

LIVE UNITED™

ADVANCING THE COMMON GOOD
IN LARAMIE COUNTY



United Way
of Laramie County

***2009 CAMPAIGN
LOANED EXECUTIVE
HANDBOOK***

307.638.8904

WWW.UNITEDWAYOFLARAMIECOUNTY.ORG

**6101 YELLOWSTONE RD., STE. 174 • P.O. BOX 20301
CHEYENNE, WY 82003-7007**

TABLE OF CONTENTS

Understanding Your Role as a Loaned Executive	Page 1
Being Familiar with United Way.....	Page 1
Campaign Reporting and the Corporate Proposal	Page 2
Making the Contact.....	Page 2
How to Run an Internal Campaign	Page 3
Tips for a Successful Employee Campaign	Page 3
Paperwork Instructions	Page 4
Why an Employee Campaign is Important	Page 5
Leadership Giving Programs.....	Page 6
Best Practices.....	Page 7
Who Is Involved: Board of Directors and Staff.....	Page 8
Campaign Co-chairs	Page 9
Community Partnerships and Initiatives	Page 10
Community Impact, 2008-2009 Funded Program Partners	Page 11
Incentives and Other Fun Ideas.....	Page 12
Elevator Speeches.....	Page 13
Loaned Executive Checklist	Page 14
Assigned Accounts	Page 15
Additional Notes	Page 16
Frequently Asked Questions	Page 17
Show Your Appreciation	Page 18

TEAM CAPTAINS:

Margo LaHiff: 432.5449, mlahiff@warrenfcu.com

Beth Allen: 638-3311, beth@theplainshotel.com

Natalie Gutierrez: 637-6301, ngutierrez@cheyennecity.org

CAR VOUCHER DRAWINGS: The first drawing was held at Kick-Off.

Beginning October 2nd, 2009, the following twelve weekly drawings will be Friday at 10:00 a.m., at the United Way office.

DEADLINE TO WRAP UP EMPLOYEE/CORPORATE CAMPAIGNS: October 30, 2009.

UNDERSTANDING YOUR ROLE

WHAT IS A UNITED WAY LOANED EXECUTIVE?

When you act as a Loaned Executive for the United Way campaign, you are joining forces with volunteers across our community. As a Loaned Executive you'll be asked to assist in the solicitation of donations from assigned businesses in the community and to ensure the donations get returned to United Way. You also hold a key role in educating and motivating people about our slogan: "LIVE UNITED." You help bring this community together to positively impact people's lives in Laramie County.

AS A LOANED EXECUTIVE YOUR ROLE IS TO:

- Educate on how United Way is changing lives here in Laramie County and how each business can benefit from being involved.
- Encourage each business to allow their employees an opportunity to contribute and be entered into the car drawing.
- Encourage each business to give a corporate gift and receive recognition for their gift.

SPECIFIC DUTIES:

- Meet with the CEO, company representative or individual to discuss United Way and review United Way's Corporate solicitation proposal and employee campaign possibilities.
- Assure the campaign materials needed are delivered, presentations and car displays are scheduled.
- Follow-up on each account.
- Pick up donations and campaign packets and deliver them to campaign reporting meetings or the United Way office.
- Report your progress to your Team Captain weekly, even if no contacts have been made.
- Complete written account reports and return to United Way.

BECOMING FAMILIAR WITH UNITED WAY

As a Loaned Executive for United Way, you will be asked to tell the United Way story to current and potential donors. It is important that you are familiar with what United Way is doing in our community. The information in this handbook is designed to give you an overview of United Way of Laramie County and can also be used to refer back to when asked specific questions.

CAMPAIGN REPORTING AND THE CORPORATE PROPOSAL

CAMPAIGN REPORTING

Each Thursday through October 30, 2009, you must email or call your Team Captain with status on your accounts. It is important that this is sent even if no work has been done during the week. We are working hard to ensure that current donors do not fall through the cracks. If we do not hear from you, we will assume that you have not been contacting your accounts. The key is communication. If you are going to be out of town, let your Team Captain know, so they won't be expecting your report.

TEAM CAPTAINS:

Margo LaHiff: 432.5449, mlahiff@warrenfcu.com

Beth Allen: 638-3311, beth@theplainshotel.com

Natalie Gutierrez: 637-6301, ngutierrez@cheyennecity.org

You will also receive history sheets for each account. One of these will be turned in at the end of the campaign with detailed notes of who was spoken to and when, the other is for the account. This will be used to help next year's volunteer when contacting this account. Think about the information you would've liked to have as you went out to contact accounts.

