

Employee Campaign Coordinator Guide



2016-2017 Employee Campaign Coordinators of the Year
Lindsey Mancinelli and Katie Brown of Loretto

THANK YOU FOR BEING A UNITED WAY OF CNY EMPLOYEE CAMPAIGN COORDINATOR!

Being a Coordinator means spending time distributing materials, organizing events, and spreading the United Way of CNY message.

As you utilize many of the resources we offer to conduct your campaign, we hope you will also experience some personal benefits:

- Become more connected to the people in your company
- Strengthen relationships with your co-workers
- Demonstrate your leadership skills
- Network with others in the community through United Way training and events
- Have some fun!

Whether this is your first time as a coordinator or you have coordinated your company's campaign multiple times, this handbook will help you get the most out of your efforts. Our campaign coordinators are crucial to the success of United Way.

Without you, we could not create lasting change in our community!



Table of Contents

MISSION 3

 The Value of United Way 3

 How United Way “Does the Homework” for Donors 3

 How Can People Participate? 3

UNITED WAY 101 4

 What Happens to My Gift? 4

 30 Seconds on United Way 4

 What Does it Mean to “LIVE UNITED”? 5

 Transparency and Accountability 5

UNITED WAY of CNY INITIATIVES 6

OUR 33 PARTNER AGENCIES 7

CAMPAIGN BASICS: 5 STRATEGIES FOR SUCCESS 8

CAMPAIGN MATERIALS AND RESOURCES 12

PAYROLL DEDUCTION SETUP 13

CAMPAIGN COMMUNICATIONS 15

LEADERSHIP GIVING 16

CAMPAIGN CHECKLIST 19

CONTACTS 20

UNIQUE OBSERVANCES & NATIONAL HOLIDAYS 21

HAVE FUN WHILE RAISING DOLLARS 24

FREQUENTLY ASKED QUESTIONS 31

NOTES 34



To find the online Toolbox, visit:
www.unitedway-cny.org
 Choose WAYS TO GIVE and then
 select JOIN THE COMMUNITY
 CAMPAIGN.

Like us on Facebook for update notifications

MISSION

To improve lives by mobilizing the caring power of our community.

The Value of United Way

Each of us wants our gift to make the most difference. By investing with other members of the community through United Way, donors maximize their impact by helping to ensure the most effective life-changing services are available to help people across this community. 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 identifying the most critical issues and needs in our community, then search out the best ways to address these needs. Your gift, combined with the gifts of others, makes an impact where it's needed most. Community volunteers assess the needs and recommend funding for local programs that are provided by stable and well-run agencies. These agencies give United Way progress reports every six months, making sure the programs are on track and achieving results.

Along with a highly trained staff, our volunteer Board of Directors and committee members bring to the table the skills of hundreds of knowledgeable volunteers—lawyers, accountants, doctors, educators, business leaders and more—overseeing 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, 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.

How Can People Participate?

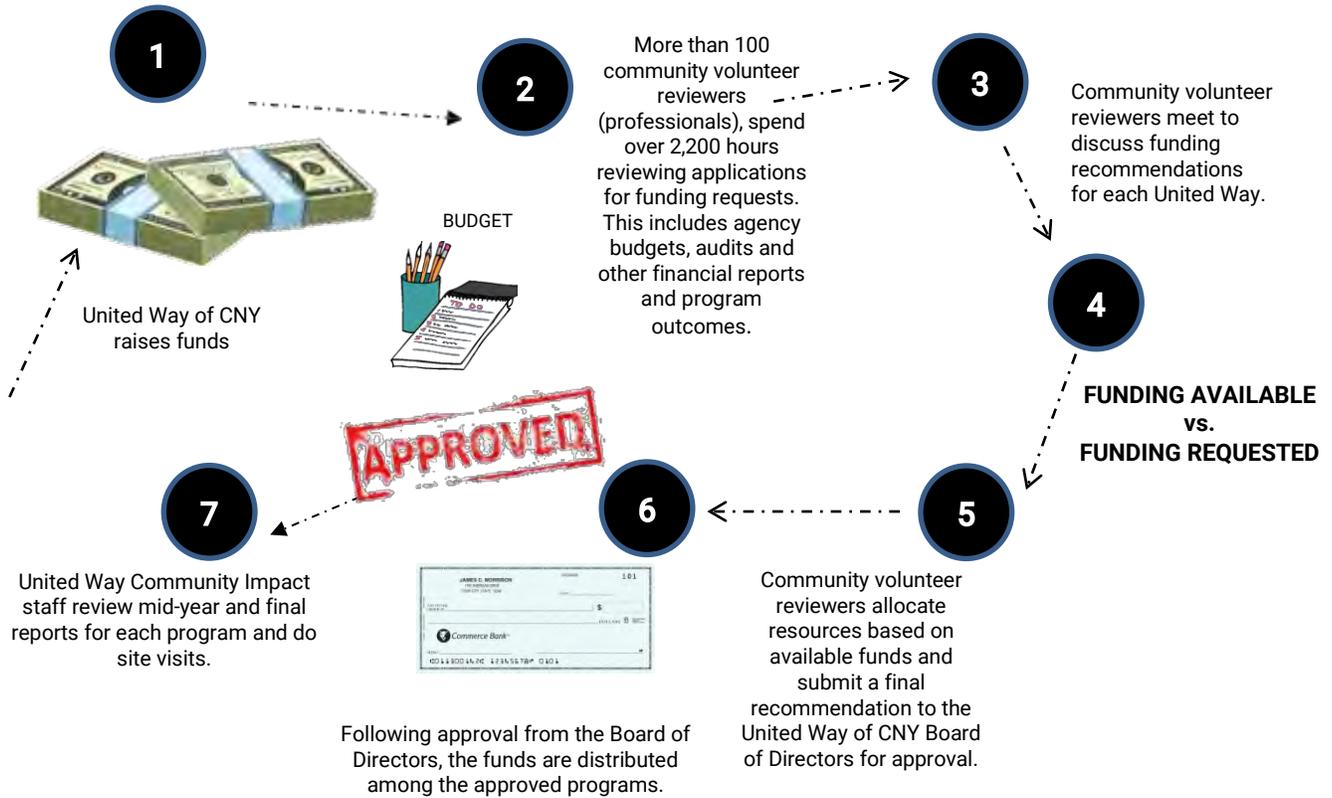
It takes all of us, working together, to create real and lasting change in our community.

Give – Investing is the best way to make the biggest difference

Advocate – Be informed and speak out on issues that matter to you

Volunteer – Put your talents to work.

The Community Investment Process



30 Seconds on United Way

You never know when you might be asked to say a few words about United Way. This brief message will come in handy.

