



**UNITED WE FIGHT.  
UNITED WE WIN.**

**LIVE UNITED®**

# United Way of Northeast Louisiana

2017 Campaign Coordinator Guide



United Way  
of Northeast Louisiana

**UNITED WE FIGHT.  
UNITED WE WIN.**

LIVE UNITED®

**HELPING PEOPLE AND IMPROVING  
OUR COMMUNITY SINCE 1956.**

**United Way of Northeast Louisiana fights for the Education, Financial Stability, Health, and Basic and Emergency Needs of every person in our community.**

But we are more than fund-raisers. We are hand-raisers. We raise our hands not only to lead the fight, but to reach out to people who need help. And hope.

Together with our partners, donors, volunteers, and community leaders, United Way of Northeast Louisiana is working to create lasting change in the following areas:

**EDUCATION**

Increasing local graduation rates

**FINANCIAL STABILITY**

Increasing income, building savings, and gaining assets



**HEALTH**

Increasing access to care and preventative health and nutrition services

**BASIC & EMERGENCY NEEDS**

Increasing access to food, shelter, medicine, transportation and disaster relief

**United Way of Northeast Louisiana Listening Tour**

The leadership at United Way of Northeast Louisiana is dedicated to mobilizing people and groups across our region to tackle problems collectively in a united effort to sustain change and strengthen the overall community.

Since February 2017, United Way volunteers and staff have embarked on a Community Listening Tour, facilitating feedback from local people from all walks of life to gain a deeper understanding of what their aspirations are for our community.

As of May 2017, the Listening Tour has included over 400 local people in more than 37 eye-opening conversations across Northeast Louisiana. What is learned will help shape United Way's strategic direction and will ultimately make Northeast Louisiana a stronger community for everyone.



**Table of Contents**

About	2
Intro to Campaign	3
Best Practices	4-5
Campaign Checklist	6
Your Campaign Team	7
Corporate Giving	8
Corporate Recognition	9
Fun Ideas	10
Campaign Toolkit	11
T-Shirts & Promos	12
Community Services	13-14
Frequently Asked Questions	15-18
United Way 211 Information	19
United Way Contacts	20



**UNITED WE FIGHT.  
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**WHO WILL FIGHT FOR A BETTER LIFE FOR ALL IN  
OUR COMMUNITY? TOGETHER WE WILL.**

## Thank you for being a United Way of Northeast Louisiana Campaign Coordinator!

Dear Campaign Coordinator,

United Way of Northeast Louisiana connects people who want to make a difference in our community with people who need help the most. Thank you for joining us as we fight for the Education, Financial Stability, Health, and Basic Needs of every person in our community.

An investment in United Way of Northeast Louisiana is an investment in our community, helping to create more caps and gowns, stronger, financially stable families, healthier children and seniors, and increased access to basic needs such as food, shelter, medicine, transportation, and disaster relief.

United Way's 2017 Community Campaign is kicking off and we thank you for coordinating your workplace giving campaign. Together, we will surround our community's most critical problems and fight. United we fight. United we win.

Sincerely,



**James W. Moore, III**  
Campaign Chair  
InterMountain Hotels



**Richie LeBlanc**  
Lincoln-Union Parish Campaign Chair  
Hunt Forest Products, LLC

I've been fortunate to be involved with United Way of Northeast Louisiana for several years and am very excited to serve as Campaign Chair this year. United Way continues to provide critical services which are vital to our community. We are able to improve the quality of life for our residents because of your continued support of the campaign, and through the efforts of our many volunteers who deliver these services. I look forward to leading the campaign this year and continuing the great work of this organization. — James W. Moore, III

I decided to become active in United Way after learning of the outstanding work of the staff and volunteers not only in Lincoln and Union Parishes, but also in Northeast Louisiana. The organization provided me the opportunity to get involved and ultimately lead the campaign effort this year. I am extremely grateful to be part of an organization that improves the quality of life for the residents of Lincoln and Union Parish. I am looking forward to working with our volunteers to accomplish the goals we have set for the upcoming campaign. — Richie LeBlanc

### Campaign Coordinator Role

United Way Campaign Coordinators engage co-workers in building a stronger community by planning, organizing, and coordinating a successful United Way Workplace Giving Campaign.

- Work closely with your organization's leadership
- Work closely with your United Way campaign staff
- Develop an effective campaign plan
- Recruit a team of volunteers to assist you (if needed)
- Hold campaign kickoff and recognition events
- Promote the campaign throughout your organization
- Encourage leadership giving in your campaign
- Make your campaign fun
- Thank your donors and volunteers

### Campaign Coordinator Benefits

- Career-building skills
- Networking opportunities
- Recognition within your organization
- Expert knowledge of the value of giving to United Way

## 1. BUILD A RELATIONSHIP WITH UNITED WAY STAFF

United Way staff will help you assess the strengths of last year's Campaign and suggest areas for improvement. Ask your United Way staff member for information about additional recognition opportunities.

## 2. SECURE TOP-LEVEL SUPPORT

The success of your Campaign depends on the commitment and involvement of your CEO or Local Senior Manager. Keep your management team involved by asking them to:

- Establish a budget for Campaign and event materials
- Endorse the Campaign through personal letters or e-mails
- Personally pledge a leadership gift
- Confirm a corporate contribution
- Authorize payroll deduction, if this does not already exist

## 3. DEVELOP A PLAN AND SET GOALS

The most successful United Way Campaigns have measurable goals. Work with your United Way staff member to analyze the results of last year's Campaign and set goals based on where you can make the greatest improvements.