THE CORPORATE PROPOSAL

For each account you have chosen you will receive a folder with the following enclosed:

1. Account History fact sheets.
2. Corporate giving presentation information for the CEO about levels of corporate giving and recognition.
3. Corporate Pledge Form.
4. Benefits and Best Practices of an Employee Campaign.
5. United Way Campaign brochure.
6. Community Investment Team brochure.

MAKING THE CONTACT

1. Ask the person you are calling what LIVE UNITED means to them.
2. You're not expected to know all the answers, just know where to direct the questions.
3. Follow up on questions—
Contact United Way of Laramie County, we want to help you get the answers.
4. Follow up again with an answer to their question and ensure that they feel satisfied.
5. Important points to remember:
 - a. Persistence in getting through to the top level.
 - b. Follow up, Follow up, Follow up!
 - c. Your work isn't complete until the paper work is turned in.
 - d. Stay in contact with your LE Team Captain, they are here to assist you.

HOW TO RUN AN INTERNAL CAMPAIGN

I. ORGANIZE A CAMPAIGN TEAM

Each company will be working with a trained Loaned Executive from United Way. They will be able to help you in planning and implementing a campaign. For larger companies, it is important to recruit others to serve on a campaign committee with you. This committee will work together to run a successful campaign. This also takes some of the load off one person.

II. SET A GOAL

It is always important to have a goal. This helps generate excitement and constant communication within your organization. The best goals are dollar amounts. By setting up a participation goal, you tend to make employees feel more pressure to give. We don't want that. We want to share the United Way vision and hopefully inspire others to share in that vision.

Analyze the strengths and weaknesses of the organization's past campaigns and consider how to enhance, add or change this year. Key areas to consider include:

- Overall giving.
- Average amount of gift.
- Per capita giving.
- The number of leadership givers.

III. PLAN EVENTS

If at all possible, plan a United Way meeting that all employees will attend. It is very worthwhile to have a speaker from United Way attend. This makes it easier on you because they are trained to share the United Way vision and answer any questions that employees may have. At this time materials can be handed out to ensure everyone has the opportunity to give.

It is important to make the campaign as fun and exciting as possible. Just passing out pledge forms is not usually as successful as creating some sort of excitement around the campaign. Incorporate fun ideas to make the campaign interactive.

TIPS FOR A SUCCESSFUL EMPLOYEE CAMPAIGN

HELPFUL "HINTS"

- The purpose of the United Way campaign is to provide an opportunity for each employee to contribute.
- Emphasize 100% "ask," not necessarily 100% giving.
- Include shift workers, off-site locations, those who work out of the office, temporary and contract workers.
- Assure the "ask" is made personally.
- Request that all pledge forms are turned in regardless of whether an employee chooses to contribute.
- Assign committee members to follow up on pledge cards.
- Keep employees aware of your progress.
- Call United Way to let us know about key events and results.

THINGS *NOT* TO SAY...

- Ask for 100 percent participation.
- Start by saying, "Well, it's United Way time again."
- Set personal dollar goals.
- Contact individuals through their in-basket.
- "Arm Twist."
- Forget to say "Thank you."

PAPERWORK INSTRUCTIONS

PLEDGE CARD INSTRUCTIONS

- Donor fills in top section of personal information. **NOTE:** Signature is required!
- Donor checks the desired method of payment for the total annual gift. Methods include: payroll deduction, personal check or cash, credit card or personal billing.
- Donor may choose to designate their gift to an area of need by selecting: Focused Care, Agency Designation or choose to have their gift reach out to all areas of need by choosing Community Care.
- Pledge form should be separated at the perforation. The donor should keep the donor receipt. Payroll Deduction Only will be turned in to your company's payroll and the rest will be returned to United Way.

CAR VOUCHER PROGRAM DRAWING TICKET INSTRUCTIONS

- Donor makes pledge and fills in the correct number of tickets based on that pledge.
- You should double check that each pledge has the correct number of tickets.
- All drawing tickets including all extras should be returned in your envelope to United Way.
- Check with the donor before filling out drawing tickets for them. Some people do not want to be in the car drawing.

CAMPAIGN REPORTING

- Collect all pledge forms and ensure that all of the Payroll Deduction Only slips are detached from the form and are sent to your payroll department. **NOTE:** Signature is required!
- Double check that everyone's calculations are correct.
- Calculate total gifts from your organization and fill out the Campaign Envelope and Cover Sheet. Please remember to list the number of full time employees.
- Check that all pledge forms, cash checks and drawing tickets are enclosed in the envelope and turn this in to United Way.