This basic message box for United Way includes a statement of our *brand position*, our *goals*, and an *Invitation to Act*. All four elements combine to create a compelling case, but are also adaptable to any particular topic a communicator wants to advance.

<p>United Way advances the common good by creating opportunities for a better life for all.</p>	<p>Our focus is on EDUCATION, HEALTH and BASIC NEEDS — the building blocks for a good quality of life.</p>
<p>United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done.</p>	<p>We invite you to join us. You can give, you can advocate and you can volunteer. That's what it means to LIVE UNITED.</p>

YOUR TOPIC

What Does It Mean To “LIVE UNITED?”

- It means recognizing that whether or not I know a child on the other side of town, it matters to me if that child grows up to be a contributing member of this community. High dropout rates affect the well-being of our entire community.
- It means understanding that when any part of this community is struggling financially, it affects prosperity for all.
- It means drug addiction, teen pregnancy and family violence are problems that ripple throughout our community and we can work together to address the conditions that contribute to these problems.
- It means we care about our elderly neighbors and are working to keep them healthy and living independently.
- It means making sure that everyone, no matter their disability is given the opportunity they need to succeed.
- Because we all have a stake in our community, and a responsibility to do our part.

Transparency and Accountability

- United Way provides an efficient and cost-effective system, policies, and processes that enable the delivery of programs and initiatives while ensuring the highest levels of transparency and accountability. Strong fiscal management, annual audits, legal and regulatory requirements, and oversight from a volunteer board of directors ensures that United Way remains open and accountable.
- United Way of CNY receives an annual audit from an independent accounting firm in accordance with generally accepted auditing standards in the United States of America. Charity Navigator evaluates charitable organizations in the United States (go to charitynavigator.org to view our rating using United Way of Central New York).
- United Way’s most recent financial statements are available online at www.unitedway-cny.org

UNITED we work to eliminate hunger

- Funded programs serve nearly 500 meals daily
- UWCNY funds 4 local food programs helping 2,643 individuals per day in Onondaga County
- \$52 will provide the program support and food for 10 meals



Basic Needs

UNITED WAY of CNY INITIATIVES

Work Train Collaborative

United Way of CNY, the Allyn Foundation, Central New York Community Foundation, Gifford Foundation and others are working with companies including Loretto, St. Joseph's Health, Crouse Hospital and Wegmans to address their employment needs, and enable them to actively develop workforce solutions that align with community partners' resources.

Goals of Work Train Collaborative

- Provide valuable job training for low-income Syracuse residents
- Assist local employers by providing them with high-quality employees and reduce job vacancies and turnover
- Reduce poverty and joblessness in the Syracuse area
- Advocate for and engage in "system change"
- Expand the initiative across our region over time

Get Connected. Get Answers. Dial 2-1-1

Central New Yorkers are now able to connect to community services 24/7 by dialing 2-1-1. The 2-1-1 hotline is operated by Contact Community Services with support from United Way of Central New York. Callers can receive information and referrals on local health and human services, volunteer opportunities, crisis intervention and problem solving. 2-1-1 provides services in many languages, and serves the hearing impaired. www.211cny.com

Free Tax Preparation and Education

Through CA\$H (Creating Assets, Savings and Hope) COALITION and the Volunteer Income Tax Assistance (VITA) program, over \$3,715,000 was returned to low-income families in Onondaga County last year. www.cashcny.org

Early Childhood Alliance

A diverse cross section of stakeholders committed to developing a more coordinated and strategic early childhood system, so every child can succeed in school and thrive.

VolunteerCNY.org

Through our regional volunteer center we can find the right community service projects throughout Central New York. Volunteers paint, landscape, read to kids and visit shut-in seniors among numerous other opportunities to lend a hand in the community. www.volunteercny.org

Gifts In Kind

Gifts in Kind is a program that connects businesses that have items to donate with agencies that can put these items to good use! Learn more about how the "Gifts in Kind" program works at our website. www.unitedway-cny.org/gifts-in-kind

OUR 33 PARTNER AGENCIES provide 88 local programs!

AccessCNY

ACR Health

American Red Cross of Central New York

ARISE

AURORA of Central New York

Boys & Girls Clubs of Syracuse

Catholic Charities of Onondaga County

Center for Community Alternatives

Child Care Solutions

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 Association of CNY

LiteracyCNY

McMahon/Ryan Child Advocacy Center

On Point for College

PEACE, Inc.

Rescue Mission

Salvation Army, Syracuse Area Services

Samaritan Center

Syracuse Jewish Family Service

Syracuse Northeast Community Center

Vera House

Welch Terrace Housing

Westcott Community Center

WHOLE ME

YWCA of Syracuse & Onondaga County



The collective power of people, businesses and organizations uniting to create positive change is far greater than one person or organization could accomplish alone.



CAMPAIGN BASICS: 5 STRATEGIES FOR SUCCESS

United Way of Central New York provides all of the assistance and resources that Campaign Coordinators need to implement strategies that will maximize their company's campaign success.

As you begin preparing for the campaign:

- Contact your United Way representative for assistance with planning and preparation.
- Attend the annual **Campaign Coordinator's Workshop**.
- Customizable campaign communication examples can be found in the online Coordinator Toolbox www.unitedway-cny.org. Choose "Ways to Give" and then select "Join the Community Campaign."

1. AFFIRM TOP MANAGEMENT SUPPORT

- Gain approval for recruiting a campaign committee and holding campaign meetings and activities.
- Ask for visible support from company leadership during the campaign.
- Discuss strategies for corporate support, i.e. corporate gift/match.
- Discuss options for engaging senior staff with a focused Leadership Giving Campaign.
- Discuss options for incentives that can be used to encourage participation and increased giving.

2. RECRUIT A CAMPAIGN COMMITTEE

- Recruit a diverse team that includes people from different departments, different shifts, union/labor and different levels (i.e., management, administrative, etc.) within the company.
- Invite both new and previously involved committee members to participate.
- Set a schedule of committee meetings.

3. DEVELOP A CAMPAIGN PLAN

- Invite your United Way representative to your campaign planning meetings to answer questions and offer ideas. Discuss campaign strategies that fit within the company culture.
- Determine the means of pledging best suited to your company: pre-printed pledge forms, or online pledging (ePledge). Work with your United Way representative to arrange for delivery of all your campaign materials.
- Determine the campaign timeline including the pledging time frame and any presentations and activities that will be taking place.

- Outline campaign activities and determine which team members will be responsible for implementing them, including organizing the campaign kickoff, distributing and collecting pledge forms, special events, securing incentives, etc.
- Evaluate past results and identify areas where potential for increases may exist: dollars raised, participation, etc. and set a campaign goal that focuses on these areas.

UNITED we improve the well-being of family members of all ages.

