United Way
of Greater Stark County

CHANGE DOESN'T HAPPEN ALONE

LIVE UNITED®

Campaign Coordinator Guide

UNITED WAY OF GREATER STARK COUNTY FIGHTS FOR THE HEALTH, EDUCATION AND FINANCIAL STABILITY OF EVERY PERSON IN EVERY COMMUNITY.
We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources.
And by inspiring individuals to join the fight against our community's most daunting social crises.

401 Market Avenue North, Suite 300 | Canton, OH 44702 | 330-491-0445 | *www.uwstark.org*

Welcome to the United Way of Greater Stark County team! Thank you for playing a leadership role in our annual fundraising Campaign. As a Campaign Coordinator, you are an integral part of a special group of volunteers dedicated to making a measurable difference in the lives of people in our community.

With your support, we're fighting for lasting, positive changes in the three important areas of health, education and financial stability. The information provided in this brochure, materials on the United Way of Greater Stark County website, and your United Way representative will help you plan and execute your campaign strategy. We're always just a phone call or email away. We want your experience to be fun and rewarding, which are key factors in your campaign's success. If you need anything, please call us at 330-491-0445.

EMPOWER OTHERS - Your actions inspire others to dream more, learn more and do more. You empower people to change their lives and help build a stronger community by recognizing and understanding our community's needs.

EDUCATE YOURSELF - Making a human connection is critical to understanding our community and we have opportunities for you to increase your awareness of what's going on in your community today.

JOIN US AND FIGHT - For those who need a voice, and those whose names we do not know. No matter the obstacle. No matter the odds.

The United Way of Greater Stark County brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we are a beacon of trust and support throughout the communities we serve.

In a very real way, members of our communities, our partners, and our investors experience the United Way brand through our deeds, as well as through the verbal and visual messages we send. A brand is brought to life not just through images, but also words.

We can win the fight only with support of the community. Collaboration is an important part of the solution and we tackle some of the most difficult challenges by working together. In a time when differences compel people to be more distant, United Way of Greater Stark County calls for cooperation, comradery and unification.

For those of you who have joined our fight, thank you! Visit *www.uwstark.org/editorials* to read more about how leaders in the community have shown their support for our work.

For those of you new to United Way, we invite you to join our fight. Whatever you have to give: your time, a donation; whether large or small, your compassion, your interest, your desire to make the world a better place -- please consider joining our fight. We have one life. To live better, we must live United.

We aren't afraid to take on the toughest challenges. We are the handraisers. The gamechangers. We don't wait for problems to land in our laps. Instead, we dig for the challenges that need us the most.

We mobilize the best resources to find solutions for problems in our own communities, and around the world.

Thank you for all that you do and for living United.

Maria Heege
President & CEO
United Way of Greater Stark County

UNITED WAY OF GREATER STARK COUNTY 'S *BOLD GOALS INITIATIVE 2020*

HEALTH

We envision a community where all residents have access to programs & services that improve the overall health of Stark County.

- Healthy lifestyles
- Physical health
- Behavioral health

Increase the number of Stark County residents who report they are healthy

Reduce infant mortality to meet or exceed the Healthy People 2020 Objective & reduce disparity across races

Reduce opiate substance abuse

EDUCATION

We envision a community that supports & enables all students to reach age appropriate milestones leading to graduation & careers.

- School readiness
- Success in school

100%

Sustainable progress toward 100% of eligible students being kindergarten ready

100%

Sustainable progress toward 100% high school graduation rate

FINANCIAL STABILITY

We envision a community where a cycle for financial success exists, allowing individuals and families access to build long-term, economic independence.

