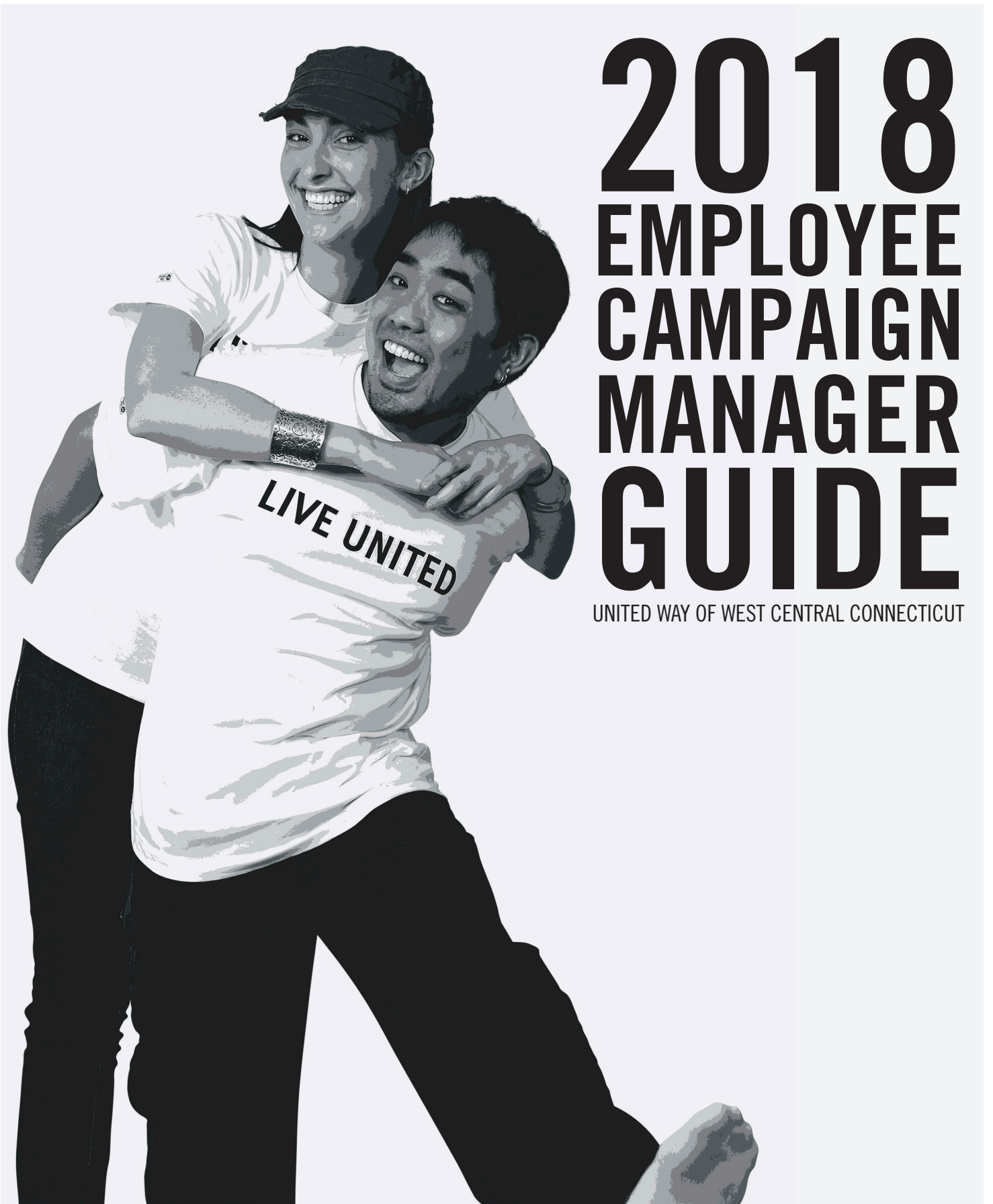


2018 EMPLOYEE CAMPAIGN MANAGER GUIDE

UNITED WAY OF WEST CENTRAL CONNECTICUT



LIVE UNITED

**United
Way**



Your United Way Representative

is happy to help you!