SAMPLE MEETING AGENDA

- Welcome & Introductions by Campaign Coordinator (1 minute)
- CEO explain previous involvement, endorse this year's campaign, present goal and encourage participation. (3 minutes)
- United Way volunteer or staff presentation on the impact of United Way dollars. (10 minutes)
- United Way volunteer or staff present the Car Voucher Incentive information. (2 minutes)
- Campaign Coordinator distributes and explains pledge forms and due dates etc. (3 minutes)
- Campaign Coordinator collects pledge forms and says thank you. (1 minute)
- Total: 20 minutes

WHY AN EMPLOYEE CAMPAIGN IS IMPORTANT

Our work, with the support of our partners, improves lives and strengthens our community. But the benefits also extend to our partners, who reap well-earned rewards for nurturing community growth and change.

☐ **POSITIVE FOR THE BUSINESS OWNER:** Research shows that 67% of employees have a positive impression of their company when they see their business supporting their community. When businesses and employees jointly support United Way, there is a greater sense of community. Businesses which support their communities also enjoy greater success.

RETURN ON INVESTMENT

Supporting United Way of Laramie County ensures that your organization's giving will have the widest possible impact in your community. Contributions are invested in the community and the dollars spent for these programs result in a larger customer base and a greater labor pool.

BENEFITS FOR YOUR ORGANIZATION

Efficient and effective philanthropy

Our approach helps you make the most of company time and resources. You can rely on our experienced staff of professionals to help you conduct a successful employee giving campaign.

☐ **POSITIVE FOR OUR COMMUNITY:** When needs of individuals are met, the quality of life for all residents is improved. As our community grows, Cheyenne will continue to be viewed as a "good place to live" and our economic development will continue to be successful. Cheyenne becomes a community of choice and we all benefit.

COMMUNITY INVOLVEMENT

Your partnership with United Way of Laramie County enables employees to get involved and learn about the issues facing our community.

☐ **PERSONAL TO YOUR EMPLOYEE:** United Way welcomes the opportunity to present their request for support in person. This allows us the chance to educate individuals about needs in our community, how the needs are being met, and to answer any questions that employees may have concerning United Way or one of our affiliated agencies and to explain how their contributions are spent and the results that we are achieving through their financial support.

BENEFITS FOR YOUR EMPLOYEES

Pride and enhanced morale

Employees feel good about working for a company that cares-and employee giving campaigns bolster pride, cooperation, and teamwork among employees.

CONVENIENT FOR YOUR EMPLOYEES

Your employees want to support their community just as you do. When you allow your employees to give by spreading the contribution out over multiple pay periods, your employees are able to budget their giving rather than making a contribution from one pay period.

SIMPLE WAYS TO GIVE

United Way makes giving hassle free for employees, and we can connect employees with meaningful volunteer opportunities.

LEADERSHIP GIVING PROGRAMS

BUSINESS PARTNER OPPORTUNITIES

United Way of Laramie County receives a high level of support from the business community at the following levels:

PROFESSIONAL FELLOWSHIP: Professional individuals and firms.

PRINCIPAL PARTNERS: Businesses with employees of 75 or more.

CORPORATE CLUB: Businesses with 25-75 employees.

SMALL BUSINESS ALLIANCE: Businesses with employees of 25 or less.

NONPROFIT CONTRIBUTORS: Nonprofit organizations who run employee campaigns.

PROFESSIONAL FELLOWSHIP

Professional Fellowship individuals and firms, including physicians, dentists, attorneys, accountants, real estate brokers, architects, engineers, financial institutions and others, offer our community the services we need to continue to have a strong economy.

Ambassador – Business Gift of \$2,500.00 or more

Diplomat – Business Gift of \$1,500.00-\$2,499.00

Legate – Business Gift of \$500.00-\$1,499.00

PRINCIPAL PARTNERSHIPS

Principal Partners are businesses with employees of 75 or more. These businesses are an important part of the success of United Way and the economic development of our area.

Magnate – Business Gift of \$10,000 or more

Entrepreneur – Business Gift of \$5,000-9,999

Investor – Business Gift of \$500-\$4,999

CORPORATE CLUB

The Corporate Club have employees of 25-75. These businesses are a critical piece in the continued growth of Cheyenne.

Builder – Business Gift of \$1,500 or more

Developer – Business Gift of \$1,000-1,499

SMALL BUSINESS ALLIANCE

Small Businesses (employees of 25 or less) are an instrumental part of our community.

