



United Way of Fort Smith Area

# Steps to a Successful United Way Campaign

Congratulations on being selected as your company's Employee Campaign Coordinator (ECC). Not only are you providing a tremendous service to your company, but your efforts will also make a difference by improving lives and building a stronger community. The United Way staff is ready to assist in any way possible. Please visit Campaign Central on our website, [unitedwayfortsmith.org](http://unitedwayfortsmith.org), or simply call 479-782-1311. We look forward to working together and the success it will bring.

## PLANNING

### MEET with CEO and Recruit your Campaign Committee

Whenever possible, your Campaign Committee should include employees from all divisions and levels as well as long time donors at your organization.

### CONFIRM Management Support and Ask your CEO to

- Help determine campaign objectives and goals to be an award-winning company.
- Attend employee meetings to make a personal statement of support.
- Provide recognition to Campaign Committee members and all employees who participated in the campaign.
- Determine amount of corporate matching and donation.

### ESTABLISH a Campaign Timeline

- Establish employee campaign group meeting dates.
- Schedule speakers from agencies for employee meetings or tours of agencies.
- Set campaign end date and schedule a time to submit your final report to United Way of Fort Smith Area.

We are more than the fundraisers.  
We are the hand raisers.  
The game changers.

## RUNNING

### ENGAGE Employees with Agency Tours and Speakers

A great way to engage employees in the United Way campaign is to offer tours of our partner agencies to see firsthand how your money makes an impact in our six-county coverage area. Agency speakers allow your employees to hear from those providing services. Setting up a tour or speaker is easy. Just let your United Way contact person know the

date(s) you prefer and the approximate number of employees participating in the tour. Please give two weeks notice if possible (contact us at 479-782-1311 to schedule a tour). Testimonials from employees who have either received assistance or volunteered for United Way or with an agency are very helpful when educating people about the importance of giving.

### PUBLICIZE the Campaign

- Emails and employee publications.
- United Way posters, brochures and materials.
- Live United goal poster to keep track of your campaign's progress.
- Incentives to encourage giving.
- Promote Leadership Giving - an annual gift of \$500 or more.
- Encourage employees to visit the United Way of Fort Smith Area website at [unitedwayfortsmith.org](http://unitedwayfortsmith.org)
- Let employees know about United Way of Fort Smith Area Women's Leadership Council and the Leadership Giving groups.

### CONDUCT Employee Campaign

- 1-2 weeks prior to employee campaign send out a letter from CEO.
- Secure incentives for your campaign.
- Schedule and conduct employee meetings or an all-employee kickoff with guest speakers (agency representatives, company employees who have used agency services, or United Way of Fort Smith Area staff).
- Show the campaign video.
- Conduct follow-up with employees to ensure every employee has been given the opportunity to contribute.
- Recognize long time donors giving to United Way of Fort Smith Area more than 5 years.

### INFORM Employees about Leadership Giving

Leadership Giving and membership in the Alexis de Tocqueville Society exemplify the spirit that makes our community a great place to live and work.

- Ask your CEO to personally lead an informational briefing or send a letter explaining Leadership Giving to all employees before the regular campaign begins.
- Identify employees whose current giving is close to leadership level, and encourage them to contribute at the next level, using incentives whenever possible.

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## WRAPPING UP

### REPORT Results to United Way

- Please contact Penni Burns at (479) 782-1311 or [pburns@unitedwayfortsmith.org](mailto:pburns@unitedwayfortsmith.org) or Mitzzy Little at [mlittle@unitedwayfortsmith.org](mailto:mlittle@unitedwayfortsmith.org) with any questions.
- Complete the front of the Campaign Report Packet Envelope
- Give the "Payroll Copy" of the Payroll Deduction Pledge Cards to your payroll office for deductions to begin.
- Place cash/checks and the United Way copy of the pledge cards in the Campaign Report Packet Envelope.
- If pledge cards are not enclosed, please submit the Leadership Giving donor information for thank you purposes.
- Seal Campaign Report Packet Envelope.
- Return your Campaign Report Return Envelope to your United Way of Fort Smith Area contact person.

NOTE: Be sure to have employees keep the back copy of the pledge card for their tax records, give the top copy to your payroll department so that deductions will begin next year and return the yellow copy to United Way of Fort Smith Area.

