

United Way
of Monroe County



2010 CAMPAIGN CHAMPIONS GUIDE

HOW TO INSPIRE YOUR WORKPLACE TO “LIVE UNITED”



AWARD WINNERS FROM LAST YEAR'S CAMPAIGN GATHERED AT THE CHATEAU TO CELEBRATE THEIR ACCOMPLISHMENTS. TOGETHER, WE RAISED \$1,022,878 FOR OUR COMMUNITY!

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED[®]



Dear United Way Champion,

It is with great thanks and admiration that we welcome you to the 2010 United Way campaign.

- With **great thanks** because you and your workplace are joining our mission to bring neighbors and resources together to improve lives in Monroe County. We could not do our work without your support. The donations and corporate matches raised during these workplace campaigns account for roughly 80% of United Way’s annual income. More individuals and more businesses choose to make their charitable impact through United Way than any other local non-profit organization. We thank you for entrusting your hard-earned dollars with us.
- With **great admiration** because we know the challenge you are personally undertaking may not be easy, but it is worthwhile. The results of the 2010 campaign will impact many Monroe County residents who use the programs and services supported by United Way. Remember the faces and stories we share with you today. These are our friends, neighbors, co-workers, and family members. The lives you impact are not halfway around the world. They’re just around the corner.

This guide is designed to provide you with proven ideas and strategies for conducting a successful, fun campaign in your workplace. Additional copies for your campaign teams are available on our website at www.unitedwaymonroe.org.

But **YOU are our most valuable resource**. It’s YOUR enthusiasm and energy that will make the 2010 campaign a success. **You believe in us...and we believe in you**. Please don’t hesitate to call on any of the United Way staff or volunteers who can provide additional guidance or help along the way of your campaign process. **Together, we can accomplish great things this fall as we share with everyone the way to “LIVE UNITED”!**

www.unitedwaymonroe.org

Rte. 715 & Warner Road
P.O. Box 790
Tannersville, PA 18372
(570) 629-5657
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Campaign Theme:	Live United	Campaign Chair:	Pat Ross
Money Raised in 2009:	\$1,022,878	2010 Goal:	\$1,200,000
<ul style="list-style-type: none"> - Campaign Kickoff at Stroudfest 11 a.m. to 6 p.m.— Downtown Stroudsburg - Golf Spectacular - Fernwood Resort. Tee Off – 12 pm - Report Meetings – Northampton Comm. Coll. 8 a.m. - End of Campaign - Other Special Events: <i>Celebrity Roast for Dr. Joseph Mattioli at Paradise Stream</i> <i>Skytop Harvest Lake Stroll</i> <i>Stone Bar Inn</i> - Awards Banquet/Final Results Announcement 		<p><u>Dates to Put on your Calendar!</u></p> <p>Sat. September 4, 2010</p> <p>Fri. September 17, 2010</p> <p>Wed. Sept 1,8,15,29; Oct 6,13,20,27 Nov 3,10,17,24; Dec 1,8,15,22,29</p> <p>Fri. December 31, 2010</p> <p>Wed. October 20, 2010 Sat. November 6, 2010 Mon. December 6, 2010 February 2011</p>	

2009 Campaign Champions on front cover (left to right, top row): Ellyn Schindler, sanofi pasteur; Raffael Lucci, Pocono Health System; Wanda Ochei, East Stroudsburg University; Charlie and Vincent Trapasso, desaki restaurant. (Bottom row) Jillian Garvey and Ciara Devlin, Pocono Mountain School District; Bob Hines, Pleasant Valley School District; Amber Koert, Pocono Services for Families and Children; Chuck Seese, WSBG [Photos by Ken Schurman, VIP Studios]

FUNDED PARTNERS

These are our partner agencies and their programs that we fund.

