

UNITED WE

FIGHT



UNITED WE

WIN



United Way
of Northwest Louisiana
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Shreveport, LA 71101
318-677-2504

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Minden, LA 71055
318-677-2504, Ext. 140



Join the Fight
Running a Workplace Campaign

WHY SUPPORT

United Way of Northwest Louisiana

1 Your gift has impact. Every program funded by United Way must be measurable and report results.

2 United Way turns your dollar into \$4.74. We leverage your dollar to maximize resources through grants, volunteers, discounted services, and creating a 474%ROI.

3 Your donation stays local. Your gift can impact the entire region of Northwest Louisiana. Dollars raised in a parish, stay in a parish.

4 United, we can accomplish far more. United Way brings the brightest minds, best practices, and highest performing nonprofits together to tackle complex issues.

5 Volunteers make an impact. Volunteers make the funding decisions, govern the staff, and drive the work.

QUICK FACT:

United Way turns your dollar into \$4.74.

BRIGHT IDEA:

Sell LIVE UNITED shirts co-branded with your company logo & color.

QUICK FACT:

\$0.99 of every dollar donated stays in NWLA.

BRIGHT IDEA:

Tracking your progress shows co-workers just how close you are to your goal.

QUICK FACT:

Funds raised in a parish are invested in that parish.

AWARDS AND RECOGNITION

Winners are featured during the year in print collateral, website, social media & more.

LIVE UNITED Award

A company that has LIVE UNITED spirit through giving, advocacy and volunteerism.

2016 Winner Querbes & Nelson

Best Volunteer Effort

A company that takes on the true spirit of volunteerism by giving back

2016 Winner Atmos Energy

Life of the Party/Best Special Event

A company that encourages employees to give by hosting exciting and creative events.

2016 Winner Ouachita Independent Bank

Outstanding Coordinator of the Year

2016 Winner Besty Warren, AEP SWEPCO

Top Five Companies

Companies with the highest dollar amounts raised

*2016 Winners
AEP SWEPCO & IBEW Local 329
Caddo Parish Schools*

*International Paper – Mansfield Mill
Sam’s Town Casino & Hotel
Volunteers of America*

Diamond Level Award Winners

Companies that raise the most dollars based on the number of employees

*2016 Winners
AEP SWEPCO & IBEW Local 329 (250+)
McElroy Metal (100 -249)
Heard, McElroy, & Vestal (50-99)
Argent Financial Group (<50)*

Movers and Shakers Winners

Companies that have the largest increase over last year

*2016 Winners
Home Federal Bank
Fort Sill National Bank*

Pacesetter Companies

Receive exposure and visibility through special events, advertisements, social media and more. Must raise a minimum of \$1,500, and run in the summer months. Ask your United Way representative for details.

BEST PRACTICES

1 PERSONAL ASKS.

People are moved to give because one person shows their passion and commitment for the cause. Make sure to ask EVERYONE.

2 FOOD.

Food is always a great motivator to getting people to attend meetings and hear about United Way and our community.

3 YEAR-ROUND ENGAGEMENT.

Keep United Way on everyone's minds year-round. Jean days can be offered year-round for specific programs. Participate in Day of Caring. Schedule a food drive with your United Way representative.

4 PERSONALIZED PLEDGE FORMS.

Customize the forms with employees' names, information and last year's gift amounts.

5 INCENTIVES.

AKA Prizes! Incentives encourage donors to return pledge forms quickly, and participation generally increases. Offer incentives for increasing pledges by 25% or for leadership givers.

6 LEAD BY EXAMPLE.

Let employees know that you and others are stepping up. Ask an employee to share why they give to United Way, or what they LIVE UNITED against.

7 POSTERS.

Posters help keep a high level of awareness. Place posters near vending machines encouraging employees to skip one treat a week and put the money toward their donation.

8 INVOLVE UNITED WAY STAFF.

Your United Way representative can help develop a campaign plan, coordinate presentations, ask for contributions and complete paperwork.

9 CUSTOMIZED PROMOTION.

What do your employees care about? What messages and activities would really motivate your co-workers to give? Co-branded and customizable materials are available. Ask your United Way Representative.

10 TELL HOW THEIR GIFT MAKES AN IMPACT.

\$1/day provides 12 children with Imagination Library books for one year.

\$3/day provides free tax prep for 168 low-income individuals.

\$5/day provides food, shelter, and services to a child in crisis for one year.