Ally – Business Gift of \$500.00 or more

Associate – Business Gift of \$300.00 to \$499.00

Affiliate – Business Gift of \$150.00 to \$299.00

NONPROFIT CONTRIBUTORS

Our nonprofit category is for nonprofits, foundations and civic organizations. Many nonprofit organizations offer their employees the chance to participate in employee campaigns.



BEST PRACTICES FOR A SUCCESSFUL EMPLOYEE CAMPAIGN

Encourage active, visible CEO involvement

- Attendance at key meetings.
- General message of support communicated to all employees.
- Consistent monitoring of campaign progress.
- Confirm the availability of payroll deduction.

Appoint an effective Employee Chair who is

- A committed United Way donor.
- Well-respected in the department

Analyze previous year's campaign

- Examine last year's overall performance, including participation, average giving, Leadership and Alexis de Tocqueville giving.
- Review giving by key business units/locations/ departments.
- Identify opportunities for improvement.

Recruit a campaign committee

- Representative of the entire workforce - management, labor (if applicable), clerical, shift workers, etc.
- Distribute the workload by assigning key tasks to committee members-- create ownership in the campaign planning.

Set campaign goal

- Begin goal setting by examining your organization's true potential for giving.
- Set a goal based on improving overall giving, while addressing opportunities for increased participation, improved averaging giving, and promotion of special giving programs (leadership and Alexis de Tocqueville).

Recruit solicitors to canvas the workforce

- Recruit a sufficient number of solicitors to ensure solicitation of all employees
- Train solicitors in partnership with your United Way staff or Loaned Executive.
- Prepare solicitors to positively handle questions and concerns.

Hold a Kickoff Event

- Short meetings or special events to lend an air of excitement to your campaign and let everyone know your United Way campaign is beginning.
- Include United Way staff, Loaned Executives, and agency or volunteer speakers in your meetings.

Give your co-workers the opportunity to see their contributions at work!

- Call United Way at 638-8904 to schedule an agency tour.

Report your results and celebrate your achievements!

- Compile United Way campaign reports and submit report envelope(s).
- Announce your results to all employees, acknowledging their contributions and impact on the community.
- Hold a "victory or "thank you" celebration.
- Issue Awards.

Solicit your prospective donors.

The goal is 100% contact and opportunity to participate!

WHO IS INVOLVED

UNITED WAY 2009 CO-CHAIRS

Susan Samuelson and Greg Dyekman

UNITED WAY OF LARAMIE COUNTY - 2009 BOARD OF DIRECTORS

PRESIDENT: Michael E. Williams, Jonah Bank of Wyoming

PAST PRESIDENT: Betsy Gusea-Gerringer, Retired

VICE PRESIDENT: Chris S. McRady,
Wyoming State Bank

SECRETARY: Brenda L. Creel, Bain Elementary School

TREASURER: Ronald L. Van Voast, Security First Bank

ASST. TREASURER: John E. Lynch,
Federal Bureau of Investigation

Ted J. Adams, LCSD#1 Administration

Matthew J. Ashby, City of Cheyenne,
Planning Department

Michele F. Bolkovatz, Warren Federal Credit Union

Brenda L. Creel, Bain Elementary School

Gregory C. Dyekman, Dray, Thomson & Dyekman

David G. Faas, Retired

Betsy Gusea-Gerringer, Retired

Gregg D. Jones, Jonah Bank of Wyoming

Kevin C. Kisicki, Wyoming Bank & Trust

Steve G. Lovas, US Bank

John E. Lynch, Federal Bureau of Investigation

Julie A. Malm, The Property Exchange

Chris S. McRady, Wyoming State Bank

Barry Kistler, F.E. Warren Air Force Base
90th Space Wing

Gwen L. Perdue, Wachovia Securities

Sharon E. Radomicki, Laramie County
Abstract & Title, Co.

Randall B. Reed, Dray, Thomson & Dyekman

Susan Samuelson, Warren Livestock

Stephen Schmerge, McGee, Hearne & Paiz, LLP

Julie N. Tiedeken, McKellar,
Tiedeken & Scoggin, LLC

Robert W. Tiedeken, Wolf & Tiedeken, LC

Janet M. Tilton, Western States Learning Corp.

Ronald L. Van Voast, Security First Bank

Michael E. Williams, Jonah Bank of Wyoming

Robert Womack, Spradley Barr Motors, Inc.

