



**United Way  
of Southwest Missouri**

Campaign 2010

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## Employee Campaign Coordinators Guide

United Way of Southwest Missouri  
3510 East 3<sup>rd</sup> Street  
Joplin, MO 64801  
Phone 417.624.0153 • Fax 417.624.0356  
[www.uwswmo.org](http://www.uwswmo.org)

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## Before Your Campaign Starts ... PREPARE!

### *THE EMPLOYEE CAMPAIGN COORDINATOR (ECC)*

**FACT:**

*More people give when campaigners are trained.*

Your appointment as employee campaign coordinator speaks to the confidence management has in you to design, enhance and oversee this year's campaign. Your goal is to develop a campaign that will surpass last year's level of success. To achieve your goal you'll need to:

### **Attend ECC Training**

**Benefits:**

- Learn how to run an effective campaign that will meet your company's goal.
- Gain understanding of United Way of Southwest Missouri's vision and how contributions change lives in our community.
- Network with other Employee Campaign Coordinators.
- Learn about actual company successes from past Employee Campaign Coordinators.
- Participate in group discussions and share ideas and strategies for successful campaigns.

### **Get your CEO to Endorse the Campaign by:**

- Determining the corporate gift.
- Making a personal leadership gift.
- Sending endorsement letters to employees.
- Approving formation of a campaign committee.
- Promoting leadership giving contributions.
- Appearing at selected company campaign functions.
- Recognizing and thanking employees.

## Form a Campaign Committee to:

- Represent individuals from key areas of the company, including payroll, management, clerical, past employee campaign coordinators and labor, if applicable.
- Plan and implement campaign goals, leadership/management portion of your company's campaign.
- Determine and plan campaign activities, such as Kickoff, special events and educational presentations and publicize campaign meetings and activities.
- Tabulate campaign results.
- Develop a concise campaign schedule and hold regularly scheduled committee meetings to review progress and concerns.
- Ensure that committee members understand United Way's role in the community.

## Set Your Goal

Review last year's campaign results. Your staff contact will provide you with a report showing your companies giving history. Then determine the goal by considering:

- What was last year's goal? Was it achieved?
- What factors influenced last year's results?
- How much information regarding United Way was presented to employees?
- What was the campaign theme and what promotional events took place?

### How to Set Your Goal

#### **Currently we are at:**

\_\_\_\_\_ % Employee Participation (*Divide number of givers by total number of employees*)

\$ \_\_\_\_\_ Average Gift (*Divide total employee dollars by number of givers*)

\$ \_\_\_\_\_ Per Capita Gift (*Divide total employee dollars by number of employees*)

\$ \_\_\_\_\_ Total Employee Dollars (*Add all employee cash & pledges together*)

#### **2008 Goal Recommendation:**

\_\_\_\_\_ % Employee Participation     \$ \_\_\_\_\_ Total Employee Dollars

\$ \_\_\_\_\_ Average Gift

\$ \_\_\_\_\_ Per Capita Gift

***NOTE:*** Strive for 100% ***solicitation***. Be careful of pushing 100% participation. United Way of Southwest Missouri has a policy against coercion. Giving should be a personal choice.

## Running the Campaign

*All the planning has been done. Now is the time to make your efforts work for you. So, make it personal! Make it fun!*

***FACT: When employees are informed of all the good things United Way accomplished in our community, they have a better understanding of the importance of giving to United Way.***

### Building Enthusiasm

The purpose is simple: Start your campaign off right by getting the employees excited about United Way. Some helpful hints for success:

- Have your kickoff at an all-staff meeting that is already on the calendar. This saves an extra meeting and is a great way to add excitement to day-to-day agendas.
- Make sure your CEO and senior-level officers are present. This shows employees that United Way is important to the company and sets an example for employees to follow.
- Use United Way's campaign theme or other imaginative ways to engage employees in the campaign.
- Conduct the leadership/managers campaign prior to the kickoff and announce the results of this portion of your company campaign at the kickoff to motivate employees to join in contributing.

