



United Way of Greater Houston

2011-12 Campaigner Guide

Do something

**powerful**



Do something about it.



Welcome to the United Way campaign team! Thank you for becoming involved in this year's campaign. You are helping United Way touch one of every two people in our community. As a campaigner, you bring United Way to life in the halls of your company, in board rooms and break rooms, at luncheons and hands-on volunteer activities, in the field and in face-to-face encounters. You energize and educate your peers about why they should become a part of the best way to make the biggest difference in our community.

## YOUR ROLE AS A CAMPAIGNER

### **PREPARE**

- Inform yourself about the difference United Way makes in our community.
- Commit to United Way by making your pledge before asking others to contribute.
- Understand the various ways to contribute, such as how to fill out pledge forms, contribute at a leadership giving level, or make an online gift.

### **MAKE PERSONAL CONTACT – ASK CO-WORKERS TO CONTRIBUTE**

- Make sure education begins *before* pledge information goes out to your co-workers.
- Meet with your co-workers, as a group or individually, to share the United Way story and answer questions.
- Personally ask each person to contribute and, remember, giving is a personal decision.

### **SAY THANK YOU**

- Ensure that everyone has been given the opportunity to contribute.
- Make sure all pledge forms are returned and follow up with employees who utilized e-pledging.
- Thank everyone for their generosity and make sure your co-workers know the difference their gifts are making.

“Giving to United Way is important to me because Houston is important to me. This is my hometown, and I want this city and the people in it to thrive. Fortunately, we have United Way to help people find their way when they need help.”

“I love to give back and to help others. United Way provides the perfect vehicle to do that efficiently. Through my contribution to United Way, I can reach those who are most in need and provide exactly what they need. I feel good in my heart, but I also know in my head that I’ve done something about it.”

UNITED WAY DONORS

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## HOW TO TALK ABOUT UNITED WAY

### 1: DIFFERENTIATE UNITED WAY

- United Way is uniquely positioned to bring people and resources together in our community, to assess needs and identify where the biggest impact can be made.
- Let your co-workers know that United Way looks at the big picture and adds value to every contribution by leveraging the power of their gifts.

### 2: DEMONSTRATE YOUR PASSION

- Commit to United Way by making your pledge. Let your co-workers know that you have already done so, and share with them why United Way is *important to you*.
- Share with your co-workers any personal stories you have about United Way, or ones that you have heard that have left a strong impression on you. This will help them to better understand how United Way is helping the community.

### 3: TOUCHING THE HEART AND THE MIND

- The statistics in our campaign materials clearly paint a picture of how United Way touches one of every two lives. You can combine these statistics with stories of how United Way changes individual lives.

## HOW TO ASK

**The number one reason people don’t give is because they are not asked. People want to be asked and appreciate the opportunity to be part of a team that makes a difference.**

- If co-workers have participated in the past, thank them for their support.
- Use the tools and facts in the campaign materials, and make sure that employees understand how United Way works in our community. Answer any questions they might have.
- Personally asking each person to consider giving to United Way is more effective than using e-mail.
- Sincerely thank everyone for their time and consideration.



## YOUR TOOLS

Here are some handy tools to motivate and excite your peers:

### **ONLINE TOOLBOX**

- The online campaign toolbox at [unitedwayhouston.org](http://unitedwayhouston.org) includes stories, statistics, photos and campaign ideas from other companies. You can download our campaign video and check out video success stories.

### **THE UNITED WAY GUIDE**

- The United Way Guide provides an at-a-glance overview of the United Way goals and descriptions of our services, as well as some facts about our community needs.

### **LEADERSHIP GIVING MATERIALS**

- Leadership Giving is the key to any successful campaign, so we've created a separate brochure and Leadership Giving Roster to help you educate your co-workers about all the exciting ways they can *do something about it* and to take giving to the next level.

### **PERSONAL ASSISTANCE**

- If you have questions any time during the campaign, don't hesitate to contact your Campaign Coordinator, loaned executive or United Way staff representative, or e-mail questions to [unitedwaycampaign@unitedwayhouston.org](mailto:unitedwaycampaign@unitedwayhouston.org).

### **MISSING A FACT, A PHOTO OR SOME INFORMATION?**

Don't hesitate to call our Campaign Hotline at (713) 685-2800, e-mail us at [unitedwaycampaign@unitedwayhouston.org](mailto:unitedwaycampaign@unitedwayhouston.org) or visit the campaign toolbox at [www.unitedwayhouston.org](http://www.unitedwayhouston.org).

# FREQUENTLY ASKED QUESTIONS

## **Why give to United Way of Greater Houston?**

- United Way of Greater Houston is the one organization looking at the big picture – embracing the entire circle of life focusing on children and youth, families and neighborhoods, seniors and people rebuilding their lives.
- We create long lasting change to prevent problems from happening in the future and provide the social services network for the community. United Way of Greater Houston brings people together for a greater good. We stand united because this is our community ... we know that when we reach out a hand to one, we influence the condition of all.
- We are the leader and trusted partner in: improving lives (touching 1 of every 2 lives in our community); tackling key community social issues; and making a lasting difference in the quality of life we all enjoy.

## **Who governs United Way of Greater Houston?**

United Way of Greater Houston is governed by a volunteer Board of Trustees made up of local volunteers from across the community. These volunteers determine policy and oversee every aspect of the organization. Professional staff manage day-to-day activities.

## **Is my gift to United Way tax deductible?**

Your United Way gift is deductible on Schedule A of the Form 1040, if you choose to itemize deductions on your tax return. Please consult with your tax advisor regarding IRS limitations that may apply in your individual situation.

## **What is 2-1-1 Texas/United Way HELPLINE?**

2-1-1 is a free helpline operated by the United Way of Greater Houston 24-hours-a-day, every day of the year in many languages. In 2010, we answered more than 802,500 calls for help.

2-1-1 Texas/United Way HELPLINE is the largest call center of its kind in the nation. Calls for help include basic needs: food, rent/mortgage assistance; utility assistance; and medical prescriptions. Our trained call specialists are valuable resources with the most comprehensive database of social services available for our community.

*Encourage individuals who need help to dial 2-1-1.*



United Way of Greater Houston

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