- Increase participation
- 100% pledge card collections\*
- Leadership gifts
- Coordinate agency tour(s) for your team

*\*This does not mean that an employee should be made to give, but it ensures that they were asked and considered a gift to the United Way Campaign*

## 4. ORGANIZE A TERRIFIC TEAM

Your Campaign Team will help manage your organization's Campaign and communicate with employees about United Way. Ask your CEO, Local Senior Manager, or Supervisor to recruit well-respected, friendly, outgoing employees from all levels and sites of your company. The team members coordinate efforts to educate fellow employees about United Way, build excitement for the Campaign, answer colleague's questions about United Way, and make sure that everyone is asked to give. Work with your Campaign team to:

- Review the prior Campaign and share new ideas
- Establish specific duties for each committee member
- Work with your United Way staff member to coordinate special training for the Campaign Team to explain their role and review available resources
- Develop a strategy and timetable for reaching Campaign goals
- Recruit one Campaign Team Leader for each committee member

## 5. PROMOTE AND PUBLICIZE THE CAMPAIGN

Education and information are the keys to reaching your Campaign goals. United Way can help you create an atmosphere of contagious enthusiasm as you educate employees about how their contributions help United Way improve lives in our community. Some of the successful promotional tools include but are not limited to:

- United Way Campaign Videos
- Creative, engaging Campaign themes
- Follow us on Facebook, Twitter, Pinterest, & Instagram
- Special events and activities to add fun to your Campaign, in addition to educational meetings and other best practices
- Employee Testimonials
- Employee publications including emails and newsletters
- Incentives for turning in pledge cards or giving through payroll deduction

## 6. MAKE THE ASK: EMPLOYEE MEETINGS OR ONE-ON-ONE

This by far is the most important step. The number one reason employees don't give is because they were never asked. It is important to allow every employee to make an educated, personal decision about giving to United Way. There are two effective ways to do this:

**A. Educate employees through employee meetings:** The best way to communicate the community's need and make "The Ask" is by inviting a United Way staff member and agency representative to speak with your employees during existing staff

meetings. If staff meetings do not already exist, consider a special Campaign kickoff or smaller meeting to educate employees about United Way.

- Ask your CEO to attend and publicly endorse the Campaign
- Make "The Ask"!
- Show the United Way video/ DVD
- Thank employees for their participation
- Include your United Way representative to explain impact
- Keep the meeting lively, brief and informative
- Encourage questions

**B. Educate One-on-One:** Some companies individually ask their employees to consider giving to be sensitive to each other person's personal interest and questions about the United Way. United Way has tools to assist you as you develop your talking points.

### 7. PROMOTE LOYAL CONTRIBUTORS & LEADERSHIP GIVING

The United Way's Loyal Contributors program recognizes and celebrates individuals who have supported United Way for a number of years. If you have been giving to any United Way for 10 or more years (the gifts do not have to be consecutive or at the same company), we want to recognize you, thank you, and let you know how important you are to us. Please let us know who you are by placing this information on the bottom of your pledge form where indicated.

An Workplace Campaign that strongly encourages Leadership gifts is likely to be a robust Campaign. Peer-to-peer solicitation and personal asks are critical to the successful cultivation of leadership gifts.

#### The Three Societies of Leadership Giving are:

- Bayou - Members of this society give annual gifts of \$500-\$999
- Steamboat - Members of this Society give annual gifts of \$1,000 - \$9,999
- Tocqueville - Members of this society give annual gifts of \$10,000 or more

#### Recruit a leadership Campaign Team:

- Work with United Way to conduct training for your leadership team
- Identify which employees should be part of the leadership giving Campaigns
- Obtain leadership pledge materials from United Way
- Host a leadership event such as breakfast, luncheon, or after hours where information can be presented about leadership giving and follow up with each prospect after the event
- Promote United Way's UNITED45; this affinity group is for all leadership givers who are 45 years of age or younger

### 8. WRAP UP & REPORT OUT

These steps will save time and ensure accuracy during the completion of the company results reporting process. Determine how you will collect all the pledge forms, as well as checks, cash and credit cards. Train your Campaign team on the pledge form collection process before the forms arrive at the collection site and have your Campaign team verify that all pledge forms have been completed accurately.

- (A) If an employee is designating his or her gift to a 501 (C) 3 non-profit agency, the contribution dollar amount MUST be on the pledge form and specific care form, minimum gift of \$60
- (B) If an employee indicated that they are a leadership giver, make sure that the dollar amount is indicated on the pledge form

### 9. RECOGNITION & THANK YOU

"Thank You!" Those two simple words not only show appreciation, but also set the tone for year-round communication and next year's Campaign. There are many ways to thank your fellow employees, including a personal thank you or a small gift of appreciation. The importance of thanking everyone involved, from those who created a poster, to those who collected pledge cards, cannot be overemphasized. Sponsor a breakfast, luncheon, build your own sundae bar, or reception to thank employees.

### 10. YEAR-ROUND ENGAGEMENT

Learn more about what it means to LIVE UNITED at [unitedwaynela.org](http://unitedwaynela.org). Contact your United Way Staff Member to pick up your completed Campaign report and envelope. This should be done within 2 weeks of the completion of the Campaign.

## PLAN

- \_\_\_ Attend United Way of Northeast Louisiana Campaign Coordinator Training
- \_\_\_ Meet with your United Way staff to begin planning by reviewing the prior year's giving history and set a campaign goal
- \_\_\_ Share your campaign goal and strategic plan with your CEO and/or Senior Leadership
- \_\_\_ Develop incentives and thank yous for giving and consider personalized pledge forms
- \_\_\_ Select campaign dates that can be attended by the CEO, Senior Leadership, and all employees
- \_\_\_ Form a Campaign Team with Team Leaders from all company departments (see Your Campaign Team, page 7); Include Team Members/department representatives at a 1:25 ratio; Select a date for Team training, 1-3 weeks prior to campaign kickoff
- \_\_\_ Recruit a leadership chair on your team to identify and ask current and potential leadership donors to maintain and grow this segment
- \_\_\_ Establish a giving program for retirees to retain their gift
- \_\_\_ Identify an employee who is a champion for United Way of Northeast Louisiana and will share their story at campaign meetings
- \_\_\_ Plan a kickoff event to start campaign and increase enthusiasm

## START

- \_\_\_ Send an email from your CEO to all employees endorsing upcoming campaign one week prior to kickoff
- \_\_\_ Place posters, promotional materials, and incentives/thank yous throughout the company and highlight on the company Intranet
- \_\_\_ Kick off the campaign!
- \_\_\_ Educate employees/colleagues about the work of United Way of Northeast Louisiana through employee meetings with United Way video and speaker and give employees the opportunity to share their success stories
- \_\_\_ Keep your company's enthusiasm going, send follow-up emails every few days during the campaign with facts about United Way of Northeast Louisiana
- \_\_\_ Collect pledge forms at employee meetings

