

**UNITED** we *all* WIN 

**2017**  
***SPEAK UNITED***





## Table of Contents

About United Way of Central New York.....3

United Way *SPEAK UNITED* Contacts ..... 4

How the Process Works..... 5

Develop Your Presentation..... 6

Presentations: Types and Factors That Can Affect ..... 8

Campaign Presentation Dos and Don'ts..... 9

Tips from Experienced Speakers .....10

2017-2020 United Way Partner Agencies ..... .11

Notes.....12

# LIVE UNITED®

# United Way of Central New York

**Mission:** To increase the organized capacity of people to care for one another.

## The Value of United Way

Donors want their gifts to make a difference, but often don't have the expertise to know if charities are effective in their work. United Way offers donors a unique service to help make the greatest possible impact. Expert volunteers from across the community lead our organization and provide continual oversight of our work, so donors know their gifts will be used well, helping our local community where it's needed most.

## How United Way “does the homework” for donors

We begin by developing an understanding of the issues in this community; then we search out the best ways to make improvements. We focus community resources—your gift and the gifts of others—on making an impact where it's needed most, funding the finest programs at well-run agencies and continually monitoring programs to make sure they stay on track and achieve results.

All this research and monitoring takes time and expertise. When you give to United Way, you get the services of a full-time professional staff plus the skills of hundreds of knowledgeable volunteers—lawyers, accountants, doctors, educators, business leaders and more—who oversee every aspect of United Way, making sure your gift is invested wisely and used effectively.

**Unlike non-profits that focus their efforts on one problem or group, United Way works to strengthen the whole community. We help donors have the most impact with one gift, improving the lives of thousands of people each year.**

When you choose United Way, you know that you have a partner working for you every day, making sure your gift is used well—to change lives, and our community, for the better.

## Our History

What began during World War I as one of the community's first large-scale charitable campaigns has grown into the single largest annual fundraising effort in Central New York.

On June 18, 1917, Syracuse Mayor Walter R. Stone invited 100 local business leaders to meet with him at City Hall to consider a “war plan.”

The mayor explained his plan to establish a War Chest that would raise \$600,000 in charitable giving. Half of the funds would go to charitable work in Syracuse; the other half for use nationally and overseas.

A team of more than 400 speakers spoke on behalf of the effort at schools, businesses and nonprofits. A huge War Chest was carried on a truck during the kickoff parade and throughout the campaign, with two more chests being displayed in downtown Syracuse.

On July 3, it was announced that \$1,118,730 was pledged — \$518,730 over the goal. Three years later, on Nov. 12, 1921, the Syracuse Community Chest, Inc. was incorporated, and the Community Chest became United Way of Central New York in 1972.

Since that first effort, the United Way (formerly the Community Chest) campaign has become an annual community event, thanks to thousands of loyal donors and hundreds of campaign volunteers at local businesses that donate their time to make each campaign a success.

## **THANK YOU** for being a part of *SPEAK UNITED!*

By featuring speakers from United Way agencies at campaign meetings, we're able to bring the community needs to life. This is your agency's opportunity to inform and motivate audiences to *GIVE. ADVOCATE. VOLUNTEER.*

By sharing compelling stories and images and the networking among agencies, audiences understand how their investment is transforming lives in our community. Your presentation may be part of a longer meeting featuring a United Way video and/or remarks from a company representative or United Way staff.

It will be helpful to become familiar with our videos and marketing supports in advance. A sample of our materials is provided in this packet, or you can see the materials and our videos online at [www.unitedway-cny.org](http://www.unitedway-cny.org). Thank you again for your participation!

Warmly,  
Your United Way Staff

### **United Way *SPEAK UNITED* Contacts**

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## How the Process Works



### Requests:

Account Managers forward all speaker requests to our *SPEAK UNITED* Coordinator for scheduling. You can expect to receive requests by phone and/or e-mail. We thank you for responding to requests as soon as possible. Please note that although we ask Employee Campaign Coordinators to give us two weeks' notice, we frequently must try to accommodate a shorter lead time.

### Confirmation:

Once a match is made, the *SPEAK UNITED* Coordinator will email detailed confirmation to the company Employee Campaign Coordinator, the United Way Account Manager and the agency speaker.

