

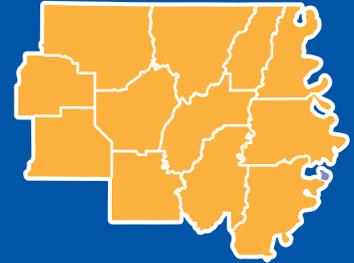


CAMPAIGN COORDINATOR'S GUIDE

WHO WE ARE

What does it mean to **LIVE UNITED**?

For over 66 years, United Way of Northeast Louisiana has been a unifying force for passionate individuals, businesses, government entities, and nonprofits to effectively create positive and lasting change, improve lives, and build a stronger community. We accomplish this by mobilizing partners and resources throughout the **12-parish region** in a united effort to identify and respond to our community's most critical needs.



Together, we fight for the education, financial stability, and health of every person in our community.

With more than **1,000 volunteers** and over **6,900 donors**, we're powered by thousands of locals who want to help people and improve our community – now and for generations to come.

Diversity, Equity, and Inclusion have always been and will continue to be at the heart of what it means to LIVE UNITED. In 2002, United Way of Northeast Louisiana's Board of Directors developed a set of values that remains current today: inclusiveness, integrity, compassion, respect, dignity, and positive impact. United Way of Northeast Louisiana's Board of Directors has formed a Diversity, Equity, and Inclusion Council and named a Diversity, Equity, and Inclusion Council Chair as a part of its Executive Committee and Board of Directors.

The current statement on Diversity, Equity, and Inclusion can be found at unitedwaynela.org/dei. This statement is evaluated and updated on a regular basis by volunteer leadership.

UnitedWayNELA.org | unitedway@unitedwaynela.org
VOLUNTEER! [UnitedWayNELA.org/volunteer](https://unitedwaynela.org/volunteer)



2022 - 2023

BOARD OF DIRECTORS

OFFICERS

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Argent Financial Group
BOARD CHAIR

AMY SAWYER

North Delta Title Company
PAST BOARD CHAIR

BRITTANY MYERS

DRAX
SECRETARY

NATHAN "NAT" SMITH

BancorpSouth Bank
TREASURER

CHAIRS

RICK GUILLOT

Origin Bank
CAMPAIGN CHAIR

CATHI COX-BONJOL

Louisiana Tech University
LUJP CAMPAIGN CHAIR

MARK KENT ANDERSON

Mid South Extrusion
CAMPAIGN CHAIR-ELECT

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Green Clinic Health System
LUJP CAMPAIGN CHAIR- ELECT

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ABG Professional
Development Solutions
DIVERSITY, EQUITY, AND
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Ouachita Parish Sheriff's Office
2-1-1 ADVOCATE

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TODD GUICE
Ouachita Parish School System

CINDY SHAW
Specialty Management Services of
Ouachita (SMSO)

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Mt. Zion Baptist Church

KELLY HOGAN
Community Volunteer

STEPHANIE SMITH
Ouachita Parish Tax Assessor's Office

BJAY DURRETT
Durrett Law & Title

COURTNEY HORNSBY
City of West Monroe

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Louisiana Tech University
Retired

BRANDON EWING
Ewing Timber, LLC

BEVERLY V. LEWIS, RN, BSN, MPA
Ochsner LSU Health Monroe Medical Center

RANDY STONE
KARD Fox 14 / KTVE NBC 10

JANET FORTENBERRY
Janet Fortenberry State Farm
Insurance Agency

ELLA NIMMERS
Christopher Youth Center

VICTOR VIDAURRE
St. Francis Medical Center

JANICE J. GARRISON
JP Morgan Chase

PASTOR VANCE PRICE
Community Family of Faith Church

ROD WASHINGTON
XP Synergy

FLORENCE H. GIBSON, Ph.D.
Louisiana Association for Marriage & Family
Therapy (LAMFT)

PAMELA SAULSBERRY, Ph.D.
University of Louisiana Monroe

JUANITA WOODS
NOVA



ASPIRATIONS & GOALS

CHILDREN, YOUTH, & YOUNG ADULTS SUCCESSFUL IN SCHOOL & LIFE

GOAL Children enter school ready.

GOAL Students are successful in elementary school and prepared for middle/secondary school.

GOAL Youth gain the knowledge, skills, and credentials so that they are prepared for the workforce and able to obtain family sustaining employment.



ECONOMIC OPPORTUNITY FOR ALL

GOAL Individuals and families have adequate and sustainable resources to support their needs.

GOAL Individuals and families have the skills, knowledge, relationships, and economic pathways they need to effectively increase and manage their income.

GOAL Vulnerable populations maximize their ability to live with independence and dignity.