## FINALIZE

- \_\_\_ Track campaign results and communicate overall numbers to your team (you may also share more specific department results with your leadership and campaign committee)
- \_\_\_ Ensure campaign volunteers are following up with assigned staff
- \_\_\_ Prior to the campaign closing, send a reminder email from the Campaign Coordinator about the end date and to encourage giving
- \_\_\_ Collect pledge cards and data, then complete reports and prepare your company's campaign report/envelope
- \_\_\_ Submit pledge cards or data to your company's payroll department; have your United Way staff review and sign off on the pledge envelope
- \_\_\_ Communicate year-round about United Way's impact on our community
- \_\_\_ Celebrate your success: Host a thank you meeting for Team Members and thank each donor
- \_\_\_ Debrief with the campaign team on findings for next year
- \_\_\_ Hold an event that recognizes and thanks employees for their generosity
- \_\_\_ Initiate an on-boarding new hire program

**Include your United Way representative as part of your team**

**Chief Executive Officer/Local Senior Manager**

- Support the Campaign
- Endorse Leadership Giving Campaign
- Select CC, Co-Chair, & Leadership Giving Chair
- Increase Corporate Gift

**Campaign Coordinator (CC)**

- Coordinate Campaign Plan
- Organize Campaign Team
- Arrange Campaign Meetings

**Leadership Giving Chair/Team**

- Coordinate Leadership Giving Campaign among top managers

**Steering Committee Roles**

Involve people at all levels & divisions in your organization. Include people from departments or these roles, such as:

**Marketing/Communications**

- Develop Campaign promotion and publicity
- Plan & coordinate year-round

**Finance/Payroll**

- Develop payroll deduction procedures
- Prepare personalized pledge cards

**Human Resources/Personnel**

- Recruit coordinators
- Organize training with UWNELA staff
- Help schedule, plan employee meeting

**Unions (If Applicable)**

- Endorse & support the Campaign
- Attend & speak at key employee meetings

If applicable, include other employees who have benefited from United Way of Northeast Louisiana supported programs or services & employees who volunteer for UWNELA partner agencies.

**Campaign Team Leaders (from departments and/or business units)**

- Attend a training session
- Organize & attend informational meetings for employees
- Recruit & manage team leaders
- Monitor Campaign progress in department and/or business unit & report to CC
- Recruit Campaign Team Members/Department Representatives

**Team Members/Department Representatives (one for every 25-30 employees)**

- Attend a training session
- Organize & attend informational meetings for employees as needed
- Meet one-on-one, if necessary, with assigned co-workers to respond to questions & ask for gift to UWNELA
- Collect all necessary forms for UWNELA

A Corporate Pledge is a donation made to United Way of Northeast Louisiana by a company to support community work being done in Education, Financial Stability, Health, and Basic and Emergency Needs.

**Donations are made using one of these three options:**

1. **Corporate Match:** Based on employee giving, a percentage is donated by the company
2. **Corporate Contribution:** The company donates a fixed dollar amount
3. **Corporate Donation Per Capita:** The company makes a decision to donate a certain amount per employee

## LEADERSHIP GIVING

Join the fight for education, financial stability, health, and basic needs for all by becoming a United Way of Northeast Louisiana Leadership Giver. There are three levels of Leadership Giving: Tocqueville Society, Steamboat Society, and Bayou Society.

**Benefits of Leadership Giving include:**

- Joining a network of philanthropic leaders who are engaged locally playing a critical role in creating long-lasting, positive changes in our community
- Partnering with Northeast Louisiana's premier philanthropic organization; ensuring that gifts, voice, and time are efficiently invested in Northeast Louisiana to maximize impact
- Invitation to exclusive United Way of Northeast Louisiana special events

### Alexis de Tocqueville Society

The United Way of Northeast Louisiana Alexis de Tocqueville Society represents the highest level of leadership giving and recognizes local philanthropic leaders and volunteer champions who have devoted their time, talent, and funds to create long-lasting changes by tackling Northeast Louisiana's most serious issues, changing lives through philanthropic leadership and action. Tocqueville Society benefits include invitations to our exclusive Tocqueville Recognition Party, Steamboat and Tocqueville Parties in Ouachita and Lincoln Parishes, Campaign Kickoff, and Celebrating Excellence events.

**Tocqueville Society Giving Levels Include:**

**Membres de la Société** – \$10,000 - \$24,999  
**Ordre de Liberté** – \$25,000 - \$49,999  
**Ordre d'Égalité** – \$50,000 - \$74,999  
**Ordre de Fraternité** – \$75,000 - \$99,999  
**La Société Nationale** – \$100,000 - \$249,999

**Ordre d'Indépendance** – \$250,000 - \$499,999  
**Ordre de Connaissance** – \$500,000 - \$749,999  
**Ordre de Prospérité** – \$750,000 - \$999,999  
**La Table Ronde de Millions de Dollars** – \$1 million+

### Steamboat Society

The United Way of Northeast Louisiana Steamboat Society has been a major factor in the overall success of United Way of Northeast Louisiana's community impact efforts and reflects the commitment of an individual or couple's dedication to improving the quality of life in our community. Steamboat Society benefits include invitations to our exclusive Steamboat and Tocqueville Parties in Ouachita and Lincoln Parishes, Campaign Kickoff, and Celebrating Excellence events.

**Steamboat Society Giving Levels Include:**

**Admiral** – \$5,000 - \$9,999  
**Commodore** – \$2,500 - \$4,999  
**Captain** – \$1,500 - \$2,499  
**Commander** – \$1,000 - \$1,499

### Bayou Society

The Bayou Society was created in 2002 as a Leadership Society giving level for individuals or couples who annually contribute \$500-\$999 and are committed to the future of our community through their support of the work of United Way of Northeast Louisiana.