Health programs cover a broad range of issues from mental health, to keeping families together, to preventing drug overdoses.

- 1,274 families were helped through family preservation programs last year
- \$1,000 provides 14 individuals with mental health services for a month



Health

4. IMPLEMENT THE CAMPAIGN PLAN

Promote the Campaign

- Place information (posters, flyers, etc.) in high traffic areas around your office such as entry ways and break rooms in the weeks leading up to the kickoff so employees have an opportunity to learn about United Way.
- Use multiple methods of communication to inform people about the campaign: post information on your intranet, announce the campaign at staff meetings, use payroll stuffers, etc.

Hold the Campaign Kickoff

- Start the campaign with your company's leadership team and campaign committee a week prior to the general kickoff.
- Make the kickoff event fun and engaging for employees and be sure to communicate campaign goals, timeframe, activities and incentives.
- Invite a member of the leadership team to the general kickoff meeting(s) to communicate management support of the campaign.
- Invite your United Way representative and/or someone from one of the funded agencies to speak at the meeting(s).

Make the Ask

- Make sure that everyone is given the opportunity to make a contribution to the campaign. Use the campaign kickoff, department meetings and one-on-one conversations to encourage participation. The number one reason people say they don't give is because they weren't asked!

- Personally distribute and collect pledge forms. Ask everyone to return their pledge form, even if they choose not to give.
- Be prepared to answer questions about United Way. Many commonly asked questions are answered in this guide, and your United Way representative can answer any other questions employees may have.
- Show employees the impact their contributions can make. Giving goes up when people know their gift is making a real difference.
- Inform employees about opportunities such as United Way's Young Leaders United (YLU) and Women United (WUCNY).

Monitor and Report Progress

- Send out reminders to encourage people to turn in their pledges.
- Keep a running total of dollars raised as pledges are collected.
- Provide regular updates to employees: send out email blasts, update thermometers, etc.
- Contact and personally follow-up with individuals who have not turned in their pledge as the campaign nears the end.

Wrap-Up the Campaign

- Ensure all pledges are turned in. Collect payment for those who opted to make a one-time gift with a check or cash.
- Schedule a meeting with your United Way representative to finalize the campaign. Pick up the campaign envelope, extra campaign supplies, etc.
- Report your final campaign results to employees and leadership.
- Thank everyone! Send thank you emails, ask the CEO for a thank you message to communicate to employees, hang thank you posters. Thank the committee for all their help!
- Hold a final campaign committee meeting to evaluate your efforts and make recommendations for next year.

5. YEAR-ROUND ENGAGEMENT

- Visit www.unitedway-cny.org and check out our weekly Community Update video to stay up-to-date on what's going on at United Way.
- Share United Way updates and news with employees on a regular basis throughout the year so they can see the impact of their contributions.
- Utilize www.volunteercny.org to organize group volunteer projects for employees and provide information about opportunities they can take advantage of on their own.
- Use New Hire brochures to engage new employees after campaign season.

- Encourage leadership givers to participate in our affinity groups such as Young Leaders United and Women United.
- Participate in other United Way events or initiatives: Book Drive, Swim Suit Drive, Volunteer Opportunities, Kickoff/Cookoff, Achievements in Caring Celebration



2016 UWCNY KICKOFF COOKOFF AT NBT BANK STADIUM

CAMPAIGN MATERIALS AND RESOURCES

We understand that people are busy and the United Way campaign is in addition to all of your other job responsibilities. With that in mind we want to give you all the tools, resources and help you need to make your campaign a success without becoming a burden.

Pledge Forms

Ask your United Way representative how your pledge forms can be personalized to increase participation and aid in distribution, (employee name, last year's gift amount, department, supervisor name, employee ID, etc.).

e-Pledge

Ask your United Way representative how to set up an online pledge system that can reduce paperwork and increase the ease of conducting your campaign.

United Way One Page Brochure

Offers a brief United Way overview and lists partner agencies and initiatives.

Posters

Use to promote the campaign, hang up for employee meetings and special events.

Sample emails, letters, memos, agenda

Available in the online toolbox at www.unitedway-cny.org – choose WAYS TO GIVE and then Join the Community Campaign.

Annual Community Trends Report

This report reflects on the needs of our community and highlights a few key trends in the areas of Education, Health and Basic Needs.

LIVE UNITED Success Stories

These quick stories can be printed or videos sent via email to demonstrate United Way's success in the areas of Education, Health and Basic Needs.

Community Updates

Weekly three minute updates on what is happening in our community, with our agencies and your dollars at work.

PAYROLL DEDUCTION SETUP

Congratulations! You've decided to make it easy and convenient for your employees to invest in their community via the payroll deduction option. To support you and your efforts, United Way of Central New York (UWCNY) has made it easy and convenient for *you*. Here are the steps:

1 – **Meet** with your Account Manager to discuss your company's specific payroll details. Some of these include: Is payroll processed on site? Through an off-site payroll processing agent? When will deductions begin and end? What is the payroll schedule (Weekly? Bi-weekly? Monthly? Combination?) You may want to include your Payroll Manager in this meeting.

2 – **Decide** on campaign type:

Traditional Campaign with paper pledge forms. These may be personalized, if you choose; they are filled out by your donors, collected and copied (front and back) by the ECC. One copy goes to Payroll and one goes to United Way via the campaign envelope supplied by your Account Manager.

Electronic (e-pledge) Campaign. This requires set-up in advance, but it has several appealing qualities – eliminates paper, caters to the segment of the workforce that prefers donating on-line and affords you access to campaign reports. You decide who will have ADMIN authority (at least the ECC). UW staff will set up access, in cooperation with the ECC. At the end of the campaign, you print a pledge report and forward it to Payroll.

Hybrid Campaign, a combination of traditional and e-pledge. This provides your employees with the most options for giving. The ECC will still make copies of the paper pledges for United Way as described in the Traditional Campaign above. The ECC has the benefit of printing a report for Payroll of all the pledges that come in – both paper and e-pledge.

3 – **Launch!** Have fun, inspire each other, think outside the box, exceed your goals.

4 – **Campaign Wrap-Up:**

- Ensure UWCNY has the correct billing address and contact information for your Payroll Administrator.
- Payroll statements will be sent to you each month from UWCNY. Please review the first statement to confirm that the pledge total on your statement agrees with your Payroll and Campaign records.

- Payroll Deduction Periods:
 - Jan 1 – Dec 31.
 - 12 consecutive months beginning and ending per your request.
 - Continuous giving – set up to continue until donor states otherwise. Providing a listing or spreadsheet of continuous givers (including name and amount) during your pledge period is the most efficient means of ensuring that the continuous givers are entered annually.