### Meetings:

The speaker and account manager should plan to arrive 15 minutes before the meeting is scheduled to begin. By arriving early, they can meet the Employee Campaign Coordinator, become familiar with the surroundings and set everything up to conduct a terrific campaign meeting.

### Cancellations:

Company cancellations sometimes happen, often without much advance warning. It is essential for speakers to provide the *SPEAK UNITED* Manager with an emergency contact phone number so we can reach you promptly should there be a last-minute cancellation. Sometimes speakers need to cancel too. We ask that you please give us as much advance notification as possible, so that we can try to get a replacement.

### Follow up:

Feedback is a gift; we appreciate you!

# Develop Your Presentation

**Objective: SPEAK TO THE HEART – MOTIVATE YOUR AUDIENCE TO GIVE!**

## For Agency Speakers

### Step 1: Confirm the length of your presentation

It's a good idea to develop two speeches as the length of time you may have to speak may change from 5-10 minutes to 2-3.

The *SPEAK UNITED* Coordinator will tell you how much time you can expect to have for your presentation so you can **practice** to ensure your remarks fit in the allotted time.

### Step 2: Prepare your remarks

When preparing your remarks, use these sample questions/statements to help you get started:

- How does your program relate to one of United Way's 3 Focus Areas (Education, Health, Basic Needs)?
- What issues or circumstances do your clients bring to your agency/program?
- How widespread are these issues?
- Explain how your program works and if, and how many, other agencies or programs your agency collaborates with or sends referrals to. It is important that your audience understands the "united way" – that is, all the agencies work together to resolve community needs.
- Does your agency use United Way funding as a means to receive matching grants? This is another example of how your agency is able to leverage more funding for needs in our community.

### Step 3: Organize your remarks

Now that you have the critical elements for your presentation, here is a step-by-step sample of how to put your presentation together. Don't think of this as a speech, but rather a conversation between you and people who are interested in what your program is and does (and why you need their support).

- Introduce yourself, your program and your agency.
- **Thank** the company/organization and the audience for their time and support. **ALWAYS SAY: "IT IS OUR PRIVILEGE TO BE INVITED INTO YOUR WORKPLACE."**
- Mention which United Way focus area your program addresses.
- Explain the program, who it helps and how.
- Talk about the value your program brings to the community and the specific or multiple needs it addresses.
- **Share a success story** about someone who has benefitted from the program. (This may be the most compelling part of your presentation).
- Include the network of other agencies and programs to which you may refer clients and how one program or agency cannot solve all the community needs; it takes a village!
- Thank the audience (and company) for inviting you and thank them for their time and support.

If you do not have a United Way representative with you, you may want to include some of the information in the United Way Account Manager's bullets at the end of this section.

## For Program Beneficiaries

### Step 1: Confirm the length of your presentation

- See Step 1 for agency speakers above.

### Step 2: Prepare your remarks

When preparing your remarks, remember this is just your story. Here are some sample questions to help you get started.

- What circumstances brought you to the program?
- How did you find out about (or get referred to) the program?
- What tools or services did the program provide for you to help get you back on track?
- How has your life changed? Compare where you were before the program and where you are now.

### Step 3: Organize your remarks

- Thank the speaker who introduced you.
- Thank the audience for their time and attention.
- Introduce yourself.
- Tell your story. (There is no right or wrong way to do this. This is just a conversation with people who may have supported your program in the past and/or may support that program again in the future).
- Simply tell them about how and why that program was important for your future and how and why it will help others that follow because of United Way donations.
- Thank them for their time and their support.

## For United Way Account Managers

### Closing

- Be sure to thank the program beneficiary and the agency/program speaker.
- Explain that what makes the United Way different is that United Way assesses **this** community's needs and gaps in services and then directs and monitors funding so they are used exactly as donors intend.
- Giving to your community's United Way is unlike any other form of giving. All United Way funds are dedicated solely to what Central New York needs most-- helping individuals and families to be stable and healthy.
- Relate this agency's/program's story to the value that United Way funded programs are bringing to the community.
- Cover any United Way specific topics, e.g., Leadership Giving, Step-Up, Young Leaders (specifically membership and matching funds).
- Say **THANK YOU!**

# **Presentations: Types and the Factors That Can Affect Them**

**Reminder - it is our privilege to be invited into their workplace! Let them know how much we appreciate them.**

## **Audience Types**

- Small, medium or large group.
- Laborers, professionals, union, mixed group.
- Pay attention to gender, race and age differences.