### UNITED45

UNITED45 aims to inspire the next generation of philanthropists. Through learning about critical issues facing the community, engaging in meaningful volunteer opportunities, and connecting with other dedicated young leaders, UNITED45 members create a community impact that supports the work of United Way of Northeast Louisiana. UNITED45 members contribute a Leadership Gift at the Bayou, Steamboat, or Tocqueville Society Level and are 45 years of age or younger.



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## CORPORATE RECOGNITION

### Circle of Honor

Gifts specific to United Way of Northeast Louisiana to be invested by the Community Investment Volunteers must total at least \$25,000 or 80% of total employee giving. Average employee gift is at least \$200 with 51% employee participation in the campaign.

### Special Achievement Award

Gifts specific to United Way of Northeast Louisiana to be invested by the Community Investment Volunteers must total at least \$25,000 or 70% of total employee giving. Average employee gift is at least \$120 with 51% employee participation in the campaign.

### Campaign Leaders Award

This award is based purely on dollars raised in Northeast Louisiana. This award recognizes the outstanding corporate/employee giving of the Top 10 companies raising the most dollars in the current campaign.

### LIVE UNITED® AWARD

This award is given to a company that exemplifies and embodies a corporate culture of philanthropy and community involvement. They truly know what it means to GIVE. ADVOCATE. VOLUNTEER. Their actions inspire others to be involved in their community.

### Outstanding Campaign Coordinator or Team Award

At the heart of each workplace campaign is the United Way Campaign Coordinator or Team. This award is given to a Campaign Coordinator or Team that works diligently to reach their employee giving and participation goals. They go over and above what is expected of them to ensure that their campaign and coworkers make a difference in improving the community.

### Going the Extra 10% Award

This award is given to those workplace campaigns that increase their annual United Way of Northeast Louisiana campaign by 10% or more and 60% of total employee giving is allocated by the Community Investment Committee. Campaign Coordinators must also attend training prior to their campaign.

### #LIFECHANGING Awards in Education & Income

This award is given to a workplace campaign that embodies an overall spirit of giving through contributions of time, leadership and resources in supporting our work in the areas of Education and Income.

\*Corporate Giving and Best Practices apply to all awards.

Corporate Giving: The Company has made a corporate contribution to United Way of Northeast Louisiana. Corporate giving does not apply to public sector or nonprofit organizations. Campaign Best Practices: At least 6 of 10 best practices must be met.



*From left:* 2016 Outstanding Campaign Coordinator of the Year (Regional), Kelli Cole, University of Louisiana Monroe; LIVE UNITED® Award (Regional), Centric Federal Credit Union; LIVE UNITED® Award (Lincoln-Union Parish): Northern Louisiana Medical Center; #LIFECHANGING Award in Financial Stability (Lincoln-Union Parish), Jim Taylor Ford Lincoln.

*For a complete list of companies, volunteers, community leaders, and campaign coordinators honored at the 2016 Celebrating Excellence recognition luncheon, visit [unitedwaynela.org/excellence](http://unitedwaynela.org/excellence)*

## CHILI COOK OFF

Employees cook their favorite recipe and enter it into a Chili Cook Off contest. A panel of “chili experts” selects the Official Chili Champion. For a fun Louisiana twist on this old favorite, try Red Beans & Rice or Jambalaya!

## PUMPKIN CARVING OR DECORATING CONTEST

Hold a pumpkin carving contest with entries carved or decorated individually or by group. Charge \$5 to enter and \$1 to vote. Award prizes in various categories (i.e. Best Traditional Pumpkin, Most Creative Pumpkin, Best Effort by a Team, etc.)

## UGLY LAMP

Have employees decorate a lamp and make it as ugly as possible. Employees will have to pay \$5 to move it to another co-worker’s desk.

## FOOD & FUN!

Sell ice cream floats, popcorn, hot cocoa, or desserts to employees!

## CAKE WALK

Have employees bake cakes and hold a cake walk for a fee.

## PIE IN THE FACE

Employees pay \$5 for a pie to be thrown in the face of the executive of their choice!

## TEAM SPIRIT DAY

Have employees pay \$5 to be able to wear their favorite sports team apparel.

## JEANS DAY

Have employee pay \$1 to be able to wear jeans to work for one day, \$5 to wear jeans for a week.

## POT LUCK LUNCHEON

Participating employees bring a hot dish, appetizer, salad, side, dessert, etc. to be shared. Employees pay \$5 to fill their plate!

## TAILGATE PARTY

Create a sports team party to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips, soda, and play a game of flag football.

## EMPLOYEE TRIVIA

Collect unusual facts about employees. Each staff member submits their guess. There is a \$5 donation per trivial sheet. Other themes could include music, organizational history, sports, etc.

## “ARE YOU SMARTER THAN A 5TH GRADER?”

Contestants pay \$5 entry fee. Observers pay \$1 to watch their co-workers battle it out in this fun twist on a traditional trivia game!

## SCHOOL PICTURE CONTEST

Have employees submit yearbook pictures from when they were in school and play guess who, or vote for best hair, best clothes, most school spirit, etc. Contestants pay a \$5 entry fee, and participants pay \$1 per guess. The winner of the contest receives a prize, while participants receive a chance to win a raffle drawing (1 chance per \$1 guess).

## SUPERHERO DAY

For this popular event, encourage employees to dress up as their favorite superhero for the day. Participants pay \$5 to compete, audience choice wins a prize.

## “BIGGEST LOSER” CONTEST

Organize a “Biggest Loser” contest among your employees over the course of the Campaign. The individual and group with the highest weight loss percentage wins a prize. Participants pay a \$20 fee to enter the contest.

### TOOLS & ASSETS

Visit us online at [unitedwaynela.org/toolkit](http://unitedwaynela.org/toolkit) for these and other resources to assist you in running and marketing your United Way of Northeast Louisiana Workplace Campaign:

- Community Report (Brochure)
- Campaign Videos
- Campaign Coordinator Guide
- United Way logo
- LIVE UNITED Logo
- United We Fight. United We Win. Logo
- Campaign Report
- Leadership Report
- Specific Care Form
- Pledge Form
- Poster
- Thank You Postcard (5x7)
- Campaign Thermometer
- Social Media Graphics
- And More!

We want to ensure that Campaign Coordinators have all the tools they need to run a successful Workplace Campaign and we're here to help!

