

CENTRE COUNTY UNITED WAY

2021 Campaign Newsletter

ISSUE NO. 1 | SUMMER/FALL 2021



Welcome to Your 2021 Workplace Campaign!

Dear Campaign Coordinators,
We are so grateful for your support of our 2021 Campaign. Without a doubt, the Workplace Campaign is the most high-profile United Way fundraising activity across the world, representing a significant portion of the funds we gather to invest in changing community conditions. Workplace campaigns ARE the cornerstone of the United Way model, bringing together employers, employees and United Way. While execution is seasonal, your campaign is a valued component of our year round efforts.

It is my role and honor to assist you in your efforts this year. I hope to equip you with all you need to run a successful campaign. Not All Campaigns are alike just as not all workplaces are the same. I want to empower you to engage your team in ways that work for you. Have an Idea you need some help with? Want different materials to encourage your team? Do not hesitate to contact me for ANY campaign needs!

In light of the COVID Pandemic, now more than ever support is needed right here in Centre County. In 2020 over 38,000 Centre County Residents utilized the services of United Way Partner Agency. While the challenges ahead are unforeseen we know change does not happen alone and your support demonstrates what it means to **LIVE UNITED**.

With warm regards,

Ja Nae Wian
Campaign & Relationship Manager



IN 2020 OVER 38,000 CENTRE COUNTY RESIDENTS UTILIZED THE SERVICES OF UNITED WAY PARTNER AGENCY.

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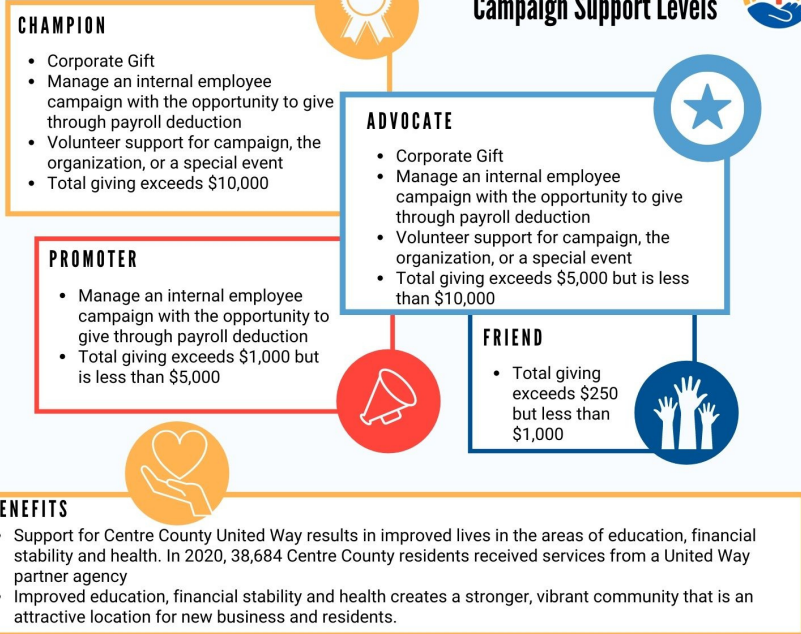
Campaign Updates for 2021

Support Levels

CHAMPION | ADVOCATE | PROMOTER | FRIEND

This year we revised our Support Levels and Recognition. Instead of just a plaque to display in your office, we want to spread the word of your support FAR and WIDE! We will regularly highlight your campaign and efforts across our social media and website. We will provide customized Graphics/Badges at the end of the Campaign to celebrate and share the news of your accomplishments.