Contact Information: _____

WELCOME!

Your volunteer efforts through the next few weeks of your workplace campaign will directly affect thousands of people who need help right here in our community. Thank you for your commitment to making change; we simply couldn't do it without you.

This year we are focusing on the great things that happen when people Live United. We are well on our way toward being a healthier, happier community, all because United Way is focused on fundamental change, not charity. United Way brings together people with the passion, expertise and resources needed to get these jobs done.

Through the donations you are helping to secure for United Way, and specifically for our Community Action Fund, you are helping children and youth achieve their potential, promoting financial stability and independence, and improving people's health and wellness. United Way uses your co-workers' gifts - combined with the gifts of thousands of others - to fund programs according to what our community needs now. Then together we can fight for the health, education and financial stability of every person in Bristol, Burlington, Plainville and Plymouth/Terryville.

Please know how much we appreciate your support. Your efforts this year, combined with those of many others who will be coordinating campaigns in their own workplaces, will help ensure that our community thrives. United Way staff is available and ready to help you make this year's campaign a great success. On behalf of the United Way of West Central Connecticut's Board of Directors, staff and volunteers - thank you!

Best regards and much success,



Donna Osuch
President & CPO
United Way of West Central Connecticut

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UNITED WAY'S VISION & MISSION

Vision - To advance the common good by creating lasting changes to improve lives in our communities.

Mission - We will unite our communities to create opportunities for a better life for all by focusing on education, income and health.

KEYS TO RUNNING A SUCCESSFUL UNITED WAY CAMPAIGN

- » Enlist the support of your CEO.
- » Recruit a campaign team to assist you.
- » Attend United Way training or meet one-on-one with United Way staff.
- » Develop strategies and set a goal based on last year's effort and this year's workplace environment.
- » Hold employee group meetings (see agenda below). Use the meetings and other communications as a way to educate colleagues about United Way.
- » Use incentives to encourage giving. Hold fun special events that build enthusiasm. Consider volunteering as a team-building project.
- » Visit our website often to gather ideas and find resources available to you.
- » Promote the campaign using tools available through United Way including posters, sample emails, guest speakers, and endorsement letters.
- » Run a special solicitation for those who are, or have the potential to be, leadership givers (those who contribute \$1,000 or more annually).
- » Wrap up your campaign and report results—within your company or organization and to United Way.
- » **Say "thank you" to those who contributed to the campaign and anyone who helped coordinate it. Send letters signed by the CEO; hang thank you posters; write thank you notes; and post a message on your company's intranet or send an email.**
- » Implement a new hires program if you don't have one already. Consider adding a component about United Way into your new employee orientation.

THE 20-MINUTE GROUP MEETING

SAMPLE AGENDA:

ITEM	PRESENTER	TIME
Opening remarks	Employee Coordinator	3 mins.
CEO Endorsement	CEO/President	2 min.
LIVE UNITED Presentation & Campaign Video	United Way representative/Loaned Executive	10 mins.
Ask for the Gift	Employee Coordinator/United Way representative	3 mins.
Closing comments	Employee Coordinator	2 min.

SAY THANK YOU!



THE CASE FOR GIVING TO UNITED WAY'S COMMUNITY ACTION FUND

A MORE POWERFUL CHUNK OF CHANGE

Great things are rarely accomplished alone. When a marathon runner crosses the finish line, she thanks her coach and her supporters who helped her train. When a student proudly walks across the stage in his cap and gown to receive his diploma, he smiles back at his family and teachers who helped him get to that incredible moment. It's no surprise that when people band together around a common goal, great things happen.

When we look around at our community, we can see that some things need to change: homelessness, poverty, childhood obesity, illiteracy, and the achievement gap (to name just a few). Changing these things hardly seems surmountable on our own, as individuals. But the truth is, change starts here. It starts with you. As with the marathon runner or the high school graduate, great change can happen when we come together and support a common cause; when we find a way to address the most important challenges facing our community.

