

2016 United Way Pacesetter and Agency Campaign

United Way Company Pacesetters are businesses and organizations that complete their campaign before the official Kickoff of the annual fundraising campaign. The season begins June 6 to August 26, 2016.

Pacesetter benefits:

- Recognition through advertisements in *The Times* and *The Forum News in Shreveport-Bossier* and relevant area newspapers (*Minden Press Herald*, *Bossier Press Tribune*)
- Inclusion in Campaign news release(s)
- Exposure at the Campaign Kickoff Luncheon with more than 250 guests (August 2016)
- Two complimentary tickets for your business to attend the Kick-Off Luncheon
- Exposure at the Annual Celebration event with more than 300 guests (Feb/March 2017)
- Two complimentary tickets for your business to attend the Annual Celebration event
- Publicity in United Way's quarterly direct mail newsletter (1,000 copies printed)
- Publicity in United Way's eblast update (July/August/Sept 2016)
- Recognition on United Way of NWLA's website and in social media (Twitter, Facebook, etc)
- Access to additional campaign support from United Way staff for your presentations and more
- Framed print to display in your offices
- First choice of sponsorship of United Way public events*
 - Campaign Kick-Off Luncheon (August 2016)
 - Annual Celebration Breakfast (February/March 2017)
 - Day of Caring Event (March/April 2017)
 - Alexis de Tocqueville and Exemplar Members Donor Appreciation Event
 - Vanguard Members Donor Appreciate Event

Pacesetter requirements:

- Conduct your campaign between June 6 and August 26, 2016
- Select an employee to be the point of contact and coordinator for your business's campaign
- Allow this person to attend an appreciation luncheon on May 19th, 2016
- Strive for an increase in your campaign over last year's results
- Attend the Campaign Kickoff Luncheon with your two complimentary tickets (additional tickets available for purchase)

**Sponsorship level and sponsor benefit information is available as requested.*

2016 United Way Campaign Pacesetter and Agency Campaign Commitment Form

Our business will participate in United Way Campaign Pacesetter and Agency Campaign.

We will conduct our campaign between June 6 and August 26, 2016 and we understand that we are to:

- Select an employee to be the point of contact and coordinator for your business's campaign
- Allow this person to attend an appreciation luncheon on May 19, 2016
- Strive for an increase in our campaign over last year's results
- Utilize the two complimentary tickets to the Campaign Kickoff and have representatives attend since our company will be publicly recognized
- Utilize the two complimentary tickets to the Annual Celebration event in 2017 and have representatives attend since our company will be publicly recognized
- Submit all paperwork, pledge forms and donations by August 26, 2016 to my United Way Campaign Coordinator

Please print.

Business Name: _____

Company CEO/President: _____

Email: _____

Phone: _____

Employee Campaign Coordinator's Name: _____

Position/Title of Employee: _____

Email: _____

Phone/Ext.: _____

We would like to run our campaign in the month of (select one) June July August

Please return form to **Serena Mendoza** by email at serena@unitedwaynwla.org, fax to 318-221-1283, or mail to 820 Jordan Street, Suite 370, Shreveport, LA 71101. Contact your United Way Campaign Coordinator for more information.