



2011

RESOURCE GUIDE

FOR CAMPAIGN MANAGERS

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™

United
Way



YOUR UNITED WAY REPRESENTATIVE

IS HAPPY TO MEET WITH YOU!

PHONE: _____

EMAIL: _____

more resources can be found at www.uwoc.org/campaign-toolkit

WELCOME!

Your volunteer efforts through the next few weeks of your workplace campaign will directly affect thousands of people who need help right here in our community. Thank you for your commitment to making change; we simply couldn't do it without you.

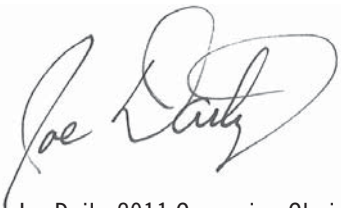
It doesn't come as news that our community is facing challenges: homelessness, domestic violence, illiteracy, child neglect and more. These truths are discouraging, and addressing them can seem overwhelming. But there is a way to make our community a better place: by coming together to support United Way's Community Fund.

Through the donations you are helping direct to the Community Fund, you can help make childhood more enriching, students more successful, families and individuals financially stable, information and referrals readily available and crisis less frightening. United Way uses your colleagues' gifts—combined with the gifts of thousands of others—to fund programs according to what our community needs and aspirations are. Together, then, we create a more powerful change in Dutchess and Orange Counties.

As a longtime resident and worker in Dutchess and Orange Counties, I am proud to lead this year's United Way campaign. And I am proud to say this is my community; this is our community. I believe that, together, we can make great change for Dutchess and Orange Counties through the Community Fund.

Please know how much we appreciate your support. Your efforts this year, combined with those of hundreds of others who will be coordinating campaigns in their workplaces, will help ensure that our community thrives. United Way staff is available and ready to help you make this year's campaign a great success. On behalf of United Way's board of directors, staff and volunteers, and our community—thank you!

Best regards and much success,



Joe Daily, 2011 Campaign Chair
92.1 Lite FM

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OUR CORE VALUES

LEADERSHIP

We are compassionate and caring leaders who inspire, influence and support others.

ACCOUNTABILITY

We are accountable to our donors, volunteers, our community and ourselves in the advancement of our mission.

PEOPLE

People are at the center of everything we do. We embrace diversity and a culture of respect.

INTEGRITY

We apply the highest ethical standards, demonstrating honesty and trustworthiness, in all our actions.

SERVICE

We focus all that we do on improving the lives of people in our community.

United Way was built on the belief that together, we can accomplish more than any individual or organization can alone.

We're bringing together the hearts, hands and minds of our region to make it the best place in the country for children and families. It's a big goal. A brighter vision of the future shared by individuals of all backgrounds and experiences. Lend yours to the movement. United, there's nothing we can't do.

OUR MISSION

United Way of Mid-Hudson Valley (serving Dutchess & Orange Counties) builds a stronger, healthier community by raising resources and developing partnerships that make a measurable difference in people's lives.

OUR VISION

Your United Way of Mid-Hudson Valley (serving Dutchess & Orange Counties) is one of the area's premier community-impact organizations, serving as a resource and convener to help increase community capacity to meet community needs. As a leader in advancing community dialogue and a vital force to increase philanthropy, United Way of Mid-Hudson Valley makes a measurable difference.

20/20 VISION

We have a vision into the future – 2020 and beyond – that is strongly focused on a movement that joins together all sectors of the community

Government	Business	Community Members
Non-profit	Education	

to utilize community assets to develop regional responses that bring about positive, measurable change to the issues facing our communities.

WHAT TO SHARE WITH YOUR COLLEAGUES

As you ask your co-workers to support United Way's Community Fund, here are a few key points you can share with them.

This is our community. Together, through the Community Fund, we can make an impact in the areas of Education, Income and Health.

Everyone in our community deserves a chance to thrive. When you support the Community Fund, you are helping ensure everyone has that opportunity.

The Community Fund is a more powerful way of giving to create change in your community.

United Way uses your gift to the Community Fund - combined with the gifts of thousands of others - to fund programs according to what will make the greatest impact on our community. Together, by leveraging community partnerships and United Way dollars, our community can do more with \$1 than you thought possible.

My Community. My Community Fund.

We all have our own definition of community, whether it's our neighborhood, town, school district, county, or region. Our community is where we work, play, live, raise our families and build great lives. It's up to each of us to ensure that our community remains strong, vibrant place for everyone. We can all do that by supporting the Community Fund.

WHAT YOUR COLLEAGUES MIGHT ASK YOU

Who benefits from the community fund?

You are helping strengthen the *entire* community. Money raised locally is spent locally on a variety of programs, initiatives and collaborations that target the unique human care needs of people from all over Dutchess and Orange Counties. United Way community investors and volunteers help their neighbors support a wide variety of programs and services, focused in the areas of Education, Income and Health.

Who decides how dollars to the community fund are invested?

Volunteers from the community work at every stage, from learning about the community's aspirations to convening issue experts and coalitions to shaping an action plan to address the most pressing issues. The United Way Board of Governors relies on data and input from the community to determine which issues we can best address. The Board has the ultimate vote on all funding decision and actions plans.

How else can I learn about United Way's work in my community?

You can visit our website at www.uwoc.org, which has valuable information about your dollars at work in our community. As a donor, you will also be receiving event invitations and a quarterly newsletter that will tell you who is being helped, and how you can get more involved!



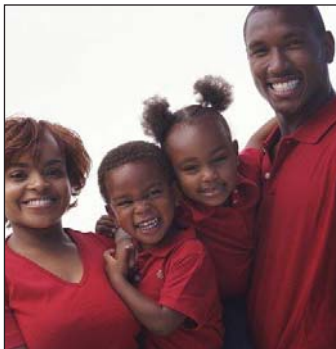
LISTENING TO OUR COMMUNITY, ONE VOICE AT A TIME



YOUR DOLLARS HELP MAKE CRISIS LESS FRIGHTENING

At 5 a.m., Mary Lou and Edward Anderson were woken by their 19-year-old daughter, who smelled smoke. Edward got up to investigate. He began screaming, “Get out of the house! Get out of the house! Call 9-1-1!” Their Beekman home was on fire. Mary Lou made the call and ran out, as did the couple’s two daughters plus Edward’s brother, his wife and their daughter, who also lived there. Edward’s parents, who also resided at the house, were away. The fire department arrived quickly. The family watched in horror as their home burned to the ground, leaving them with nothing but their three dogs (their three cats perished in the fire) and the clothes they’d worn to bed. They were devastated.

