



United Way of Greater Houston

2011-12 Coordinator Guide



Do something

**together**



**Do something about it.**



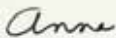
**Dear Friend,**

Thank you! Your leadership on the 2011-12 United Way Community Campaign will make a tremendous difference for so many! Your work means United Way will continue to ensure children have the chance to succeed, families have the support to build the foundation for a strong future, seniors will remain independent and those individuals working to rebuild their lives have that opportunity. You are touching one of every two lives in our community... thank you!

The information provided in this brochure, other campaign materials and your United Way representative are all meant to be resources to help you as you plan and implement your campaign strategies. I hope you will use all that we have provided – we are always here to help you and your team. It is important to us that you have a fun and meaningful experience – it is key to all of us being successful.

As your organization's campaign leader, you will help inspire others about the work of United Way. We are deeply grateful for all you will do in the coming months to do something about it...the United Way!

Very truly yours,



Anna M. Babin  
President and CEO  
United Way of Greater Houston

# Why United Way?

United Way of Greater Houston is the one organization making a better Houston possible by embracing the entire circle of life, focusing on children and youth, families and neighborhoods, seniors and people rebuilding their lives.

We are the bridge that takes people to a better place – creating long lasting change to prevent problems from happening in the future. United Way of Greater Houston brings people together for a greater good. We stand united, because this is our community. We know when we reach out a hand to one, we influence the condition of all.

## **Only United Way:**

**Looks at the big picture** and brings together the resources of the social service agencies, faith-based organizations, nonprofits, corporations, private donors and government organizations to tackle the key community social issues for the good of all.

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**Has the capacity and experience** to see long-term trends across the community, identify and respond to emerging problems and put resources in the place for optimum results.

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**Is the demonstrated leader** in helping Houston respond to natural disasters, coordinating community resources and long-term recovery.

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**Gives you confidence** that your gift will be used where it's truly needed, thanks to sound management and investment decisions by trained volunteers.

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**Covers the entire circle of life**, including children and youth, families, seniors and people rebuilding their lives.

## United Way's Work in the Community

United Way touches *one of every two* lives in our community, helping people from all walks of life, in every season of life.

### CHILDREN **Developing children and youth to their full potential**

Last year, United Way touched the lives of more than 455,000 children and young people through: *child care • basic needs assistance • character development • mentoring • healthcare and counseling • adoption and foster care • after-school programs*

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### FAMILIES **Creating strong families and safe neighborhoods**

Last year, more than 790,000 individuals benefited from United Way programs that strengthened families and neighborhoods: *job skills and career assistance • financial counseling and literacy • credit building • parenting classes • substance abuse prevention • healthcare • basic needs assistance*

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### SENIORS **Sustaining senior independence**

Last year, more than 80,000 seniors in the Greater Houston area benefited from United Way through: *help with daily living • nutritious meals • home visits and care • social interaction • citywide support network and advocacy*

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### LIVES **Supporting people rebuilding their lives**

Last year, 660,000 individuals were helped in the aftermath of life emergencies. United Way provided: *basic needs • mental health services • housing and emergency shelter • job readiness • domestic violence services • substance abuse counseling • independent life skills • transportation • employment/job skills*

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## UNITED WAY THRIVE

United Way THRIVE continues to improve the financial future for generations by providing hard-working, low-income families with the tools they need to reach financial stability. To date, THRIVE established a path to financial stability for more than 28,000 families and individuals and has generated a 12:1 return on investment.

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## 2-1-1 TEXAS/UNITED WAY HELPLINE

Open 24/7, 365 days a year, the 2-1-1 Texas/United Way HELPLINE is staffed by trained call specialists, who speak a variety of languages and are the source of answers when someone does not know who to call. Last year, we broke records by answering more than 802,500 callers, up 10%.

Do something

# about it

## How to Run a Successful United Way Campaign in Your Organization:

- 1. energize.** Recruit your United Way team to lead your campaign.
- 2. inspire.** Share the United Way story with all employees.
- 3. engage.** Connect your employees and show them how they can do something meaningful by supporting United Way.
- 4. ask.** Ask everyone to give.
- 5. thank.** Thank everyone for giving.



