any company changes since last year (new hires, reorganization, layoffs, etc.). Consider the effect of any changes in developing goals for this year’s campaign.

4. ESTABLISH a Campaign Timetable
   - Notify Campaign Team and CEO of dates for United Way events
   - Establish employee campaign rally meeting dates
   - Schedule speakers from agencies for employee meetings or agency tours
   - Brainstorm ideas and activities to get employees involved
   - Set campaign end date and schedule a time to turn in your final report to UWSWA

5. ENGAGE Employees with Agency Tours and Speakers
   A great way to engage employees in the United Way campaign is to offer tours of United Way agencies to see firsthand how their money makes an impact in Southwest Alabama.

   Agency speakers at campaign rally also allow your employees to hear from those providing services.

   Setting up a tour or speaker is easy. Just let United Way know the date(s) you need and how many employees will be involved.

   Testimonials from employees who have either received help or volunteered with an agency are very helpful when educating people about the importance of giving.

6. PUBLICIZE the Campaign
   - Share campaign information in emails and employee publications
   - Display United Way posters and materials
   - Use incentives to encourage giving
   - Promote Leadership Giving - an annual gift of $500 or more, only $1.37 per day or $20.84 when paid twice a month
   - Use guest speakers (partner representatives, company employees who have used agency services, United Way staff)
   - Use incentives to encourage giving
   - Display United Way posters and materials
   - Share campaign information in emails and employee publications

7. CONDUCT Employee Campaign
   - 1-2 weeks prior to date of employee campaign, send out the CEO letter
   - Secure incentives
   - Personalize pledge cards
   - Schedule and conduct employee meetings or an all-employee kickoff
   - Share our campaign video with your employees
   - Place posters in high traffic areas
   - Use guest speakers (partner representatives, company employees who have used agency services, United Way staff)
   - Encourage Leadership Giving
   - Conduct follow-up with employees, to ensure every employee has been given the opportunity to contribute

8. REPORT Results to the United Way
   - The white copy of each pledge form should be returned to UWSWA in your Report Envelope; the yellow copy goes to your payroll office; the green copy is kept by the donor
   - Complete the Corporate/Employee Report Envelope
   - Be sure to note the number of employees, billing information and frequency of employee payroll payments
   - Place all cash, checks, pledge forms, special event money and corporate pledge information in the envelope
   - Seal the envelope and deliver to United Way or call the office to arrange for pickup. Call United Way with any questions

9. WRAP UP and Say Thanks
   - Report final results and thank employees through department meetings, company newsletter, “Thank You” poster and/or email messages
   - Distribute CEO thank you letter to all employees and donors
   - Recognize and thank your Campaign Team
   - Evaluate your campaign results and prepare recommendations for next year’s CC

10. LIVE UNITED All Year Round
    - Encourage employees to volunteer in the community
    - Run local need drives: food, school supplies, clothing, toys, baby, etc.
    - Friend us on Facebook or follow us on Twitter and Instagram (@uwswa)
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Thank you for being a hand-raiser and a game-changer. We appreciate the time and energy you are taking to be your company’s Campaign Coordinator!

Local United Way of Southwest Alabama staff and volunteers are ready to assist however possible. Please visit our website www.uwswa.org or simply call (251) 433-3624.