A call to the American Red Cross brought volunteers to the scene. After seeing that everyone was out of the house and safe, they tended to the nine-person family’s basic needs, getting them food, replacing prescriptions, giving them money for clothes and other essentials and securing a temporary home for them at the Residence Inn in Fishkill. A friend then helped the family find a rental house where they are living during the construction of their new home in Beekman. **Mary Lou and her family were grateful to United Way, who supports the American Red Cross with Community Fund dollars.**



YOUR DOLLARS HELP WHEN YOUR NEIGHBORS NEED IT MOST!

Rick and Lanessa came to Salvation Army in Port Jervis looking for assistance last year. They are a young couple who have three children and have struggled with being financially stable. Rick lost his job at the same time that Lanessa was in a very bad car accident that rendered her unable to work. As the medical bills started to accumulate, they found themselves falling behind on their bills and unable to adequately provide groceries and formula for their children.

Through crisis intervention funds from United Way, the Salvation Army was able provide assistance with groceries and formula on an “as needed” basis. At their case manager’s advice, the family was also able to take advantage of free prepared meals in the soup kitchen. The Salvation Army also used your Community Fund dollars to help the family with utilities and fuel for Rick to get to job interviews. Medical and prescription assistance was provided for Lanessa’s recovery.

Over the last year, Rick has been assisted with job skills, and has been working many short term jobs while applying for a more permanent position. The children started attending Salvation Army’s scouting and music programs and Lanessa has been volunteering with their women’s groups. **Thanks to your donation, the family is active in the community and starting to give back, instead of giving up.**



YOUR DOLLARS ARE KEEPING PEOPLE HEALTHY

Needing to fill a prescription for his wife, Robert was forced to leave a pharmacy without the vital medicine. A recent job loss left his family without insurance and he could not afford the full cost of the medication.

Terrified of the consequences, Robert called Hudson Valley Region 2-1-1 and found out about United Way’s partnership with the **FamilyWise prescription drug discount card**. He downloaded it off of our website, printed the card, and returned to the pharmacy. With the help of the discount card, Robert was able to purchase the essential medicine.

Hudson Valley Region 2-1-1 is an information and referral service available to residents in Dutchess and Orange Counties that can answer all of your health and human service needs. They connect you to organizations and programs right where you live and work so you can receive the help you need.

HOPE. SECURITY. STABILITY. YOUR DOLLARS PROVIDE ALL 3

Through free tax preparation for seniors and lower income individuals and families, the CA\$H Coalition (Creating Assets, Savings and Hope) members work to find Earned Income Tax Credits for those eligible, helping to put money back in the pockets of people struggling to make ends meet.

Some taxpayers do not realize they may qualify to claim those credits when their taxes are filed. Then, too, many can't afford to have their taxes prepared by a professional in order to claim those funds. That's where the CA\$H Coalition steps in.

Last year, tax preparers enabled **4,832 residents** to receive **\$1,130,959 in credits**, which made a **\$1.69 million-dollar impact on the economy in Dutchess and Orange Counties** since much of that money is spent locally. Those credits can mean a car repair, food on the table or a visit to the doctor.



YOUR DOLLARS ENSURE OUR CHILDREN ARE ON TRACK

Andrea and Jeremy of Hopewell Junction know their daughter and son are on track in their development. They've had their children screened twice thanks to free childhood screenings provided by Astor Services for Children & Families. Andrea wanted to check in and see where they were in their development so her children could be ready to enter school with the necessary skills.

Maureen (pictured) coordinates the program's screenings that assesses Dutchess County children from two months through 5 years old for developmental milestones in five areas: gross and fine motor skills, problem-solving abilities, social skills, and ability to communicate. Her screenings give parents an opportunity to see how their child is; basically, whether they are on track with other children their age. Should a screening reveal a possible problem, the child's parents are referred to the appropriate service to address their young one's issue, perhaps an early intervention program or school-based service. **It is estimated that there are an average of 400 children in every school district with an undiagnosed behavioral or developmental disorder.**



Thanks to your community fund dollars, Astor and United Way have collaborated to create referral lists, community helplines and more so that any family that comes to the screening is getting much more than the screening itself.

YOUR DOLLARS INSPIRE HOPE AND CHANGE LIVES

Jennifer is a young woman in her early twenties. When she was only 12 years old, she was diagnosed with a brain tumor and underwent surgery. The surgery was successful in eliminating the tumor, but the side effect of the procedure caused a traumatic brain injury, and she lost all ability to walk and talk. Fortunately, she was able to connect and qualify for services at Inspire, and after intense physical and speech therapy, she regained partial ability to speak and move on her own.

Jennifer has continued to receive services at Inspire for over 10 years, graduating from BOCES with a high school diploma, and has recently discovered a passion and talent in the arts. She is now taking dance classes at a local studio, an enhancement to her physical therapy, and recently performed in a recital for a live audience. She is also an avid photographer, utilizing her hand/eye coordination. Recently, her photography work was showcased at a local café for all to see. She also volunteers at the local Humane Society on a regular basis. **The services she received at Inspire, have played a major role in her regaining the ability to walk and talk, furthering her independence and contributions to society as a whole.**



Because of your donation, programs like Inspire are able to change lives in our community every day!

EDUCATION



Give today and help children and youth achieve their potential through education!

- » Administer screening and intervention in a child's early years so that children enter school ready to succeed.
- » Support families and caregivers with education about how children and youth learn so that economic status will not be a barrier to success.
- » Address literacy needs at an early age so children can develop in the world around them.
- » Provide safe environments where children can learn leadership skills.

INCOME



Your donation helps individuals & families become financially stable & independent!

- » Guarantee seniors and low-income individuals have access to free, reliable tax preparation services and learn about other programs available to help stretch limited resources.
- » Assist low-income workers through a hardship to prevent them from falling into a financial crisis.
- » Teach children and adults the skills necessary to become financially stable.

HEALTH



You will improve people's health and wellness by donating to United Way!