\$7/day provides seven children with an eye exam and eye glasses.

QUICK FACT:

United Way of Northwest Louisiana serves 10 Parishes.

BRIGHT IDEA:

Host a special event like a bake sale or 'Jail Your Boss'.

QUICK FACT:

United Way helped more than 124,000 people last year.

LEADERSHIP GIVING SOCIETIES

Take the Lead in how your dollars are invested by joining a leadership society.



is a membership of local REALTORS® committed to create a better community for all.



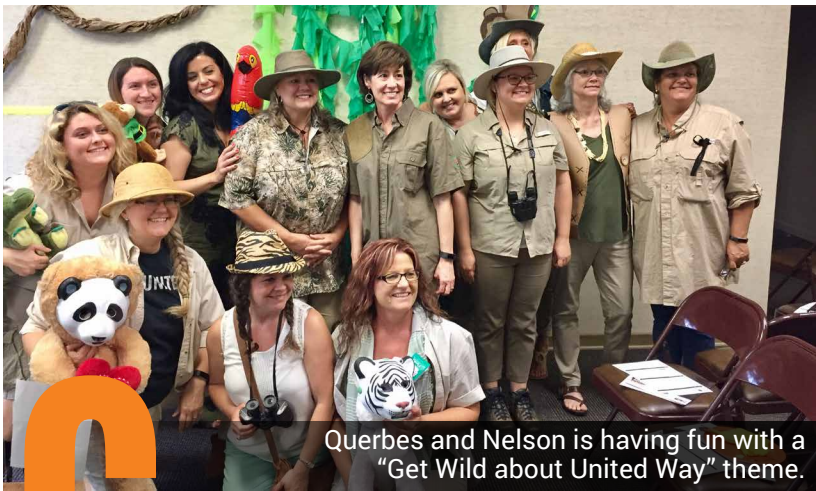
\$10,000+ annually



\$5,000-\$9,999 annually



\$1,000-\$4,999 annually



Querbes and Nelson is having fun with a "Get Wild about United Way" theme.

6 EASY STEPS to Campaign Success

1 RECRUIT A TEAM

Engage a team from all areas of your organization to help with the campaign. Plan in advance and set a timeline, gather new ideas, and divide tasks.

2 TOP LEVEL ENGAGEMENT

The support and endorsement of your CEO is critical. Ask leadership to speak at meetings, create incentives, and consider a company match to incentivize giving.

3 CREATE A PLAN & SET GOALS

Review past results with your United Way representative, determine opportunities for growth, and set multiple goals. Develop a leadership giving plan and highlight the benefits and impact of these gifts. Create ways to recognize these donors.

4 EDUCATE AND ASK

Share the United Way story with all employees and connect them with our work to show how their support can ensure a better future for the community. Use United Way posters, emails, and more. Host employee meetings, group presentations, testimonials and events.

5 MAKE IT FUN

Your campaign brings excitement into the workplace while helping others. Plan special events and contests to raise additional dollars towards your goal. Encourage department competitions, host a company golf tournament, have a bake sale, and more.

6 SAY THANK YOU & REPORT RESULTS

Celebrate! Display Thank You posters, recognize outstanding efforts, and report results. Make sure everyone feels appreciated for their generosity.

OPPORTUNITIES for Your Company

United Way of Northwest Louisiana operates several programs that may be beneficial to your employees. Make United Way a part of your workplace year-round.

Workplace Campaign Events

- Kickoff Event/Rally
- Fundraising Special Events
- Incentives
- Company Match
- Thank You Event

Employee Education & Services

- Bank On Financial Literacy Workshops
- Free Tax Preparation Programs
- FamilyWise Prescription Sign Up
- Informational Brochures
- Imagination Library Sign Up

Volunteerism

- Day of Caring
- Hygiene Supply Drive and Kits
- Fill the Bus/Back to School
- School Supply Drive
- Food Drive
- 365 Days of Action Events
- Disaster Aid

Targeted Audience Engagement

- Top-Level Executives
- Contract and Part-time
- Leadership Society Members
- New Employees

Event Sponsorship

- Celebration of Impact Luncheon
- Day of Caring
- Leadership Society Events
- Campaign Kickoff Luncheon
- School Kickoff Breakfasts

QUICK FACT:

Did you know United Way operates more than a dozen internal programs?

BRIGHT IDEA:

Anchor your ask. Encourage a dollar amount per person to reach your goal.