

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED™ The United Way logo consists of the words "United Way" in a sans-serif font, with "United" on the top line and "Way" on the bottom line. To the right of the text is a circular icon containing a stylized figure of a person with arms raised, set against a background of concentric circles.

United Way of Central Missouri

Campaign Coordinator Handbook

United Way of Central Missouri
1025 Southwest Boulevard, Suite B
Jefferson City, MO 65109
573-636-4100
573-636-8077 (Fax)
Email: info@unitedwaycemo.org
Online: www.unitedwaycemo.org

Who's Who

Besides the staff of the United Way of Central Missouri, there are dozens of other people involved in the Community Campaign. Those people include:

1. **Campaign Co-Chairs:** Each year, the United Way President picks one or two people to lead the campaign. These are people who are already considered to be community leaders.

2. **Campaign Leadership Team:** This is a group of volunteers assembled by the Campaign Chairs. Members of this group are knowledgeable about the campaign process. A team member will be assigned to your company as your Campaign Leadership Team Member.

The Campaign leadership assignments are divided into the following categories based on the type of campaign:

1. **Employee-based Campaigns:** This category deals with businesses or organizations who run employee campaigns and allow payroll deduction as an opportunity for contributions.

2. **Corporate Gifts:** This category deals with businesses or organizations who provide a corporate pledge only and do not run an employee campaign.

3. **Public Service:** This category deals with employee campaigns and corporate contributions at local public service providers, schools, city and county government, associations and unions.

4. **Professionals:** This category is for professional individuals such as doctors, attorneys, accountants, etc...

5. **Special Gifts:** This category is for individuals who do not fit into one of the other categories, such as retirees.

6. **Pacesetters:** This category is for businesses that hold their employee campaigns a month before the start of the Community Campaign. Pacesetter Companies are selected by the United Way President and the Campaign Chairs.

7. **Capital Leaders:** This category is for businesses or organizations who provide a corporate gift of \$500 or more and individuals who give more than \$500 during the annual campaign.

You've Got a Friend

Leading your company's employee campaign for the United Way of Central Missouri is fun and rewarding, but it's also hard work. The United Way knows that besides getting your co-workers excited about giving, you have a regular job to do.

Don't feel you have to take on all the responsibility. Why not make it a team effort? Seek out fellow employees for help in running the campaign. Some larger companies may have one person per department in charge of the campaign, rather than just one person trying to do it all for the entire company. Just find whatever works for you. Remember, you don't have to go it alone.

You can also seek help outside your company. The Campaign Leadership Team is here to help. Each company that holds an employee campaign is assigned a Campaign Leadership Team Member. Your Campaign Leadership Team Member can answer your questions about the campaign, and can also help your company find motivation to meet your goal!

The United Way of Central Missouri staff is also available to answer any questions you might have. You may contact the staff at (573) 636-4100 or email them at info@unitedwaycemo.org.

We want this experience to be as easy and enjoyable as possible so we can continue this partnership for years to come.

Visit the United Way of Central Missouri website online at www.unitedwaycemo.org.



First Things First

Before your employee campaign gets underway, either the United Way staff or your company's Campaign Leadership Representative will set up a meeting with you. This will be the time for you to go over:

1. **Campaign Paperwork:** Sorry, but there are some forms to complete. It's not tough work, but it will take a little time. We'll go over those details a little later in this handbook.

2. **Dates to Remember:** You will receive a United Way campaign time line that shows the important dates you need to remember such as the Campaign Kickoff, the deadline for turning in your paperwork and the Thank You Celebration.

3. **Campaign Materials:** There are some tools available to help spread the word about your employee campaign around your company. We'll talk about those materials in a bit.

4. **Your Campaign Goal:** Each company should set a goal and work hard to reach it. Your Campaign Leadership Representative can help you decide on a goal and ways to get there. We'll cover goals later in the handbook.

5. **Your Questions:** Be sure to ask any questions you might have. While help is always just a phone call or email away, this initial meeting with your Campaign Leadership Representative is the best time to get great information.



Putting It Down on Paper

New technology is moving us closer to a paperless society, but we're not there yet. The employee campaign still requires some paperwork. The United Way of Central Missouri relies on the forms you complete to help keep track of donations. Having certain information on paper makes us better organized and makes our annual audit run smoothly.