American Red Cross of Monroe County
Blood Services, Disaster Services, Services to Armed Forces

www.redcrossmonroepa.org

Boy Scouts of America — Minsi Trails Council
Scout Reach

www.minsitrails.com

Boy Scouts of America — NEPA Council
Challenge Program ARC

www.nepabsa.org

Burnley, A Division of Allied Services
Vocational Training

www.burnley.org

Catholic Social Services
Anger Management

www.cssstroudsburg.org

Catholic Social Services
Big Brothers/Big Sisters of the Bridge

www.bbbsa.org

Center for Vision Loss
Promoting Self-Sufficiency

www.centerforvisionloss.org

Developmental Education Services of Monroe County
Early Intervention

www.devedmc.org

Devereux Pocono Center
Adult Day Care, Adult Training Facility

www.devereuxpocono.org

Equi-librium, Inc.
Equine-Assisted Learning

www.equi-librium.org

Family Promise of Monroe County
Step Up Program

www.familypromisepa.com

Girl Scouts in the Heart of Pennsylvania
Leadership Experience

www.gshpa.org

United Way
of Monroe County



Growing Place Child Care Centers
Preschool Program, Special Needs, Working Parent Program

www.thegrowingplacecenters.org

Monroe County Meals on Wheels
Home Delivered Meals

www.monroemeals.com

Pocono Alliance, Inc.

Pocono Info, Healthy Start Early Childhood Screenings

www.poconoalliance.org

Pocono Area Transitional Housing
Transitional Housing Program

www.pathhouse.org

Pocono Family YMCA

Direct Membership Scholarships for Families with Children, Direct Membership Scholarships for Seniors

www.poconoymca.org

Pocono Services for Families & Children
Head Start, Parenting Education

www.psfc.org

The Salvation Army

Emergency Shelter, Energy Assistance, Feeding Program

www.salvationarmy.org

Visiting Nurse Association/Hospice of Monroe County
Home Care

www.vnahospiceofmc.org

Women's Resources of Monroe County, Inc.
Counseling Services, Hotline, Shelter, Prevention & Community Education

www.wrmonroe.org

Monroe County Youth Employment Service, Inc.
Step Up to Leadership

www.monroecountycareerlink.org

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LIVE UNITED.** 

www.unitedwaymonroe.org

1. BECOME AN INFORMED VOLUNTEER

KNOW YOUR UNITED WAY



Mathilda Sheptak, Executive Director at top left, with staff and volunteers at the 2009 Awards Banquet.



A few of the 202 2010 Day of Caring volunteers with staff—who completed 42 projects for 19 non-profits in one day!

The more you know about what you're raising money for, the more impassioned you will become and the more credible you will be with co-workers. Some fast facts:

- United Way of Monroe County is an independent and autonomous organization, a member of United Way Worldwide, NOT a chapter.
- It is governed by a local board of volunteers who make all funding decisions for our community.
- It's our mission to more fully engage the people and businesses to measurably improve lives in Monroe County.
- 87 cents of every dollar raised goes directly to helping the community. The Better Business Bureau standard is 65 cents.
- United Way has been raising money to help Monroe County since 1942.

How Your Donation Helps Others:

- 50 cents a week (\$26 a year) will provide five blankets at an emergency shelter for victims of a disaster.
- \$1.45 a week (\$75.40 a year) will feed one person in a soup kitchen.
- \$3.00 a week (\$156 a year) will provide a homebound individual with 1 nutritious meal a day for one month.
- \$5.00 a week (\$260 a year) will provide a week of summer Scout camp for a child who otherwise couldn't afford to attend.
- \$8.31 a week (\$432 a year) will supply a homeless child with diapers for a year.
- \$10.00 a week (\$520 a year) will provide four therapy sessions for a young child with developmental delays.

2. DON'T FLY SOLO



The United Way Champions at sanofi pasteur run a textbook campaign. Also shown above is Chuck Seese from WSBG (2nd from left, top row).

- Start early! The leadership team from sanofi pasteur starts planning months ahead of campaign. They make sure their events don't conflict with company-wide or work-related events or projects.
- Create a leadership team including all areas of the organization that can generate unity *and* competition—and better results for the campaign while cultivating company leadership.