- Payment Methods:
 - Check – include bottom portion of statement with your payment.
 - Remittance Address:
United Way of Central New York
PO Box 2129
Syracuse, NY 13220-2129

 - Electronic Funds Transfer (EFT). Email notification that payment is in transit is preferred.
 - Contact: Karen Wicks, Finance and Operations
315-428-2221, kwicks@unitedway-cny.org

5 - Pledge Adjustments during Payroll Withholding Period. We understand that during the course of the annual Payroll Withholding Period, there will be staff resignations and terminations. These and other financial constraints may impact an employee's ability to fulfill his/her pledge. In these instances, payroll pledges need to be reduced or terminated. We prefer notification in writing or via email when these situations arise so that our Finance Department can make the necessary adjustments.

6 - Finalizing Payroll Deductions. Please reconcile total deductions for the year to total payments made for the time period. Remit any amounts withheld that have not yet been paid to UWCNY at this time. Simply indicate on your Statement Remittance Form when remitting your last payment for the campaign year that this is your final payment on this campaign.

That's it! That's all there is to it! On behalf of the many lives you have touched with your decision to *LIVE UNITED*, thank you!

Contact Betsy Foote, UWCNY Finance and Operations at 315-428-2205 if you have further questions or concerns.

Campaign Communications

A successful campaign is built on a foundation of clear and concise communications. Every organization is unique and not all communication methods will work in all environments. It is key that you understand these characteristics when planning the communication strategy for your campaign. The following are various communication channels that you can use. Each has its strengths and weaknesses and must be considered in light of your company's culture.

Campaign Announcement Memo

Send a memo a couple of weeks in advance of the campaign kick-off. Give the highlights of the campaign and sign the letter from the campaign committee and/or CEO.

CEO Campaign Memo - Management support is essential to a successful campaign. This letter should be sent by a key decision maker in the organization and should outline their support and involvement of the United Way campaign.

Leadership Giving Letter - Campaigns that utilize a specific Leadership Giving Campaign can use this letter to promote giving.

Campaign Update - Send out communications at regular intervals during the campaign. Give employees a United Way success story. Let employees know the progress relative to the goal, and include the deadline for participating.

Thank You - Consider sending specialized thank you notes to individual donors. Be sure to send out a mass thank you to all the employees and recognize the efforts of the campaign committee and the support of the leadership team.

Campaign Results - At the conclusion of the campaign once all the pledges have been tallied, send a memo highlighting your results. Be sure to compare your achievements to your goal and to recap the campaign activities and the difference employees made in the community.

Campaign ePost Cards - Forward the weekly UWCNY e-post cards during campaign season.

UNITED we improve children's education and development

Education is a pathway out of poverty.

- UWCNY funds 14 local programs focused on helping students succeed in school
- Last year 4,282 children were helped
- \$250 will give a child 7 weeks of academic assistance



Education

LEADERSHIP GIVING

Conducting a Leadership Giving Campaign is an effective way to provide a boost to your company's United Way campaign. Leadership giving not only allows your employees to make a greater social impact, but it also allows them to show leadership within your organization and sets your organization apart as a leader in our community.

What is a Leadership Gift?

A Leadership gift is an annual donation of \$1,000 or more. Spouses and partners may combine their gifts to reach Leadership levels. This is an attractive incentive for families who want to make a Leadership-level impact in the community.

Leadership Giving Levels

The Hamilton White Society is a leadership society named for a local nineteenth-century businessman and philanthropist, and recognizes annual gifts of \$1,000 – \$9,999.



Hamilton White's historic home still stands on the corner of East Genesee and Townsend Streets in downtown Syracuse.



The Alexis de Tocqueville Society is a National United Way Leadership Society and is named for the renowned historian and author of Democracy in America. It is United Way's most prestigious Leadership Society for exceptionally generous donors making annual gifts of \$10,000 or more.

Implementing a Leadership Giving Campaign

A few simple steps to develop your company's Leadership Giving Campaign. Some of these ideas might be better suited to your organization than others:

- Appoint a Leadership Chair.
- Recruit a Leadership team. Colleagues who invite other colleagues to join United Way's Leadership societies ensure a higher rate of participation.
- Identify past leaders. They will be the best ambassadors to grow the Leadership Giving Campaign.
- Pinpoint top Leadership donor prospects. Work with your Leadership Chair to determine who is most likely to contribute at the Leadership level.
- Encourage peer participation.

Suggested Strategies for a Successful Leadership Giving Campaign

- Engage leaders to set the pace prior to the general Campaign.
- On the Leadership team, match up peers with peers to make “the ask.” The individual who makes “the ask” should have a good rapport with the person he or she solicits. “We really need champions like you and me to step up as leaders in our company and in our community. Can we count on your gift?”
- Develop and publicize the organization’s Leadership goal as part of the overall Campaign goal.
- Talk to potential donors one-on-one. Hand-deliver personalized pledge forms. Leadership team members should thank each past Leadership donor for previous contributions and invite them to make a new or increased gift.
- Follow up with prospects until each pledge card is received.
- Send thank you notes to each Leadership donor and Campaign team member.
- Ask your CEO to host a reception to acknowledge all Leadership Investors.
- Include a speaker from one of United Way’s partner agencies who can show the impact of Leadership giving.

For more information on Leadership Giving Campaigns please contact Marianne Ferris, Director of Resource and Leadership Development at 315-428-2231 or mferris@unitedway-cny.org

OTHER LEADERSHIP OPPORTUNITIES:



Young Leaders United is a group of young professionals who donate a minimum of \$250 per year and agree to 16 hours of volunteer service. They demonstrate leadership by helping to make lasting positive changes in our community. Membership for this group requires a separate application/pledge card.

Members become ambassadors for the United Way and our community. They:

- **Connect** – with like-minded members at social and networking events
- **Serve** – as a volunteer in individual and group projects that help improve our community
- **Learn** – from community leaders through Leadership and Community Education Series

Forming a workplace chapter of Young Leaders is a great way to get more young people involved in the United Way campaign. This opportunity will also allow rising stars in your company to shine.

In 2016, YLU members created an annual fundraiser to support United Way. **Pump It Forward Friday** places teams of volunteers at gas stations around CNY who pump gas and wash windshields for tips. Companies and organizations form teams to compete with one another for the most in tips. The winning organization gets our traveling gas nozzle trophy. Not only is this a great way to support United Way, but it is also a fun team-building activity.



CAMPAIGN CHECKLIST

Before the Campaign

- Meet with your United Way representative.
- Attend the Employee Campaign Coordinator training.
- Secure CEO/Senior Management support.
- Review Campaign history and set your goals.
- Recruit a campaign committee to help with the campaign.
- Determine your campaign plan, timeframe, and any incentives.
- Gather your campaign communications and any campaign materials.
- Schedule your kick-off, United Way speaker, and any special events.
- Promote the campaign with an announcement.