- » Improve parent and caregiver knowledge of child development support through parent-child screenings and home visitation programs with trained professionals.
- » Support and strengthen families to reduce domestic and family violence.
- » Increase the availability of nutritious food through the support of local food programs.
- » Support a healthy community through volunteerism.

COMMUNITY PARTNERSHIPS



We're bringing people and organizations together to make our community stronger with the assets it already has!

Our community partnership projects represent unique opportunities in which United Way serves as a community convener, strategist, volunteer mobilizer and advocate.

This year, we have invested \$382,692 in programs at the following organizations:

Astor Services for Children & Families
 Big Brothers Big Sisters of Orange County, Inc.
 Center for Governmental Research, Community Profiles Website
 Hudson Valley Region 2-1-1
 Literacy Connections

Literacy Orange
 Newburgh Performing Arts Academy, Inc.
 Nora Cronin Presentation Academy
 Salvation Army, Newburgh Corps

This year, we have invested \$555,401 in programs at the following organizations:

Astor Services for Children & Families
 CA\$H Coalition: Creating Assets, Savings and Hope
 Catholic Charities
 Child Care Council of Orange County, Inc.
 Cornell Cooperative Extension, Dutchess County
 Dutchess County Community Action Partnership
 Dutchess Outreach
 Grace Smith House

Hudson Valley Region 2-1-1
 Mental Health Association in Orange County, Inc.
 North East Community Center
 Safe Homes of Orange County
 Salvation Army, Newburgh Corps
 Salvation Army, Port Jervis Corps
 YWCA Orange County

This year, we have invested \$419,467 in programs at the following organizations:

American Red Cross, Dutchess County Chapter
 Center for the Prevention of Child Abuse
 FamilyWize
 Food Bank of the Hudson Valley (supporting 32 food programs)
 Grace Smith House
 Hands On! The Hudson Valley
 House of Faith
 HONORehg
 Hospice of Orange & Sullivan Counties, Inc.
 Inspire

Jewish Family Services of Orange County
 Mental Health Association in Orange County, Inc.
 Girl Scouts, Heart of the Hudson
 Poughkeepsie Farm Project
 Salvation Army Port Jervis
 The Susie Reizod Foundation
 You Are Beautiful People
 Walkill Boys & Girls Club, Inc.
 Warwick Valley Community Center

We partner with the following organizations and coalitions to create change in our community:

CA\$H Coalition Partners: *AARP, Orange County Govt, Catholic Charities
 Community Service, Literacy Orange, Middletown Financial Academy*
 Children's Medical Group (Development Check Up Program)
 Dr. Ennabi (Development Check Up Program)
 Dutchess Libraries (Development Check Up Program)

Guardian Self Storage (Annual Coat Drive)
 IBM (Senior Computer Training)
 Orange County Fuel Fund
 Orange County System of Care
 The Poughkeepsie Journal (Holiday Helping Hand Program)

2011 WORKPLACE CAMPAIGN: TOOLS YOU CAN USE

As an Employee Campaign Manager at your organization, you are helping lead the charge in asking people to make an impact on their community by giving to United Way's Community Fund. To support your efforts, we've developed these campaign materials and resources for you to use.

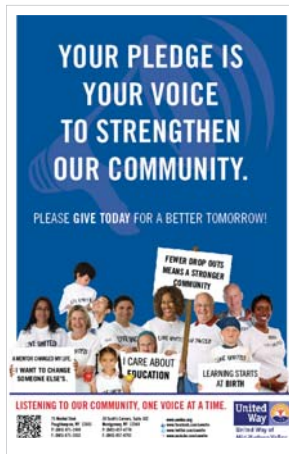
CAMPAIGN VIDEO: LISTENING TO OUR COMMUNITY

Our 2011 campaign video "Listening to our Community" will inspire your colleagues by sharing the impact of United Way's work. Your neighbors, colleagues and friends all have a story to tell. We're listening to those stories and looking for ways to help make an impact in our community every day.

View the video now at www.uwoc.org/campaign-toolkit. When you chat with your Loaned Executive (LE) about your campaign, let them know that you want to show the short 3 minute video to your colleagues!



CAMPAIGN SUPPLIES: ADVERTISE YOUR CAMPAIGN!



Campaign Poster



Thermometer and "Thank You" Poster

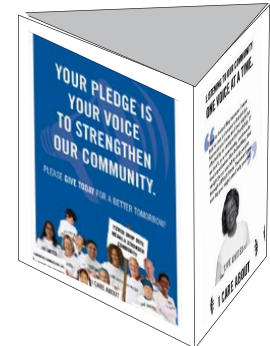
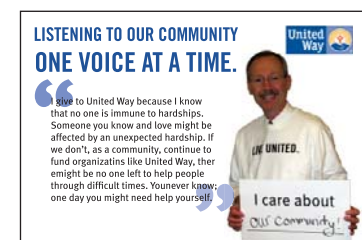
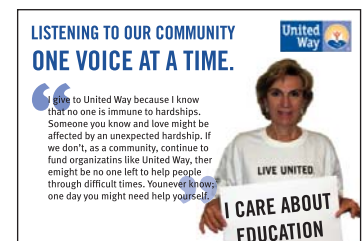


Table Tents

CAMPAIGN SUPPLIES: PERSONALIZE YOUR CAMPAIGN!

Your co-workers are passionate about our community. Let them share their passions with the whole office! Do they have a story? Even better! We have developed poster templates you can use to add a personal touch to your workplace campaign.

Want a Live United Shirt? Ask your Loaned Executive! Find these templates at www.uwoc.org/campaign-toolkit



CAMPAIGN SUPPLIES: PLEDGE FORMS

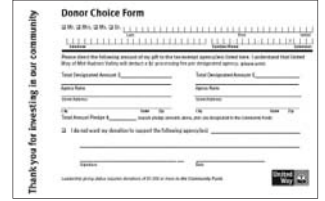
Giving should be easy. Thanks to your feedback we've streamlined our pledge forms to make running your campaign even easier. Here are a few key features you can find on this year's pledge forms (see an example on page 10):

Credit Card Giving

For donors who don't carry a checkbook, but still want to give a one-time or even monthly gift, we now offer credit card giving right on the pledge form!

All-in-One Pledge Packet!