Campaign Support Levels



FOR YOUR SUPPORT

- Champions** may "opt in" to our Early Bird campaigns during which we run special advertising and outreach hi-lighting their participation and Champion standard of support. They may also "opt in" to live radio and television broadcasts, campaign presentations made to supporting businesses. Champions will be featured regularly through social media posts, newsletter hi-lights, recognition on our website, and other opportunities. Champions will receive a graphic to share on their support on their website/social media. In addition, they have first right of refusal to special event sponsorship opportunities.
- Advocates** are regularly hi-lighted in social media, on our web site, print media, and outreach materials. Advocates may "opt in" to our Early Bird campaigns during which we run special advertising and outreach hi-lighting their participation and Advocate standard of support. Advocates will receive a graphic to share their support on their website/social media.
- Promoters** are regularly hi-lighted in our social media, on our web site, print media and outreach materials. Our Partner Agencies are considered Promoters and are regularly afforded the opportunity to make presentations to other businesses managing employee campaigns. Promoters will receive a graphic to share their support on their website/social media.
- Friends** are hi-lighted in social media, on our web site, print media and outreach materials. Friends will receive a graphic to share their support on their website/social media.

CHECK OUT OUR...



Flocking??

Flocking Explained?

What is flocking?
Flocking Fundraisers involve decorating unsuspecting friends and neighbors' yards with a flock of pink flamingos! The recipients pay a donation to flock another friend, donate a flocking insurance amount to guarantee no further flocks will nest, or simply have the bright display promoting the United Way in their yard until it's time for the flock to visit another yard.

Why flocking?
With the cancellation of so many of our favorite fundraising events we wanted a way to breathe some happiness into the spring/summer. Flamingos truly LIVE UNITED - colonizing in large flocks to avoid trouble and maximize resources. Much like the efforts of the United Way! This playful fundraiser puts some fun into raising funds. And most importantly... it creates a buzz!

What's Next?
Some local businesses are getting a flying head start to their campaigns while having fun flocking their coworkers, friends, and neighbors. We want this to be a highly visible project so we will also be rotating a large display flock around well-known locations throughout the county. We want to make a splash that entices area residents to learn about work the United Way and it's partner agencies do for our community.

How can you help?
Give these fabulous feathered friends the attention they deserve! Been Flocked? Share a pic on Facebook. Spot a flock? Snap an Instagram picture. We want you to post about it on social media using the hashtag #LiveUnited and send us your pictures to share. We will have a larger display flock that will also be popping up at locations throughout the county! Know or own a prominently located spot fit for a flock? Contact us to suggest a location. Or show your support by sponsoring a display flock!

In 2020 many traditional events and campaign activities had to be re-imagined or completely canceled in the interest of safety. While we re-crafted our campaign activities, many of your favorite office fundraisers were no longer executable. Along came these brilliant birdies to bring awareness, donations, and some fun - in a way that can be executed safely and socially distanced. If you're interested in hosting a flock at your location, contact us!

Take Flight With Us

Scan The Code:

Or Contact:
Ja Nae Wian
janae@ccunitedway.org

NEW! Online Campaign Pages



Campaign Reporting

If you haven't already checked it out, we revamped our website! The NEW www.ccunitedway.org is live and refreshed! We now have expanded capabilities in creating Campaign Pages for your company. These pages can collect credit card donations, pledge cards, and give you the ability to track your campaign progress in real time. Pages are fully customizable and can be created at your request.

We want to make reporting easy! In your 2021 Campaign Kit, you will find a form to report your Donations. You may return partial reports as you collect funds or wait until the end to submit all of the reporting and funds. We only ask you have everything submitted by **December 20, 2021**

Tips to increase participation

In your campaign kit we've included "Fundraising Ideas" a guide to full of ideas for activities to engage your team. Some helpful tips from successful campaigns:

INCENTIVES

Dress Down Day, Pizza Parties, Prizes, etc, are easy ways to encourage participation.

PARTNER AGENCY PRESENTATION

Our partners are always willing to come talk about how impactful your dollars are!

EVENTS

Make it a group teambuilding effort and host an fundraising event such as Sip and Paint.

TAX BREAKS

Remind employees payroll deductions are **pre-tax** which in some cases means a donation could offset your taxable income and could potentially add dollars to your net pay.