During the Campaign

- Distribute pledge forms and campaign materials to every employee.
- Promote the campaign, kick-off, and special events through numerous channels.
- Hold a mid-campaign committee meeting to review progress towards the goal.
- Send regular progress reports to employees.
- Follow-up with individuals who have yet to turn in their pledge form.
- Send reminders about campaign events, incentives and deadlines.

After the Campaign

- Collect all pledge forms and campaign material.
- Make copies of pledge cards front and back or download spreadsheet of all payroll deductions and send to Payroll office.
- Schedule a time with your United Way representative to pick up pledge cards.
- Take care of any corporate contributions or matches on employee giving.
- Send a thank you letter to everyone including the campaign committee and the CEO.
- Publish a short story, photo, and the results of your campaign in the company newsletter.
- Hold a post-campaign committee meeting on lessons learned to evaluate the challenges and successes of the campaign. Keep the notes handy for next year!
- Talk to your United Way representative so that we can continue to improve our service.

Year Round

- Keep employees updated on the activities of United Way.
- Promote volunteer opportunities to employees.
- Consider arranging for an agency tour with interested members of your workplace.

CONTACTS

The United Way staff is here to assist your campaign efforts along every step of the way. Your United Way representative has years of experience partnering in United Way campaigns and can be a great resource to offer ideas and suggestions to take your campaign to the next level. Please review the list below and feel free to contact us if you have questions, comments or concerns.

Marianne Ferris

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315-428-2231

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Ellen Schwartz

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eschwartz@unitedway-cny.org
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mroff@unitedway-cny.org
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Dan Lovell (contact for e-Pledge)

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315-428-2214

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Syracuse, NY 13220

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518 James Street

Suite 200

Syracuse, NY 13203

UNIQUE OBSERVANCES & NATIONAL HOLIDAYS

<p style="text-align: center;">January</p> <p style="text-align: center;">New Year's Day Dr. Martin Luther King Jr. Day Financial Wellness Month National Soup Month National Mentoring Month National Poverty in America Awareness Month</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Auction an experience to exchange duties with your supervisor for a day • Hold a soup cook-off and charge a lunch fee with proceeds going to United Way of CNY <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Bring in a United Way agency speaker to talk about financial wellness and poverty in our county or read to and mentor children • Join the conversation on Facebook, Twitter <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Martin Luther King Annual Coat & Clothing Drive • Cash Coalition is looking for volunteers 	<p style="text-align: center;">February</p> <p style="text-align: center;">Presidents' Day National Black History Month Library Lovers Month National Hot Breakfast Month Celebration of Chocolate Month National Nutrition Month</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Hold a Pancake Breakfast, Chili or a Nutritional Super Bowl Spread, and charge a small fee with proceeds going to United Way of CNY <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Bring in a United Way agency speaker to talk about health care programs <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Join the million mentor movement - read, tutor, mentor • Host a Book Drive
<p style="text-align: center;">March</p> <p style="text-align: center;">National Women's History Month Employee Spirit Month National Children's Dental Month National Reading Month Pi Day</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Donate "A Latte" or a little <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Organize a United Way agency tour for employees • Have an employee who has received services from a United Way-funded agency speak about their experience <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • In honor of National Reading Month, organize an opportunity for employees to read to children at a United Way agency program 	<p style="text-align: center;">April</p> <p style="text-align: center;">Celebrate Diversity Month Child Abuse Prevention Month National Public Health Week Volunteer Appreciation Week Sexual Assault Awareness Month</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Participate in Denim Day by encouraging employees to wear jeans, send an eblast informing employees about sexual assault awareness <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Have lunch at Provisions Bakery & Restaurant on Walton Street in Syracuse (a United Way funded program) <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Coordinate a team volunteer project

<p style="text-align: center;">May</p> <p style="text-align: center;">Memorial Day Get Caught Reading Month Teen Pregnancy Awareness Day and Month Senior Health Day Mental Health Month</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Hold a bike drive – donate bikes, helmets and safety gear to a United Way agency program partner that serves children <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Share a United Way success story on your intranet <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Hold a bicycle safety clinic for neighborhood children or at a local school • Organize a Swim Suit Drive for Inner City Youth 	<p style="text-align: center;">June</p> <p style="text-align: center;">National Fruit & Veggies Month Stamp Out Hunger Men’s Health Week 14th is Flag Day Strawberry Month</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Hold a food drive for a local pantry or a United Way agency program • Hold a strawberry cookoff, charge a small fee with proceeds going to United Way of CNY <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Share community updates found on www.unitedway-cny.org <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Participate in a United Way Day of Caring • Join the million mentor movement - read, tutor, mentor
<p style="text-align: center;">July</p> <p style="text-align: center;">Independence Day National Grilling Month National Ice Cream Month National Hot Dog Month</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Hold a barbeque in honor of National Grilling Month and let people eat for free if they bring in canned goods to donate to a United Way agency program • Hold a family carnival day for employees with all proceeds going to United Way of CNY <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Bring in a United Way agency speaker to talk about homelessness • Hold a United Way agency fair <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Hold a school supply drive, contact United Way for an agency in need 	<p style="text-align: center;">August</p> <p style="text-align: center;">National Watermelon Day Family Fun Month National Peanut Butter Lover’s Month National Backpack Awareness Day</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Participate in annual Health & Hygiene drive by collecting health and hygiene products for the homeless <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Bring in a United Way agency speaker to talk about the importance of Living United or keeping children in school <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Coordinate a family volunteer project for employees • Make peanut butter & jelly sandwiches for the Samaritan Center

<p style="text-align: center;">September</p> <p style="text-align: center;">Labor Day United Way of Central New York Kickoff Cookoff Childhood Obesity Awareness Month Fruit & Veggie Awareness/ National Organic Harvest Month</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Hold a breakfast buffet in honor of All-American Breakfast Month and ask co-workers to bring in canned or dry breakfast goods to donate to a United Way agency program partner <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Bring in a United Way agency speaker to talk about education <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Participate in the United Way Kickoff/Cookoff • Hold an agency fair to educate employees on United Way of Central New York’s impact areas of Education, Health and Basic Needs 	<p style="text-align: center;">October</p> <p style="text-align: center;">Bullying Prevention Month Domestic Violence Awareness Month National Disability Employment Awareness 24th is Make A Difference Day</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Hold a cookie/bake sale <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Bring in a United Way agency speaker to assist with your campaign and educate employees about UW funded programs in Education, Health and Basic Needs <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Coordinate a family volunteer project • Volunteer at Book Fest • Organize a Book/Toy Drive for Christmas Bureau
<p style="text-align: center;">November</p> <p style="text-align: center;">Veterans Day Thanksgiving Day Military Family Appreciation Month Family Stories Month</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • As a department, sponsor a Thanksgiving basket drive for a United Way agency program partner <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Organize a tour for employees to visit a United Way agency program <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Visit with veterans • Organize a team for the “Old Newsboys” Newspaper Drive that takes place in December • Volunteer to serve a meal at the Rescue Mission 	<p style="text-align: center;">December</p> <p style="text-align: center;">Hanukkah Christmas 1st is World AIDS Day 31st last day to donate for tax deduction</p> <p style="text-align: center;">GIVE</p> <ul style="list-style-type: none"> • Happy Holidays to your clients – See “Saying Thank You” <p style="text-align: center;">ADVOCATE</p> <ul style="list-style-type: none"> • Bring in a United Way agency speaker to talk about Cash Coalition <p style="text-align: center;">VOLUNTEER</p> <ul style="list-style-type: none"> • Hold a Hat and Mitten Drive to donate to a United Way agency • Coordinate a Giving Tree benefiting a United Way agency • Volunteer at the Christmas Bureau • Host “Old Newsboys” newspaper sale