UNITED WAY STAFF

Connie Sloan-Cathcart, Executive Director
director@unitedwayoflaramiecounty.org

Rod Hottle, Community Programs Coordinator
community@unitedwayoflaramiecounty.org

Julie Hunter, Leadership Giving Director
givingdir@unitedwayoflaramiecounty.org

Debby Phillips, Office Manager
officemanager@unitedwayoflaramiecounty.org

Sarah Napier, Office Assistant
officeassist@unitedwayoflaramiecounty.org

Amy Bennett, Marketing Director
marketing@unitedwayoflaramiecounty.org

2009 CAMPAIGN CO-CHAIRS

United Way of Laramie County's Board of Directors is proud to announce that Greg Dyekman and Susan Samuelson will be the volunteer co-chairs of the 2009 United Way Campaign.

"United Way is truly a driving force for good in Laramie County. Its focus on the demonstrated needs of our community, its emphasis on programs that produce results and its efforts to assure responsible allocation and management of private and public funds makes it different than any other human services program." Greg states, "I'm proud to be a part of it."

Greg is a lifelong Cheyenne resident who has devoted much of his adult life to service in the nonprofit sector. He has practiced law in the same firm, Dray, Thomson & Dyekman, P.C. for his entire 28 year legal career, focusing on business law, real estate law, estate planning and creditors' rights law.



Greg's experience in the nonprofit sector is substantial. He is currently President of the Cheyenne Symphony Orchestra board, vice-chairman of the University of Wyoming Foundation, a Trustee of the Longs Peak Council of the Boy Scouts of America, and a director of the Foundation for Meals on Wheels of Cheyenne. He also serves on the Board of Visitors of the College of Arts and Sciences at the University of Wyoming in addition to the Dean's Advisory Board for the College of Law. In the past, Greg has chaired the boards of the Cheyenne Kiwanis Foundation, the Cheyenne Family YMCA and the Foundation for Meals on Wheels of Cheyenne. He has also chaired a number of professional committees and organizations, including the Ewing T. Kerr Inn of the American Inns of Court, the Southeast Wyoming Estate Planning Council and the Permanent Appellate Rules Committee for the Wyoming Supreme Court.

Susan was born and raised in Casper, Wyoming and moved to Cheyenne after graduating from the University of Wyoming in 1974. She taught in Laramie County School District #1 for twenty four years. She was teaching first and second graders at Lebhart School at the time of her retirement. Susan is passionate about teaching and the time and growth one sees in helping to change young lives, therefore the decision to leave the field was difficult. It was precipitated by the purchase of Warren Livestock by Susan, her husband, and her family.

Susan was raised in a family that believes involvement in a community is what makes a community a great place to live and that giving back is vital in life. Her parents always stressed the importance of volunteering and being an active participant in the local community. "I remember growing up in Casper," said Susan, "my family was involved (when the United Way was called Community Chest). It was an expectation that if you lived in a community, you participated any way you were able; be it in volunteerism, monetary support, or both if you were so blessed."

She currently serves on the board of the Wyoming Community Foundation, the Construction Careers Foundation at the McMurry Regional Training Center, and is a community board member at Jonah Bank. She volunteers weekly at Meals On Wheels. Susan and her husband Doug reside on a ranch outside of Cheyenne.

Greg appreciates the volunteer spirit of Cheyenne and the tremendous generosity of its citizens and businesses. He believes in the good that people and organizations can accomplish when they mount a common effort for the benefit of others. Susan believes Cheyenne and Laramie County are great areas to live because of the community's involvement both in volunteerism and financial support in the agencies that are served by United Way of Laramie County. Greg and Susan both look forward to leading the 2009 United Way Campaign.

COMMUNITY PARTNERSHIPS AND INITIATIVES

PLAN 2-1-1

United Way of Laramie County and Laramie County Community Partnership are collaborating with nonprofits, government, business people and professionals around Wyoming to bring 2-1-1 to our state, a single call that would provide callers with one-stop vital information and referral services.

EARLY EDUCATION PARTNERSHIP

EEP's goal is to provide high quality early care and an education environment to meet the needs of working families in Laramie County while increasing job opportunities. The Partnership is planning to build a 16,000 square foot building, built on land in the Cheyenne LEADS Industrial Park for Early Childhood care.

VITA

The Volunteer Income Tax Assistance (VITA) Program's goal is to meet tax preparation needs for low income taxpayers. During the 2008 tax season the Cheyenne/Laramie County Asset Building Coalition served 548 low income taxpayers in Laramie County providing them with \$205,571.⁰⁰ in earned income tax credit (EITC) and \$91,424.⁰⁰ in child tax credit.