If you require additional tools and resources, contact your United Way of Northeast Louisiana campaign staff to coordinate the development of additional and/or custom tools. You can also now submit your ideas and requests via the Campaign Toolkit Request Form, available online at [tinyurl.com/UWCampaignTools](http://tinyurl.com/UWCampaignTools).



### AN IMPORTANT MESSAGE ABOUT 2017 CUSTOM T-SHIRT DESIGNS!

Thinking of creating a custom t-shirt for your United Way of Northeast Louisiana Workplace Campaign? Please note that due to trademarking prohibitions, when printing custom campaign t-shirts and/or other apparel, please **DO NOT USE** "United We Fight" in your designs. If you have any questions or require assistance in creating your designs, please contact Amy Scott, Director of Marketing & Communications, at [ascott@unitedwaynela.org](mailto:ascott@unitedwaynela.org).

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## UNITED WAY T-SHIRTS & PROMOTIONAL ITEMS

### THE UNITED WAY STORE ONLINE

Are you looking to incorporate LIVE UNITED t-shirts and other United Way branded items in your campaign? Visit the United Way store online at [unitedwaystore.com](http://unitedwaystore.com) for great prices on official LIVE UNITED and United Way promotional items, including t-shirts, pens, caps, prize ideas, and more!

In order to purchase items on the United Way Store, you must include our United Way number. **During check-out, please enter code 20100 when prompted for the United Way store number.**

If you have any questions, or need assistance placing an order, contact your United Way Campaign Staff, or Amy Scott, Director of Marketing & Communications, at [ascott@unitedwaynela.org](mailto:ascott@unitedwaynela.org).



[unitedwaystore.com](http://unitedwaystore.com)



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## COMMUNITY SERVICES BY PARISH

Services provided by United Way Funded Programs

### Caldwell Parish

American Red Cross  
ARCO  
Boy Scouts of America, Louisiana Purchase Council  
Christopher Youth Center  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
Louisiana Methodist Children & Family Services  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1

### East Carroll Parish

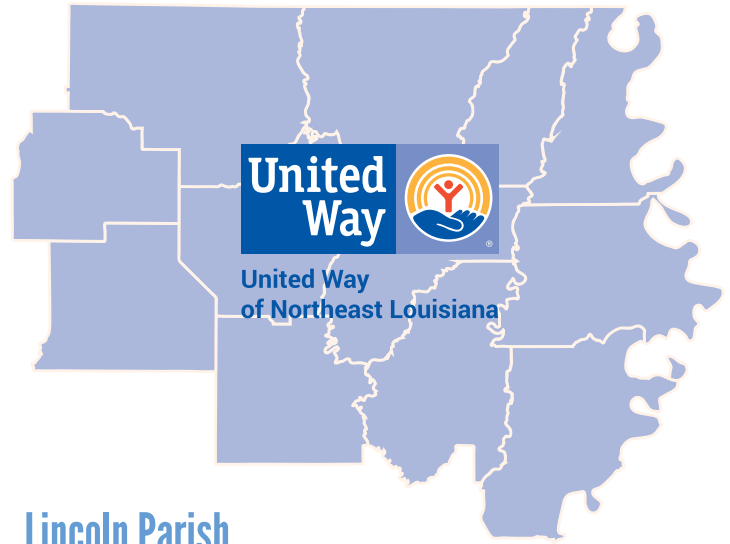
American Red Cross  
ARCO  
Boy Scouts of America, Louisiana Purchase Council  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1  
United Way of Northeast Louisiana Dollars & Sense Reality Fair

### Franklin Parish

American Red Cross  
ARCO  
Boy Scouts of America, Louisiana Purchase Council  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1

### Jackson Parish

American Red Cross  
Boys & Girls Clubs of North Central Louisiana  
Domestic Abuse Resistance Team (D.A.R.T.)  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
Louisiana United Methodist Children & Family Services  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
United Way of Northeast Louisiana 2-1-1  
The Wellspring Alliance for Families



### Lincoln Parish

American Red Cross  
ARCO  
Boys & Girls Clubs of North Central Louisiana  
Boys & Girls Clubs Club of Northeast Louisiana  
Boy Scouts of America, Louisiana Purchase Council  
Christopher Youth Center  
Domestic Abuse Resistance Team (D.A.R.T.)  
Food Bank Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
Lincoln Council on Aging  
Louisiana United Methodist Children & Family Services  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
The Health Hut  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1  
United Way of Northeast Louisiana Dollars & Sense Reality Fair  
United Way of Northeast Louisiana READ.LEARN.SUCCEED.

### Madison Parish

American Red Cross  
Boy Scouts of America, Louisiana Purchase Council  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1  
United Way of Northeast Louisiana Dollars & Sense Reality Fair

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## COMMUNITY SERVICES BY PARISH

Services provided by United Way Funded Programs

### Morehouse Parish

American Red Cross  
ARCO  
Boys & Girls Clubs of Northeast Louisiana  
Boy Scouts of America, Louisiana Purchase Council  
Christopher Youth Center  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
Louisiana United Methodist Children & Family Services  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1

### Ouachita Parish

American Red Cross  
ARCO  
Boys & Girls Clubs of Northeast Louisiana  
Boys & Girls Clubs of North Central Louisiana  
Boy Scouts of America, Louisiana Purchase Council  
Children's Coalition-Early Head Start  
Christopher Youth Center  
Food Bank Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
Louisiana United Methodist Children & Family Services  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
Opportunities Industrialization Center of Ouachita (O.I.C.)  
Ouachita Council on Aging, Inc.  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1  
United Way of Northeast Louisiana Dollars & Sense Reality Fair  
United Way of Northeast Louisiana READ.LEARN.SUCCEED.  
West Ouachita Senior Center  
YMCA of Northeast Louisiana

### Richland Parish

American Red Cross  
ARCO  
Boy Scouts of America, Louisiana Purchase Council  
Christopher Youth Center  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1  
United Way of Northeast Louisiana Dollars & Sense Reality Fair  
YMCA of Northeast Louisiana

### Tensas Parish

American Red Cross  
ARCO  
Food Bank Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1  
United Way of Northeast Louisiana Dollars & Sense Reality Fair