And the way for us to do that is through the United Way Community Action Fund.

The Community Action Fund supports programs according to what our community needs now, like helping children and youth achieve their potential, promoting financial stability and independence, and improving people's health and wellness. When you support the Community Action Fund, your dollars - combined with the gifts of thousands of others - create a powerful chunk of change for our community.

WHAT YOUR COLLEAGUES MIGHT ASK YOU

Who benefits from my gift to the Community Action Fund?

Your gift to the Community Action Fund helps everyone in our community - from babies and toddlers, to students from K-12, to people with disabilities, to families facing crisis, to our seniors. Every penny given to the Community Action Fund goes directly to help people in Bristol, Burlington, Plainville and Plymouth/Terryville.

Who decides how dollars to the Community Action Fund are invested?

Local volunteers - who comprise United Way's Allocation Committee - work alongside United Way's professional staff to help ensure your gift to the Community Action Fund does the most good to help the most people.

How else can I learn more about United Way's work in our community?

You can visit our website www.uwestcentralct.org, which has valuable information about our work in the community, along with our financial statements, recent publications (including our Annual Report), and local volunteer opportunities.

Does United Way charge administrative fees on my donation?

99% of donations to United Way's Community Action Fund go to help people right here in our community. To cover the cost of processing designated gifts, a fee of 10% of the amount of the designated gift (up to \$100), will be deducted from each gift before it is forwarded to the organization of choice.

How can I make the most change in my community?

When you give a leadership gift - an annual contribution of \$1000 or more - to United Way, you join many other like-minded individuals in our community who come together to make significant change for those in need. For more information on our leadership giving group, the New Cambridge Society, please contact Kimberly Carmelich at (860) 582-9559.

SAMPLE EMAIL MESSAGES

E-Mail Option #1 - Short Email Blast (Can Be Used as a Reminder to Pledge)

Dear Colleagues,

We think every child should have a good education. Every citizen should feel financially stable. Every community should be healthy and strong. And United Way feels the same way.

United Way goes beyond temporary fixes to create lasting change that lifts up entire communities around the world. By bringing people and organizations together around innovative solutions, they impact millions of lives.

When you think about what your local community needs, who will tackle the problems that most people shy away from? In our community, United Way of West Central CT is fighting for the health, education, and financial stability of every person in Bristol, Burlington, Plainville, and Plymouth/Terryville.

We need you to join the fight. Because your passion, expertise and resources will help the fight become a win. Raise your hand to reach out to people who need help. And hope.

We are asking you to make an investment in United Way. Be a game-changer – make your pledge of the United Way campaign today.

Email Option #2 - Longer Email “ASK” (Can Be Sent Out at the Beginning of the Campaign)

Dear Colleagues,

Are you ready to be a game changer for local families in need?

United Way fights for the health, education and financial stability of every person in every community. And with your help, it is a fight that we can win, as we bring the community and its resources together to address problems that no single organization can solve alone.

Thank you for your past investment in United Way. We are asking you to be a game changer for those in need. When you support United Way, you are investing in the coordination of local efforts to help children and youth achieve their potential and improve people's health and wellness. The place that needs you most is right here in your own community.

United, employees like you have supported United Way's efforts to expand opportunities for local residents to succeed:

- Children are safe and have greater opportunity to reach their full potential,
- Families are increasing their financial stability,
- Seniors are remaining healthy and independent longer,
- Adults, children and families in crisis have resources, and
- So much more!

Change does not happen alone. With your help, we can do even more. United Way works tirelessly to implement solutions that protect, improve and empower lives across our communities. United Way is the steadfast leader you can count on to create community collaborations that provide proactive solutions to issues.

We fight together, and win by living United. United Way excels at forging partnerships, finding solutions, and mobilizing resources to unite our communities – all with the goal of improving the lives of local residents. And, it all starts with someone like you.