HAVE FUN WHILE RAISING DOLLARS

INCENTIVES

Incentives can be used to make certain that employees return their pledge cards, visit e-pledge, attend a meeting, make a pledge, make a pledge on the first day, increase their pledge, or are a first time donor.

- Around-the-world dining (pack of restaurant gift certificates of different cuisines)
- Balloon or flower gift when pledge is in
- Call in: "Well" day, "Sleep in Late", Flee at Three, or Extended Lunch Coupon, Add'l day off
- Car started & windows scraped every snow day in January
- Casual day
- Company promotional items
- Complimentary dinner, hotel stay and/or airline tickets
- Free meal or dessert from the employee cafeteria
- Free oil change
- Free lunch
- Gift certificates or Gift Cards, Gas Cards
- Lottery tickets
- Lunch with your manager – his/her treat!
- Participation Award Certificates
- "Prime Parking Spot" Award
- Services donated by employees (like babysitting, car wash, hair dresser...)
- Tickets to local sporting events, movie passes, theatre tickets, concerts
- Use of company car and/or reserved prime parking spaces

Appreciation/Compliment Grams: Design notes of thanks or congratulations for co-workers to buy and send to each other.

Balloon Grams: Sell balloons with notes of recognition inside and deliver to co-workers. They then can "pop" the balloon to see the message.

Lunchtime (e-mail) BINGO: Purchase Bingo cards and distribute to employees. Every day, email a Bingo number to all participants. The first one to reply with "BINGO" wins. Use on-line Bingo for office telecommuters. The Bingo game continues until all prizes are distributed.

Buy a Boa: Purchase brightly colored feather boas for employees to buy. The purchaser chooses a person to wear the boa for the day. In order to get rid of the boa, the wearer must pay to pick another employee to wear the boa. The boa must be worn at least 10 minutes prior to choosing another lucky boa wearer.

Dress Down Day: Employees pay to not wear “normal” work attire. Get as casual as needed: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact your Account Executive or Loaned Executive for stickers that say “I Dress This Way for United Way” and distribute to participating employees.

Entertainment Drive: Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way.

Guess the Baby, Shoes or Pet Pictures: Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

Informative Meeting Incentives: Hold a workplace meeting and have a representative from United Way and/or an agency speaker give a presentation. Offer donuts, coffee or raffle tickets to attendees.

Massage Therapist: A therapist, preferably one who will donate time, visits the workplace and employees sign up for time slots. Employees pay for a massage, with proceeds benefiting United Way.

Penny Wars: Divide the office by department and have money jars assigned to each. Members of each department deposit pennies, nickels and dimes and “green” into their own jar and place quarters into the jars of other departments. Pennies and other money count as positive while quarters are negative. The department with the highest positive number (or often the case, the least negative number) wins a lunch provided by the company.

Psychic Reading: A psychic/card reader, preferably one who will donate time, visits the workplace. Employees pay a small amount to have their fortune read, with proceeds benefiting United Way.

Smell the Roses: Have a local florist donate flowers or purchase flowers en masse. Employees buy flowers or arrangements to send to co-workers or for personal use.

Spare Change Jars: Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a given time frame.

White Elephant Sale: Employees donate odd items for the sale. Co-workers should have the opportunity to buy items and stipulate in whose workspace these items should be displayed. Set a time frame for which objects must stay in that location.

FOOD & FESTIVITIES

Bake Sale: Employees buy employee-donated baked goods with donations benefiting United Way.

Build Your Own Ice Cream Sundaes: Have a wide variety of sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries, etc.) available for employees to build their own sundaes.

Chili or Soup Cook-off: Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

Candy Bar, Doughnuts, Bagels or Specialty Coffee Cart Sales: Purchase items from wholesale stores (BJ's, COSTCO, Sam's Club) and sell for more.

Ethnic Food Festival: Ask employees to bring dishes symbolic of their heritage or recipes "handed down" from family members along with interesting facts about their heritage. Another option is to have various departments sponsor a lunch representing a specific ethnicity.

Ice Cream Cart Sale: On a hot day, visit employee cubicles and offices selling popsicles, ice cream sandwiches and other cold snacks. Donate proceeds to United Way.

Lunch Box Auction: Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

Peanuts, Get Your Peanuts!: Decorate a push cart with a sports theme. Stock the cart with individual bags of salted peanuts, chips, hot dogs, soda and all necessary condiments (ketchup, mustard, relish, onion.) Visit cubicles and sell items. This is a great way to kick off any sports season.

Pizza / BBQ Party: Purchase pizza deals and charge employees for lunch.

Potluck: Post a sign-up sheet for employees to bring items for breakfast or lunch. Coffee cakes, breakfast casseroles or for lunch, entrees, salads and desserts to ensure a variety of food. Decorate the room with a theme. Adjust entry fees for those who bring an item.

Root Beer Float Sale: Buy necessary ingredients for employees to make their own root beer floats. Floats made and served by executives can be a fun treat!

Soup Line: Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all! (Bring your own reusable bowl)

Tailgate Party/Picnic: Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

Walking Taco Sale: Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc. Price accordingly.

ACTIVITIES

Artwork, Time or Talent Auction or Silent Auction: Employees that are creative, whether it be sewing, photo, paintings, woodwork, ceramics etc... Have them donate a treasure and auction it off.

Balloon Pop Surprise: Put a prize note in each balloon (soda, jeans day, gift card, candy bar, sports tickets, etc.) Be sure to have one big prize. Place balloons in a contained area and have participants pay to pop balloons for prizes.

Carnival / Dunk Tank / Pie in the face/ Shave the Boss: Charge a fee for the experience. The closer you are to the target the more it will cost!