### Union Parish

American Red Cross  
ARCO  
Boy Scouts of America, Louisiana Purchase Council  
Christopher Youth Center  
Domestic Abuse Resistance Team (D.A.R.T.)  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
Louisiana United Methodist Children & Family Services  
MedCamps of Louisiana, Inc.  
Northeast Louisiana Sickle Cell Anemia Foundation  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
Union Council on Aging  
United Way of Northeast Louisiana 2-1-1  
United Way of Northeast Louisiana Dollars & Sense Reality Fair  
United Way of Northeast Louisiana READ.LEARN.SUCCEED.  
YMCA of Northeast Louisiana

### West Carroll Parish

American Red Cross  
ARCO  
Boy Scouts of America, Louisiana Purchase Council  
Food Bank of Northeast Louisiana  
Girl Scouts, Pines to the Gulf Council  
MedCamps of Louisiana, Inc.  
Rays of Sonshine  
St. Vincent dePaul Community Pharmacy  
The Wellspring Alliance for Families  
United Way of Northeast Louisiana 2-1-1

Visit us online at [unitedwaynela.org/toolkit](http://unitedwaynela.org/toolkit)  
to download Workplace Campaign Resources!

### What is United Way of Northeast Louisiana?

- United Way of Northeast Louisiana is a nonprofit, 501(c)(3) agency that works with volunteers, donors, and other local organizations to fight for the Education, Financial Stability, Health, and Basic Needs of every person in our community
- Our mission is focused around Helping People & Improving Our Community
- Our Values are Inclusiveness, Compassion, Integrity, Respect and Dignity and Positive Impact

### Who runs United Way of Northeast Louisiana?

- All United Ways are locally run and governed in each community. Our staff works with knowledgeable, well-trained volunteers representative of our community here in Northeast Louisiana.
- A volunteer Board of Directors sets policy and strategic direction.
- Various volunteer committees oversee financial practices and provide counsel on operational issues.
- The Chairman of the Board of Directors and the Executive Committee of United Way of Northeast Louisiana is Ron Barron, Don M. Barron Contractor, Inc.
- The President of United Way of Northeast Louisiana is Janet S. Durden

### When was the United Way of Northeast Louisiana chartered?

United Way of Northeast Louisiana has been supporting health and human service programs in Ouachita Parish since 1956 and in the entire Northeast Louisiana area since 1987.

### What does United Way of Northeast Louisiana do?

United Way of Northeast Louisiana mobilizes volunteers, donors, and community partners to fight for the Education, Financial Stability, Health, and Basic Needs of every person in our community. Together, our work is focused on addressing the following critical community issues:

**Education:** Increasing local graduation rates.

**Financial Stability:** Increasing income, building savings, and gaining/sustaining assets.

**Health:** Increasing access to care and preventative health and nutrition services.

**Basic Needs:** Increasing access to food, shelter, medicine, transportation, and disaster relief.

### What is United Way Worldwide and how is our local United Way related to it?

United Way Worldwide is the leadership and support organization engaged in nearly 1,800 communities across more than 40 countries and territories. It provides national media advertising such as television Public Service Announcements during the NFL football season. It also sets national impact goals and provides brand leadership for local United Ways. Use of the United Way logo is based on United Way Membership Requirements regarding governance and fiscal accountability. In addition, United Way Worldwide conducts a vast array of research to assist member organizations in the development and implementation of their local community impact agenda. United Way Worldwide DOES NOT provide funding of any kind to any program, organizations of any local United Way. United Way of Northeast Louisiana pays 1% of its annual campaign dollars to United Way Worldwide for dues.

### How are dollars raised allocated in the community?

When you give your gift to United Way of Northeast Louisiana you are allowing community volunteers representing all segments of the community determine how to invest the money in the issues and areas that need it most. This allows you to help the most people and do the most good for our entire community.

### What's the difference between an undesignated and designated gift?

An undesignated gift takes advantage of United Way of Northeast Louisiana thorough, research-based program selection that gets the money to the issues and areas that need it most. This allows you to help the most people and do the most good for our entire community. You can also choose to direct your gift to any of our Community Impact Initiatives in the areas of Education, Financial Stability, Health, and/or Basic Needs.

A designated gift restricts your gift to a specific 501 (c)3 non-profit health and human service agency by completing a Specific Care Form and submitting it with the pledge form.

- Designated gifts must be \$60 or greater.
- Gifts of less than \$60 will be directed to the general fund.
- These gifts will be adjusted for pledge loss and an administrative fee.
- Specific Care Forms must be turned in to your Campaign Coordinator with the pledge amount and signed by the donor along with address and or email address by December 31st to be honored.

### I don't benefit, so why should I give?

You, a family member, friend or coworker may have already used the services of United Way of Northeast Louisiana partner agencies without realizing it. We all win when children succeed in school, when families are financially stable and when people have access to Basic Needs. When you support United Way of Northeast Louisiana, you help to make lasting change for all in our community.

### How is United Way of Northeast Louisiana accountable to its donors?

In order to receive funding from United Way of Northeast Louisiana, an agency or organization must demonstrate that it is meeting strict accountability requirements:

- Be a tax exempt, non-profit corporation
- Be governed by a volunteer board whose members are elected and supported by trained, professional staff
- Have an annual, independent financial audit (Agencies with under \$100,000 in revenue may have an independent review)
- Meet reasonable standards of financial responsibility and efficiency
- Quantify or measure the changes that the agency/program is making in the lives of the people it serves

### Who is ultimately responsible for the Partner Agencies?

While United Way of Northeast Louisiana has standards for Partner Agencies, each agency is autonomous and is governed by a Board of Directors. The agencies determine the programs they provide to the community and their criteria for receiving services. Agencies are not totally funded by United Way of Northeast Louisiana dollars and may depend on service or membership fees for financial support. Frequently, agencies offer sliding fee schedules so that people who are unable to pay the total fee can be charged based on their ability to pay.

### Why are some community non-profits no longer United Way of Northeast Louisiana Partner Agencies?

Some agencies choose to discontinue their partnership with United Way of Northeast Louisiana; others do not continue to meet partnership standards and are asked to exit AFTER every effort is made to help the organization meet the partnership criteria and standards.

