

**United Way of  
Orange County**



## **Campaign Resource Guide 2021**

Our mission at United Way of Orange County is *to increase the organized capacity of people to care for one another.*

Thanks to the support of generous businesses and individuals like you, United Way of Orange County is positively impacting the lives of thousands in our community. By investing in the basic building blocks for a good life –Health, Education, and Financial Stability – United Way of Orange County is inspiring hope for a good quality of life and creating opportunities for a better tomorrow.

But we couldn't do it without you!

### **What We Do**

United Way of Orange County works to unite organizations and individuals to make our community a better place to live by:

- Identifying the needs of our families, children and disadvantaged
- Encouraging the community's participation in not-for-profit responses
- Stimulating the community's financial generosity
- Acknowledging the efforts and accomplishments of our community
- Evaluating the results of our efforts

### **Our Work**

**United Way of Orange County agencies provided over 12,000 units of service for Health, Education and Financial Stability in 2020.**

United Way of Orange County's annual fundraising campaign is truly a community-wide effort. As your organization's Employee Campaign Coordinator, you are a vital partner in the network of caring and collaboration in our community. At United Way of Orange County, we are working to create lasting change, inspiring hope for a good quality of life in Orange County by *Advancing the Common Good.*

Through your work last year, thanks to local workplace and employee campaign contributions you helped provide the following services to ORANGE COUNTY residents:

- 113,880 hot meals delivered to the homes of over 440 elderly individuals.
- 4 clients provided with overnight accommodations while their loved ones received medical treatment.
- 60 families provided with palliative services for a loved one.
- 597 children housed, fed, educated, mentored, made safe and healthy.
- 39 individuals helped with GED, ESL, or adult literacy.
- 728 clients received crisis support and education regarding traumatic situations.
- 95 women with their children provided refuge from domestic violence.
- 42 clients provided with occupational training.
- 56 clients assisted with income tax services.
- 194 clients received drug/alcohol counseling and treatment.
- 222 clients received counseling for mental health issues.
- 64 clients received Physical therapy, Occupational Therapy, Speech Therapy and/or Behavioral Therapy.
- 1,029 disabled clients served.
- 8,715 clients provide clothing, food, furniture, utility and rent assistance.

Together, we accomplish what no one organization or individual can accomplish alone. We provide an umbrella of services to help our friends, family members, co-workers, and neighbors who are in need. And, together we can meet the ever-increasing health and human service needs in our area. Be part of the change our community needs. LIVE UNITED!

Additional demographics indicate that at least 1,932 clients were under 18, 1,414 clients were over 65, and 113 clients were veterans.

### **Campaign Dates**

September 6, 2021 (Labor Day) – November 30, 2021

### **Important Aspects of a Successful Campaign**

- Talk with United Way of Orange County staff
- Meet with your CEO
- Talk with the previous campaign coordinator and analyze your past campaign
- Recruit your team and discuss goals
- Determine dates for meetings and schedule speakers
- Promote your campaign!
- Conduct meetings and special events
- After your campaign, follow-up on pledge cards
- Report results internally and to United Way of Orange County
- Thank your team and employees!

## The Importance of Asking

According to United Way research, the primary reason people don't contribute to the annual campaign is because they are not asked. Put simply – there is no task more important than asking people to give.

## Campaign Checklist

- Please complete campaign by November 30. But if you need a revised completion date, that's OK! Just let us know.
- Return corporate donation sheet and signed pledge forms to United Way of Orange County; give a copy of the pledge sheet to your payroll department.
- If possible, attach a spreadsheet of givers and payment method.
- For designation requests, agency must be either a partner agency, or one of another United Way.
- Please completely fill out and submit the End of Campaign Report to our office.

## Tips for a Successful Campaign

There are essentially three elements of a campaign – the employee drive, the corporate gift and special events – and the most successful campaigns employ all three. Here are more great tips to have a successful campaign.

1. **Set goals.** Setting both monetary and participation goals is a critical step in setting expectations throughout the organization and creates a common cause. United Way of Orange County will help you calculate goals tailored to your workplace.
2. **Set a schedule.** Publicize it, and stick to it. Let everyone know ahead of time what events and meetings are planned, when pledges are due, and when totals will be announced. Folks are more likely to turn in their pledge forms when the campaign doesn't drag on so long that the whole thing becomes a distant memory.

## Corporate Campaign Timeline SAMPLE

Timeline	Event	Description
6-8 weeks prior to Campaign Kickoff	Select Chair + Co-Chair	<ul style="list-style-type: none"> <li>• Add list of “important dates” to calendar</li> <li>• Send meeting invites for upcoming meetings</li> <li>• Assign roles/responsibilities</li> </ul>
3-5 weeks prior to Campaign Kickoff	1 <sup>st</sup> Committee Meeting	<ul style="list-style-type: none"> <li>• Plan campaign logistics (start, end, goal, events, etc.)</li> <li>• Discuss potential prize ideas and new events</li> </ul>
2-3 weeks prior to Campaign Kickoff	Ambassador/Committee Training	<ul style="list-style-type: none"> <li>• Educate volunteers on UW (resources, important dates, historical data, etc.)</li> </ul>
1-2 weeks prior to Campaign Kickoff	2 <sup>nd</sup> Committee Meeting	<ul style="list-style-type: none"> <li>• Prepare packages</li> <li>• Prepare for Campaign kickoff and upcoming events</li> </ul>
	Campaign Kickoff	<p>Various options include:</p> <ul style="list-style-type: none"> <li>• Leadership serves as an advocate</li> <li>• Guest speaker presentations</li> <li>• Provide food, snacks, drinks, etc.</li> </ul>

- 3. Work with a committee.** Feedback we have received from Employee Campaign Coordinators says that assembling a committee to organize the United Way of Orange County workplace campaign is **one of the most important** ways to guarantee a more successful fundraising effort, especially for larger employers. It spreads the labor, contributes to building a team atmosphere, and produces more creativity.