### Utilizing Campaign Materials

United Way has a variety of resources designed to assist you in conducting your United Way employee campaign. Your staff contact can help you obtain any of these materials and other informational activities. These resources include:

- **Printed Materials** – United Way campaign posters, pledge forms, brochures and catalogs.
- **Videos** – A localized video that helps to explain what United Way is and what it stands for.
- **Agency Tours** – Tours of agencies where United Way provides program funding are one of the most effective ways to show employees how United Way contributions work. If only the committee can go, take pictures and create a display. Or create a personal video of your visits to share at rallies. All tours should be arranged through the United Way office by calling 624-0153.

- **Agency speakers** – Bring the United Way story to life by using staff from United Way funded programs for your employee campaign presentations. Speakers should be arranged through the United Way office.
- **Co-workers as speakers** – Co-workers who are recipients of United Way services give moving personal testimonies. Few speakers come across as well. Don't be afraid to ask for volunteers. Stories can be verbal, e-mailed or printed.
- **Bright Ideas** – See appendix for activities to enhance your campaign!
- **Website** – Access campaign materials on the United Way website - [www.uwswmo.org](http://www.uwswmo.org)

## Communicating to Employees throughout the Campaign

The success of your campaign truly depends on how well United Way's message:

**2010 Campaign for the Common Good  
Give. Advocate. Volunteer. LIVE UNITED®**

is communicated to your employees during the campaign. Here are a few ideas to educate, motivate, inspire, remind and encourage:

- **Visual Displays** – Display signs, posters and pictures before and during the campaign.
- **E-mail** – Send facts, statistics, and stories which can be found on the web page, [www.uwswmo.org](http://www.uwswmo.org), to employees on a weekly basis.
- **Voice Mail** – Have your CEO leave a personal thank you message after employees turn in their pledge forms.

## Making “The Ask”

Giving is a personal decision. We must respect the individual’s choice of whether or not to give, and how much. Personal contact is worth a thousand words. A personal ask to contribute can occur at a group rally or through one-on-one solicitation. Each method has its advantages; only you and your team can decide which will work best for your company. Sometimes both methods are used in order to catch people who are not able to make meetings.

Some hints on how to ask others to give and what the best methods of giving are:

- **Employee meetings** – The most effective solicitation. Employees are brought together to learn about United Way. Brochures and pledge forms are distributed and employees are asked to return completed forms as they leave the meeting.

### ADVANTAGES OF A GROUP SOLICITATION

*Group solicitation is a more efficient use of time.  
It eliminates employees feeling “pressured” or “singled out.”  
Employees are educated about United Way in a consistent manner.*

- **One-on-one solicitation** – Personal interaction provides a greater opportunity to have questions answered and concerns personally addressed.
- **Combination** – Many companies hold employee group meetings, followed by a one-on-one contact with those employees who do not turn in their pledge forms at the end of the meeting.
- **Leadership/management** – A separate solicitation by the designated committee members works best. (See Section 4: Conducting a Leadership Giving Program)
- **Retiree giving** – Soliciting retirees is a great way to expand the pledge base and maintain contact with a special group of contributors. Retirees will appreciate your efforts to include them in this company-wide event.
- **Confidentiality** – Giving is a personal choice. Take steps during your campaign to ensure that every employee feels comfortable in making a decision about giving.

### SAMPLE AGENDA FOR GROUP MEETINGS

<b>Welcome by Employee Campaign Coordinator</b>	2 minutes
<b>Endorsement by CEO</b>	5 minutes
<b>United Way presentation by agency speaker</b>	5 minutes
<b>Show United Way film</b>	5 minutes
<b>The “Ask” by ECC</b>	2 minutes
<b>Closing remarks by ECC</b>	2 minutes
<b>Employees complete/turn in pledge cards</b>	5 minutes
<b>Total (approximate)</b>	26-30 minutes

## Methods of Giving

**Note: In all methods of giving, the donor should sign the pledge form.** Whether an employee contributes or not, ask them to return their pledge form to the designated individual. This assures you that all employees have had an opportunity to hear the United Way story. Also, these can be used for drawings and for finalizing your campaign contests.