- Access to affordable housing
- Job training & preparation
- Asset building
- Financial Coaching
- Household Stabilization

70%

70% of Stark County residents will spend no more than 30% of their income on housing

United Way
of Greater Stark County

United Way

CHANGE DOESN'T HAPPEN ALONE

RUN A SUCCESSFUL CAMPAIGN

1. ENERGIZE
Recruit a strong team to lead your United Way of Greater Stark County campaign.

2. INSPIRE
Share the United Way of Greater Stark County story with all employees.

3. ENGAGE
Connect employees to our work and show them how they can raise their voice.

4. ASK
Ask everyone to give.

5. THANK
Thank everyone for giving.

1. ENERGIZE

ENERGIZE YOUR CAMPAIGN:

- Learn about the work of United Way of Greater Stark County
- Recruit a team for your workplace campaign
- Set your strategy and goals

BUILD A TEAM OF ENTHUSIASTIC VOLUNTEERS:

Involve them in planning a strategy and setting a goal that fits your company's size and culture. Remember: encourage leadership to make a personal contribution to United Way.

- Establish support from the top. Get your CEO (or others in a leadership role) actively involved in all aspects of your campaign through events and communications
- Recruit a Campaign Chair who will lead and support your activities
- Enlist a Leadership Chair Leadership Giving is the foundation of every successful campaign

Identify employees who are energetic and have a variety of skills to serve on the campaign steering committee. Recruit campaigners to connect one-on-one with employees. The ideal ratio is one campaigner for every 10 employees.

DEVELOP A CAMPAIGN STRATEGY THAT FITS YOUR COMPANY'S SIZE AND CULTURE, ENGAGING EVERYONE AT ALL LEVELS.

Set a campaign goal:

- Consider prior year results, number of employees and current business climate
- Visibly track results throughout the campaign

Consider these objectives that will boost overall results:

- Increasing employee participation
- Increasing donations through payroll deduction
- Asking employees to increase their gifts from last year
- Increasing leadership giving

2. INSPIRE

INSPIRE EMPLOYEES TO SEE THE IMPACT THEY MAKE IN THE COMMUNITY THROUGH UNITED WAY OF GREATER STARK COUNTY

- Ask a colleague who has benefited from a United Way of Greater Stark County program to share his/her experience
- Hold a fun kick-off rally to showcase the work of United Way of Greater Stark County

SHARE UNITED WAY OF GREATER STARK COUNTY'S WORK IN THE COMMUNITY

Set up community impact tours for employees to see firsthand their dollars at work.

UTILIZE UNITED WAY OF GREATER STARK COUNTY RESOURCES AND STAFF FOR:

- Campaign planning meetings
- Campaign coordinator trainings
- Brown-bag lunch and learn meetings
- Employee presentations
- Volunteer engagement opportunities

SHARE THE UNITED WAY OF GREATER STARK COUNTY STORY

- There is power in sharing stories and the impact of United Way of Greater Stark County
- Engage and inspire employees by providing regular updates on how United Way of Greater Stark County is changing lives
- Use electronic media to spread the message
- Share videos and stories featuring those impacted by United Way of Greater Stark County. You can download both from our online Campaign Headquarters: ***www.uwstark.org/campaign-hq***

3. ENGAGE

Connect employees to the work of United Way of Greater Stark County.

INVOLVEMENT
Ideas to get employees involved:

- Participate in United Way of Greater Stark County's Campaign Kickoff in September
- Hold a kickoff at the beginning of your company campaign
- Find ways to incorporate United Way of Greater Stark County into already-planned meetings and events
- Consider an off-site volunteer project for employees. Projects are a great way for employers to learn more about Stark County and build camaraderie
- Hold a collection drive of some sort - books, coats, food, etc.

These are all great ways to get your team involved with United Way of Greater Stark County throughout the year!

LEADERSHIP GIVING
Give employees an opportunity to do more:

- Share the impact and benefits of leadership giving at management and employee meetings
- Promote Women United among existing women's groups and female employees

DAY OF CARING
Each year, hundreds of volunteers come together to make a lasting difference in our community through Day of Caring projects. These participants enjoy meaningful volunteer experience and a firsthand look at the good United Way of Greater Stark County is making possible. Whether they spend time working outside, painting or interacting with clients, Day of Caring volunteers know that the time they spend giving back makes a difference for our entire community.