4. **Have a visible role for executives and management.** Make sure all employees know that the United Way of Orange County campaign is supported by management, all the way to the top. Arrange for the CEO to speak to the employees. Have CEO sign emails and letters that go out to all employees expressing support for the campaign.
5. **Emphasize giving through payroll deductions.** Giving through payroll deductions is the easiest way for most employees to make the biggest impact they can. Funds are multiplied when employers offer a corporate match.
6. **Let United Way of Orange County help you.** We are ready to help you conduct your employee campaign several ways. We can:
  - Come and talk to your employees.
  - Arrange for an agency representative to talk to your employees.
  - Arrange for tours of our partner agencies for your employees.
  - Respond to any questions, concerns, or comments that might arise among your employees.
  - Provide success stories.
  - **And we can meet virtually and/or provide videos for social distancing purposes!**
7. **Motivate employees.** Whether or not we admit it, we all respond to incentive. Knowing you are "doing a good job" is nice, knowing you are doing a good job and have a chance to win an extra day's vacation is even nicer! Here are some ways to motivate your employees.

### ***Track your Goals***

One great way to motivate employees is to publicly track your goal.

- Place United Way of Orange County goal thermometers around your workplace - the lobby, break room, in front of the building, etc. Update the thermometer regularly.
- Email goal updates to employees, this can be paired with United Way of Orange County success stories.

### ***Special Events***

The primary purpose of special events is to help create a fun atmosphere during the workplace campaign while raising additional dollars beyond employee pledges.

- Department/Shift Competitions
- Food! Sell Root Beer Floats, Sundaes, Hot Dogs, or something else yummy
- Theme Days – 50's, 60's, 70's, etc.
- Bake Sale
- Car Wash
- Themed Basket Giveaways

### ***Prize Ideas***

Many businesses in town are happy to contribute small prizes for your employees. Also, discuss what funds or incentives are available through your employer. Prizes do not need to cost much to help employees have fun with the campaign.

- Floral bouquet
- Gift cards – restaurants, salons, gas, oil change, golf, etc.
- Tickets to events
- One full or half vacation/personal day
- Prime parking spot for a week/month
- Casual dress for a week
- Items available for purchase from United Way Worldwide:  
[www.unitedwaystore.com](http://www.unitedwaystore.com) (United Way of Orange County staff can order for tax and shipping savings!)
- Anything else you can think of that would appeal to your employees

**8. Thank everybody and celebrate your success.** Thank everyone, whether they chose to give this year or not.

- Send an email from you or your CEO to all employees to thank them and to report results.
- Hand out candy or other small tokens.

### **Top Ten Reasons to Invest in United Way of Orange County**

**10. You care.** You care about youth development and nurturing children, fostering independence for older adults and those with disabilities, providing basic needs to people in crisis, and strengthening and supporting families.

**9. We hold our partner agencies – and ourselves – accountable.** You can trust that money you contribute to United Way of Orange County will be allocated to programs at agencies that are held to the highest standards. Our partner agencies submit to a rigorous application process each year, which includes careful examination of their financial records, goals, programming, and work in the community. Dedicated and conscientious volunteers distribute the funds, ensuring that the dollars have the greatest possible impact.

**8. Your investment stays here in our community.** Dues to United Way Worldwide are only one percent of the amount we raise locally; in return, we receive benefits worth many times more than that small investment. This means that almost every penny of your donation stays right here in our area, helping to make our community an even better place to live for everyone.

7. **It's tax-deductible.** Any donation you make to United Way of Orange County qualifies as a deduction on your personal or business taxes. (Consult your tax advisor for more information)
6. **Any of us could benefit from our partner agencies' services.** The programs we fund are not just for the "other guy". Our partner agencies serve a broad spectrum of the population, from the hungry and the homeless to hard-working employed people who just need a hand up to get through a tough time.
5. **United Way of Orange County collaborates with the community.** United Way of Orange County works with businesses, faith-based organizations, local government, the non-profit sector, and many other community groups to build the infrastructure we need to proactively tackle our biggest challenges.
4. **You get a lot of bang for your buck.** When you give once to United Way of Orange County, you are really joining with the entire community to invest in over twenty community partner agencies and the services they provide to people right here.
3. **It feels good.** When you invest in your community through United Way of Orange County, you have the satisfaction and confidence of knowing that you, personally, are helping to sustain and improve the lives of your friends, neighbors, co-workers, and maybe even your own family members.
2. **You are part of real solutions.** United Way of Orange County is interested in more than a "band aid solution". We know that long-term community impact comes only from forward-looking and thoughtful planning.
1. **It matters.** And that's the bottom line.

**And again, THANK YOU! #LIVEUNITED**

### **Contacting Us**

Please feel free to contact us at any time with questions, comments, or concerns.

United Way of Orange County  
[www.uwoctx.org](http://www.uwoctx.org) 409-883-3591

Mailing Address: P. O. Box 1583, Orange, TX 77631-1583

Physical Address: 1506 W. Park Ave., Orange, TX 77630



Staff:

Maureen McAllister, President and CEO ([ceo@uwoctx.org](mailto:ceo@uwoctx.org))

Kristin Evans, Donor Relations Specialist ([drs@uwoctx.org](mailto:drs@uwoctx.org))

Laci Gibbens, Corporate Volunteer Manager in Partnership with Dow ([lgibbens@dow.com](mailto:lgibbens@dow.com))