- **Payroll deduction** – By far the best method of giving. Prevents you from having to keep track of checks and cash. Remember, most people can afford to give more when they can spread the gift out over the year rather than having to write a big check all at once. The average gift of donors through payroll is higher than those who give a one-time gift of cash or check.
- **Cash or Check**
- **Credit card billing**
- **Billing at home** – The donor must also include his/her billing address.
- **Stocks and Securities** – **Transfers are available by calling Mary Little, Executive Director of United Way of Southwest Missouri, at 417-624-0153.**

## Suggested Levels of Giving

<i>Annual Income</i>	<i>1% Salary</i>	<i>1.5% Salary</i>	<i>2% Salary</i>	<i>Hourly Wage</i>	<i>1.5 Hours Per Month</i>	<i>2.5 Hours Per Month</i>
\$20,000.00	\$200.00	\$300.00	\$400.00	\$5.15	\$7.73	\$12.88
\$40,000.00	\$400.00	\$600.00	\$800.00	\$8.00	\$12.00	\$20.00
\$60,000.00	\$600.00	\$900.00	\$1,200.00	\$10.00	\$15.00	\$25.00
\$80,000.00	\$800.00	\$1,200.00	\$1,600.00	\$15.00	\$22.50	\$37.50

***FACT:***

*Surveys show that the main reason individuals didn't give to United Way is that they were not asked.*

## Wrapping Up the Campaign

*This is the time to tabulate and report the results of all your efforts. It is also the time to say “thank you” to your committee members, key campaign workers and all the donors.*

***FACT:***

***A United Way of America national opinion poll found that people who are thanked for giving are 14 percent more positive about the United Way campaign than those who are not thanked.***

### Saying “Thank You”

Saying “thank you” is the most important element in winning the long-term, positive support you worked so hard to achieve. The best part about saying thank you is that it makes people feel good. A number of ideas include:

- **Personally say “thank you”** to donors.
- **Provide a thank-you to every donor immediately** after they turn in their pledge card.
- **Use your newsletter**, paycheck stuffers, and posters to announce results and express thanks.
- **Send key volunteers** to United Way campaign celebration events.
- **Send a letter** or an e-mail from you and your CEO to every employee (see samples in appendix).
- **Give out incentive gifts**
- **Schedule a thank-you event** and invite everyone to attend.
- **Say thanks with pizzazz!** Use thank-you cards, certificates/plaques, special awards, and company tokens such as T-Shirts, bookmarks or mugs.

## Forms and Procedures

Employee pledge forms are delivered with your campaign supplies. United Way needs your cooperation in making sure these forms are completed and returned promptly. To assist in the final reporting process:

- Ensure that all pledge forms are properly completed.
  - Correct the address, if needed.
  - Make sure that the donor's signature is on the form.
  - Make sure that the type of contribution is indicated—payroll deduction, cash or check, credit card or direct billing.
- Make sure your Payroll department has copies of the completed forms for entering payroll deductions into your system.
- Turn in the Campaign Report Envelope as soon as your campaign is complete.

## Reporting Campaign Results

United Way needs your cooperation in the reporting process to assess the progress of the community-wide campaign. To do this:

- Report results to your CEO and United Way.
- Be timely! Pacesetter campaigns should report results by Wednesday, September 8. All other campaigns should report final totals by Friday, December 17.

## Conduct a Leadership Giving Campaign

*A Leadership Giving Program is easy to implement in a company of any size and can be an excellent source of new dollars for your campaign. In fact, it is the most effective way to increase contributions in your workplace.*

The **Pillars Club** was established in 1992 to recognize individuals, families, sole proprietorships and partnerships who have shown a personal commitment to building a vision of a better community. These leaders, by their generosity, are following in the tradition of our early community *builders* – whose vision confirmed the worthiness of making a personal investment in our community.

In the tradition of philanthropy at its finest, membership in the Pillars Club enables individuals to invest in the health and the future of our community.

The United Way gratefully acknowledges, honors, and thanks these individuals for their courage to lead and their uncommon support of a better life for all.