## **Factors**

- Employees' salary levels.
- Workplace appropriate attire.
- Is this audience familiar with United Way? (Are they long-time loyal supporters of United Way)?
- Are we introducing United Way? (Is this our first time in this organization)?
- Is this a welcoming workplace? Ask account managers if the company has experienced recent changes like layoffs, company merger, etc.
- What types of programs might they be interested in? (A group of teachers might be interested in education/youth programs. Check the Funded Program by Focus Area listing).

## **Presentation Environment**

- Conference Room, meeting room, open space.
- Microphone or no microphone provided.
- Video equipment provided.
- PowerPoint presentation.
- United Way staff present.

## **Presentation Atmosphere**

- Serious
- Fun

## **Time Allotment**

- Limited
- Too much

# Campaign Presentation Dos and Don'ts

## DO

- Arrive at least 15-20 minutes prior to your scheduled presentation. Sometimes, you may have to sign in, provide photo ID or a passport, get a visitor's badge or walk a distance to the meeting room. The earlier you get there, the earlier you can get acclimated to the environment and review the meeting's agenda.
- Expect last minute changes to presentation agendas, including the amount of time you have to speak or the order in which you are to present.
- Tell your United Way story. Describe the network of services from the other agencies and the impact it has on an individual.
- If you are alone without United Way staff:
  - Use key United Way messages (LIVE UNITED, neighbors helping neighbors).
    - What United Way does:
      - Ensures that your gift stays local in Onondaga County.
      - Directs and monitors these funds so they are used exactly as you intended... *like neighbors helping neighbors.*
- Stay on task regarding the time allotted and the agenda. If you were given two minutes, make sure you speak for two minutes. Be concise.
- Do say "THANK YOU, THANK YOU, THANK YOU!" You can never say it enough.
- PRACTICE, PRACTICE, PRACTICE!

## DON'T

- Be late.
- Exceed the time allotted.
- Ramble.
- Try to discourage specific agency designations. It does take a network of all of our agencies to remedy community issues.

## Tips from Experienced Speakers

Meet the audience. Greet as many people as you can as they arrive. It's easier to speak to a group of friends than to a group of strangers.

Smile, laugh and be happy. A lively speaker has the power to brighten the gloomiest room.

Make eye contact. Look at the audience throughout your speech. For small audiences, look briefly at different people. For a large audience, look at "groups" of people at a time, moving from group to group as you make your points.

Relax. Concentrate on your message, not your nerves. Nervousness gives you energy. Turn that energy into enthusiasm for your subject and the success of your speech. Beforehand, visualize yourself giving your speech, your voice loud, clear and assured. When you visualize success, you will be successful.

### Should You Need to Cancel:

We are grateful for your willingness to help and understand that emergencies can arise that make it impossible to keep your commitment. Stepping up to pinch-hit for fellow speakers on short notice is also appreciated. Thanks again!

**\*If you need to cancel, please call the *SPEAK UNITED* Coordinator, Eileen Donovan at 315-428-3746.**

# 2017-2020 United Way of Central New York Partner Agencies

AccessCNY  
ACR HEALTH  
American Red Cross of Central New York  
ARISE Child & Family Services  
AURORA of Central New York  
The Boys & Girls Clubs of Syracuse  
Catholic Charities of Onondaga County  
Center for Community Alternatives  
Child Care Solutions  
Contact Community Services  
Elmcrest Children's Center  
Exceptional Family Resources  
Food Bank of Central New York  
Frank H. Hiscock Legal Aid Society  
Hillside Children's Center  
Hillside Work-Scholarship Connection  
Huntington Family Centers  
InterFaith Works  
Learning Disabilities Assn of CNY  
LiteracyCNY  
McMahon/Ryan Child Advocacy Center  
On Point for College  
PEACE Inc.  
Rescue Mission  
The Salvation Army, Syracuse Area Services  
Samaritan Center  
Syracuse Jewish Family Service  
Syracuse Northeast Community Center  
Vera House Inc.  
Welch Terrace Housing Development Fund  
WHOLE ME  
YWCA of Syracuse & Onondaga County

## Focus Areas

### Health

*Make a difference for  
seniors who need assistance*

### Education

*Help at risk  
children who need support*

### Basic Needs

*Be a game changer by providing  
for the hungry and homeless*

# NOTES