COMMUNICATIONS
Stay connected and spread the word:

- Visit *uwstark.org* to learn more about who we are and what we do
- Sign up to receive email communications from United Way of Greater Stark County
- Share videos and stories highlighting the people we help and the lives that have been changed for the better
- Find us on social media: Facebook, Twitter, Instagram, LinkedIn and YouTube

4. ASK

The number one reason people do not give is because they are not asked —so please ask everyone!

United Way of Greater Stark County believes that giving is a personal decision. Make sure everyone has the opportunity to give by supplying information about how United Way of Greater Stark County changes lives.

ASK EVERYONE TO GIVE

- Personally
- Campaign events
- Staff meetings
- Social Media

RUN A LEADERSHIP GIVING CAMPAIGN

For more information on how to effectively run a leadership giving campaign, refer to the pages at the end of the book.

HOW TO GIVE

- Payroll deduction (the easiest way to give)
- Cash/check
- Credit cards
- Direct billing (minimum gift of $25)
- Stock donation

IMPACT OF YOUR GIFT

When you give to United Way of Greater Stark, you can be sure that your gift is helping those who need it most, keeping our social services network strong, achieving measurable results and making a better future possible for us all.

Before investment decisions are made, we study the needs in our community, issues facing our neighbors, efforts to address the needs and the potential for impact. Guided by our strategic plan, our investments go to services that achieve impact and are focused on supporting the safety net, transforming lives and creating systemic change. Investment decisions are made by trained volunteers, and approved by our volunteer Board of Directors.

5. THANK

SAY IT!
United Way of Greater Stark County thanks you for your time, talent and effort. Your company's campaign could not be a success without you. Make sure you thank your CEO and management for their leadership and guidance, plus your campaign committee for their assistance and support.

SHOUT IT!
Through their generous gifts to United Way of Greater Stark County, your colleagues help our neighbors have a better life. Make sure all donors hear a great BIG thanks!

SHOW IT!
Every campaign is worth celebrating! Host a celebration for everyone. Announce results, recognize your donors and don't forget to have fun!

SUBMIT IT!
Work with your United Way of Greater Stark County representative to close out your campaign. Complete your campaign report envelope with donor results and information. This report will contain pledge card data, payroll summary data and corporate pledge data.

SEND IT!
Help ensure that United Way of Greater Stark County is able to thank your company's donors by compiling a complete and accurate list of donors. Provide donor contact and gift information so we can properly express our thanks. United Way of Greater Stark County says and shows thanks by hosting special events and publishing materials recognizing donors.

A MILLION THANKS!
A little gratitude goes a long way. Each year in Stark County, United Way of Greater Stark County helps thousands of people through life's challenges. Thank you from all those who you helped last year!

United Way
of Greater Stark County

MAXIMIZE YOUR IMPACT WITH LEADERSHIP GIVING

WHY LEADERSHIP GIVING?

Leadership Giving is the best strategy to grow your campaign and strengthen your community impact. United Way of Greater Stark County Leaders in Giving gifts start at $1,000 and receive unique opportunities to learn about community issues. They are invited to participate in a variety of social, networking and recognition activities, which build loyalty and can increase giving in future company campaigns.

1. APPOINT A LEADERSHIP GIVING CHAIR

This role is best played by a Leader in Giving who is a senior officer in your organization. As a role model, they are passionate about United Way and willing to invest time in this effort.

2. RECRUIT A TEAM OF LEADERS IN GIVING TO SUPPORT YOUR EFFORTS

Peer-to-peer contacts are the best way to recruit Leaders in Giving. Volunteers should be able to answer questions about United Way of Greater Stark County, personally share why they give, and ask others to join them.