To eliminate the hassle of passing out multiple pieces of paper (brochures, Prescription Savings Cards, 2-1-1 information, etc.) we have included it all in one place! The back page of your pledge card is your campaign brochure, listing all of our partners and information about our initiatives. There is even a cut-out 2-1-1 and Prescription Drug Savings Card on the same page!



SPREAD THE WORD! TELL THE PEOPLE WHAT WE DO...

We don't want to only reach out to your employees once a year. Keep the momentum and excitement going by asking your employees to give us their email addresses. We will send newsletters and event invitations to keep you involved year-round.

Make sure your new employees know your commitment to the community. We offer new-hire packets for employees that come on board after the campaign has finished (call your United Way representative to request).

If your organization doesn't use our pledge cards, we ask that you please share a brochure with your co-workers or have 2-1-1 cards or Prescription Discount Cards on hand for those that may need them.



HAVE FUN WITH IT...THEMES, INCENTIVES AND MORE!

We want you to have some *fun* with your campaign. Don't think of it as just another task you've taken on this Fall. Think of it as a way to grow your office culture, get to know each other better, and take a break from the norm. ECMs have done everything from setting themes for their campaign to holding raffles and events. Speak with your CEO and see what your organization is willing to do for your campaign. Is it a party? Friendly competition between stores/branches? Weekly raffles for a month? Dress down day for donors? We have plenty of ideas on page 15 and online at www.uwoc.org/campaign-toolkit.

Need an incentive gift or prize? Ask your Loaned Executive.



YOUR BEST RESOURCES ARE RIGHT ONLINE!

Need extra forms? Video not working? Want ideas to put some life back into your campaign? You can find *everything* you need to run a great campaign on our website at www.uwoc.org/campaign-toolkit. Don't see something you think would be helpful? Ask your Loaned Executive or call our offices at 845-471-1900 x115.

THANK YOU FOR CARING!



Step 1: My Personal Information (Please Print)

MS./MR./MRS. _____ FIRST NAME _____ MI _____ LAST NAME _____ PH.D./JR. _____

HOME ADDRESS _____ PRIMARY EMAIL ADDRESS _____

CITY _____ STATE _____ ZIP _____ HOME PHONE _____

ORGANIZATION NAME _____ EMPLOYEE NUMBER (optional) _____



United Way of Mid-Hudson Valley
 Serving Dutchess & Orange Counties
 845.471.1900
 75 Market Street
 Poughkeepsie, NY 12601
 845.457.4774
 30 Scott's Corners Drive, Suite 102
 Montgomery, NY 12549

Step 2: My United Way Investment

I would like to support the community with the following amount per period: (choose payment type below)

- \$ _____ \$5 \$10 \$25 \$50 \$100 \$500 \$1,000

Easy Payroll Deduction
My pay period is:
 Weekly (52 per year)
 Twice a month (24 per year)
 Every 2 weeks (26 per year)
 Other _____

Credit Card    
Bill me: *Once* *Monthly* *Quarterly*
 Name on card _____
 Acct. Number _____
 Exp. Date _____ 3-digit CVV Code _____

Cash or Check Attached
 Amount \$ _____
 Check # _____

Stock or Securities
 Amount \$ _____
Call (845) 471-1900 x111 for information on transferring equities.

My total investment: \$ _____

Step 3: My Recognition and Donation Information

Please check all that apply:

- | | |
|--|---|
| <input type="checkbox"/> My gift qualifies for the 500 Club (\$500-\$999) | <input type="checkbox"/> I have been a loyal donor for 25+ years |
| <input type="checkbox"/> My gift qualifies for the Leadership Circle (\$1,000-\$9,999) | <input type="checkbox"/> I have been a loyal donor for 20-25 years |
| <input type="checkbox"/> My gift qualifies for the Alexis de Tocqueville (AdT) Society (\$10,000 +) | <input type="checkbox"/> I have been a loyal donor for 15-20 years |
| <input type="checkbox"/> My gift, combined with my partner's gift, qualifies for membership in the Leadership Circle or AdT Society. | <input type="checkbox"/> I have been a loyal donor for 10-15 years |
| _____ | <input type="checkbox"/> I have been a loyal donor for 5-10 years |
| My Spouse/Partner's Name _____ | <input type="checkbox"/> I want information on Leadership Giving |
| _____ | <input type="checkbox"/> I want information about the Women's Leadership Fund |
| My Spouse/Partner's Employer (if applicable) _____ | <input type="checkbox"/> I want information about Young Leaders United |
| <input type="checkbox"/> I/we would like to be listed in publications as: _____ | <input type="checkbox"/> I want information on how to include United Way in my will |
| _____ | <input type="checkbox"/> I want to learn how I can support Education |
| <input type="checkbox"/> I/we wish to remain anonymous | <input type="checkbox"/> I want to learn how I can support Income |
| | <input type="checkbox"/> I want to learn how I can support Health |

Step 4: My Authorization

X _____
Please sign here to authorize your pledge _____ *Date* _____

White: United Way's copy
 Yellow: Employer's copy
 Pink: Donor's copy

COLLECTING PERSONAL INFORMATION: TIPS

- 1 It is important to encourage employees to list their home address, email and phone number so we can contact them with questions and information about their donation, even after they have left your organization.
- 2 To make it easier on our larger organizations payroll departments, we have added a space for Employee Numbers. You are not required to provide us with that information, it is only for your internal purposes.
- 3 Some ECMs find it easier to pre-print labels with employee information on them rather than having to decipher handwriting. This can make it easier to hand them out, to know which employees have returned their pledge cards. Develop a system that works best for you and let us know so we can share it with our fellow ECMs!

GIFT CALCULATOR

IF YOU PLEDGE THIS AMOUNT	WEEKLY (52x/yr.)	BI-WEEKLY (26x/yr.)	SEMI-MONTHLY (24x/yr.)	OTHER (20x/yr.)	MONTHLY (12x/yr.)	QUARTERLY (4x/yr.)
\$104	\$2.00	\$4.00	\$4.33	\$5.20	\$8.67	\$26.00
\$250	\$4.81	\$9.62	\$10.42	\$12.50	\$20.83	\$62.50
\$500	\$9.62	\$19.23	\$20.83	\$25.00	\$41.67	\$125.00
\$1,000	\$19.23	\$38.46	\$41.67	\$50.00	\$83.33	\$250.00

*Approximate amounts.