### How does an agency become funded by United Way of Northeast Louisiana?

United Way of Northeast Louisiana has a formal process for funding health and human service agencies that involves volunteer and staff review, fiscal accountability and agency compliance with policies set by the Board of Directors. United Way enters into contractual partnerships with agencies with the objective of achieving specific outcomes that address our community goals and impact areas.

### What is United Way of Northeast Louisiana 2-1-1?

United Way of Northeast Louisiana 2-1-1 is your **CONVENIENT COMMUNITY CONNECTION** to information and resources; Basic Needs (Food, Clothing, Shelter), Child Care Services, Consumer Help, Volunteer Opportunities, Crisis Intervention, Health Care. You can dial 2-1-1 on any landline or mobile phone, a FREE, confidential call 24/7!



### If I know someone who needs help or assistance how do I get information about what is available?

The fastest way to find out what is available is to call United Way of Northeast Louisiana 2-1-1. With just one phone call to 2-1-1 by cell or landline phone, anyone who needs help can speak with a caring, highly trained person who will listen, assess their needs, offer emotional support, and get them connected to the services that could meet their needs. Call specialists have access to a vast array of community and social service resources. For more information, visit the 211Community Services Directory on the United Way of Northeast Louisiana website at [www.unitedway.org](http://www.unitedway.org), or simply call 2-1-1.

### I have some time and I'd like to get involved in the community as a volunteer, but I don't know where to start. Can United Way of Northeast Louisiana help me?

Yes! Call 2-1-1. A call specialist will talk with you to discover your interests and talents and connect you with appropriate volunteer opportunities in our community.

### Does United Way of Northeast Louisiana fund abortion?

**NO**, United Way of Northeast Louisiana does not fund abortion or abortion services nor does any local United Way.

United Way of Northeast Louisiana does not provide funding for any agency which performs abortions or provides counseling on abortions. United Way of Northeast Louisiana Partner Agencies do not refer individuals to abortion services as an option. All agencies receiving funding from United Way of Northeast Louisiana, including 2-1-1, have a strict policy of **NOT** referring individuals to abortion services. Individuals calling for these services are referred to the yellow pages of the phone book.

### Does United Way of Northeast Louisiana fund Planned Parenthood?

- **NO**, United Way of Northeast Louisiana does **NOT** fund Planned Parenthood, has **NEVER** funded Planned Parenthood and **WILL NOT** fund Planned Parenthood in the future. In fact, **NO** United Way in the state of Louisiana funds Planned Parenthood.
- All United Ways are locally governed in each community. Out of nearly 1,200 local United Ways in the United States, only a small number less than 6%, provide support to Planned Parenthood. **NO** United Way funds are currently used, or have ever been used, to support abortion services.
- Our national organization, United Way Worldwide, exists solely to provide marketing and training support to local United Ways and **DOES NOT** provide funding of any kind to any program, organization, or any local United Way.

### Does United Way of Northeast Louisiana fund the Boy Scouts of America?

- Yes, The Boy Scouts of America, Louisiana Purchase Council is a partner agency of United Way of Northeast Louisiana, providing programming, services and opportunities that support our work in Education. United Way of Northeast Louisiana will continue to support these programs and initiatives.
- On Monday, July 27, 2015 the National Executive Board of the Boy Scouts of America ratified a resolution that removes the national restriction on openly gay adult leaders and employees.
- Chartered organizations will continue to select their adult leaders and religious chartered organizations may continue to use religious beliefs as criteria for selecting adult leaders, including matters of sexuality. This change allows Scouting's members and parents to select local units, chartered to organizations with similar beliefs, that best meet the needs of their families. This change also represents the right of religious chartered organizations to choose adult volunteer leaders whose beliefs are consistent with their own.
- The Boy Scouts, Louisiana Purchase Council continues to believe that these changes in adult leadership standards will have **NO** impact on programming here in the Louisiana Purchase Council.

### What does it cost to run United Way of Northeast Louisiana?

- Our administrative and fundraising cost is 15%.
- Even though the Better Business Bureau guidelines suggest 65% of total expenses for charitable, non-profit organizations be spent on program activities, we are committed to keeping our administrative expenses low.
- Overhead costs include important investments non-profits make to sustain and improve their work: investments in training, planning, evaluation, internal systems, and a professional staff, as well as their efforts to raise money so they can operate their programs.
- Other factors that contribute to non-profit performance include transparency, governance, leadership, and results. Together we are fighting for the Education, Financial Stability, Health, and Basic Needs of every person in our community.

### Is my contribution tax deductible?

**YES.** Under IRS guidelines, the full amount of your gift, if paid, qualifies as a deductible charitable contribution. The IRS does, however, have new guidelines for the documentation required to substantiate proof of payment:

#### **IRS TAX SUBSTANTIATION DOCUMENTATION REQUIREMENTS**

**Old IRS rule:** Donors could deduct contributions up to \$250 without documentation.

**New IRS rule:** No deduction of any amount without documentation.

Proof of payment to be used for IRS tax substantiation include the following:

- If paid with: **Cash** - Receipt from United Way
- **Checks or credit card** - Canceled check or credit card receipt
- **Payroll deduction** - Documentation from employer that indicates amount withheld AND Copy of your Pledge Form (we recommend maintaining this with your tax files).

### Does United Way of Northeast Louisiana pressure people to give?

**NO.** Giving is a personal decision. United Way of Northeast Louisiana has a strong policy against coercion. Whether a person gives to United Way of Northeast Louisiana and how much the person chooses to give is up to the individual. United Way of Northeast Louisiana **does not** support the use of threats or coercion of any kind.

### I can't afford to give to United Way of Northeast Louisiana.

Every gift to United Way of Northeast Louisiana, no matter its size, makes a difference in our community. Many people find that giving through payroll deduction allows them to make a contribution that fits their budget. One of the advantages of giving to United Way is being part of a community effort that combines all of our giving to multiply the impact.

### I know someone who asked for help and didn't get it.

Needs always exceed the dollars available to meet them, so unfortunately, some people don't get the help they desire when needed because of limited resources.