We are asking you to be a game changer by joining the ranks of thousands of donors and volunteers from West Central Connecticut who have pledged to fight for their communities through United Way. Please join with us and support the 2018 United Way campaign today!

Sincerely,



Donna Osuch, Presidnet & CPO

Helping children and youth achieve their potential

EDUCATION



UNITED WAY INITIATIVES:

Early Childhood Initiatives - *Initiatives that ensure children enter kindergarten ready to learn*

Kids In The Middle - *Provides middle school students with meaningful experiences to help them transition from childhood to young adulthood and connect them with caring adults in the community*

Youth Board - *Regional leadership and service program for high school students*

Walsh Summer Work Experience Program - *Career development education and paid summer jobs for high school students*

Promoting financial stability and independence

FINANCIAL STABILITY



UNITED WAY INITIATIVES:

Adopt-A-Child Program - *Back to school program that provides a backpack, school supplies and first day of school outfit for local children*

Bristol Task Force to End Family Homelessness - *Mobilizes community partners and volunteers to respond to and prevent homelessness*

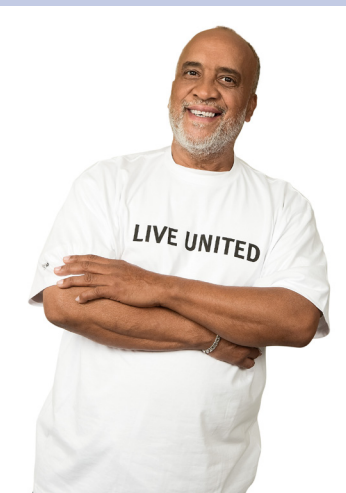
Financial Education Classes - *Free classes on financial topics such as credit repair, financial recovery, creating budgets and learning to save*

Joy of Sharing Program - *Food and gifts for struggling families*

Volunteer Income Tax Assistance (VITA) - *Free tax preparation for low and moderate income families*

Improving people's health and wellness

HEALTH



UNITED WAY INITIATIVES:

2-1-1 - *A free and confidential way to locate hundreds of services available in our community. 24 hours a day. 365 days a year. CT 2-1-1 is now assisting with calls from hurricane-affected areas of the USA*

Community Health & Fitness - *We partner with other local organizations to support and promote health and wellness for individuals of all ages*

FamilyWise Prescription Program - *Through local pharmacies, we distribute discount cards to help families better afford prescription costs*

Senior Initiative - *The West Central Connecticut TRIAD brings together law enforcement, older volunteers and community professionals to improve the health and safety of older adults and reduce the fear of crime*

FUNDED COMMUNITY PARTNERS:

Bristol Boys & Girls Club
 Bristol Family Resource Centers
 Bristol Preschool Child Care Center
 Nutmeg Big Brothers/Big Sisters
 Plainville Early Learning Center
 Plymouth Family Resource Center

OUTCOMES WE ARE WORKING TOGETHER TO ACHIEVE:

- 1) Families are actively engaged with their children in programs, activities and/or experiences.
- 2) Children are prepared for success in kindergarten.
- 3) Youth demonstrate age-appropriate social, emotional and cognitive skills.
- 4) Youth become engaged in their community through increased volunteerism.

FUNDED COMMUNITY PARTNERS:

Bristol Adult Resource Center
 Connecticut Coalition to End Homelessness
 Connecticut Legal Services
 HRA of New Britain
 Literacy Volunteers of Central Connecticut
 Plymouth Community Food Pantry
 Salvation Army
 St. Vincent DePaul Mission of Bristol
 United Way of Connecticut 2-1-1

OUTCOMES WE ARE WORKING TOGETHER TO ACHIEVE:

- 1) Youth and adults build self-sufficiency through employment, education and increased income.
- 2) Families and individuals work toward self-sufficiency by meeting basic needs.