### Say THANK YOU

- Report final results and thank employees through department meetings, company newsletter, "Thank You" poster and/or email messages.
- Recognize and thank your Campaign Committee.
- Evaluate your campaign results and prepare recommendations for next year's ECC.

### VOLUNTEER Opportunities

United Way of Fort Smith Area offers a way to engage employees through volunteer opportunities. Through events such as Day of Caring and Fill the Bus, employees can gain first hand knowledge of what it means to "Lend Your Muscle" and make a difference in our community.

### CALENDAR of Events

July 28-29  
August 1-31  
September 19  
October 10  
November 17  
Feb 14, 2018  
March 2018  
April 2018

Fill the Bus  
Pacesetter Campaign  
Campaign Kick-Off  
Power of the Purse  
Campaign Packet Deadline  
One Billion Rising  
Community Impact and Investment Celebration  
Day of Caring

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## Every Dollar Matters

### Giving This Much

\$2 per week/\$104 per year  
or the cost of a cup of  
regular coffee

### Is enough over a year's time to provide

52 hot nutritious meals for those without a home.  
63 home delivered meals to elderly homebound residents.  
Support for a child to participate in a Boys and Girls Club program.

\$5 per week/\$260 per year  
or the cost of a deli sandwich

Necessary supplies for one year of school for a child in a shelter.  
A weekend bag of food for an elderly or disabled person.  
Antibiotics for 26 patients with an abscessed tooth.

\$10 per week/\$520 per year  
or the cost of one lunch out

A monthly box of food for an elderly or disabled person.  
Transportation to school and activities for a child in a shelter.  
Classroom materials for 20 children in a early literacy program.

\$20 per week/\$1040 per year  
or the cost of one dinner out

A weekly box of food for a cancer patient.  
Food for 130 children in a summer food program.  
Shelter for 83 nights to those without a home.



Eddie Lee Herndon  
President, United Way  
of Fort Smith Area

On behalf of our board, staff, partner agencies and the many individuals and families that are served, I want to personally say thank you for your volunteerism and leadership with our campaign and fundraising efforts. Helping those in need in our local area hinges on the resources that are available. Through your attention to detail, positive and upbeat energy, communication about the needs in our community, sharing the joy and importance of giving back, and how no gift is too small, you and your company will make an enormous impact changing lives for the better. Thank you for your help again this year.

Yours in Service,  
Eddie Lee Herndon

As we embark on this year's campaign with the United Way, I think back to the many years I've been just where you are today, reading this very same thing you're reading, thinking what have I gotten myself into, how am I going to pull another one off this year, what new and innovative ideas can I come up with to boost our company giving?!?!? But yet and still, it happens – YOU and YOUR committees make it happen, because the River Valley has that kind of people, givers with hearts of gold...HAND RAISERS and GAME CHANGERS! We lend a hand when needed, point someone in the right direction to one of the many United Way agencies that are here to assist, and change the way the game turns out for so many! It's about Connectivity in the River Valley and I'm proud to be able to walk side by side with you as we launch this new campaign year.

Respectfully,  
Sherry Sims



Sherry Sims  
2017 Campaign Chair  
Rheem  
Manufacturing

## United Way Board of Directors



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Arvest Bank  
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Mat Pitsch  
Western AR  
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Beth Presley  
Arvest Bank



Rob Ratley  
Oklahoma Gas  
& Electric



Bruce Sikes  
Arkansas Tech-Ozark



Dr. Jennifer Thomas  
Mercy Fort Smith



Lavon Morton  
Community Volunteer  
Endowment Committee  
Chair



Sherry Sims  
Rheem  
2017 Campaign  
Chair

### The Endowment Fund Makes It Possible For 100% To Go Back To Our Community

The United Way of Fort Smith Area Endowment Fund was established by the Board of Directors in 1990. With the 2017 campaign we will celebrate 7 years where 100% of campaign dollars will go back to our community.



320 South 18th • P. O. Box 2300 Fort Smith, AR • 479-782-1311  
unitedwayfortsmith.org  
pburns@unitedwayfortsmith.org  
mlittle@unitedwayfortsmith.org

# LIVE UNITED AT WORK

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