1. INVOLVE SENIOR MANAGEMENT

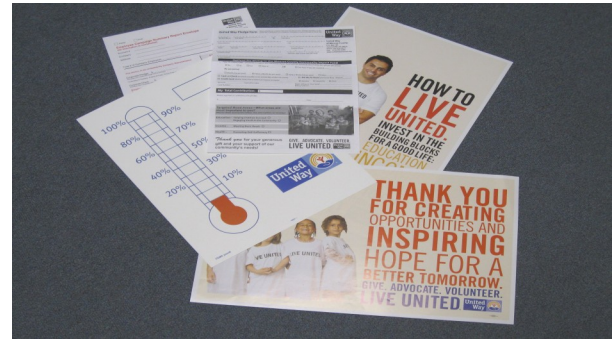
- Support of senior management is essential for a successful campaign. Ask them to personally endorse it with a personal letter or speech to staff members. Ask them to approve incentives to be used for the campaign.

2. RECRUIT A TEAM

- Don't feel like you have to "go it alone." Find a co-worker who is willing and able to help you co-chair your campaign efforts.
- If your workplace has multiple departments or locations spread around town (like a school district), consider recruiting from each area. Find people who are well-liked and respected by co-workers.

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.** It's very important to 1) make sure that all employees receive a pledge form and, 2) each pledge form to be submitted is completely, and correctly, filled out. Note the multiple options for donations, from the most popular payroll deduction to the brand-new electronic funds transfer.
- **REPORTING ENVELOPE.** PLEASE return all completed pledge forms, checks, and monetary donations in this envelope. FILL OUT THE FORM, which helps you "audit" your totals.
- **A BUDGET?** Depending on your workplace, you may have some money to use for incentives, prizes, and events.



Pledge forms, posters, thermometers, brochures. We have all the supplies you need to conduct your campaign.

EXTRAS! EXTRAS!

- **POSTERS.** Don't be shy. Take extras and plaster the walls of your workplace the week BEFORE your campaign. Hang them in high-traffic areas where staff, customers, and vendors can see them.
- **THERMOMETERS.** 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.

4. HOW ARE YOU GOING TO MAKE "THE ASK?"



United Way 2010 Campaign Chair Pat Ross makes a presentation. A face-to-face solicitation, be it from a United Way presentation or a co-worker's encouragement, is the most effective way to "make the ask."

DID YOU KNOW?

The number one reason why people do not give to United Way is because they were not asked! That's why we are asking YOU to make sure EVERY person at your workplace returns a completed pledge form, even if they're not giving this year—to ensure that we did OUR job of asking them.

ASK AND YOU SHALL RECEIVE

How do you plan to ask each individual associate to give to United Way? Think about how effective your "point-of-contact" moment is going to be. Will you REALLY, blatantly be asking each person to give to United Way? How seriously will each associate consider making a gift when they first see their pledge form? Will they even see the pledge form?

People give to people. The most effective "asks" include an educational piece along with the human element, the personal touch of a story, a presentation, an e-mail, or a letter from you or upper management explaining why their gift is needed. It's best not to just leave a pledge form on someone's desk.

How to Increase Participation Especially if giving rates are below 30%

- A 10-15 minute presentation by United Way at already scheduled group meetings is the number one way to raise awareness, educate, inform, and inspire your associates. These can be coordinated through the United Way office by calling Monica at (570) 629-5657, x15. We can do multiple presentations during any shift at any area workplace.
- Have a special event or “fun”-raiser to supplement your payroll deduction pledges, raise awareness, and build camaraderie. Plenty of fun ideas appear on the coming pages. **TAKE PICTURES OR VIDEO AND BE FEATURED IN NEXT YEAR’S HANDBOOK— AND ON OUR WEBSITE!**
- Provide incentives and prizes. Sometimes, we all need a little dangling carrot to make us take action.
- **FOOD ALWAYS DRAWS A CROWD.** Provide refreshments at your United Way meetings. Coffee, doughnuts, or fruit for morning events; pizza at lunch; cookies or brownies at afternoon meetings.
- Communicate the support and endorsement of CEO/ senior management.
- Come up with a theme, approved by senior management, and incorporate the theme as often as possible into the planned events and “fun”-raisers.
- Establish friendly inter-department competitions, such as an office pizza party for the department that raises the most or has highest participation.
- Find an associate who has been personally affected by a United Way program (either in receiving assistance or in volunteering) who is willing to share his/her experience. Personal testimonials, especially from peers, go a LONG way.