FUNDED COMMUNITY PARTNERS:

Bristol Hospital - The Parent and Child Center
 Community Mental Health Affiliates (CMHA)
 PARC, Inc. Plainville
 Prudence Crandall Center
 Wheeler Clinic
 Wheeler Regional YMCA
 YWCA of New Britain - Sexual Assault Crisis Service

OUTCOMES WE ARE WORKING TOGETHER TO ACHIEVE:

- 1) People in physical or emotional distress access timely services resulting in improvement in functioning.
- 2) Older, isolated adults access services to increase their connection to their communities.
- 3) Families and individuals gain access to community wellness programs.

CAMPAIGN TOOLS YOU CAN USE

As the Employee Campaign Manager (ECM) for your company's workplace campaign, you are helping lead the charge in asking people to make a change in our community by giving to United Way. To support your efforts, we have developed these campaign materials and resources for you to use:

CAMPAIGN BROCHURE

United Way's new Campaign Brochure for 2018 "Become a Hand Raiser" showcases the many ways United Way fights for the health, education and financial stability of every person in West Central Connecticut through campaign contributions.



CAMPAIGN POSTERS

United Way has four new Campaign Posters for 2018 that focus on our work and showcase local people doing great things when they Live United. All four are perfect for hanging in the office lobby or break room!



We raise our hands not only to lead the fight, but to reach out to people who need help. And hope.

Join the fight for a stronger West Central Connecticut at www.uwestcentralct.org.
GIVE. ADVOCATE. VOLUNTEER.



Your passion, expertise and resources will help the fight become a win. A win that's not just a short-term contribution, but a long-term solution.

Join the fight for a stronger West Central Connecticut at www.uwestcentralct.org.
GIVE. ADVOCATE. VOLUNTEER.



United Way's Early Childhood Alliance is coordinating efforts to promote early childhood literacy, providing more than 45,000 free books to local families through our Appetite for Reading Program.

Join the fight for a stronger West Central Connecticut at www.uwestcentralct.org.
GIVE. ADVOCATE. VOLUNTEER.



No matter the obstacles. No matter the odds. We surround a community's most critical problems. And we fight.

Join the fight for a stronger West Central Connecticut at www.uwestcentralct.org.
GIVE. ADVOCATE. VOLUNTEER.



PLEDGE FORM

Giving should be easy. That's why we've made very few edits to our Pledge Form. Flip the page to take a closer look and see the areas we want you to focus on.

NEW CAMPAIGN PRESENTATION

Our new presentation is an inspiring way to get your co-workers engaged in our work. There are several short videos available for use during your presentations.

“MAKING EASY CHANGES” Flyer

This flyer shows how different weekly donation levels impact the local community. Please consider sharing this flyer at some point during campaign season with your fellow employees!

OTHER HELPFUL TOOLS

Visit us online at our website www.uwestcentralct.org for more resources like:

- United Way Logos
- Campaign Themes & Events
- Annual Report
- Financials
- Policies
- Information on our Funded Partners
- Upcoming Event Information
- Photo Gallery!

REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL

LIVE UNITED®



United Way Pledge Form

Prefix _____ First Name _____ Middle Initial _____ Last Name _____

Home address (For credit card charges, address listed must be your billing address) _____

City _____ State _____ Zip Code _____ Daytime Phone _____

Company Name _____

Home E-mail Address _____

[SAMPLE]

PLEASE SELECT ONE OF THE FOLLOWING PAYMENT OPTIONS:

EASY PAYROLL DEDUCTION

My total annual gift

AMOUNT \$ _____

I want to contribute the following each pay period:

- \$20 \$10 \$7 \$5
- \$3 \$2 Other _____

I am paid (times per year):

- Weekly (52) Biweekly (26)
- Twice a month (24) Monthly (12)
- Other _____

ONE TIME GIFT

AMOUNT \$ _____

Direct gift to be paid by:

- Cash
- Personal Check (please enclose)
Check # _____

DIRECT BILL (minimum of \$100)

AMOUNT \$ _____

Please complete the top portion with your home address. You will be billed on a quarterly basis beginning in January.

CREDIT CARD (minimum of \$100)

AMOUNT \$ _____

Please check one:

- MasterCard Visa American Express Discover

Credit Card # _____

Expiration Date _____

Make sure to point out to your co-workers that this is the BEST way to make change in our community.