3. ANALYZE YOUR CURRENT CAMPAIGN

Work with your United Way of Greater Stark County representative to review past Leaders in Giving information. Questions to consider:

- Does 50% of your employee giving come from Leaders in Giving? If not, Leaders in Giving is an area of opportunity.
- How does your company rank among peers in your industry?
- Are you making a special appeal to attract contributors at different levels and initiatives?
- Do you have strategies in place to retain current donors?

4. DEVELOP AN ACTION PLAN

- Ask current Leaders in Giving to consider increasing their gift or asking their peers for support.
- Solicit female employees in your organization to join Women United.
- Make a special appeal to executives for Leaders in Giving.
- If possible, ask HR to help identify prospective Leaders in Giving:
  - Employees currently giving $500 or more to United Way of Greater Stark County
  - Employees earning $50K or more a year (benchmark for leadership prospects)
  - Retirees who were longtime United Way of Greater Stark County contributors

5. RECOGNIZE THOSE WHO DONATE

Recognize your contributors with a personalized thank you letter from the CEO and Leaders in Giving Chair.

Coordinating an appreciation event or a salute in your organization's newsletter or on the company's intranet are other great ways to highlight Leadership donors. United Way of Greater Stark County recognizes your organization's Leadership contributors by sending a personal thank you letter, publishing a roster of all Leadership donors, hosting sponsored appreciation, educational and networking events and sending special communications about the work of United Way of Greater Stark County.

TIP: To ensure Leaders in Giving are recognized right away, encourage them to complete the recognition section on their pledge form. Timely submission of Leaders in Giving information to United Way of Greater Stark County ensures donors can participate in activities.

United Way
of Greater Stark County

LEADERS IN GIVING

LEADERS IN GIVING ANNUAL MEMBERSHIP LEVELS

PLATINUM
$7,500 to $9,999

GOLD
$5,000 to $7,499

SILVER
$2,500 to $4,999

PEWTER
$1,500 to $2,499

BRONZE
$1,000 to $1,499

STEP UP PROGRAM
Allows donors to begin giving at a $500 level and be recognized as a Leaders in Giving donor while increasing gifts over a five year period.

Year 1 - donate $500
Year 2 - donate $600
Year 3 - donate $750
Year 4 - donate $900
Year 5 - donate $1,000

ALEXIS DE TOCQUEVILLE SOCIETY

Founded in 1981 by Thomas F. Frist, Jr., the Tocqueville Society echoes the American spirit of cooperation and goodwill which de Tocqueville witnessed in early America. It personifies the true meaning of philanthropy, with members giving $10,000 or more annually to United Way of Greater Stark County. Currently, there are more than 20 local Tocqueville Societies in the U.S.

United Way of Greater Stark County's Alexis de Tocqueville Society offers its members a variety of networking and social events. Members are recognized in the annual "Leaders in Giving" e-publication, along with national publications.

ALEXIS DE TOCQUEVILLE SOCIETY ANNUAL MEMBERSHIP LEVELS

Special orders of recognition have been created based on these concepts, and distinguished by each member's chosen level of giving:

MEMBRES DE LA SOCIÉTÉ
$10,000 - $14,999

ORDRE DE GÉNERÉUX
$15,000 -$24,999*

ORDRE DE LIBERTÉ
$25,000 - $49,999

ORDRE D'EGALITÉ
$50,000 - $74,999

ORDRE DE FRATERNITÉ
$75,000 - $99,999

LA SOCIÉTÉ NATIONALE
$100,000 - $249,999

ORDRE D'INDÉPENDANCE
$250,000 - $499,999

ORDRE DE CONNAISSANCE
$500,000 - $749,999

ORDRE DE PROSPÉRITÉ
$750,000 - $999,999

LA TABLE RONDE DE MILLIONS DE DOLLARS
$1 million plus commitment over 5 years

*New level in 2018

STEP UP PROGRAM
Allows donors to begin giving at a $5,000 level and be recognized as an Alexis de Tocqueville Society member while increasing gifts over a six-year period.