Here is a list of the paperwork you will receive and an explanation of what information is needed on each document:

1. **Report Envelope:** You will receive a large envelope prior to your campaign. This will be used to submit all the necessary paperwork. There are also a few lines of information on the front of the envelope that need to be filled out. Those lines are:

Actual Card Count: These spaces are for the number of pledge cards you receive. Paid pledge cards should be returned with your envelope. Payroll deduction cards should be sent to your company's payroll department.

Pledge Information: The total donations should be written in these spaces. Please note whether the donations are paid or if there is a balance due.

Employee Information: This space is to record the total number of employees in your company. This number includes givers and non-givers.

Report Status: Please mark whether this envelope is a partial or final report of your campaign. A partial report shows there are still donations to be paid. A final report means all donations have been collected. Please count payroll deductions as paid donations.

2. **Employee Contribution Sheet:** This sheet is used to list each donor, the amount of their pledge, the amount paid, the amount due and whether the pledge is a payroll deduction. Please note the names of those employees who give \$500 or more so we may recognize them as Capital Leaders. You may use your own spreadsheet or the United Way staff can email you a spreadsheet. You may send your employee contribution sheet electronically to Tonya Willig at tonya.willig@unitedwaycemo.org

3. **Pledge Cards:** There are two kinds of pledge cards for businesses like yours:

Employee Pledge Cards: These are cards given to each employee. The employee can choose to give by payroll deduction, direct payment or bank draft. Direct payment pledges can be sent with the pledge card or billed. The back of the card also gives the employee the option of designating their gifts to a particular agency.

Corporate Pledge Cards: Your company will receive one of these cards. Businesses can make a donation on behalf of the entire company. Payment can be sent with the pledge card or billed.

4. **Campaign Materials Order Form:** This form is used to order some campaign materials that are listed on the form or to request a speaker for your business. This form should be returned to the United Way of Central Missouri as soon as possible to ensure your needs are met. **Our fax number is (573) 636-8077.**

5. **Utilize the UW Speakers Bureau:** There are a number of speakers available to help you with your campaign and tell the story of the United Way. Once you have scheduled your employee meeting, contact the UW office at (573) 636-4100 and request a speaker.



Spread the Word

For a successful employee campaign, education is key. There are several campaign materials available to your business to help keep everyone informed. Materials available include:

1. **Campaign Brochure:** Your Campaign Leadership Representative will give you copies of this during your initial meeting. The brochure lists the United Way of Central Missouri partner agencies and their funding allocations for the upcoming year. It also lists their contact information. Each employee should receive their own copy of the brochure. Please contact the United Way office if additional copies are needed.

2. **United Way Lapel Pins or Stick-On Emblems :** Wear these pins to show your support of and commitment to the United Way.

3. **Goal Thermometer Posters:** These posters provide a visible record of your employee campaign progress. The posters can be easily displayed throughout your company.

4. **Campaign Posters:** These posters help serve as a reminder of the campaign theme.

5. **Campaign Video:** The 2010 campaign video, which is produced by KOMU tells some of the stories of how the United Way of Central Missouri is making a difference in individual lives. Copies of the video may be checked out for any company's campaign event. Copies are available in both VHS and DVD.

6. **Campaign PowerPoint:** A campaign PowerPoint is available on a CD by request. This may be used for employees that are unavailable to view the campaign video.

7. **UW Yard Signs:** A limited number of 18"x24" yard signs are available to place in prominent locations throughout Jefferson City.

8. **Table Tents:** Display table tents on office break room tables, and reception and lobby areas.

9. **LIVE UNITED T-shirts**— LIVE UNITED t-shirts are available at the United Way office for \$5.00. Call the United Way office for more information. (T-shirts are white with black lettering. **Note:** This year we can get the T-shirts in black with white lettering.)

8. **Catalog Merchandise:** A catalog of additional merchandise available for order from United Way Worldwide may be obtained from the United Way of Central Missouri office. Materials such as tee shirts, hats, cups and other items are available at a charge, which must be paid by your company.