“Leaders establish the vision for the future and set the strategy for getting there; they cause change. They motivate and inspire others to go in the right direction and they, along with everyone else, sacrifice to get there.” *John Kotter*

# 1. energize



## Energize your campaign by:

- learning about the work of United Way
- recruiting a team for your company's campaign
- setting your strategy and goals

### Leadership

To get your campaign off to a great start, begin by building a team of enthusiastic volunteers. Involve them in planning a strategy and setting a goal that fits your company's size and culture. And remember: encourage leadership to make a personal contribution to United Way.

- Establish support from the top. Get your CEO actively involved in all aspects of your campaign through events and communications.
- Recruit a Campaign Chair who will lead and support your activities.
- Enlist a Leadership Giving Chair. Leadership giving is the foundation of every successful campaign.

### Teamwork

- Identify employees who are energetic and have a variety of skills to serve on the campaign steering committee.
- Recruit campaigners to connect one-on-one with employees. The ideal ratio is one campaigner for every 10 employees.

### Strategy and Goals

Develop a campaign strategy that fits your company's size and culture, engaging everyone at all levels, keeping in mind the growing needs of our community.

- Set a campaign goal:
  - Consider prior year results, number of employees and current business climate.
  - Visibly track results throughout the campaign.
- Consider these objectives that will boost overall results:
  - Increasing employee participation
  - Increasing donations through payroll deduction
  - Asking employees to increase their gifts from last year
  - Increasing leadership giving

“Learn and grow all you can; serve and befriend all you can; enrich and inspire all you can.”

*William Arthur Ward*

## 2. inspire



**Inspire employees to see the impact they make in the community through United Way. Your United Way representative will help you plan your event.**

- Hold a fun kick-off rally to showcase the work of United Way.
- Ask a colleague who has benefitted from a United Way program to share his/her experience.
- Show the United Way video that demonstrates how United Way changes lives and answers the question, “Why give to United Way?”

### **Demonstrate United Way’s Work in the Community**

- Set up community impact tours for employees to see firsthand their dollars at work.
- Tour 2-1-1 Texas/United Way HELPLINE and listen in on calls to hear more about the needs in our community.
- Utilize the United Way Center for Philanthropy, Leadership and Volunteerism or agency facilities for:
  - Company staff meetings
  - Campaign planning meetings
  - Campaigner training
  - Brown-bag educational meetings

### **Share the United Way Story**

There is power in sharing stories and the impact of United Way.

- Engage and inspire employees by providing regular updates on how United Way is changing lives.
- Use electronic media to spread the message.
- Find videos of those impacted by United Way in the campaign toolbox to use in electronic messages and at your meetings.

**It’s a fact! The more you know about United Way, the more likely you are to give – and give generously.**

“Love life, engage in it, give it all you've got. Love it with a passion, because life truly does give back, many times over, what you put into it.”

*Maya Angelo*



# 3. engage

**Get your employees connected to the work of United Way and how they can do something impactful.**

## **Involvement**

Incorporate these ideas to involve your employees in United Way:

### • **United Way Tours/Special Events**

- Encourage employees to attend the United Way Campaign Kickoff in September.
- Schedule a tour of the 2-1-1 Texas/United Way HELPLINE.
- Participate in a United Way Community Bus Tour.

### • **Involvement at your Company**

- Hold a United Way Campaign Kickoff at the beginning of your company's campaign.
- Find ways to incorporate United Way into already planned meetings or events.

### • **Leadership Giving**

- Leadership Giving – Regularly scheduled management meetings
- Women's Initiative – Existing women's groups meetings
- Young Leaders – New employee orientation or at young professionals meetings

## **Days of Caring**

Each year, thousands of volunteers come together to make a lasting difference in our community through Days of Caring projects. Days of Caring participants enjoy a meaningful volunteer experience and a first-hand look at the good United Way is making possible in Houston. Whether they spend time working outside, painting or interacting with clients, Days of Caring volunteers know that the time they spend giving back makes a difference for our entire community.

## **Communications**

Learn how United Way is doing something about it...through communication.

- Sign up to receive our Insight Newsletter.
- Highlight an employee who has benefitted from United Way programs, served as a Community Investment volunteer or has been a long-time supporter of United Way.

“Remember, the greatest gift is not found in a store nor under a tree, but in the hearts of true friends.”

*Cindy Lew*



## 4. ask

The major reason people do not give is because they are not asked—so please ask everyone! United Way believes that giving is a personal decision. Make sure everyone has the opportunity to give by supplying information about how United Way changes lives in our community.