DONOR RECOGNITION & INFORMATION REQUESTS

LEADERSHIP GIVING CIRCLES

- 500 Club* \$500 - \$999
- Leadership Circle
 - Bronze \$1,000 - \$1,999
 - Silver \$2,000 - \$2,999
 - Gold \$3,000 - \$4,999
 - Platinum \$5,000 - \$9,999
- Alexis de Tocqueville Society \$10,000 and above

***The 500 Club** is our newest affinity group created to honor members of our community who have demonstrated the belief that the health and welfare of our neighbors is worth a significant personal investment. For \$1.38 per day, you too can be a member of the 500 Club.

LOYAL CONTRIBUTOR PROGRAM

Have you been contributing to United Way for more than 10 years? We want to know who you are! Sign up for the United Way Loyal Contributor Program right on your pledge card so we can recognize you and provide you with updates on how your contributions are creating opportunities for a better tomorrow. We'll also offer ongoing opportunities to LIVE UNITED through volunteerism and advocacy.

YOUNG LEADERS UNITED

The mission of Young Leaders United (YLU) is to support the work of United Way and foster a spirit of community involvement among the next generation of leaders. It is YLU's goal to inspire advocacy, philanthropy and volunteerism in our community.

WOMEN'S LEADERSHIP FUND

The Women's Leadership Fund (WLF) mobilizes the caring power of women in our community who, as philanthropic leaders and advocates, positively impact the lives of women and girls in Orange County. Members of the WLF have a very powerful voice in where the funds will be distributed.

THANK YOU! WE CAN'T SAY IT ENOUGH!

Please ensure employees sign their pledge card before processing it.

LIVE UNITED™



COMPANY NAME: _____

This is a Partial Report: _____ This is a Final Report: _____ Sheet #: _____

PLEASE DO NOT LIST GIFTS PREVIOUSLY REPORTED

Please check one:

Last Name	First Name	Total	Community Fund Total	Payment Enclosed(Cash, Check)	To Be Collected By Employer	To Be Billed By United Way
1				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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22				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL THIS SHEET						

**Please return original in United Way Report Envelope. Make copy for your files.
Use additional sheets as needed. Total all sheets on front of Report Envelope.**

LIVE UNITED™



**United Way of
Mid-Hudson Valley**

Serving Dutchess & Orange Counties

For Internal Use Only

Account #	Envelope #	Batch #

Campaign Report Results: 2011

Date: _____

For Loaned Executive Use Partial Results Final Results

Organization _____ CEO Name: _____

Address _____

Total # of employees in organization _____
(NOT BY DEPARTMENT OR BRANCH)

Total # of pay periods per year: _____

Employee Campaign Manager: _____

Phone # _____ Fax # _____ Email: _____

CONTRIBUTIONS REPORTED TODAY
(Not those Previously Reported)

# of Givers	United Way Pledge Cards must accompany all gifts	Pledge \$
	Corporate Pledge Please only report once. Enclose corporate pledge card	\$ _____ Enclosed Bill Me Other: _____
	Cash/Check Enclose United Way copy of Pledge Card	
	Bill-Direct Enclose United Way copy of pledge card with billing address	
	Payroll Deduction Employer retains one copy of pledge card. Enclose United Way Copy	
	Total Pledges in this Envelope including corporate gift.	

Date Received: _____ For Internal Use Only:

LE Signature & Date : _____ [] []

**DO NOT MAIL THIS ENVELOPE, PLEASE CONTACT YOUR LOANED EXECUTIVE
IF LE UNAVAILABLE PLEASE CALL UNITED WAY STAFF MEMBER: (845) 471-1900
IN DUTCHESS COUNTY, OR (845) 457-4774 IN ORANGE COUNTY.**

OBSERVATIONS ON THE GROUP MEETING APPROACH AND WHY IT WORKS:

- Most employees are not comfortable or willing to ask other employees for a contribution.
- If a manager asks a worker to contribute, there may be pressure to comply with that request.
- The campaign is conducted very quickly.
- In a recent survey asking people why they do not give to United Way, a common response was “I wasn’t asked to contribute.” The finest brochure or printed material does not ask a person to make a decision. Personal contact is the best way to involve potential contributors.
- People are motivated to contribute when they have adequate information as to how their gift will help. It’s impractical to expect one employee to spend 30 minutes individually with other employees explaining United Way.

HOW TO ORGANIZE AND CONDUCT A GROUP MEETING

Conducting Group Meetings is the most efficient and effective technique for increasing employee contributions to United Way. With proper planning and promotion of the United Way Campaign, organizations can schedule all employees to attend group meetings. (Fifty people or fewer per meeting is best when possible.) Two main reasons why people don’t give are because they haven’t been asked, or they don’t know enough about the cause. With a group meeting, we can educate and ask all in one!

A MODEL OF A SUCCESSFUL GROUP MEETING:

- 1 In advance of the meeting, make sure employees have been informed by a personal letter, newsletter, or payroll staffer on why the company supports the community-wide campaign and that employees will be asked to make a decision regarding contributions to United Way at the meeting they are scheduled to attend. The CEO or top executive and union leader should sign the letter.
- 2 Have the CEO attend meetings and address the group. Have the department manager (and union leader, if applicable) endorse the campaign.
- 3 Have the CEO or Coordinator introduce the United Way representative, who will make a presentation on why people should contribute, introduce a Service Provider and show the campaign video.
- 4 Show the Campaign video.
- 5 Hand out the pledge form. Make sure you point out the brochure on the back page.
- 6 The Loaned Executive or Employee Campaign Coordinator will ask employees to make a decision on giving. Both should reinforce the fact that everyone’s contribution is kept confidential.
- 7 As people leave the meeting, they turn in their pledge forms.

SUGGESTIONS:

1. Require attendance
2. Limit meeting to 30 minutes
3. Have pens at each seat.
4. Put employees’ names on pledge forms, if possible (and last year’s gift) and distribute as people enter the meeting room.
5. Ask people to turn in pledge forms at end of the meeting.
6. The Employee Campaign Coordinator or designated volunteer fundraisers should personally contact employees unable to attend the meeting due to sickness or vacation and those who did not turn in their forms at the end of the meeting.