Car Wash by Senior Management: Charge different prices for cars, vans and trucks.

Fire up the Olympic Torch (grill) for Office Olympics: Let the games begin. Have a tricycle or office chair race. Use items around your work location for golfing, shooting baskets, etc. Have spelling contests, typing contests, contests to develop the most persuasive or most complimentary memo, etc. Devise rules for each race in advance and seek participants. Combine the event with a cookout. Design award medals to display in the cubicles of winners.

Golf Putt: Supply a putting green and club. Employees pay per putt for a chance to win prizes. **High Score:** Place a dart board in the office and sell dart board shots. Award prizes to winners. **Jeans, Jersey, Hat or Costume Day**

Karaoke Contest: Each location, department or team nominates one employee to sing a song. Choose a variety of music or “spotlight” a particular theme of music. The winner is chosen by audience applause or a panel of judges.

Tricycle or Big Wheel Race: Teams race in relay format around the office parking lot on small bikes. Employees bet on which team they think will win. All bets go to United Way.

50/50 Drawings / Candy Jar Raffle / Daily Prize Drawings / Raffle Gift Certificates / Wine Raffle

Games & Contests: Minute to Win It, Survivor, Name that Agency, Jeopardy, Relay Races, Wii Challenge, Tug of War, Scavenger Hunt (physical or using the internet) – Many team building exercises can be adapted.

AUCTIONS & RAFFLES

Box Raffle: Boxes are placed in highly-trafficked areas with the name of a prize on each. Employees buy tickets and put them in the boxes corresponding to the prize they want to win. A winner is drawn from each box.

Executive Chef: Auction off dinner for two or more at the home of an executive.

Executive Lawn Ornament: Managers or executives donate time to do yard work at the homes of employees who bid for their services.

Front Row Parking: Raffle front row parking spots for a year, or during the winter months.

Getaway: Have co-workers donate time at their vacation cottages to the highest bidder.

Golf with the Boss: Raffle off an afternoon golf outing with the boss.

Lunch with CEO: Auction or raffle off lunch with the CEO – CEO’s treat!

Mystery Pumpkins: Buy miniature or regular pumpkins for employees to purchase. Write numbers on the bottom of each pumpkin. Draw numbers for prizes corresponding to the numbers on the pumpkins. Pumpkins can be taken home and carved for a later Pumpkin Carving contest.

Raffles: Have different raffles for giving, 1st day drawing, increase donation another drawing, 1st week another drawing, and new donor another drawing.

Rubber Ducky's: Write numbers on the bottom of rubber ducks and have prizes corresponding to those numbers. Charge participants for each time they pick up a duck.

Silent Auction: The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services. All proceeds go to United Way.

THEMES

An Hour of Power: Use a stopwatch as a thermometer. Publicize what services are provided from a one hour's pay donation.

Beach Bash: Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite "beach wear" and then vote on the best one. Award prizes for the best outfits.

The Big Shot: As a variation on the standard thermometer graph to monitor agency progress use a hypodermic-needle design. Great for health care organizations.

Cookie Caper: Each pledge card is passed out with a cookie and the slogan "United Way Cookie Caper – Help us bring in the dough."

Hawaiian Theme: Each person turning in a pledge card receives a plastic lei. At campaign's end, hold a Hawaiian potluck where employees wear their leis and dress Hawaiian. Have a limbo contest. Use a palm tree thermometer.

Mardi Gras: Everyone loves a party, so why not model your campaign after the biggest party in the world – Mardi Gras. Invite a jazz band to play at your kickoff event. Hold a parade, float contest or sell bead-o-grams (beads with thoughtful messages attached.) Host a Cajun potluck.

1960s (or any other era): Dress up in "60s" garb. Sell headbands, smiley face pins, tie-dyed shirts.

Raisin' Money: Use the California Raisins as a thermometer theme. Pass out boxes of raisins to people as they turn in pledge cards.

United We Stand...United We Give: Use an All-American theme complete with apple pie tosses, picnics and red, white and blue!

Wild West: Employees dress in Western clothes. Use a cactus as your thermometer.

MORE FUN IDEAS!!!

A Note With A Treat!

Almond Joy – Thank you for helping us feel the JOY of changing people’s lives.

Atomic Fireballs – Thank you for being HOT STUFF

Babe Ruth – With your help, our campaign will be a grand slam!

Chocolate Chip Cookie/Bag of Chips – Chip in for United Way!

Crunch Bar – Our agencies would be in a CRUNCH without your support

Dove Promise – Your “Promise” (Pledge) will change lives.

Extra Gum – Thanks for going the Extra Mile... extra effort etc

Gold Chocolate Coins – “Volunteers are worth their weight in gold.”

Lifesavers – Thanks for being a real Lifesaver.

M&M’s – your gift Means so Much!

Milky Way – Our gratitude for your help is WAY out of this world.

Mounds – Thanks for the Mounds of work you’ve put in on the campaign

Now & Later – We want to thank you NOW and LATER for giving.

Orange Slices – Orange you glad you gave to United Way!

Payday – It’s PAYDAY...think United Way!

Peppermint Patty, Andes Candy – “Your donation Mint a lot to the United Way Campaign

Pixy Stix – Our programs STIX out from all the rest because of what you do!

Riesen – Thanks for being the Riesen – we’re so successful! Let me give you a Riesen to give!

Reese’s – Like Peanut butter and Chocolate – we just go together!

Starburst – We’re Bursting from excitement or Help us reach for the Stars.

Tootsie Roll – Thanks for the ROLL you play in the Campaign – or keeping things Rolling

Adapting Games for the United Way Campaign!

Wheel Of Fortune - have several puzzles related to United Way, such as the campaign chair, agencies, theme for that year, etc., (give them vowels for free) and have employees write down their guesses and drop them in a box or send electronically.

The Price Is Right - using program information from United Way funded agencies, have employees match the program with the program agency.

Family Feud - using a statement from the campaign materials like: United Way agencies that support seniors, have the employees list the agencies on a sheet (assign equal points to them).

Let’s Make A Deal - go around the office and ask random United Way related questions to employees. If they get the answer right, give them a prize on the spot. (Works well if you can get the President to go along with you to hand out the prize.)

Who Wants To Be A Millionaire - from the list of donors, draw out names randomly to be the contestants. Ask them to name three United Way agencies that help kids (or elderly, families, etc.) Whoever writes them down the fastest and raises the paper in the air gets to play first. Using the United Way brochure or website, put together some questions about United Way

and the agencies for the contestant. (Call the United Way office for help if you need.) Use play money for prizes.

Where In The World Is Carmen San Diego? (or where in our 33 partner agencies is our CEO or President?)