### Appoint a Chair

Enlist CEO support to appoint a senior executive to serve as leadership program chair. The chair should be a respected leader who is a leadership giver and is willing to invest time and make peer-to-peer contact.

### Determine Your Prospects

Ask your payroll or human resources department for help in identifying individuals who are strong prospects for leadership giving. Then, fill out this handy chart to determine your total number of leadership prospects.

### Five Key Groups

1. Employees who gave at leadership levels last year. \_\_\_\_\_
  2. Employees currently giving \$500 or more to United Way. \_\_\_\_\_
  3. Employees earning \$50,000 or more a year, a common benchmark for leadership prospects. \_\_\_\_\_
  4. Employees receiving stock or stock options as part of their compensation package. *(Giving stock offers tax benefits and is an appealing way for high-salaried employees to contribute.)* \_\_\_\_\_
  5. Retirees who were longtime United Way contributors. Invite them to continue leadership roles \_\_\_\_\_
- Total number of leadership prospects:** \_\_\_\_\_

### ***FACT:***

***On average, leadership giving helps increase campaign contributions about 10 percent.***

## Plan Kickoff and Solicitation

This can be a great opportunity to bring upper management and prospects together for a knock-out presentation. Pick a format that fits your organization's culture.

- The most popular ... a CEO-hosted breakfast, lunch or reception. Make it special; make your guests feel important. Personalize whenever possible.
- Consider having an agency speaker. United Way will provide a speaker who can address issues of importance to your organization. Ask your staff person to assist you with this part of your company campaign.
- United Way has Leadership Giving materials available for distribution. Ask your staff contact for these materials.
- Tour an agency and see real results!

## Leadership Giving Levels

Leadership giving recognizes individuals giving at these levels:

### *Alexis de Tocqueville Society*

\$10,000 and above

### *The Pillars Club*

Bronze Pillar \$500-\$999

Silver Pillar \$1,000-\$2,499

Gold Pillar \$2,500-\$4,999

Platinum Pillar \$5,000-\$9,999

## Personal Recognition for Those Who Give is Critical

### Consider recognizing your leadership givers with:

- A personal thank-you letter from your CEO and leadership program chair.
- A thank-you reception hosted by your CEO and leadership program chair.
- A salute in your organization's newsletter.

### United Way will recognize your organization's Leadership givers in the following ways:

- Listing in the United Way of Southwest Missouri Annual Report and Leadership Brochure.
- Invitation to a Pillars Club event.
- United Way can provide a lapel pin.

## Promoting United Way Year Round

*United Way of Southwest Missouri is here to help you year round. A variety of programs, activities and services can link your company's employees to a panorama of caring and enrichment opportunities found within the health and human services area. For assistance, check with your staff contact at United Way.*

Opportunities for involvement and services available year round include:

- **“New Hires” Program** – Coordinate with employee orientation process. Brochures are available.
- **Allocations volunteer** – join other volunteers to research and evaluate United Way-funded programs and determine United Way's investment in each program.
- **United Way Web Site** – Stay informed on how contributions are changing lives by visiting United Way's Web site at [www.uwswmo.org](http://www.uwswmo.org). The site includes stories of people whose lives have changed for the better, features and updates on community investments, and answers to questions most often asked.

We're on the Web!

Visit us at:

[www.uwswmo.org](http://www.uwswmo.org)

Find us on Facebook

# Bright Ideas to Run a Fun and Effective Campaign

## Educational Events

- Ask employees who have benefited from United Way-funded services to speak at employee meetings, or feature their story in company newsletters.
- Take employees on a tour of a United Way-funded agency. Ask those who take tours to share their experience by speaking at campaign meetings.
- Ask your CEO to send a letter to each employee endorsing the campaign, stating why the company supports United Way. In the letter, encourage employees to attend campaign presentations and ask them to contribute.
- Publish a special issue of the company newsletter highlighting employees who volunteer at agencies and featuring key campaign dates and events.
- Use e-mail throughout the campaign to send messages about funded agencies or to announce campaign related events.