Year 1 - donate $5,000
Year 2 - donate $6,000
Year 3 - donate $7,000
Year 4 - donate $8,000
Year 5 - donate $9,000
Year 6 - donate $10,000

DONOR NETWORKS

WOMEN UNITED

WE IGNITE CHANGE. In each community we serve, Women United tackles the issues that matter most to the people who call it home. We empower each other to use our passions, our ideas, our expertise and resources to transform the very conditions in which people live.We don't stand by. We're raising our voices, rolling up our sleeves, and leaving our fingerprints on a legacy of change that benefits everyone.

WE NEED YOU. By joining Women United, you'll become part of a community of like-minded women who contribute their personal passions, inspired ideas, and unique strengths to the mission of building stronger communities. You'll make a difference through volunteer opportunities within the community alongside others who share your passion. As part of the organization, you'll have opportunities to network and collaborate with key business and community leaders at exclusive events. This is your chance to learn about the key issues impacting our community, advocate at the local and state level and become part of meaningful, global progress.

Donate $1,000 annually to become part of Women United.

www.uwstark.org/women-united

YOUNG LEADERS SOCIETY

Make your mark. Make a difference.

The United Way's Young Leaders Society is a group of passionate young professionals who come together to educate, engage and inspire individuals across Greater Stark County. We harness our time and talents through mentorship, fundraising and volunteerism to activate education initiatives and build a better community.

BECOME A MEMBER. Give your time and talent to education service projects and planning committees. Grow your network with community-minded young professionals. Guide the future leaders of Greater Stark County.

OUR FOCUS. Education sets the foundation for the future, and it is the area where we believe we can make the greatest impact. As young leaders, our personal and professional success would not have been possible without support from mentors, teachers and advocates who helped us along the way. Now we're paying it forward for the next generation.

Our Goals:

- Prepare children to start school ready to learn and thrive
- Support young people with high-quality, compassionate mentorship
- Help students plan for success in a career or college

www.uwstark.org/young-leaders-society

LABOR CARES

Labor CARES is a brand new volunteer advocacy group focused on Stark County's labor community and bringing this community together to give back and lift each other up. Labor CARES Leadership Board dedicates their efforts to building and unifying the arms of labor: community, activism, resources, education and service.

There are no giving requirements to becoming a member of Labor CARES, as time, commitment and compassion are the most valuable resources.

www.uwstark.org/laborcares

RESOURCES TO HELP YOU SUCCEED

1. UNITED WAY WEBSITE
Visit *uwstark.org* to learn about our work and to download campaign materials, beneficiary stories, photos and other campaign tools.

2. UNITED WAY BROCHURES
Make sure everyone you are asking to support United Way receives a United Way brochure. The United Way brochure provides an overview of our goals, statistics on community needs, descriptions of our services and the impact being made in our community.

3. COORDINATOR GUIDE
To energize and educate your committee and campaign team, equip them with this useful guide.

4. POSTERS
Placed in common areas, these help educate and inspire employees throughout the campaign.

5. LEADERS IN GIVING E-PUBLICATION
This recognition piece lists all Leaders in Giving by level and company. Download the e-book online if you want to include the book at your leadership giving events and be sure to mark your company's page. This not only highlights current Leaders in Giving for their generosity, it inspires others to get involved and give at the Leadership Giving level.

CAMPAIGN IDEAS

Golf Tournament

Children's Books
or School Supplies Drive

Lunch & Learn

Chili Cook-Off Contest

Pie in the Face

Talent Show

Casino Night

Employee Raffle

Jeans Day

United Way
of Greater Stark County

UNITED WAY OF GREATER STARK COUNTY FIGHTS FOR THE HEALTH, EDUCATION AND FINANCIAL STABILITY OF EVERY PERSON IN EVERY COMMUNITY.
We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources.
And by inspiring individuals to join the fight against our community's most daunting social crises.

401 Market Avenue North, Suite 300 | Canton, OH 44702 | 330-491-0445 | *www.uwstark.org*