10 STEPS TO A SUCCESSFUL WORKPLACE CAMPAIGN

1. Involve your CEO or senior manager.

The success of your campaign can be significantly improved based on the commitment and visible support of your CEO. Get his/her support up front!

2. Recruit and train your campaign committee.

Your campaign committee will help you manage your organization's campaign and communicate with employees about United Way. Ask your CEO and/or union leadership to help recruit representatives from all levels of your organization.

3. Promote leadership giving.

Peer to peer solicitation is key in leadership giving. Ask your CEO to appoint an executive who will solicit members of the management team for leadership gifts of \$1,000 and above.

4. Recruit campaign representatives.

One-on-one contact and personal follow-up are proven to be the most effective ways to raise funds. Recruit some co-workers as campaign representatives to help you personally answer colleague's questions about United Way.

5. Promote and publicize your campaign.

Establishing a financial goal for your campaign is a great way to get people motivated. Education is critical in reaching your organization's campaign goal. Your United Way staff can provide you with materials that both get the word out and inform employees about how their contributions can help the community.

6. Hold a kickoff event and employee group meetings.

Build enthusiasm for the campaign by asking your CEO to attend a kickoff event and to publicly endorse the campaign. Work with United Way staff to invite an inspirational guest speaker that has been impacted by the United Way to speak at your staff meetings.

7. Follow-up with employees.

Most people do not give because they are not asked. Collect all pledge forms whether or not an individual contributes, so you know that everyone has had an opportunity to pledge. The campaign is complete once all forms have been returned.

8. Keep them giving.

Mid-way through the campaign you should compare last year's donor list with current contributors to determine who has not yet returned a pledge form. Personally thank these donors for their past gifts and develop a follow-up strategy for nonrespondents.

9. Thank everyone! Celebrate success!

Thank everyone who worked on the campaign and contributed to United Way, and tell everyone how much the campaign raised and what percentage of employees participated. The value of generously thanking everyone cannot be overestimated.

10. Get a jump on planning for next year's campaign.

Critique the campaign with your CEO, campaign committee and United Way staff. Listening to what people liked, what worked and what didn't will help your organization's plan for next year's campaign.



UNITED WAY ADVANCES THE COMMON GOOD BY CREATING OPPORTUNITIES FOR A BETTER LIFE FOR ALL. OUR FOCUS IS ON EDUCATION, INCOME AND HEALTH. THESE ARE THE BUILDING BLOCKS FOR A GOOD QUALITY OF LIFE. WE RECRUIT THE PEOPLE AND THE ORGANIZATIONS FROM ACROSS CENTRE COUNTY THAT BRING THE PASSION, EXPERTISE AND RESOURCES TO GET THINGS DONE. WE INVITE YOU TO BE PART OF THE CHANGE. YOU CAN GIVE. YOU CAN ADVOCATE. YOU CAN VOLUNTEER. THAT'S WHAT IT MEANS TO LIVE UNITED.

2021 Events

Preview of 2021 Events*

- **AUGUST 12, 2021 - CAMPAIGN KICK OFF**
- **SEPTEMBER 13, 2021 - PENN STATE IT GOLF TOURNAMENT**
- **OCTOBER 7, 2021 - DAY OF CARING POWERED BY PNC**
- **NOVEMBER 21, 2021 - TASTE OF THE TOWN**
- **DECEMBER 20, 2021 - CAMPAIGN REPORTING DUE**
- **JANUARY 31, 2022 - 2021 CAMPAIGN END DATE**

**accurate as of 8.17.21 subject to change*

Volunteer Opportunities

We pride ourselves on our "Community Owned and Lead" campaign approach. We are always looking for engaged volunteers to help with every level of the campaign. Looking for ways to get introduced to new businesses? Join our Campaign Cabinet to assist with outreach. Are you a creative mind who has a way with words? Join our Communications Committee and help us craft our messaging. Interested in where those dollars go? Sign up to be a part of our Funds Distribution - that's right even our funds distribution determinations are Community Led! To learn about any of these opportunities - contact us today!

Connect with Us



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