## Ways to Increase Participation

- Provide a company gift to employees contributing at the giving guideline. Suggested gifts are: movie tickets, mugs, baseball caps/visors, t-shirts, perfume samples, gift certificates.
- Give employees, who contribute at the giving guideline, a day off with pay, or a day off on their birthday.
- Have your CEO write a personal note of thanks to campaign team members and Leadership level donors.
- Provide breakfast, served by managers, to departments that achieve 100 percent participation at suggested giving guideline levels.
- List campaign results by department and the overall campaign total in your company newsletter. Use a big “Thank You” heading.
- Invite retirees to employee meetings. This ensures their continued involvement in the company and is another source for campaign donations.

- Have managers lip-sync a song or provide a dance routine for departments that achieve stated goals.
- Declare an “Agency of the Day” contest by placing random calls to employees. Those naming the designated agency for that particular day receive prizes (inexpensive fun gifts, free parking, pens, sodas, candy, etc.).

## Fun Activities

- Ask employees to contribute something special as raffle prizes: homemade pies, lunch, weekend stay at a cabin, time share, golf, tennis or sailing lessons, etc.
- Have employees bring in baby pictures, or take Polaroid pictures of their hands or feet, for a matching contest. Post entries on a bulletin board and charge for ballots.
- Have employees form teams and charge an entry fee for them to participate in a race (i.e. pushing hospital beds, riding tricycles, pulling a wagonload of employees). The “course” is measured using markers. Different forms of transportation can be required for each leg of the race.
- Door decorating contest. Have employees decorate office doors with a theme and put out buckets for each door. The bucket with the most change is the winner of the contest.
- Chinese Auction – collect small give-a-way items. Employees buy raffle tickets for the items on the table. The first ticket called gets to choose the first item and so on.
- United Way Scavenger Hunt – send employees on a citywide United Way scavenger hunt by giving them clues for each UW partner agency.
- Facebook scavenger hunt – use your company Facebook page to send people on a scavenger hunt to UW partner agencies and have them submit their pictures on the page.
- Mini- trivia contest – Use United Way history and partner agency information to hold a trivia contest.
- Kiss a pig contest – ask managers to participate. Put out buckets with each managers name and the one with the most money has to kiss the pig.
- Have a chili cook-off. Employees participate in judging the best chili by buying samples and casting ballots.
- Rent out company executives for an hour. Employees pay for one hour of their time and can use them to assist with a project/task. Executives are provided the option to buy lunch in exchange for completing tasks.

## Sample Letters From CEO to Employees

Date

Dear:

United Way of Southwest Missouri is working every day to advance the common good in the areas of Education, Income, and Health/Safety. These are the building blocks for a good life – a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

Our goal is to create long-lasting changes that prevent problems from happening in the first place. It is through our 19 Partner Agencies and two Initiatives that we are able to reach one out of every three residents in Southwest Missouri. For 87 years, United Way has been effective in our neighborhoods.

Our community has shown that not only does it open its hearts and minds; our community opens its pocketbooks. In good and bad times, thanks to people like you, United Way of Southwest Missouri has been able to provide funding to its partner agencies to secure assistance for those who need it most.

It is my honor to support this year's United Way of Southwest Missouri's Campaign for the Common Good; **LIVE UNITED®**. I want to extend my appreciation to you for your support of our United Way. Please join me in supporting (campaign coordinator's name) and our team effort in (company's name) tradition of generous giving.

I thank you, in advance and look forward to seeing you at our United Way meetings.

Sincerely,

## From CEO for a First Time Campaign

Date

Dear:

Did you know that United Way of Southwest Missouri combines the caring of thousands of donors throughout our community to support programs that help our neighbors, friends and families?

Year after year, United Way of Southwest Missouri combines the giving of many companies to support programs that truly change lives with benefits that will ripple out to the community as a whole. This joint effort makes sure that every donor's contribution is ensuring society will continue to progress and our children will have a better future.

United Way is starting its 87<sup>th</sup> year of sparking hope in individuals who benefit from the funded programs at our 19 partner agencies and two initiatives.

Our community has shown that not only does it open its hearts and minds; our community opens its pocketbooks. In good and bad times, thanks to people like you, United Way of Southwest Missouri has been able to provide funding to its partner agencies to secure assistance for those who need it most.

