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**Workplace Campaign Events**
- Kickoff Event/Rally
- Fundraising Special Events
- Incentives
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**Targeted Audience Engagement**
- Top-Level Executives
- Contract and Part-time
- Leadership Society Members
- New Employees

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**Ways to Win!**
A Guide to Running a Workplace Campaign

United Way fights for the **health, education, financial stability** and **essential needs** of everyone. We have one life. To live better, we must Live United.
WHY SUPPORT
United Way of Northwest Louisiana

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

United Way turns your dollar into $9.35. We leverage your dollar to maximize resources through grants, volunteers, discounted services, and creating a 935% ROI.

Your donation stays local. Our impact efforts include all ten parishes across northwest Louisiana. Therefore the dollars raised in a parish, stay in a parish.

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

Make Your Campaign Fun!

United Way CEO Bruce Willson gets a pie in the face during the 2018 Campaign Kickoff as a thank you to UWNWLA staff for reaching their annual giving campaign goal.

Centerpoint and United Way show spirit and hand out door prizes to campaign presentation attendees.

BRIGHT IDEA:
Follow us on social media and share our content on your business profile to show the company supports our mission. @UnitedWayNWLA

QUICK FACT:
Funds raised in a parish are invested in that parish.

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.

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QUICK FACT:
United Way of Northwest Louisiana serves 10 Parishes.

QUICK FACT:
Schedule an agency tour to learn more about the programs that impact our community.

Quick Fact:
United Way helped more than 103,000 people last year.

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International Paper – Mansfield Mill employees host a Gate Greet at lunch to raise awareness and encourage giving during the United Way campaign season.

Shreve Memorial employees build literacy kits for local children to team-build and add fun during their annual giving campaign day.

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.
Prizes! Giveaways! Freebees! 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 INOLVE 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.
$7/week provides 12 children with imagination Library books for one year.

$20/week provides food, shelter, and services to a child in crisis for one year.

$35/week provides food, shelter, and services to a child in crisis for one year.

$50/week provides seven children an eye exam and eye glasses.

Leadership Giving Societies

Recruit potential candidates to leadership societies to help increase annual giving.

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<thead>
<tr>
<th>Leadership Giving Societies</th>
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<tbody>
<tr>
<td>Tocqueville Society</td>
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<td>Exemplar Society</td>
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Volunteers make an impact. Volunteers make the funding decisions, govern the staff and drive the work.

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**UNITED WAY OF NORTHWEST LOUISIANA**

Serves 10 Parishes.

**FUNDING PROGRAMS**

- **$10,000+ annually**
  - Exemplar Society
  - Foulqueville Society
- **$5,000-$9,999 annually**
  - Vanguard Society
- **$1,000-$4,999 annually**
  - Societies to help increase annual giving.
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WAYS TO WIN!

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 encourage 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. Encourage department competitions, plan a volunteer opportunity, special event or contest to educate and raise additional dollars towards your goal.

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.

QUICK FACT:
Did you know United Way operates 11 internal programs?

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

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