Directions:

1. This is a twist on the kid's program - *Where in the World is Carmen San Diego?*
2. Have the company's CEO or President go to five United Way agencies and get their picture taken doing something at the agency.
3. When taking the picture, be sure not to have the name of the agency showing (can show part of a sign as a clue if needed).
4. Post one photo each day (on poster board, in an e-mail, Intranet, photocopied hand-out, etc.) with clues.
5. Have employees guess where their President or CEO is in the picture.

Example: [CEO's name] is pictured at an agency that helped 125 people last year. The agency is located in Syracuse. The agency provides emergency service. Where in Central New York is he/she?

6. All correct answers are entered into a drawing for a half-day off, free lunch, or other prize.
7. Use information from the campaign materials (broadsheets, brochures, video, etc.) for the clues you give.

This game is fun, it shows employees that their CEO/President is a supporter, and it gets them to read through the marketing materials. It's a Win-Win!

TRICYCLE RACES – Obstacle Course Race

Directions:

1. Create two or more teams of 3 to 4 riders per team. Teams are named and publicized in advance, allowing employees to make pledges or "bets" on the winning team.
2. Team members ride large tricycles (rent or arrange to borrow from a cooperating store) through a predetermined course through the office. Possibilities include: through hallways, lunch/breakrooms, around cubicles, chairs, and in and out of offices.
3. Have course marked with signs or tape on the floor. Fans are able to watch and cheer from different areas around the office.
4. The race is designed as a relay. Team members may pass off a flag, pinwheel, teddy bear or similar item to their succeeding team member. The winning team chooses which agency receives money raised.
5. Remember to take pictures for the company bulletin board or newsletter!

FREQUENTLY ASKED QUESTIONS

WHAT ROLE DOES UNITED WAY OF CNY (UWCNY) SERVE?

[UWCNY](#) does much more than raise dollars; we provide solutions. We identify community issues, work with community groups and develop special initiatives to solve problems. Real-time information comes from our partner agency feedback, our annual Community Trends analysis and data from 211cny.

VETTING AGENCIES

UWCNY-funded agencies are certified and held accountable for outcomes. Some have called United Way's certification the "Good Housekeeping" seal of approval for nonprofit agencies. We do the homework on agencies for you; your donor dollars are used to ensure the most vital services are available for neighbors in need.

FUNDING PROCESS

Funding decisions based on research detailing the greatest needs in our community are made by community volunteers, just like you. These volunteers make recommendations to our Community Impact team; final decisions are approved by the UWCNY Board of Directors. Funding is used for specific programming that addresses the most critical needs. Then we follow up with the agencies to ensure their programs are on track to achieve desired outcomes. Agencies submit updated reports every six months to UWCNY and must meet agreed-upon benchmarks in order to receive continued funding.

THE DIFFERENCE

UWCNY strategically invests in effective programs, innovative approaches and collaborative solutions, including multi-agency initiatives. We support invaluable services necessary to strengthen the community. Programs are funded for a three-year period to ensure stability and continuity. Our current 2017-20 allocation cycle funds 88 local programs through our 33 partner agencies.

WHY SHOULD I GIVE TO UNITED WAY INSTEAD OF DIRECTLY TO AGENCIES I CHOOSE?

Donors often have personal reasons and *specific causes* that they want to support, which we applaud. At the same time they would like to help the community as a whole, but do not have the time to research who, where and how to give. That's where UWCNY can help.

By investing through United Way, you can give to the *whole community*. So, while supporting a single health and human service organization is certainly a choice you can make, please also consider giving a portion of your gift as *undesignated* to benefit the

Community Fund. That way, the *impact* of your gift is maximized as it combines with the giving power of thousands of others. You will then be part of a community force that works together to strengthen our entire community. This is what it means to **LIVE UNITED**.

Another benefit to you is *convenience*. Your employer may allow you to use payroll deduction to make your pledge. Thus you can spread it out and opt to give more than if you gave a single gift. Payroll deduction allows simple, hassle-free, once-a-year giving. Your company may *match* your gift.

No single agency can meet all community problems; a person looking for help often needs a combination of services. Our partner agencies work together providing essential services through specific programs to produce the best outcomes. Your donated dollar stretches as far as possible.

WHAT IS UNITED WAY'S OVERHEAD RATIO?

UWCNY is committed to responsible stewardship of your donations. 85 cents of every dollar goes directly to funded programs as reported by [Charity Navigator](#). United Way's overhead ratio (fundraising and administration expense divided by total revenue) is **15%**. That is well below the Better Business Bureau standard for nonprofit organizations, which is 35% or less. Just as important, UWCNY's fundraising and collection structure actually reduces the fundraising expenses of our funded agencies. Our funding allows agencies more time to focus on what they do best: serve people in need. Their overhead costs are reduced in part because of the fundraising and development work we do on their behalf.

DO UNITED WAY FUNDS REMAIN IN OUR COMMUNITY?

Undesignated gifts to United Way's Community Fund go to **local** programs that serve residents of Onondaga County. Your donated dollar goes further when it is *undesignated* and combined with other donor dollars and completes the UWCNY stewardship/vetting process.

WHY AREN'T ALL AGENCIES INCLUDED IN UNITED WAY'S COMMUNITY CAMPAIGN?

Some agencies do not apply to United Way, others may not have met our rigorous standards for admission as United Way member agencies. Still others may have applied but were not funded because the total of program requests exceeded the money raised in the campaign. Volunteers must make tough decisions as they prioritize the allocation of limited dollars.

I DON'T KNOW ANYONE WHO HAS RECEIVED UNITED WAY HELP

Last year, UWCNY's funded programs helped thousands of local residents. You might think that only the jobless and truly "at-risk" individuals benefit from United Way and its partner programs. The reality is that United Way-funded services help everyone; we all benefit from a healthy community. **One in four** people in Onondaga County will benefit from our partner agency programs. However, there are still people who will not be served

due to the limited available funds, which is why it is so important to participate. You, a family member, friend or coworker may have already used the services of United Way partner agencies without realizing it.

DON'T MY TAXES TAKE CARE OF THE LESS FORTUNATE?

Taxes don't do it all and there have been significant cuts to human service funding by the government over the past several years. Keep in mind that when United Way-funded programs lead to self-sufficient families and individuals, the result is fewer people requiring public assistance.

ARE ALL UNITED WAYS THE SAME?

There are over 1,800 separate, autonomous United Ways in 40 countries and territories.

HOW ARE THE FINANCIAL RECORDS OF UNITED WAY OF CNY MADE AVAILABLE?

All United Way financial records are handled in accordance with generally accepted accounting principles. A volunteer Finance Committee, chaired by the Board Treasurer, oversees financial operations. United Way is audited annually by an independent accounting firm and practices full voluntary disclosure of its 990 and audits, with reports available on our website.