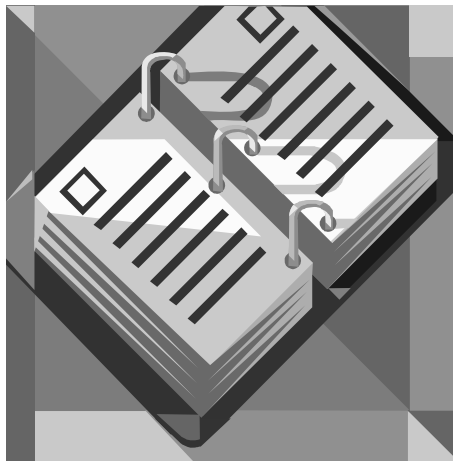
Dates to Remember

There are a few important dates you should keep on your calendar. During your meeting, the Campaign Leadership Representative will help you set up a start and end date for your employee campaign. The end of the 2010 Community Campaign is **October 22nd**. Please have all your paperwork returned to the United Way office by that date. **(Pacesetter Companies results are due August 25th)**

Other important dates are:

1. **Community Campaign Kickoff:** Scheduled for September 2nd at 11:30am at Capitol Plaza Hotel. Tickets to the event will be sold in advance for \$8. Tickets will not be available at the door.
2. **Days of Caring:** Scheduled for September 2 & 3. Volunteers from area businesses volunteer their time at one of the 24 United Way agencies. Call the United Way office to get your employees involved. Each volunteer receives a Day of Caring t-shirt.
3. **Thank You Celebration:** Scheduled for November 10th at 8:00am at Missouri Farm Bureau.

Everyone is invited to these events. Please encourage your co-workers to attend.



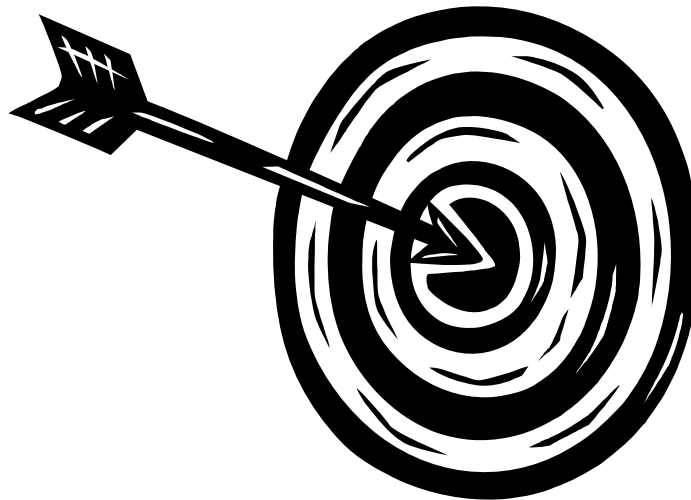
Aim for Your Goal

Companies who are holding an employee campaign should set a goal. A goal provides motivation for your co-workers to do the best they can for the United Way of Central Missouri. Goals can be financial, such as a target dollar amount or non-financial, such as an employee participation number. Use past goals and totals as a starting point if your company has held employee campaigns in the past.

One tool for setting a goal is through “fair share giving”. **“Fair share” is 1% of annual pay for salaried employees and one hour of pay per month for hourly workers.** By figuring how much your company would raise if everyone gave their fair share, you can set an easily attainable goal for your company.

Another goal may relate to the number of employees participating in the campaign. (Shoot for 100%)

A goal gives everyone something to work towards so there will be a cause for celebration at the end. Your Campaign Leadership Representative can help you decide on a goal that is right for your company.



All Work and No Play

Consider some of these FUN-raising ideas to make your employee campaign more enjoyable with proceeds going to the United Way. The possibilities are endless. Fundraisers in conjunction with presentations and other publicity can add spice and motivation to a campaign. Find something that appeals to the majority of your group, or company, and have fun with it. Dare to be creative and even a bit silly! Just use your imagination and have fun. If possible, provide incentives to employees who participate in the United Way campaign. (Special parking spot, dress down pass, vacation day) If you need some motivation, ask your Campaign Leadership Representative or United Way staff for more ideas.

Blue Light Specials

Host daily or weekly "Blue Light Special" rallies throughout the office. Serve food and have a United Way grantee speak on a particular topic.

'American Idol' Contest

Employees can conduct an Idol contest, based on the recent hit TV show American Idol. Employees make a donation to vote for the management-singing group of their choice. The duo or group that attracts the most will sing a song of their choice in front of an audience.

United Way Goes Hollywood

Use a series of colorful, creative and humorous posters to publicize the campaign. Hold a bake sale with slogans like "The Pies of Laura Mars" and "Romancing The Scones". Hold a bowling party with slogans like "Bowl Durham" or "Honey, I Struck The Pins."