ADVANTAGES OF THIS APPROACH:

It’s efficient. This whole meeting takes only 15-30 minutes to solicit up to 50 people. Each employee receives a consistent message about United Way and, therefore, can make an informed decision.

No pressure to contribute. Employees are asked to make a decision to give or not give and turn in their pledge form and have their gift remain anonymous. The burden of making a personal contact and an “ask” does not fall on the department manager or a fellow co-employee.

PUTTING THE “FUN” IN FUND RAISING

Try some of these great Ideas for special events, incentives and promotions. Use this guide's fun events to raise money, promote team building and get more employees involved in the United Way Campaign process. Talk with your Loaned Executive about other fun ideas they may have encountered.

GAMES

Pie in the face
 Miniature indoor golf
 Lunchtime Bingo
 Candy Jar Raffle- Guess Number
 Sporting Competitions vs. Departments or other organizations
 Bowl-a-thon
 Golfing challenge
 Outdoor Carnival and Dunking Booth
 E-mail Bingo cards(buy cards and play different variations
 Baby Photos- Match the baby photo with the manager (or employee)

SALES EVENTS

Silent Auction
 Company Store- Sell company items (mugs, sweatshirts, etc.)
 On-line Auction
 Recipe Book- Employee favorites, printed and sold for \$5 (use celebrities, teachers, etc.)
 Garage Sale
 Car Wash
 Book Sale
 Live Auction

PRIZES, DRAWINGS & CASH

50/50 Drawing
 Spare Change Jugs
 Daily Prize Drawings
 Drawings for: Mall gift certificate, Day at Country Club, golf passes, suite seats at games tickets for sporting events, concerts, parking spots, plane tickets, night at hotel- use business contacts to donate items (contacts at local hotels to donate one night), use own resources for items (e.g., clothing)
 Lottery
 Draw for a Day Off
 Collect Cans and Bottles
 T-shirt and Poster Sale
 Dress Up

MISCELLANEOUS INCENTIVES

Dress Down Day
 Challenge between departments based on % participation, % increase in average gift or first department completed.
 Walk/run fundraisers- Participants get sponsor to Pledge total amount or \$ amount per mile.

FOOD FUN

Breakfast pizza
 Specialized food sales- candy bars, pies, international foods
 Daily donations for donuts, coffee, bring in baked goods, etc.
 Lunch for \$3-\$4, buy/ donate food
 Breakfast
 Cookout (hot dogs, chicken....)
 Baked Goods Contest/Sale

MORE FUN IDEAS

Executives serving dinner to employees who won a drawing
 Executives prepare a feast for employees during a campaign event
 Employee roller skating races in parking lot
 Monte Carlo Night
 Wine raffle
 Sale of donated products
 Fashion show
 Palm reading/ fortune telling
 Donate trips
 Use of Presidents parking space for designated amount of time
 Theatre tickets or tickets to sporting events
 Dinner for two with the boss
 Chauffeured limousine ride to and from work for a day or week
 Dinner or brunch at a popular restaurant
 Flower sale
 Employee horse race

Want an easy way to increase participation? Offer incentives or prizes to contributors or sponsor contests that revolve around your campaign. Below are examples of ideas that have been used successfully by other organizations.

USING INCENTIVES

During your campaign you can give employees extra incentives based upon their status, for example:

- For a returned card – 1 raffle ticket
- For a new contributor – 1 raffle ticket
- For an increased gift – 1 raffle ticket
- Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize

INCENTIVE IDEAS

- “The Gift of Time” - ½ day or day off with pay (many variations)
- Raffle off the boss. Employees increasing their pledges or a new pledge receives a chance to win the Boss and have him/her perform their job for one hour
- Senior executive wears the same tie for one week. As company approaches its goal, the tie gets shorter each day to mark campaign progress
- Challenge between departments based on % participation or % increase in giving or average gift
- Gift for department coordinator who delivers best results

You can also offer gifts and prizes! The sky is the limit! Ask your CEO if there is a budget for prizes. For free incentive items, ask your Loaned Executive to give you examples of what United Way may already have on hand.

SUCCESS TIP

Using your company logo along with the United Way logo on selected items helps create the team spirit for your company, as well as the Campaign. *(Note: Please consult your company's Communication Department and your United Way staff representative for graphic standards of your company's and United Ways logo)*

WHATEVER YOU DO, MAKE IT FUN AND UPBEAT!

MY COMMUNITY FUND GAME

OVERVIEW

Who would you help with \$500?

That's the question behind this campaign activity explaining the community Fund to donors. This interactive group activity will engage your colleagues in giving and help illustrate the great impact they can have on our community with just one gift to the Community Fund.

MATERIALS

You will need the following materials for this activity (they can be downloaded from our online campaign toolkit at www.uwoc.org/campaign-toolkit)

- Ten situations of people in need in our community.
- Five \$500 bills to “give” to one person in need
- One United Way Community Fund Sign



HERE'S HOW IT WORKS

Using the materials provided, you can create an opportunity for your colleagues to see how their dollars to the Community Fund can make a difference in our community. To begin, you arrange the ten provided situation cards of people in need on a wall or a table in your workplace where everyone can see it. Then - after choosing five colleagues and giving each of them a \$500 bill - you ask them to make a difficult decision: choose who they would help if they had \$500 to make change for the people in our community. They can each choose only one situation to help, so they must consider who will *not* benefit from their generosity.

After each person has made his/her own choice, you will then lead the group in a brief discussion about who was helped and who was not, asking your colleagues how they each feel about their choices. Then, you share the good news with everyone: if each person gives to the Community Fund, everyone in the ten situations (plus so many more) gets the help that they need.

This activity clearly illustrates that when your colleagues support the Community Fund, they don't have to choose which people to help or which cause to support because United Way has already done the research. **Team up with your United Way Loaned Executive to bring this activity to your workplace campaign today!**

The logo for the United Way Community Fund is presented within a thick blue rectangular border. The text "UNITED WAY" is positioned on the top line, and "COMMUNITY FUND" is on the bottom line. Both lines of text are in a bold, black, sans-serif font, with all letters in uppercase. The text is centered horizontally within the white space of the border.

UNITED WAY
COMMUNITY FUND

FREQUENTLY ASKED QUESTIONS

HOW MUCH AM I EXPECTED TO GIVE?

