

# LIVE UNITED™

ADVANCING THE COMMON GOOD  
IN LARAMIE COUNTY



United Way  
of Laramie County

***2009 CAMPAIGN  
PACESETTER COORDINATOR HANDBOOK***

**307.638.8904**

**WWW.UNITEDWAYOFLARAMIECOUNTY.ORG**

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CHEYENNE, WY 82003-7007**

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**PACKETS DUE BY:** August 26, 2009

**CAMPAIGN KICK-OFF:** 11:30 a.m.-1:00 p.m, September 1, 2009

Please join us!

**CAR VOUCHER DRAWINGS:** The first drawing will be held at Kick-Off.

Beginning October 2nd, 2009, the following twelve weekly drawings will take place on Fridays at 10:00 a.m.

# 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

**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

Mike Morgan, F.E. Warren Air Force Base  
90th Space Wing

Daniel J. Perdue, Wyoming Hospital Association

Gwen L. Perdue, Wachovia Securities

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

Randall B. Reed, Dray, Thomson & Dyekman

Stephen Schmerge, McGee, Hearne & Paiz

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

Robert Womack, Spradley Barr Motors, Inc.

## UNITED WAY STAFF

Connie Sloan-Cathcart, Executive Director  
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Sarah Napier, Office Assistant  
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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 Samuelson 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 Lehart 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.



# BECOMING FAMILIAR WITH UNITED WAY

As a Coordinator 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. 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.

## LEADERSHIP GIVING PROGRAMS

### PARTNERS OF INFLUENCE

Partners of Influence are individuals who have committed future dollars for future needs. These partners, who make a five-year investment are changing lives, not only today, but also the future needs of Laramie County.

If you have any Partners of Influence in your workplace. You will receive a personalized letter addressed to that person thanking them and reminding them of their five-year commitment. Please ensure that they receive this letter and that their pledge is accounted for in your employee campaign.

### THE LEGACY CLUB

The Legacy Club was founded in 1990 to honor those whose commitment to United Way of Laramie County is exemplary and to inspire others to leadership giving. A gift of \$500 or more from an individual or a family will qualify for the Legacy Club. Gifts/Pledges at this level will be identified at the United Way office.

### LEGACY CLUB LEVELS OF GIVING

Alexis de Tocqueville	\$10,000 and up
Trailblazer	\$5,000-9,999
Explorer	\$2,500-\$4,999
Adventurer	\$1,500-2,499
Settler	\$1,000-1,499
Pioneer	\$500-999



# 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 provides 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 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 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

<b>PROGRAM PARTNERS.....</b>	<b>SERVICES PROVIDED TO THE COMMUNITY</b>
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

# UNDERSTANDING YOUR ROLE

## WHAT IS A PACESETTER COMPANY?

Pacesetter Companies are chosen because of exemplary support of United Way in our mission and our vision. Pacesetters agree to run their campaign before the campaign officially begins at the end of August. United Way provides pacesetters with volunteer support and extra special recognition in the community.

## WHAT IS A UNITED WAY CAMPAIGN COORDINATOR?

When you act as a Campaign Coordinator for your organization's United Way campaign, you are joining forces with volunteers across our community. By coordinating your department or company's campaign, you are United Way. You help bring this community together to positively impact people's lives in Laramie County.

## YOUR ROLE AS A CAMPAIGN COORDINATOR

- Lead your United Way employee campaign and to be a leader and a motivator to other employees.
- Ensure that every employee is given an opportunity to contribute and be entered into the car drawing. Provide each person a brochure, pledge form and car drawing tickets.
- Help employees see the impact that United Way has in the community. Show how their contribution directly affects their family members, friends, neighbors, co-workers and other people in our community who use United Way funded services.

## SPECIFIC DUTIES AS A COORDINATOR

- Attend a coordinators training session.
- Become familiar with United Way of Laramie County, our values, agencies and key messages.
- Work with a United Way Loaned Executive to organize and set goals for your organization's campaign.
- Collect and report all donations to United Way by August 26, 2009!