### Ask Everyone to Give

- Personally
- At campaign events
- At staff meetings

### Run a Leadership Giving Campaign

For more information on and how to effectively run a leadership giving campaign, see page 10 and 11 of this guide.

### How to Give

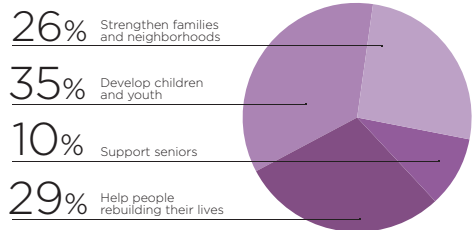
- Payroll deduction is the easiest method of giving. Payroll deduction allows employee gifts to make an impact throughout the year.
- Cash/Check
- Credit Cards
- Direct Billing (minimum gift of \$250)
- Stock Donation

### Impact of Your Gift

When you give to United Way of Greater Houston, you can be sure that your gift is helping those who need it most, keeping our social services network strong, achieving measurable results and making a better future possible for us all.

Trained community volunteers measure program investments against quality standards, make on-site visits, study issues and make investment decisions.

### The impact of your dollar:



“No duty is more urgent than that of returning thanks.”

*James Allen*



# 5. thank

## A Little Thanks Goes a Long Way.

### **Say it!**

United Way thanks you for your time, talent and effort. Your company's campaign could not be a success without you. Make sure you thank your CEO and management for their leadership and guidance and your campaign committee for their assistance and support.

### **Shout it!**

Through their generous gifts to United Way, your colleagues have helped make a better life for our neighbors. Make sure all donors hear a great BIG thanks!

### **Show it!**

Every campaign is worth celebrating! Host a celebration for everyone. Announce results, recognize your donors and don't forget to have fun!

### **Submit it!**

Work with your United Way representative to close out your campaign. Submit an electronic summary of donor results and information. This report will contain pledge card data, payroll summary data and corporate pledge data. A hard copy of this information should be turned in with your campaign report envelope.

### **Communicate it!**

Help ensure United Way is able to thank your company's donors. Work with United Way to compile a complete and accurate list of Leadership Donors. Provide donor contact and gift information so we can properly express our thanks. United Way says and shows thanks by hosting special events and publishing materials that recognize donors.

### **A Million Thanks!**

Each year in Houston, United Way helps thousands of people through life's challenges. Thank you from all those who you helped last year:

- 455,000 'thanks' from children who developed a good foundation to succeed in life.
- 790,000 'thanks' from family members who were given a chance to succeed.
- 80,000 'thanks' from seniors who were able to remain independent.
- 660,000 'thanks' from individuals who were helped in the aftermath of natural disaster, domestic violence, job loss and other family emergencies.

Maximize your impact with

# leadership giving

## Why Leadership Giving?

Leadership giving is the best opportunity for campaign growth and to strengthen your community impact. United Way leadership donors receive special communications about community issues and become more involved in our work. They have the opportunity to participate in a variety of social, networking and recognition activities, which builds loyalty and can increase giving in future company campaigns.

## Taking Your Leadership Giving Campaign to the Next Level

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### 1: Appoint a Leadership Giving Chair

This role is best played by a leadership donor who is a senior officer in your organization. As a role model, they are passionate about United Way and willing to invest time in this important effort.

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### 2: Recruit a team of leadership donors to support your efforts

Peer-to-peer contacts are the best way to recruit leadership donors. Volunteers should be able to answer questions about United Way and personally share why they give and ask others to join them.

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### 3: Analyze your current campaign

Work with your United Way representative to review past leadership giving information. Use our data to identify strengths. Questions to consider:

- Does 50% of your employee giving come from leadership giving? If not, leadership giving is an area of opportunity.
  - How does your company rank among peers in your industry?
  - Are you making a special appeal to attract contributors at different levels and initiatives?
  - Do you have strategies in place to retain current donors?
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### **Leadership Giving Levels**

Alexis de Tocqueville Society (ADT)  
\$10,000 or more

Leadership Circle \$5,000-\$9,999

Chairman's Club \$1,000-\$4,999

### **Special Initiatives**

Women's Initiative (WI)  
Like-minded philanthropic women, who  
make gifts of \$2,500 or more

Young Leaders (YL)  
Visionary young professionals, age 45  
and under, who pave the way for the  
future through gifts of \$1,000 or more



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## **4: Develop an action plan**