PLEASE CHOOSE HOW YOU WANT TO INVEST IN YOUR COMMUNITY:

INFLUENCE THE CONDITION OF ALL. United Way Community Action Fund.

I Live United by allowing local, knowledgeable volunteers to invest my contribution where it's needed most and will do the most good.

AMOUNT \$ _____

EDUCATION

Helping children and youth achieve their potential through education

AMOUNT \$ _____

I would like to receive acknowledgement of my gift

FINANCIAL STABILITY

Promoting financial stability and independence

AMOUNT \$ _____

HEALTH

Improving people's health and wellness

AMOUNT \$ _____

If someone feels strongly about one area of our work, they can direct all of their donation to that particular Building Block

I am a Loyal Contributor and I have been donating to United Way for _____ years.

My gift, either alone or in combination with my spouse/partner, totals \$1,000 or more:

Spouse/Partner Name: _____ Spouse/Partner Company: _____

I would like more information on the Professional Young Visionaries of Tomorrow (PYVOT) for those who are

I would like to remember United Way of West Central Connecticut in my estate plans.

Encourage your co-workers to fill out this area to receive more information from United Way and be invited to special events

Restricted Contribution (Minimum of \$50) 501 (C)(3) ORGANIZATION NAME AND ADDRESS

AMOUNT \$ _____

*A cost-recovery fee will be charged to process each designated gift.

Signature _____

Please check the accuracy of all your entries. Thank you for investing in United Way.

GIFT CALCULATOR

Below is an at-a-glance tool that can help you and your co-workers quickly determine how much their weekly, bi-weekly, semi-monthly, monthly or quarterly gift to the Community Action Fund will yield. Feel free to share this with your co-workers today:

If you pledge this amount	Weekly (52 times/year)	Bi-Weekly (26 times/year)	Semi-Monthly (24 times/year)	Other (20 times/year)	Monthly (12 times/year)	Quarterly (4 times/year)
\$100	\$1.92	\$3.85	\$4.17	\$5.00	\$8.33	\$25.00
\$250	\$4.81	\$9.62	\$10.42	\$12.50	\$20.83	\$62.50
\$500	\$9.62	\$19.23	\$20.83	\$25.00	\$41.67	\$125.00
\$1,000	\$19.23	\$38.46	\$41.67	\$50.00	\$83.33	\$250.00

COST-RECOVERY FEES FOR PROCESSING DESIGNATED GIFTS

Here are answers to some of the questions that donors and campaign organizers might have about the cost-recovery fee for designated gifts:

Why is a cost-recovery fee being assessed?

Unfortunately, it is not possible for United Way to fully assume the cost of processing designated gifts.

Why does it cost more to process a designated gift?

There are numerous additional steps that are required to accept and process a designated gift than an unrestricted gift made to United Way's Community Action Fund.

What is the cost-recovery fee?

10% of the designated gift, up to \$100.

If I don't designate my gift, will my gift to the Community Action Fund or one of United Way's three Building Blocks (Education, Income or Health) still be subject to the cost-recovery fee?

No. The cost-recovery fee is applicable only to gifts that are designated to specific organizations.

UNITED WE FIGHT. UNITED WE WIN.

ENGAGE YOUR CO-WORKERS WITH OUR NEW CAMPAIGN PRESENTATION

DIRECTIONS

Campaign 2018 Presentation

Welcome everyone, introduce yourself, and explain that you are representing United Way of West Central Connecticut.

I'm here to say thank you! Thank you for your past gifts, (thank you for volunteering on Day of Caring, thank you for donating to our Joy of Sharing Food/Toy Drive), thank you for letting me speak with you today.

I want to highlight a few things as reminders and for people who are new to United Way. When you give to United Way, you are making a difference right here in Bristol, Burlington, Plainville and Plymouth. All the funds that are raised in our four towns, go back to our four towns. We are governed by a local board of directors – comprised of people who live and work in our communities – and they decide how the money is spent. When you give to United Way, you're giving to the 23 programs at 22 local non-profits and several in-house initiatives that we fund. You're giving to YOUR neighbors in need.