It is my honor to support United Way of Southwest Missouri's Campaign for the Common Good, "LIVE UNITED®". We will run our first-ever United Way campaign the week of \_\_\_\_\_. During that period, we will have the opportunity to learn more about United Way programs – and how they help those in need. Please join me in supporting (campaign coordinator's name) and our team effort in (company's name) campaign. By doing so, you are helping to improve the lives of those who need it most.

I thank you, in advance, and look forward to seeing you at our United Way meetings.

Sincerely,

## CEO Thank You Letter

Dear \_\_\_\_\_:

Congratulations and thanks for all you've done to make our United Way campaign such an overwhelming success. Our campaign raised a total of \$\_\_\_\_\_, with an encouraging \_\_\_\_\_percent of our employees participating.

Your caring will now support 60 health and human services programs that help change the lives of those in need.

Thank you for giving generously.

Gratefully,

## New Employee Letter

Dear [Employee]:

You've joined an organization that cares about you and your community. One of the many ways [name of company] works to support our employees, their families and the community, in which we live and work, is through our support of United Way. As a new employee, we invite you to learn about your local United Way by visiting [www.uwswmo.org](http://www.uwswmo.org) and joining us in making our community an even better place to live.

We believe United Way is an excellent choice for your charitable investment. There are several reasons why we support this particular organization:

- **United Way has the power to achieve results, change lives and impact an entire community.**
- **For over 87 years, United Way of Southwest Missouri has been raising funds to help local health and human service programs at local organizations provide critical services.** It is the most efficient way to raise funds and distribute them where help is needed most.
- **United Way reviews the performance of the programs within partner agencies for effectiveness and measurable results.** United Way ensures that your dollars are spent in the way you intended.
- **United Way only funds programs at local agencies, keeping your contribution within your community.** Local volunteers oversee all United Way operations and work with partner agencies to make funding decisions. Only the most effective local agencies can become United Way members.
- **United Way maximizes the impact of your contribution.** Our network of agencies forms the most extensive array of services throughout our community. It takes the whole community working together to reach our mutual goals.

Please join us in making a difference in our community. There's no better way to make an impact!

Sincerely,

# United Way of Southwest Missouri Fact Sheet

- ORGANIZATION:** United Way of Southwest Missouri  
3510 East 3<sup>rd</sup> Street  
Joplin, MO 64801  
Phone: (417) 624-0153 Fax: (417) 624-0356
- MISSION:** “To provide the voluntary leadership to identify the human service needs of the community and coordinate the delivery of available resources to meet those needs.”
- VISION:** “The United Way of Southwest Missouri will be the region’s recognized leader in human care fundraising and in identifying and seeking solutions to meet the human service needs of the area. We will be the most effective distributor of resources and a customer (contributor, agency, recipient and volunteer) driven United Way.”
- VALUES:**
- Leadership:** We identify needs and respond creatively and effectively with solutions. We ensure that efforts are not duplicated or resources wasted. We educate the community to be aware of human needs as they emerge and of the opportunity to bring solutions to them.
- Empowerment:** We support human services that empower people to retain their dignity and self-sufficiency.
- Accountability:** We are accountable to the community for excellence in our practices. The community volunteers who direct every aspect of our activities assure this accountability. The community services we support are carefully chosen based on the urgency of the needs they serve, the high quality of their programs, and the cost effectiveness of their operations.
- Partnership:** We base our relationships on the principles of openness, honesty, and mutual respect. We are partners with our member agencies and initiatives, our donors and the community in bringing help and comfort to our neighbors in need.

**SERVICE AREA:** Agencies located in the greater Carl Junction, Joplin, and Webb City area.

**PROGRAMS BENEFITING:** 60 programs offered by 19 member agencies and two initiatives in the four state area will receive funding in 2010.

**PEOPLE HELPED:** One out of every three people (50,000) in our area was served through a United Way member agency in 2009.