United Way never “expects” a specific dollar amount from any community investor, and we are grateful when a decision is made to support our efforts at any level. This is really a personal decision that only you can make, based on your income level and your desire to support local programs that help local people. However, one guide people can use is to donate .6% of salary for incomes below \$30,000; 1% of salary for incomes of \$30,000 to \$50,000; and 2% of salary for incomes of \$50,000 or more. We encourage everyone to consider giving at least one dollar a pay period (\$26 annually) -- or increasing their prior year’s gift by at least one dollar a pay period. People who are fortunate enough to be earning \$50,000 or more per year are asked to consider giving at the leadership level of \$1,000 or more a year.

WHY IS IT BETTER TO GIVE TO THE COMMUNITY FUND RATHER THAN DIRECTLY DONATING TO ONE ORGANIZATION?

When you give to the Community Fund you support lasting change by addressing the underlying causes of problems. You help support programs, initiatives and collaborations that United Way knows are achieving measurable results in addressing the toughest issues in our community. We can provide comprehensive solutions in a way that a single organization can’t do alone.

WHAT DOES UNITED WAY DO TO ASSURE ORGANIZATIONS THAT RECEIVE FUNDING ARE DOING A GOOD JOB?

Each program or project selected for funding must sign an agreement and submit Outcome Reports that measure the impact they are having on clients or community conditions. Financial and other reports are required as well. We review these reports, communicate with the organization, perform site visits then confer with volunteers when there appears to be an issue. We look at issues on a case-by-case basis recognizing that all organizations go through struggles from time to time. Our first step is to offer technical assistance and in rare cases when a program or project cannot meet our requirements we have put in place additional guidelines, reduced the grant or stopped it altogether.

DOES UNITED WAY PROVIDE SERVICES DIRECTLY TO THE COMMUNITY?

We do not. Hudson Valley Region 2-1-1 and all of our partners and projects do provide direct services. Projects such as the Earned Income Tax Credit and the partnership to screen young children for developmental issues are closely associated with United Way but involve multiple partners.

WHAT IS THE ROLE OF UNITED WAY IN OUR COMMUNITY?

United Way advances the common good. We mobilize resources – funds, expertise, volunteers, collaborations and public concern – and target those resources to achieve measurable benefits in our community. United Way, convenes leaders from non-profit organizations, businesses, education and government, conducts research, and helps develop an action plan so that many different groups can focus their resources on working together to address the priorities of the community most effectively.

DOES UNITED WAY FUND ABORTION SERVICES?

No, United Way has never provided funding for abortions or abortion services, nor have we been asked to provide such funding.

DIDN'T I HEAR SOMETHING ABOUT SOME OTHER UNITED WAY MISUSING FUNDS?

Each local United Way is an autonomous organization governed by local volunteers, ranging from CEOs to bankers to insurance managers to concerned citizens determined to make a positive difference. Those volunteers oversee all expenditures of the organization, helping to ensure that your donations are invested in local programs that help the people of Dutchess and Orange Counties. United Way finances are thoroughly audited by an independent accounting firm.

Almost 20 years ago, William Aramony, who was President and CEO of United Way of America in 1992, resigned and was later convicted of conspiracy, fraud and filing false tax returns. In the Fall of 2001, Aramony was released from prison after serving a 7-year sentence, and has no involvement with United Way on the local, state or national level. Additionally, at the beginning of 2002, United Way of the Greater Metro Area in Washington, DC, was criticized for questionable appropriation of funds. Both organizations made major changes to ensure that community investors' contributions would be ethically and effectively invested in solid programs to help people in their areas.

HOW CAN I GET MORE INVOLVED IN MY COMMUNITY?

Living United is about more than just giving to your community - it's about advocating and volunteering as well! Visit United Way's website to find how you can get involved locally.

DESIGNATED GIFTS: FORMS, FEES AND PROCESSING

DO I HAVE A CHOICE ABOUT WHERE MY MONEY GOES?

Yes. Community investors have a range of choices:

- They can automatically give their donation to the United Way Community Fund, the most efficient and effective way to help the greatest number of local people with the most pressing health and human-service needs;
- Or they can designate a portion of their gift to any tax-exempt, non-profit organization -- including arts or environmental organizations and schools and churches. Designations are given directly to chosen organizations. Payments are made to these organizations in installments throughout the year, as pledges are collected. United Way charges a \$7.00 processing fee per designation to organizations in order to recover costs associated with distributing community investor choice gifts, as well as a 5% uncollectible fee.

(Please note that some organizations, as well as state and federal facilities, do not use United Way pledge cards and may not permit the same open donor choice giving. These policies are outside the control of our United Way.)

I WANT TO GIVE TO UNITED WAY, BUT I DON'T WANT MY MONEY TO GO TO ONE OF THEIR PARTNERS. CAN I GIVE TO ALL BUT ONE ORGANIZATION?

We realize that you have your own relationships and passions within the community and we appreciate that you choose to give to United Way's Community Fund. The **Donor Choice Card** offers donors a range of options, targeting their community fund dollars into a specific area of interest (Education, Income or Health) or away from a specific organization. If, however, you would like your contribution to go to only one or two of our funded partners, we will treat your gift like a designated gift and the appropriate fees will be charged.

WHAT IS AN "UNCOLLECTIBLE?"

When donors leave their place of employment, before their entire annual pledge has been contributed, the shortfall is known as "uncollectible". Therefore, with the exception of fully paid donations (not payroll deduction), a small percentage (5%) based on these uncollected pledges is deducted from designations made to organizations other than United Way.

WHY IS DONOR DESIGNATION NO LONGER OFFERED ON MY PLEDGE FORM?

We understand and applaud your interest in supporting your favorite causes. We are still offering the designation service for those donors who wish to designate their money to organizations other than United Way. This gift will be noted a separate sheet called a **Donor Choice Card**. (Please ask your LE to provide you with the necessary cards -shown left - and attach it to the completed pledge form.)

Donor Choice Form

Thank you for investing in our community

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr.