We are so incredibly grateful for your generosity.

The theme of this year's campaign is "United We Fight, United We Win." United Way of West Central Connecticut fights for health, education and financial stability of every person in West Central CT. We go looking for problems that cannot be easily solved in West Central CT and find every dollar we can to address them. Like homelessness. We're leading a task group that has brought together dozens of organizations that had never worked together before to address the issue of homelessness. Remember change doesn't happen alone. We work together to find solutions.

We surround a community's most critical problems. We've talked about 2-1-1 in the past. All United Ways support this statewide call center which is open every day of the year, 24 hours a day. Last year there were more than 13,500 requests from our area for services from 2-1-1. The top request in our area, with 4X more requests than anything else, was for counseling services. Back to our ending homelessness example, people who are homeless call 2-1-1 to find shelter and set up an appointment to get help accessing permanent housing. We are lucky to have a call center available to help with sensitive and critical services.

We are so incredibly grateful for your contributions. Last year, your company gave _____ to United Way, and we are so appreciative. Thankfully due to the support of local donors like you, we are able to invest in many important programs and initiatives that help strengthen our community and create positive change.

We are going to end our presentation by showing you a short video – a brief look at how you have impacted a real person in West Central CT through your United Way Campaign investment:

CAMPAIGN VIDEO

We have this year's campaign video on a flash drive with a few additional videos that can be used in follow-up campaign emails. Please use the video below in conjunction with the presentation:

Video 1: "Turning the Page for Kids Like Stanley"

This video highlights a homeless teenager who has been supported in many ways by your investment in the United Way Campaign.

Concluding Comments for Video #1:

When you give to United Way, you are supporting 23 programs at 22 area nonprofit organizations that together meet the needs of kids like Stanley and their families. To name just a few of the United Way funded agencies that Stanley mentioned has impacted his life,

If you just give to the Bristol Boys and Girls Club, kids like Stanley will have great positive youth development programs to go to during the day, but where will they sleep at night?

If you just give to the St. Vincent de Paul Homeless Shelter, kids like Stanley and their families will not freeze to death during the winter months, but where will they go in the morning when they have to leave the shelter?

If you give to Wheeler Clinic...well, you get the picture...

Together when you give to the United Way campaign, you really are helping to turn the page for kids like Stanley. Without your support, the page will not turn, the cycle of poverty and the daily struggle to merely survive will repeat. Without the support of a whole host of individuals and agencies over the past year and a half, he'd have been in three different schools during the 2017 / 2018 school year. You know how that might actually have ended...would his mom even register him for school every time he moved? Could he survive losing his world again? High school graduation might not be a real possibility.

Without your support, that page would not be turning. There would be no new chapter in Stanley's life or any child's life. Or, together – when we Live United – kids like Stanley WILL graduate high school. This year he's taking

- AP statistics, a number of accelerated classes, and a UCONN physics class.

With your support, kids like Stanley will use their experiences to give back to the community and start earning recognition for their accomplishments. In the past few months, Stanley received the following honors:

- Induction into the National Honor Society,
- Mayor's Award for Volunteerism, and
- Bristol Boys and Girls Club's World Changer Award.

You've probably encountered a child in need and thought "he has such potential if only someone would help him". Remember, together, we can positively impact at-risk children and help them reach their full potential... helping them to stop the cycle, to turn the page and start a better, brighter chapter of their life. Please support the United Way Campaign to turn the page for kids like Stanley.

Alternative Campaign Video:

Stanley's individual video is not uploaded to YouTube for privacy reasons. If you are unable to get the 2018 campaign video to load through the flash drive, you may use the following alternative video:

<https://www.youtube.com/watch?v=FsW4nnoZjIY>.



You may still use Stanley's story and share that Tom and his daughter have also been impacted...and the lives of hundreds of other families...thanks to the company's campaign support.

NOTES