### What parishes does the United Way of Northeast Louisiana serve?

- United Way of Northeast Louisiana is a regional organization, serving 12 Parishes. These parishes are Caldwell, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union and West Carroll.
- United Way of Northeast Louisiana 2-1-1 also serves Catahoula, Concordia, and LaSalle Parishes in addition to the 12 parishes listed above.
- Our Partner Agency programs that we fund help people all over Northeast Louisiana. Parish-wide information on funded programs is available from your United Way staff person and on our website at [unitedwaynela.org](http://unitedwaynela.org).

UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED®

## UNITED WAY OF NORTHEAST LOUISIANA 211

2-1-1 is Your Convenient Community Connection to Information & Services in Northeast Louisiana

### United Way of Northeast Louisiana 2-1-1: Free, Confidential, Available 24 Hours a Day, 7 Days a Week

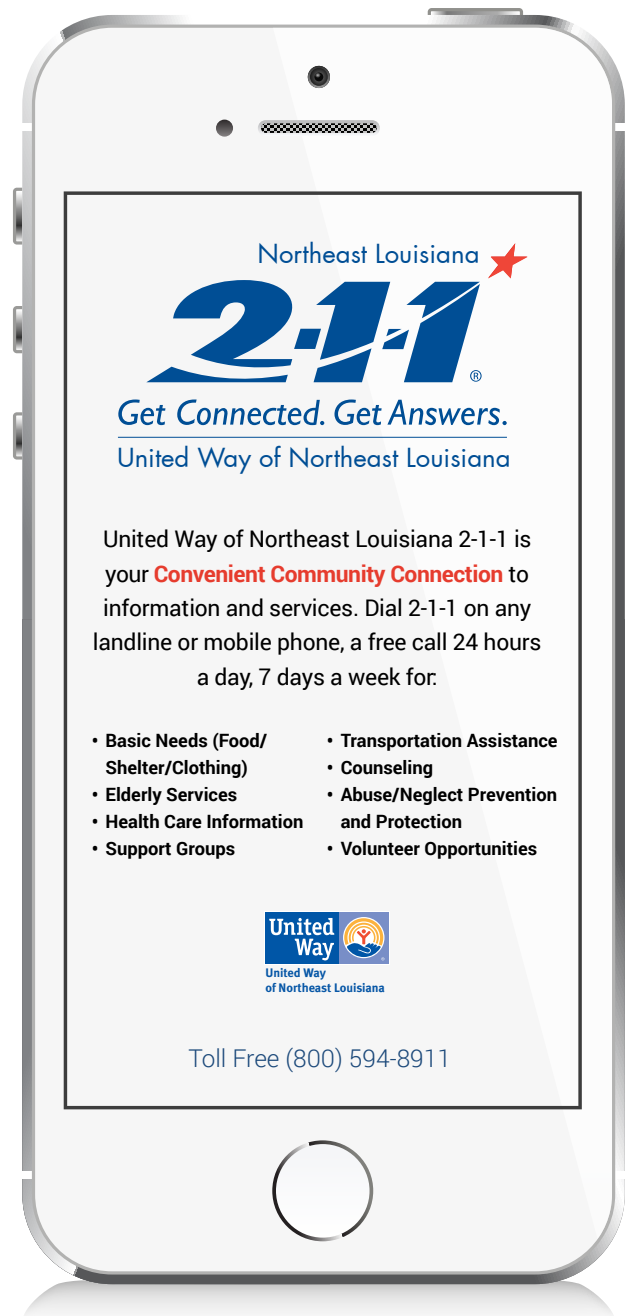
Just as you would dial 9-1-1 on your telephone for an emergency, you can dial **2-1-1** for fast access to information about community services such as basic needs (food/shelter/clothing), elderly services, health care information, support groups, transportation assistance, counseling, abuse/neglect prevention and protection, volunteer opportunities and more.

Serving Caldwell, Catahoula, Concordia, East Carroll, Franklin, Jackson, LaSalle, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union, and West Carroll parishes, United Way of Northeast Louisiana 2-1-1 connects you to knowledgeable staff members who listen to your problem, assess what services you may need, and provide information and referrals for the most appropriate place(s) in the community you can go to get help.

All information is free and confidential, and is available on any land line or mobile phone, 24 hours a day, 7 days a week.

For more information about United Way of Northeast Louisiana 2-1-1, visit [unitedwaynela.org](http://unitedwaynela.org), or simply call 2-1-1.

Alternate numbers to reach 2-1-1 are (318) 322-0400 or toll-free (800) 594-8911.



# ONLINE & SOCIAL MEDIA RESOURCES

**Website:** [unitedwaynela.org](http://unitedwaynela.org)

**Campaign Toolkit:** [unitedwaynela.org/toolkit](http://unitedwaynela.org/toolkit)

**Blog:** [unitedwaynela.tumblr.com](http://unitedwaynela.tumblr.com)

**Book of Leaders:** [unitedwaynela.org/bookofleaders](http://unitedwaynela.org/bookofleaders)

**ALICE:** [unitedwaynela.org/alice](http://unitedwaynela.org/alice)

**Facebook:** [facebook.com/unitedwayofnortheastlouisiana](https://facebook.com/unitedwayofnortheastlouisiana)

**Instagram:** [instagram.com/unitedwaynela](https://instagram.com/unitedwaynela)

**Twitter:** [twitter.com/unitedwaynela](https://twitter.com/unitedwaynela)

**Linkedin:** @United Way of Northeast Louisiana

# CONTACT INFORMATION

## Regional Office:

Phone: 318-325-3869/Fax: 318-325-4329

1201 Hudson Lane, Monroe, LA 71201

## Lincoln-Union Parish Office:

Phone: 318-232-0055/Fax: 318-232-0054

*New Ruston Office Location Coming Soon!*

**Email:** [unitedway@unitedwaynela.org](mailto:unitedway@unitedwaynela.org)



United Way  
of Northeast Louisiana

United Way of Northeast Louisiana fights for the education, financial stability, health, and basic needs of every person in our community.

# To live better, we must **LIVE UNITED.**