Mardi Gras

Everyone loves a party so why not model your campaign after the biggest party in the world —Mardi Gras. Play jazz music at your kick-off event. Hold a parade float contest, with departments decorating shoeboxes as floats. Sell bead-o-grams, which are beads with thoughtful messages attached. Host a Cajun potluck.

Hang It On Your Manager

Employees bring odd fashion accessories like scarves, goofy glasses, bit ties, etc., and place them in a box. Throughout the day, employees may pay \$1 for an accessory they would like their favorite manager to wear. The manager can pay \$2 to take any item off.

Reality Campaign

Get "real" with your employees and conduct your campaign with a theme centered on the Reality TV shows that have taken over the world! Hold daily activities with a tie to the numerous reality shows such as "Temptation Island picnic, Weakest Link putt putt contest, Who Wants To Be A Millionaire trivia".

Baby/Pet Picture Match Game

Invite employees to try their luck at matching baby or pet pictures to pictures of employees. Charge employees to vote and award a fun prize to the entrant with the most right answers.

Employee Raffle

Ask Employees to contribute something special for a raffle prize. Suggestions could be: homemade pies/treats, lunch with a co-worker, car wash, tickets to a special event, weekend stay at a vacation cabin or condominium, 50/50, gift certificates.

Children's Drawing Contest

Give employees photographs of 1 or 2 top executives to take home for their children under 12 to draw. Charge a \$5.00 entry fee to vote for the best portraits. Display the winning portraits as part of the organization's permanent art collection. Variations of this event- have children paint depictions of people helping other people. Poems, collages, and photography can also be submitted.

Corporate Challenge

Take on another company in your field in a campaign goal challenge.

Lunch Box Auction

Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or humorous meals.

Half & Half

Employees each donate a dollar to be kept in a plastic container. Hold a drawing where the worker receives half the funds in the container and United Way receives the other half. Employees were also able to buy "Jeans on Friday" coupons for \$5, \$10 or \$20, each which allowed for variable lengths of wearing time.

Jeans Week: Charge \$1 for dress down day.

Vacation Day

This is probably the most effective and appreciated event. Have employees "buy" a vacation day by contributing a day's wages to United Way. Employees also have the option to donate unused vacation days to the campaign.

Hold a Kansas City Chiefs or St. Louis Rams Day (or your favorite NFL team)

Sell buttons that allow employees to wear their favorite team's gear on a Friday or any game day during the season. Host a Chiefs or Rams "Tailgate Party" during the lunch hour asking employees to bring their favorite dish to pass. For even more fun, play Chiefs or Rams Trivia.

Departmental Penny Wars

Each department collects pennies in a jar. The department that collects the most pennies wins. Each penny is worth one point. Other coins and bills subtract from the total. You may put coins and bills in other department jars.

Take a Breather

With the right amount of pre-planning, the actual employee campaign could be the easiest part of the process. Outside of keeping track of incoming pledges and keeping everyone in the company updated about the progress, there isn't really much to do during this time. Your Campaign Leadership Representative will make regular updates about your company's progress to the rest of the Campaign Leadership Team, so keep them apprised of your progress.

During this time you might try to devote a few minutes each day to the campaign so you don't have to rush in the end. Start your list of Capital Leaders (those individuals who gave \$500 or more). This is also a good time to record the donations that have been designated to specific agencies. These lists will be a part of your report envelope anyway, so why not get a head start?

The employee campaign shouldn't stand in the way of your regular duties at work, but it is a good idea to take a little time with it every day if possible. The more you accomplish during the campaign, the less you have to do once it's over.



The End is Near

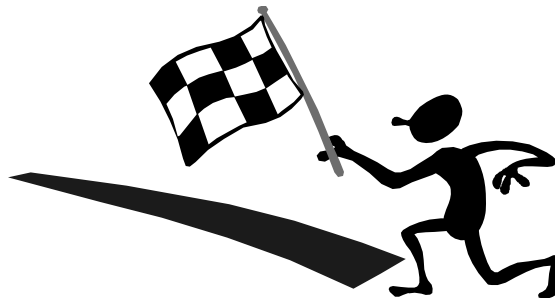
The end of the campaign is finally here, but your work isn't done just yet. Once all the pledge cards are in, it's time to complete the paperwork. This will be much easier if you kept up to date records during the campaign. Once again, here is a list of the papers that need to be returned to the United Way.

1. **Report Envelope**
2. **Employee Contribution Sheet**
3. **Pledge Cards:** Only the pledge cards that have been paid or require billing should be included. The pledge cards for payroll deduction should be sent to your company's payroll department.