## BECOMING FAMILIAR WITH UNITED WAY

As a Campaign Coordinator 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 next few pages are 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.

# WHY CONDUCT A WORKPLACE CAMPAIGN?

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.

## **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.

### **Recognition**

United Way of Laramie County is pleased to acknowledge our supporters. We provide a variety of recognition opportunities.

### **Return on investment**

Supporting United Way of Laramie County ensures that your organization's giving will have the widest possible impact in your community.

## **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.

### **Simple ways to give**

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

### **Community involvement**

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

## **MAKING THE CONTACT**

- Ask what does LIVE UNITED mean to you?
- What can you do differently to LIVE UNITED?
- You're not expected to know all the answers, just know where to direct the questions.
- Contact United Way of Laramie County, we want to help you get the answers.
- Follow up again with an answer to their question and ensure that they feel satisfied.
- Your work isn't complete until the paper work is turned in.
- Say "thank you" to everyone who made the campaign a success!

# HOW TO RUN YOUR INTERNAL CAMPAIGN

## I. ORGANIZE YOUR 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 your 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 YOUR 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 your organization's past campaigns and consider what you might do 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 your fellow employees may have. At this time you can pass out all the materials to ensure everyone has the opportunity to give.

It is important to make your 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 your campaign interactive.

## YOUR CAMPAIGN CHECKLIST

- Set a meaningful, attainable employee campaign goal.
- Establish a time table. The shorter the campaign the better, no more than three weeks.
- Publicize with United Way materials such as posters and brochures with the committee schedule times and dates for employee meetings.
- Call your United Way Loaned Executive for help in your meeting.
- Hold employee presentations. United Way staff can bring cars from the auto dealerships for publicity!
- Assure that every employee receives a pledge card and is contacted personally. If possible, try to collect forms at the end of campaign meeting.
- Plan fun events or competition between groups of individuals.
- Double check that each employee pledge has the correct corresponding drawing tickets for the car voucher.
- Total all pledges and donations and put in United Way envelope.
- It is very important that your calculations are accurate, so please ensure that each form is calculated correctly and that the final total matches what is in your envelope.
- Say "thank you" to everyone who made the campaign a success!

# PAPERWORK INSTRUCTIONS

## PLEDGE CARD INSTRUCTIONS

1. Donor fills in top section of personal information. **NOTE:** signature is required!
2. 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.
3. 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.
4. 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 DRAWING TICKET INSTRUCTIONS

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

## CAMPAIGN REPORTING

1. 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!
2. Double check that everyone's calculations are correct.
3. 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.
4. 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

# 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."

# 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 participation rate
- 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



# 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!**

- 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!***

# 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.**

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.

## **VISION: NO ONE IN NEED.**

### **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.

# SHOW YOUR APPRECIATION!

Way to go! Your campaign is completed. Don't forget to double check all calculations and turn your completed envelope to United Way by August 26, 2009.

Never underestimate the importance of a "thank you" at the end of a campaign. Here are some thank you ideas:

- A card of thanks to all givers is a nice gesture. Request that your CEO sign them.
- Put a flower on each donors desk with a "thank you."
- Develop a bulletin board display with photos of campaign activities.
- Offer free refreshments.
- Have management serve ice cream or lunch.
- Publicize campaign results.
- Utilize "thank you" messages in newsletter, payroll stuffers, on bulletin boards and through e-mail.
- Consider a "thank you" event to recognize outstanding supporters.
- Submit names of key volunteers to United Way of Laramie County, so we may send a personal "thank you."
- Attend United Way's Thank You Reception in the spring.

## ***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.

# 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 Non-Profits?***

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 of America?***

United Way of America (UWA) is the national trade association for more than 1,400 locally managed United Ways across the country. United Way of Laramie County pays 1% of funding dues to UWA, and in exchange, receives benefits in the form of national advertising, marketing support and training opportunities.

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?**