NATIONAL FOOD AND EMERGENCY SHELTER

Laramie County Emergency Food and Shelter National Board Program:

Laramie County was awarded \$44,000.⁰⁰ in 2008 to supplement emergency food and shelter programs in Laramie County. The Laramie County Local Board is United Way and representatives from the below organizations that determine through an application process how the funds are awarded to Laramie County and distributed among the emergency food and shelter programs run by local service agencies in the area. United Way administers the funding and reporting duties.

The Laramie County local board has distributed Emergency Food and Shelter funds previously to The Salvation Army; Safe House Sexual Assault Services; COMEA House, Inc.; Community Care and Share; NEEDS, Inc.; American Red Cross; Attention Home, Inc.; and Community Action of Laramie County, Inc. These agencies are responsible for providing over 10,000 meals and 630 nights of lodging over the past year as well as helping people throughout the county with rent and utility payments.

WOMEN'S LEADERSHIP COUNCIL

The Women's Leadership Council (WLC) is a part of United Way of Laramie County which is leading the way to change people's lives and improve our community.

The Council was initially established as a resource development opportunity for United Way and has evolved to become an additional resource for helping women in our community face a variety of issues. The first project being supported by the WLC is the establishment of Connections Corner, which has evolved into Connections Corner and Circles™.

COMMUNITY IMPACT 2008-2009 FUNDED PROGRAM PARTNERS

PROGRAM PARTNERS.....	PROGRAMS PROVIDED TO THE COMMUNITY
Airman and Family Readiness Center	Friends of Family
Airman and Family Readiness Center	Operation Warmheart
American Red Cross	Disaster Preparedness and Response
Attention Homes	Our Future Community; A Transition Program for Youth
Bethel Outreach Ministries.....	Prison Re-Entry Program
Boy Scouts of America, Longs Peak Council, Inc.	Traditional Scouting Program
Boys and Girls Club of Cheyenne	Youth Development Program
CASA of Laramie County.....	Court Appointed Special Advocates for Children
Cheyenne Community Clinic.....	Serving Low Income, Uninsured Residents
Cheyenne Health and Wellness	Dental Assistance Program
Cheyenne Interfaith Hospitality Network.....	Homeless Family Shelter and Transitions
Cheyenne Transit.....	Bus Tokens for Low Income Riders
CLIMB Wyoming	Job Training for Single, Low Income Mothers
COMEA Shelter	Basic Emergency Shelter
COMEA Shelter	Transitional Living Program
Consumer Credit Counseling Service	Financial Counseling Program
Laramie County Community Partnership	Centralized Pharmacy
Laramie County Community Partnership	Connections Corner
F.E. Warren AFB Youth Program.....	Youth Programs
Laramie County Adolescent Health Program.....	Serving Adolescents up to the Age of Twenty
Meals on Wheels	Meals & Services to the Homebound & Seniors
Needs, Inc.....	Crisis Food and Clothing Services
Peak Wellness Center.....	Emergency Mental Health Services
SE Wyoming Foster Grandparent Program	Senior Volunteers/Youth Mentoring and Tutoring
Safe Harbor.....	Supervised Visitation/Supervised Exchange Program
Safehouse Sexual Assault Services	Victim Advocacy Program
Special Friends of Cheyenne	Mentoring Children at Risk
STRIDE Learning Center.....	Developmental Preschool Providing Early Intervention
Wyoming Senior Citizens, Inc.	Wyoming Senior Companions

INCENTIVES AND OTHER FUN IDEAS

INCENTIVES CAN BE BASED ON ANY OF THE FOLLOWING CRITERIA

Departments or locations can compete with each other. Awards could be given to the department with the:

- Highest percentage of employees who contribute at a certain level
- Highest percentage of new givers
- Biggest increase over last years gift
- Largest percent of payroll deductions

Employees can be put in a drawing or given a lottery ticket when they turn in their pledge cards and be eligible for prizes and gifts.

FUN CAMPAIGN IDEAS:

Develop your own theme to build interest
Recognize givers by displaying their names
Have an auction with proceeds going to United Way
Departmental penny wars
Dress up day
United Way trivia contest
Campaign Slogan/theme contest
Pizza Party
Pancake Breakfast
Office Olympics
Invite a United Way speaker to lunch
Executive dunk tank
Cubicle decorating contest
E-mail Quiz
Silent Auction
Bake Sale

INCENTIVES IDEAS:

Time off from work
Casual Day
Reserved Parking
Tickets to Games/Movies
Grocery certificates
Company t-shirts
Dinners for two
Hotel Get Aways
Gift certificates
Floral arrangements
“Sleep-in” passes
“Leave work early” passes
Trophy for department with highest participation
Extra half hour for lunch for a week
Thank you luncheon
Lottery tickets
Name displayed



ELEVATOR SPEECHES

United Way is working to advance the common good by focusing on education, income and health. 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.

