

REACH OUT A HAND TO ONE INFLUENCE THE CONDITION OF ALL

promote.

To contribute to the progress or growth of; further.

United Way of Elkhart County provides many resources to help you promote your company workplace campaign. Below you will find a list of available resources. If you are in need of anything else, please contact us at 295-1650

❖ United Way Campaign Video-

- This video contains local stories from our community. Using the video provides a great and simple way to inform your co-workers about the things United Way is doing right here in Elkhart County.
- Spanish Video- This video is for your Spanish speaking employees.

❖ United Way Campaign Posters-

The 2009-10 United Way campaign posters celebrate LIVE UNITED and feature local people who volunteered to help a student at the Daly Reading Camp.

❖ United Way Speakers-

Sometimes telling the United Way Story can be challenging. Let us help you by providing a speaker from United Way or one of our partner organizations. A speaker can help you communicate the importance of giving to the United Way by telling stories of how United Way makes an impact locally. Speakers are both United Way professionals and volunteers as well as Community Partner professionals. To schedule a speaker for your campaign, contact Chris Kinsey at the United Way 295-1650.

❖ Sky's The Limit-

Need something that you don't see here? Decorations for your in house event, newsletter articles for the company newsletter, goodies with the United Way logo... If you need it, we'll help you get it! For specialized materials to make your campaign a hit, contact the United Way Marketing Department at 295-1650 or ask your staff liaison to help you out. Together we'll make your campaign a hit!

United Way
of Elkhart County

LIVE UNITED



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educate.

To provide with knowledge or training in a particular area or for a particular purpose.

What is the United Way?

For over 87 years, the United Way of Elkhart County has created opportunities for a better life for all. Focused on creating long-lasting changes by addressing the underlying causes of problems. Rather than making sure abused children have somewhere safe to go... ensuring that under-insured and uninsured people have health care... or providing an avenue for parents to learn how to be a better caregiver... your United Way has been there listening to what people need and making sure your donations go toward those areas.

What worked then... still works now...

In 1922, when the United Way of Elkhart County was established, people wanted their donations to help in their community. That's still the case today. Your donations to the United Way makes sure that over **73,500** people in our community each year have the help they need to lead successful lives.

They guaranteed that the dollars you gave to the United Way were used to help the most people. Today we continue that philosophy by maintaining a small administrative staff and an extensive use of community volunteers.

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Top 5 reasons why people give:

- 1. Because YOU asked-** yep you ARE that popular... the number one reason people give is because someone asked them to.
- 2. Personal Interest-** we all give to organizations in which we have a personal interest. The United Way appeals to so many people because donations are allocated to issues which affect all aspects of our community. 1 in 3 Elkhart County residents is touched by the United Way of Elkhart County.
- 3. People believe their monetary gift will make a difference-** you are offering a way for people to contribute to our community simply by giving money. They are helping to solve a problem, one that you otherwise would not be able to on your own.
- 4. It's Easy-** giving to the United Way through payroll deduction is an easy way to give. By investing in the Community Impact Fund (an unrestricted gift), you can give to all your favorite United Way Community Partners at one time.
- 5. Tax Benefits-** charitable donations can make you feel good and save you tax money.

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make it **fun.**

A source of enjoyment, amusement, or pleasure.

What Can Incentives Do For My Campaign?

- Increase enthusiasm and participation
- Increase average gift
- Encourage employees to pledge promptly
- Encourage attendance at campaign meetings

A Note About Incentives & Prizes

Token incentives or prizes are more effective than expensive items. Many people may react negatively to the idea of a lavish “reward” for giving to United Way. It can seem inconsistent with the spirit of United Way, so use your best judgement. A good place to start is with your vendors for incentives. Your vendors may be able to provide gifts or loan merchandise. It’s a great way for company’s vendors to show how much their business is appreciated while it spreads awareness of United Way.

**For more incentive, prize and event ideas see
“getting creative” section.**

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report.

A formal account of the proceedings or transactions of a group.

What's the MOST important part of your campaign?

Handing out pledge cards to everyone I see...

hmmm... yep that IS important...

Choosing between a group solicitation or a one-on-one solicitation...

well, sure that's important too...

Making sure I help educate everyone about the importance of United Way...

of course we think that's important... but...

Handing in my pledge envelope at the end of my pledge drive?

Yes! Yes! Yes!

When you are finished with your United Way
Workplace Campaign

Contact:

Chris Kinsey at the United Way

kinseyc@unitedwayec.org

295-1650

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