- Incorporate United Way pledge forms into your new employee orientation packet and allow new hires to complete a pledge form when they sign on.
- In lieu of, or in addition to presentations, 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 in the staff lounge.

How to Increase Average Gifts

- Stress giving via payroll deduction.
- Encourage donors to increase their gift by 10% or \$1 a week over last year’s pledge.
- Promote giving at the Leadership level when and where appropriate.
- Structure incentives so that they are based on giving levels.



Deputy Commander Frank Zardecki sampling the goods at the Tobyhanna Army Depot’s Chili Cookoff to benefit the 2009 CFC Campaign for federal employees.

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.** 

“FUN”-RAISERS IN THE WORKPLACE

- **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, 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, like Stupid Hat Day, Outrageous Socks Day, or Favorite Sports Teams 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.
- **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 a 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.
- **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.

“FUN”-RAISERS, PREPARE!

- Make sure that your planned events have been reviewed and approved in advance by senior management and human resources.
 - Certain activities may be considered inappropriate for your workplace.
-
- **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!
 - **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.
 - **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 a treasure chest of prizes. Only one key opens the chest.

MORE....

- **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.
- **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 (football tickets, a weekend getaway, 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.
- **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 football game, hold a Friday tailgate party at lunch, complete with hot dogs, chips, music, etc.
- **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.
- **VENDING MACHINES.** Raise the cost of vending machine items during your campaign with the difference going to United Way.
- **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.

“FUN”-RAISING TIPS

Hold your “fun”-raiser on a payday. That will maximize the likelihood of impulse buys and participation.

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

“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 a person may 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.

- **VOLUNTEER.** Organize a group from your workplace to participate in United Way’s annual Day of Caring (see below!). Check company policy regarding volunteer hours. Some will make corporate donations for hours volunteered by associates.
- **WATER FEATURE.** If your workplace has a water feature, put up a sign stating that coins thrown into the feature are being donated to the United Way.



Employees from sanofi pasteur and Harley Fish, Jr. Custom Woodworking take a quick break during 2010 Day of Caring at United Way partner agency, Equi-librium, Inc.

BE PREPARED

That's the motto of the Boy Scouts (2 United Way Partner Agencies, 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 the Workplace Campaign Planning Sheet given out with 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 "fun"-raisers you will employ and prepare for them. Schedule United Way presentations in advance and plan the publicity efforts that will surround your campaign.

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 ways to thank and recognize generous donors and the hard-working volunteers within workplace campaigns. Here are some examples:

- United Way will send thank you notes or e-mails to any donor who gives us his/her contact information.
- Membership in United Way’s Leadership Giving Circle is a benefit for all who give \$1,000 or more. Leadership Givers are recognized in an annual publication (unless they wish to remain anonymous) and are invited to a reception at the conclusion of the campaign.
- Campaign managers of organizations that reach certain levels or exceed prior-year levels of achievement (see bottom of p. 9) are honored at our annual Awards Banquet.

Help us thank donors internally for their participation! A small token of appreciation is often enough to convey the message — a staff luncheon or pizza party, even a simple postcard-sized letter of thanks goes a long way toward making a donor feel appreciated. Oh, speaking of thanks,

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.
- Hold a 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 an e-mail, or in your company newsletter.

THANK YOU
For being a
United Way of Monroe County
CAMPAIGN CHAMPION!!

8. REPORTING RESULTS



Coolbaugh Elementary Center announces 2009 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 (570) 629-5657 to pick up or deliver pledges. Please remember to complete your campaign by November 30.**