MISSION: A BETTER LARAMIE COUNTY. VISION: NO ONE IN NEED.

United Way of Laramie County is working hard to meet the needs of the people in our community. We are your partner in building a better community creating partnerships and collaborations to make the greatest possible impact. We focus on what matters in our community.

10 SECOND RIDE

United Way of Laramie County targets the issues and needs in Laramie County, focusing on results. We work towards improving lives and building a stronger community.

30 SECOND RIDE

United Way of Laramie County targets the issues and needs in Laramie County, focusing on results. We work towards improving lives and building a stronger community.

We don't measure results by how much money we raise, we look at the overall impact on target issues addressing the basic needs and quality of life in our community.

60 SECOND RIDE

United Way of Laramie County targets the issues and needs in Laramie County, focusing on results. We work towards improving lives and building a stronger community.

We don't measure results by how much money we raise, we look at the overall impact on target issues addressing the basic needs and quality of life in our community.

Our current funding objectives are: Improving Community Health, Helping Children & Youth Achieve Their Full Potential, Neighbors in Crisis & Strengthening Families. These address the current issues and needs in Laramie County.

We bring people together — Together we can get results that no one can accomplish alone.

LOANED EXECUTIVE CHECKLIST

The following checklist should be used for each account you are assigned to. This will allow you to stay on track on all accounts.

NOTE: All volunteers must send a report to the Team Captain every Thursday, even if no progress has been made.

Step One: Choose accounts from United Way Account Listing

- a. Receive the history lists of all your assigned accounts from staff
- b. Review history of each account before you make an initial call, this will give you the historical background on each contact
- c. Make an initial phone call to contact CEO or Representative
- d. Set up appointment to review Corporate Giving Proposal

Step Two: Meeting with Accounts

Meet with CEO or Representative

- a. Make a positive, friendly introduction
- b. Thank the CEO or Representative for previous past support
- c. Explain past participation
- d. Present Corporate Presentation
- e. Ask if CEO would be willing to hold an employee campaign
 1. Show them the employee campaign overview
 2. Ask for them to designate a coordinator by name

Step Three: For Employee Campaigns Only

Meet or talk with coordinator to see how they would like to run their employee campaign

- a. Suggest employee meetings with a United Way Speaker
- b. Ask if they would like to display cars from the auto dealers

Contact United Way of Laramie County at 638-8904 if:

- a. The account needs more campaign materials
- b. You would like to schedule a United Way Presentation
- c. You would like cars displayed at the businesses request
- d. You find any questions you are unable to answer

Step Four: Follow Up

Attend the employee presentations

- a. Call CEO or coordinator periodically to check if they have questions or if they are ready to turn in donations
- b. Ensure the donation is received by United Way Staff

Step Five: Wrap it Up

- a. Once pledges have been received send a thank you note to CEO and coordinator (provided)
- b. Fill out United Way account sheets with any pertinent information for next year's Loaned Executive
- c. Turn in pledges and any account cards as soon as you receive them

FREQUENTLY ASKED QUESTIONS

Who is United Way of Laramie County?

United Way is your partner in developing positive solutions that will change people's lives. We do this by partnering with local human services that provide programs to help people in need. Through these partners United Way is changing lives.

How is United Way different from other Nonprofits?

We can provide solutions for our community that no one agency can deliver individually. Without United Way of Laramie County, many agencies in our community could not provide the programs and services they are currently providing. The support that these partners receive from United Way allow them to do what they do best, provide direct services that change lives.

Where does the money actually go?

The money collected is divided into three categories. Approximately 80% of the dollars collected are returned to the community, 12% are used for United Way's program costs such as fundraising expenses and 8% are for administrative expenses.

UNITED WAY IS ALSO TAKING A MORE PROACTIVE APPROACH TO GETTING AHEAD OF THE NEEDS IN OUR COMMUNITY. REFER TO COMMUNITY IMPACT WHICH IS AVAILABLE ON THE WEBSITE, AND IN THE 2009 BROCHURE.

How are United Way Program Partners selected to receive funding?

