

United Way
of Monroe County



Uniting People. Improving Lives.

2012 CAMPAIGN CHAMPIONS GUIDE

HOW TO INSPIRE YOUR WORKPLACE TO "LIVE UNITED"



AWARD WINNERS FROM OUR 2011 CAMPAIGN GATHERED AT INN AT POCONO MANOR TO CELEBRATE THEIR ACCOMPLISHMENTS WITH BOARD PRESIDENT CURTIS ROGERS AND 2011 CAMPAIGN CO-CHAIRS CONNIE & GEORGE ROBERTS!

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED 

Dear United Way Champion,

It is with great thanks and admiration that we welcome you to the 2012 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 **60% 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 2012 campaign will impact many Monroe County residents who use the programs and services supported by United Way. Remember the faces and stories that are shared with you. 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 2012 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 year as we share with everyone the way to "LIVE UNITED"!**

Campaign Theme: **United Way Forward 2012**
2012 Goal: **\$1,000,011.01**

Campaign Chair:

Trip Ruvane

Dates for your Calendar!

Sat., September 1—11 am to 6 pm

Every other Thursday @ 4:30 pm:

June 14, 27; July 12, 26; Aug 9, 23; Sept 6, 20;
Oct 4, 10; Nov 1, 15, 29; Dec 13

- Campaign Kickoff at **Stroudfest**

- Campaign Report Meetings at **Barley Creek**
(*check website for date or location changes*)

- Other Special Campaign Events:

- **Dario Belardi Memorial Golf Tournament** at **Shawnee**
- **2nd Annual Wiffle Ball Tournament** at **Barley Creek**
- **"Six Degrees of Hell" movie premiere** at **Sherman Theater**
- **Pocono Celebrity Roast** at **Paradise Stream**
- **Evening of Holiday Cheer** at the **Stone Bar Inn**

Wed., July 11

Sat., July 21

Fri., August 24

Thurs., October 18

Mon., December 3

2011 Campaign Champions on front cover (left to right, top row): Joining Curtis Rogers, Board President, and Connie & George Roberts, 2011 Campaign Co-Chairs are Amber Koert, Pocono Services for Families & Children; Angie Bricco, Irene Burns, Pam Makosky, Patrick Jenkins, Ellyn Schindler from Sanofi Pasteur; Jennifer Stogran, Weiler Corporation; Suzie Farley, ESSA Bank & Trust.
Photos by Ken Schurman, VIP Studios

Uniting People. Improving Lives.

PARTNER AGENCIES

These are our partner agencies and their programs.

American Red Cross of the Poconos
Blood Services, Disaster Services, Services to Armed Forces
www.redcrosspoconos.org

Big Brothers Big Sisters Serving Monroe County
Big Brothers/Big Sisters of the Bridge
www.bbbsnepa.org

Boy Scouts of America — Minsi Trails Council
Scout Reach
www.minsitrails.com

Burnley Workshop of the Poconos, Inc.
Vocational Training
www.allied-services.org

Center for Vision Loss
Vision Rehabilitation
www.centerforvisionloss.org

Developmental Education Services of Monroe County, Inc.
Early Intervention
www.devedmc.org

Devereux Pocono Center
Pre-Vocation
www.devereux.org

Equi-librium, Inc.
Equine-Assisted Learning
www.equi-librium.org

Family Promise of Monroe County
A Fresh Start
www.familypromisepa.com

Girl Scouts in the Heart of Pennsylvania
Leadership Experience
www.gshpa.org

Monroe County Family Health Center
Health & Dental Care
www.monroecountyfhc.org

Monroe County Meals on Wheels
Home Delivered Meals
www.monroemeals.com

United Way
of Monroe County



Monroe County Youth Employment Services
Project Success
www.youthemploymentservices.wikispaces.com

Pocono Alliance, Inc.
Healthy Start Early Childhood Screenings
www.poconoalliance.org

Pocono Area Transitional Housing, Inc.
Transitional Housing Program
www.pathhouse.org

Pocono Family YMCA
Single Parent Family Assistance, Healthy Lifestyles for Seniors
www.poconoyymca.org

Pocono Services for Families & Children
Head Start, Parenting Education
www.psf.org

The Garden of Giving
The Garden of Giving
www.thegardenofgiving.org

The Growing Place Child Care Centers
Preschool Program, Special Needs, Working Parent Program
www.thegrowingplacecenters.org

The Salvation Army
Emergency Shelter, Energy Assistance, Feeding Program
www.salvationarmyeaststroudsburg.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

Youth Infusion, Inc.
School based Service-learning Opportunities for Teens
www.youthinfusion.org

DID YOU KNOW?!?!?!?