- Ask current leadership donors to consider increasing their gift.
- Solicit women in your organization to join the Women's Initiative.
- Host an event to encourage participation in the Young Leaders program.
- Make a special appeal to executives for Alexis de Tocqueville membership.
- If possible, ask HR to help identify prospective leadership donors:
  - Employees currently giving \$500 or more to United Way
  - Employees earning \$50K or more a year (benchmark for leadership prospects)
  - Retirees who were longtime United Way contributors

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## **5: Recognize those who donate**

Recognize your leadership contributors with a personalized thank you letter from the CEO and Leadership Giving Chair. Coordinating a thank you event or a salute in your organization's newsletter or intranet are other great ways to highlight leadership donors.

United Way recognizes your organization's leadership contributors by sending a personal thank you letter, publishing a roster of all leadership donors, hosting sponsored thank you and networking events and sending special communications about the work of United Way.

*To ensure leadership contributors are recognized right away, encourage them to complete the recognition section on their pledge form. Timely submission of leadership giving information to United Way ensures donors can participate in events soon after their gift is made.*

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Fun and low-cost

# campaign ideas

## Low-Cost, Highly-Effective Ideas to Get Employees Involved

Use any of the ideas below as a fun supplement to your company's United Way campaign. Have a fun idea of your own? Talk to your United Way representative about how we can help you implement it in your campaign.

### Leadership Giving Event Ideas

- Breakfast – Invite company leadership and include a personal ask to join the leadership campaign.
- Leadership event – Ask a United Way leadership volunteer to speak.
- United Way experience – Host a meeting at United Way and include a 2-1-1 Call Center tour.
- Leadership happy hour – at a lead executive's home.
- A reward – First person to donate at leadership level wins breakfast with executive.

### Office Fundraisers

- Jeans days
- Silent auction
- Premiere parking space auction
- Bake sale
- Root beer/Coke float party
- Pancake breakfast
- Donut sales
- Chili cook-off
- Baby picture contest
- Office Olympics
- Department change wars
- Halloween costume contest
- Employee craft sale
- Golf/tennis tournament

### United Way Kickoff Themes/Parties

- American Idol/Karaoke talent
- Hawaiian luau
- Company picnic
- Reality TV contest
- Movie themes (Mission Impossible, Indiana Jones, Back to the Future)
- Pizza party
- Company kickball/softball game
- Carnival
- Mardi Gras
- Scavenger hunt
- 80's prom party
- Casino party
- Support your favorite team

# resources

to do something about it

Your United Way representative or loaned executive is there to help you energize, engage and inspire employees throughout your campaign. They are your greatest resource and are an important part of your team. Contact them for help with your questions, scheduling speakers and implementing new campaign strategies.

- **United Way Campaign Toolbox** – Visit our online Campaign Toolbox to find beneficiary stories, presentations, videos, templates and other resources to energize your campaign: [unitedwayhouston.org/campaign+toolbox/](http://unitedwayhouston.org/campaign+toolbox/)
- **United Way Guide** – Make sure everyone you are asking to support United Way receives this guide. The United Way Guide is a comprehensive overview that provides information on our goals, statistics on community needs, descriptions of our services and more.
- **Campaigner Guide** – To energize and educate your committee and campaign team, equip them with this useful guide so they can do something powerful for your campaign.
- **Leadership Giving Roster** – This recognition piece lists all leadership donors by level and company. Include the roster at your leadership giving events and be sure to mark your company's page. This not only highlights current leadership donors for their generosity, it inspires others to do something meaningful and give at the leadership giving level.
- **Leadership Brochures** – Each year United Way creates Leadership Giving, Women's Initiative and Young Leaders brochures and an Alexis de Tocqueville Society Roster. These materials highlight recognition opportunities as well as feature quotes from donors and why they give.
- **Posters and Table Tents** - Placed in common areas, these help educate and inspire employees throughout the campaign.
- **The Campaign Hotline** - Contact us at 713-685-2800 or by email at [unitedwaycampaign@unitedwayhouston.org](mailto:unitedwaycampaign@unitedwayhouston.org) to ask questions or get any information needed.

**In Houston, United Way is the leader and trusted partner in:**

- Improving lives (touching one of every two lives in our community)
- Tackling key community social issues
- Making a lasting difference in the quality of life we all enjoy

We do something about it... the United Way. When you give to United Way, you create a brighter future for so many in our community.



United Way of Greater Houston

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