**DOLLARS RAISED:** \$ 1,049,667.31 in 2009

**CAMPAIGN GOAL:** \$1,120,000

**YEAR-ROUND THEME:** Give. Advocate. Volunteer. LIVE UNITED®

**UNITED WAY TAGLINE:** I don't just wear the shirt, I LIVE it. LIVE UNITED®

**CAMPAIGN EVENTS:** Campaign Kickoff – September 15, 2010  
Mid-Campaign Report – October 27, 2010  
Thank You Celebration – 2011

**VOLUNTARY EFFORT:** More than 800 volunteers provide direction and resources to help United Way accomplish its mission and strategies.

# FREQUENTLY ASKED QUESTIONS

## ***What is United Way of Southwest Missouri?***

United Way of Southwest Missouri is a local and regional partnership of volunteers, contributors, staff, agencies and social services, which raises and distributes funds and strives to strengthen community capacity and individual ability to care for one another.

## ***Why is United Way of Southwest Missouri the best way to care in our community?***

Fund-raising costs are consistently low to ensure your contribution goes to work helping people who really need it. United Way of Southwest Missouri is *your* United Way and is run by local citizens: over 800 involved volunteers. More than 60,000 people in our community were served by United Way of Southwest Missouri member agencies in 2009.

## ***Who runs United Way of Southwest Missouri?***

A volunteer Board of Directors composed of 21 individuals representing a cross section of the community. The board takes seriously its responsibilities as a custodian of community funds. The board sets and monitors policies, establishes and reviews the budget and ensures United Way's accountability for stewardship to all contributors.

## ***What is our United Way's relationship with United Way of America?***

All United Ways are independent and are governed by people in their local communities. United Way of America is the national service and training center of United Way across the country. They provide services like training, research, assistance with national companies, national advertising, and working with other United Ways to solve various problems in our communities.

## ***Why does United Way hold an annual campaign?***

Because adequate resources are not available, United Way funded programs cannot provide vital services to the community without financial assistance. Service providers rely on United Way contributions to meet the needs of the community, and your contribution, added to that of thousands of other United Way contributors, enables agencies to help the greatest number of people possible.

## ***Does my money stay here, in my community?***

Yes, your gift will support 60 programs and services for people living in the greater Carl Junction, Joplin, and Webb City areas.

## ***Why should I give? I never use agency services?***

The wholesome atmosphere of a community is directly influenced by the health, happiness and well being of everyone in it. Also, you never know when you or a member of your family may need a United Way service. It is comforting to know that if you ever need these services, you have helped to ensure that these services will continue to be available.

***How much should I give?***

Giving is a personal matter based on your desire to help others, your interest in the community and your own financial ability. “How much” is a personal and voluntary decision. Your gift supports 60 programs in 19 United Way partner agencies and two initiatives all year long. Every gift counts...it begins with you!

***Who decides where contributions go and which services receive support?***

The Community Investment Committee is made up of local volunteers that study community needs, agency requests and allocate funds to meet the most pressing human care needs. These volunteers then recommend funding for the United Way of Southwest Missouri’s Board of Directors to approve.

***If I stop working, what happens to my pledge?***

Your pledge to United Way is made in good faith and is based on your earnings. Should you cease to be employed, you are completely and immediately absolved of your pledge. However, you may pay it off should you choose to.

***Is my contribution tax-deductible?***

Your gift is tax deductible if you itemize deductions.

***Don't United Way agencies charge fees for their services?***

Some agencies do and some do not; those that do base their charges on the individual's ability to pay. If an individual is unable to pay, no charge is made. Your generous pledge means that services are available to all who need them.

***Why isn't my favorite agency a United Way of Southwest Missouri member?***

Non profit organizations that want to be United Way member agencies must apply for certification and go through a formal review process. Some choose not to apply for any number of reasons. In some cases they may not want the level of scrutiny by community volunteers that is involved; others may not want the fund-raising restrictions required. There are many worthwhile agencies that help people with specific needs. But when you give your time and/or money through United Way you become part of a caring force to strengthen our community that is unduplicated by any web site, federation, or any other non profit organization.

***How can I volunteer my time?***

Please call your United Way representative or United Way of Southwest Missouri at (417) 624-0153.