The United Way of Monroe County started out with **8 agencies in 1942**, including the Boy Scouts, Girl Scouts, YMCA and The Salvation Army!!

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™



www.unitedwaymonroe.org

1. BECOME AN INFORMED VOLUNTEER

United Way of Monroe County: *Uniting People. Improving Lives.*



UW Staff Monica Cravotta, Mathilda Sheptak, UW volunteer Terri Price, and UW Staff Chris Grape-Garvey.



Local Scout troops help commemorate 10-year anniversary of 9/11 at United Way Memorial Garden

The more you know about UW, 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.
- The **MISSION** of United Way of Monroe County, a leader in supporting the well-being of people in our community, is to build partnerships to improve lives and provide solutions to those facing life's challenges.
- The **VISION** of United Way of Monroe County is to ensure every person is valued and achieves the highest possible quality of life.

How Your Donation Helps Others:

- 50 cents a week (\$26 a year) will provide 5 people with a hot meal for 3 days.
- \$1 a week (\$52 a year) can provide two round-trip rides to a doctor for a visually-impaired individual.
- \$3.00 a week (\$156 a year) will provide a homebound individual with nutritious meals for three weeks.
- \$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.
- \$10.00 a week (\$520 a year) will provide 6 physical or speech therapy sessions for a young child with developmental delays.
- \$20.00 a week (\$1,040 a year) will provide speech and language screenings to 52 preschool-aged children.

2. DON'T FLY SOLO



The United Way Champions at Sanofi Pasteur run a textbook campaign.

- 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 the county, consider recruiting from each area. Find people who are well-liked and respected by co-workers.

BE PREPARED

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 to two weeks, 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.

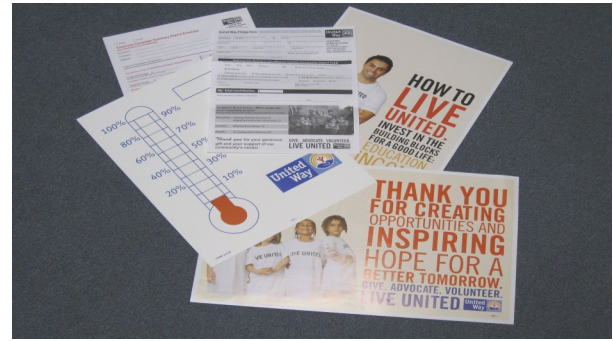


DID YOU KNOW?!?!?!?

The United Way of Monroe County has been helping our community since **1942** — that's **70 years of caring!!!**

4. 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.unitedwaysstore.com for more United Way-specific items and ideas that you can use for your campaign.

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



2011 Campaign Co-Chairs Connie and George Roberts make 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, x114. 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.

DID YOU KNOW?!?!?!?

Since 1942, United Way of Monroe County has raised **\$29 million** for health and human services!

- 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.



The pie-throwing contest at Pocono Medical Center—each donor giving \$3/pay period got a pie to throw at Campaign Champion Raffael Lucci—was a big hit!!

**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.
- **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.

“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.
- **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.



Have a wiffle ball tournament for UW! Above are The Misfits, the winners of the 1st Annual Wiffle Ball Tournament held at Barley Creek Brewery.

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.
- **WIFFLE BALL TOURNAMENT.** Hold a wiffle ball tournament—teams’ entry fees + food/drink sales benefit United Way.



Employees from Tobyhanna Army Depot take a quick break during the 2011 Day of Caring helping United Way partner agency, Pocono Services for Families and Children (Executive Director Tim Lee in blue jacket), at its Coolbaugh Township location.

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 of Monroe County 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 of Monroe County’s Leadership Giving Circle is a benefit for all who give \$500 or more. Leadership Givers are recognized in an annual publication (unless they wish to remain anonymous) and are invited to specific events during the campaign.
- Campaign managers of organizations that reach certain levels or exceed prior-year levels of achievement 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



Tobyhanna Elementary Center students cleverly announce 2011 Campaign results to George Roberts!

TRACK YOUR PROGRESS

Track your campaign’s progress and report results to your CEO and co-workers. **When your campaign period ends, complete the Reporting Envelope(s) and call United Way at (570) 629-5657 to arrange to publicly report at our campaign meetings (see left) or to arrange for pick up or schedule delivery. Please try to complete your campaign by November 30.**