If you have made a list of Capital Leaders (donors who gave \$500 or more), please include that so they can be acknowledged by the United Way. Lastly, please include your list of donations that have been designated to specific agencies.

All of these documents should be included in the report envelope. Please make sure you fill out all the necessary information on the envelope. Also, include your contact information for the United Way staff if we have questions regarding your envelope. If you need help completing the information, call the UW office at 573-636-4100 and we will give you a hand!

If you have an electronic copy of your employee pledges you may email the spreadsheet to Tonya Willig at tonya.willig@unitedwaycemo.org



A Few Final Words

Thank you!

The needs in our community are great and your generosity and time means a lot in answering those needs. The United Way of Central Missouri staff, volunteers and agencies thank you and your company for your help.



We're here to help! United Way Staff:

Ann Bax, President
ann.bax@unitedwaycemo.org

Theresa Verslues, Vice-President
theresa.verslues@unitedwaycemo.org

Tonya Willig, Finance Manager
tonya.willig@unitedwaycemo.org

Nancy Reeves, Administrative Assistant
nancy.reeves@unitedwaycemo.org

United Way of Central Missouri Partner Agencies

4-H Youth Programs

2436 Tanner Bridge Rd
Jefferson City, MO 65109
573-634-2824
Jenny Lynn Flatt

ABLE Learning Center

501 Madison Rm 124
Jefferson City, MO 65101
573-636-5558
Ben Smith

American Red Cross

431 E. McCarty St.
Jefferson City, MO 65101
573-635-1132
Paige Thomas

Big Brothers Big Sisters

424 Stadium Blvd
Jefferson City, MO 65101
573-634-3290
Lee Knernschild

Boy Scouts

Great Rivers Council
1203 Faye St.
Columbia, MO 65201
573-449-5861
Doug Callahan & Jon Wilson

Boys and Girls Club of the Capital City

727 E. Elm St.
Jefferson City, MO 65101
573-634-2582
Cindy Hudson

The Food Bank

2101 Vandiver
Columbia, MO 65202
573-474-1020
Peggy Kirkpatrick

Community Health Center of Central Missouri

3400 W. Truman
Jefferson City, MO 65109
573-632-2777
Alan Stevens

Council for Drug Free Youth

P.O. Box 212
Jefferson City, MO 65102
573-636-2411
Joy Sweeney

Dental, Eye & Shoe

573-893-2256
Judy Alexiou

Dreams to Reality

512 Jefferson St.
Jefferson City, MO 65110
573-681-9675
Ramona Hader

Energy Assistance Program

Administered by The Sal. Army
900 Jefferson St.
Jefferson City, MO 65101
573-635-1975

Family Counseling Center

204 Metro Dr., Suite B
Jefferson City, MO 65109
573-634-4591
Don Smith

Girl Scouts of the MO Heartland

230 Metro Drive (Service Unit)
Jefferson City, MO 65109
1-877-312-4764
Jonna Neterer-Local Contact

Homemaker Health Care

1760 Southridge Dr.
Jefferson City, MO 65109
573-635-3900
Jeff Buker

Jefferson City Day Care

1002 Myrtle
Jefferson City, MO 65109
573-636-6461
Donna Scheidt

Jefferson City Family YMCA

525 Ellis Blvd
Jefferson City, MO 65101
573-761-9000
Craig Lammers

Osage County Special Services

104 E. Main St.
Linn, MO 65051
573-897-2991
Jennie Ames

Pathways Community Behavioral Health

1905 Stadium Blvd
Jefferson City, MO 65109
573-634-3000
Bob Whittet

Rape and Abuse Crisis Service

PO Box 416
Jefferson City, MO 65102
573-634-8346
Jim Clardy

Salvation Army

927 Jefferson St.
Jefferson City, MO 65101
573-635-1975
Captains Terry & Cheryl Selvage

Senior Nutrition Council

P.O. Box 104718
Jefferson City, MO 65101
573-634-8020 Clark site
573-635-4120 Mall site
Brenda Doyle

Capitol Projects

Sheltered Workshop
2001 E. McCarty St.
Jefferson City, MO 65101
573-634-3660
Ken Wagner

Special Learning Center

1115 Fairgrounds Rd
Jefferson City, MO 65109
573-634-3070
Debbie Hamler

Tri-County YMCA

PO Box 541
Osage Beach, MO 6565
573-348-9230
Dr. Joann Rutherford