Please direct the following amount of my gift to the tax-exempt agency(ies) listed below. I understand that United Way of Mid-Hudson Valley will deduct a \$7 processing fee per designated agency. (please print)

Total Designated Amount \$ _____ Total Designated Amount \$ _____

Agency Name _____ Agency Name _____

Street Address _____ Street Address _____ State _____

City _____ City _____ State _____

☐ I do not want my donation to support the following agency(ies)

Signature _____ Date _____

United Way

Donor Designated Gift

This is a \$7 administrative fee deducted from each gift donated to a non-profit agency. In addition, a 5% uncollectible fee is also deducted from each gift. The amount to be designated to the agency is the amount of the gift minus these fees. The amount of the gift minus these fees is the amount of the gift that will be designated to the agency. The amount of the gift minus these fees is the amount of the gift that will be designated to the agency.

Designated Agency _____

Total Annual Pledge \$ _____

United Way

United Way of Mid-Hudson Valley


845-471-1900
71 Market Street
Poughkeepsie, NY 12560

845-457-4774
30 South Columbus Drive, Suite 212
Montgomery, NY 12543

United Way of Mid-Hudson Valley
Serving Families in Orange County

SETTING GOALS & OBJECTIVES

Setting a goal for your workplace's campaign will really motivate you and your colleagues to make the greatest impact on our community. Sit with your Loaned Executive(LE)for a few minutes to work out your campaign goals for this year. They have been trained to help you run the best campaign you can! Rely on their experience and come to them for ideas to help add some life to your campaign. Once you're comfortable with your goal, post thermometer posters around the office to remind everyone about the great things you can achieve together.

2011 GOAL SETTING WORKSHEET


Organization Name: _____

2010

Total Emp Giving (\$) in 2010	Corp Gift (\$) or Company Match (\$)	% CF	# of Employees
\$12,080	\$5,000	93%	128

of 2010 Donors: 92

of 2010 Non-donors: 36

[SAMPLE]

A. # of 2010 donors: 74 x \$52 (\$1.00 more a week) = \$ \$3,848
"I think we can get 80% of our donors to give \$1.00 more this year"

B: # of 2010 non-donors: 9 x \$52 (\$1.00 per week) = \$ \$468
"I think we can get 25% of our non-donors to give \$1.00/pay period this year"

C: 2010 Employees Contribution: = \$ \$12,080

D: **2011 Employee Campaign Goal (A + B + C):** = \$ \$16,396

E: Corporate Gift or Corporate Match (if applicable): = \$ \$5,000

F: **Sub-total 2011 Campaign Goal (D + E):** = \$ \$21,396

G: **Total 2011 Campaign Goal to CF (F - CF%):** = \$ \$15,248



ECM CHALLENGE!

Complete these easy tasks to earn points:

Sign up to receive weekly Campaign E-news	5
Attend ECM Training or online	5
Attend Kick-Off Event (5 points per event: September 9 & 10)	5
Attend Finale Celebration	5
<i>Note: RSVPs to Finale will earn points pending your check-in at Finale. If you do not show, and those points put you below the minimum entry of 90 points, you are not eligible to win.</i>	
BONUS! Bring a guest to a campaign event <i>(limit 5 points per event, you will not earn more for additional guests)</i>	5
Meeting with Loaned Executive to plan campaign	15
Use of incentives or fun themes to encourage campaign participation	5
Host an event or fundraiser outside of normal campaign participation (<i>ex: sell cookbooks, bowling night, 2-1-1 collection, etc.</i>) and send us a photo and paragraph about the event	10
CEO endorsement of campaign at group meeting or via letter to the employees	5
Visually advertise campaign at workplace with posters, emails, newsletters, screen savers, etc.	10
Group meeting(s) with at least 50% of your employees in attendance (25% for larger companies)	20
% increase in number of Community Fund Donors in workplace over last year	10
% increase per capita in Community Fund Dollars over last year	10
Return <i>all</i> pledge cards back to United Way, regardless of donation (<i>if applicable</i>)	5
Turn in fully completed report envelope(s) by Dec. 1	5
Complete and submit ECM survey by Dec. 1	10

Total Possible Points:

125



**United Way of
Mid-Hudson Valley**

Serving Dutchess & Orange Counties

Collect at least 90 out of the possible 125 points by December 1 and you and your Loaned Executive will be entered in a raffle to win amazing prizes!



\$500 Gift certificate to Target



\$250 in free gasoline

Earn all 125 points and receive an *extra* raffle entry!

Your Loaned executive will help us track your progress, so make sure you keep them updated throughout the campaign. Bonus points are announced in weekly e-mails to keep your eyes peeled!

Questions? Visit our website or call Megan at 845-471-1900 x115

ECM Challenge - Points Tracking System



**United Way of
Mid-Hudson Valley**

Serving Dutchess & Orange Counties

Organization: _____
ECM Name: _____
LE Name: _____
ECM Phone Number: _____

Task	Value	Completed
Sign up to receive weekly Campaign E-news	5	
Attend ECM Training or online	5	
Attend Kick-Off Breakfast or GMD (September 9 and 10)	5	
Attend Finale Celebration <i>Note: RSVPs to Finale will earn points pending your check-in at Finale. If you do not show, and those points put you below the minimum entry of 90 points, you are not eligible to win.</i>	5	
BONUS! Bring a guest to an event <i>(limit 5 points per event, you will not earn more for additional guests)</i>	5 per event	
Meeting with Loaned Executive to plan group meeting	15	
Use of incentives or fun themes to encourage campaign participation	5	
Host an event or fundraiser outside of normal campaign participation <i>(ex: sell cookbooks, bowling night, 2-1-1 collection, etc.)</i> and send a photo and paragraph about the event	10	
CEO endorsement of campaign at group meeting or via letter to the employees	5	
Visually advertise campaign at workplace with posters, table tents, e-mails, newsletters, or screen savers	10	
Group meeting(s) with at least 50% of your employees in attendance*	20	
% increase in number of Community Fund Donors in workplace over last year	10	
% increase per capita in Community Fund Dollars over last year	10	
Return all pledge cards back to United Way, regardless of donation	5	
Turn in fully completed report envelope(s) by Dec. 1	5	
Complete and submit ECM survey by Dec. 1	10	
Total Points Earned:		_____

90 Points = 1 raffle ticket entry
125 Points = 2 raffle ticket entries

Please check off the tasks as you complete them and return this sheet to United Way with your report envelope at the end of your campaign.

If you have any questions about the tasks or your qualification, please call our office at 845-471-1900 x115. You will find more information on our website at www.uwoc.org or in weekly campaign emails.

*** 25% for organizations with more than 400 employees**