Gone are the days of funding agencies. The reason for the change is inherent to our transformation to a Community Investment Process which directs accountability to the program within the agency. This process validates accountability based on outcome measurement from the program itself.

Every two years, an Invitation For Proposals goes out that allows any 501 (C) 3 Organization the chance to apply for funding. The Community Investment Team (CIT) is made up of approximately 50 volunteers, who review the grant proposals. Proposals include program description, financial information, proof of non-profit status, board listing and much more. After the review, the CIT gives it's recommendations to the United Way Board about how the dollars should be distributed to make the greatest impact in our community.

What is United Way of Laramie County's relationship with United Way Worldwide?

United Way Worldwide (UWW) is the national trade association for more than 1,200 locally managed United Ways across the country.

United Way of Laramie County pays 1% of funding dues to UWW, and in exchange, receives benefits in the form of national advertising, marketing support and training opportunities. United Way of Laramie County also receives national account donations which far exceed the 1% of annual funding dues paid to UWW.

SHOW YOUR APPRECIATION!

Congratulations, you have contacted everyone on your list!

Don't forget to turn in United Way account information for next year and any leftover materials.

Most importantly don't forget to say thank you to those who made donations, even those who you contacted that decided not to give this year. Everyone's time is valuable and we appreciate having the opportunity to be heard. United Way thank you cards are included in your packet.

YOU ARE APPRECIATED!!

As Loaned Executives we are always looking for ways to show you our appreciation. We appreciate the expertise that our LE's bring to our campaign and want to show that appreciation to the community. You will be recognized in United Way publications, on our website, and you will be invited to our Thank You event in February of 2010.

We are also more than willing to write letters of recommendation or support for all of our volunteers upon request. Thank you for making a contribution to LIVE UNITED in Laramie County!

***THANK YOU
FOR ALL YOU HAVE DONE TO CHANGE LIVES
HERE IN LARAMIE COUNTY!!!***

GIVE YOURSELF A HAND!



MAKING THE CASE FOR ACCOUNTABILITY

Trust and confidence are essential for United Way and all charities. It is important that all donors are informed and aware of the many aspects of their charitable giving.

To that end, United Way of Laramie County is aware that it is our responsibility to review and communicate our accountability standards.

UNITED WAY OF LARAMIE COUNTY IS ACCOUNTABLE

- The United Way of Laramie County Board of Directors has put into place policies and procedures to ensure your dollars are carefully accounted for and spent wisely.
- United Way Community Investment Process: It is local volunteers who decide which local programs and collaborations should be funded. Each year approximately 38 volunteers review each agency applying and decide how the United Way dollars are best spent. For more detailed information about the process, please contact United Way of Laramie County at 307.638.8904.
- All outgoing checks and payments require two Board Member signatures.
- The Board of Directors reviews financial statements on a monthly basis.
- The Finance Committee completes a detailed review of the accounts receivable, budgets and investments quarterly, noting payments made and year-to-date budget performance.
- United Way of Laramie County completes a yearly audit by a reputable accounting firm. The audit has never reported any concerns or qualifications.
- The Audit and Financials for United Way of Laramie County are available to the public for review upon request. Please make an appointment with the office.
- The Board of Directors approves the formation and implements the yearly budget.
- United Way of Laramie County finds sponsors and underwriters to cover the cost of yearly special events and advertising to decrease administrative costs.
- A performance review is conducted for each staff member on an annual basis.

UNITED WAY OF AMERICA IS ACCOUNTABLE

- United Way of Laramie County is an affiliate of United Way of America. As an affiliate, United Way of Laramie County pays annual dues of approximately \$11,000.00, and for these dues we receive use of United Way's name, national advertising, national relationships with major corporations, marketing guidance and research, staff training and other support functions.
- Since the 2002 United Way campaign, United Way of America has adopted new accountability standards required for membership. Specifically, the enhanced standards require that:
 - All members agree to participate in, and submit to United Way of America a community-driven self-assessment of their community impact work, financial management, decision-making and organizational governance.
 - All local United Way's agree to report full revenue and expense data to United Way of America for third party review.

UNDERNEATH EVERYTHING WE ARE,
UNDERNEATH EVERYTHING WE DO,
WE ARE ALL PEOPLE, CONNECTED,
INTERDEPENDENT, UNITED. AND WHEN
WE REACH OUT A HAND TO ONE, WE
INFLUENCE THE CONDITION OF ALL.
THAT'S WHAT IT MEANS TO LIVE UNITED.

HOW WILL YOU LIVE UNITED IN 2009?