GOAL People/organizations continue to work together to support a thriving, prosperous, robust economy.



HEALTHY & SAFE INDIVIDUALS, FAMILIES, & COMMUNITY

GOAL Families/individuals live in a healthy and safe environment.

GOAL People/organizations work together to strengthen and build a more inclusive community.



SUCCESSFUL CHILDREN & YOUTH



ALICE

618,636 children in Louisiana – 57% of all children – lived in a household with income below the ALICE Threshold of Financial Survival in 2019, the highest rate in the nation. These households included families in poverty as well as those who were ALICE: Asset Limited, Income Constrained, Employed. ALICE households don't earn enough to afford the essentials of housing, childcare, food, transportation, health care, a smartphone plan, and taxes – the basics needed to live and work in the modern economy.



53% of children in renter households below the ALICE Threshold in Louisiana were rent burdened.



Having working parents or guardians does not guarantee financial stability: **29%** of Louisiana children in households with two adults in the labor force were still below the ALICE Threshold in 2019.



81% of children with an adult working as a cashier – one of the most common occupations in Louisiana – were below the ALICE Threshold.



Nearly 245,000 children below the ALICE Threshold in Louisiana did not have access to high-speed internet at home.



More than 341,000 children below the ALICE Threshold in Louisiana were struggling but did not participate in SNAP.

Ready4K

Accessible to partner school families, Ready4K leverages text messaging as a powerful tool to deliver learning activities at home and on the go.



35,325 text messages were sent to empower families to recognize and act on everyday, teachable moments.



100% of parents report that Ready4K helped their children learn and grow.

Read.Learn.Succeed.



Research shows that raising a child in a home filled with books positively impacts his or her future academic growth and job attainment. United Way NELA put **5,500 books** into the hands of local school children.



Research shows that writing and receiving handwritten pen pal letters hones both reading and writing skills. **1,180 letters/correspondence** were exchanged between local school children and their volunteer Pen Friends (826 letters from volunteers and 354 correspondences from students).

From *ALICE in Focus: Children*, a body of research published in 2021. Visit unitedwaynela.org/alice for the full report.





United Way
of Northeast Louisiana

211 is an easy to remember telephone number that connects callers to information about critical health and human services available in their community...and it's FREE!

It's a single access point for everyday needs and needs in times of crisis.

WHAT WERE THE TOP CALLS PLACED TO 211?

- 7,267 people called 211 for assistance with **housing, homelessness, and/or utility bills** in 2021.
- 1,755 connections were made to **reduce hunger** in 2021.



DO YOU KNOW SOMEONE FACING FOOD INSECURITY?

A 211 Specialist can connect older adults, low-income families, and those who can't leave home to information about food distribution sites.

IS SOMEONE IN YOUR WORKPLACE OR COMMUNITY FACING HOUSING INSTABILITY?

A 211 Specialist can help find options for paying rent, mortgage, and/or utilities to help individuals stay in their homes.

 **DIAL 211**

available 24/7,
365 days a year or

 **TEXT**

Your Zip Code to 898-211,
available M-F 8am-5pm

DO YOU OR SOMEONE YOU KNOW HAVE TROUBLE PAYING FOR PRESCRIPTIONS?

SingleCare works directly with pharmacies to negotiate up to 80% off prescription prices. SingleCare partners with United Way to ensure that savings are passed on to members, free of charge.

Total (NELA) Rx savings in 2021: **\$129,135**

Total (NELA) people helped in 2021: **2,291**





United Way
of Northeast Louisiana



What does the Louisiana 211 Referral & Care do?

The Louisiana 211 Referral and Care Coordinator at United Way of Northeast Louisiana will provide direct client services by delivering on aligned, high quality 211 referral and care coordination services, leveraging technology and “people powered” processes. This staff leader will focus on serving clients within a specified region as part of a statewide network team. The Coordinator will be trained and equipped to provide “closed-loop” referral and care coordination services.

 **DIAL 211**

available 24/7,
365 days a year or

 **TEXT**

Your Zip Code to 898-211,
available M-F 8am-5pm

What did 211 do in 2021?

- In 2021, United Way NELA 211 made **16,159 connections** to help and resources.
- Of those connections, **95% of callers** reported satisfaction with 211’s service.



FINANCIAL HEALTH SERVICES



Miller Roy Building, built in 1929

Financial Health Services will be Provided Across 12 Parishes

All 12 parishes of NELA will have access to financial capability services. Examples include:

- Access to Safe and Affordable Financial Products
- Asset Ownership Programs
- Credit Improvement Services
- Financial Coaching & Education
- Free Tax Preparation Assistance
- Housing Stability Counseling
- Incentivized Savings Program
- Workforce Development Soft Skills

Introducing United Way of Northeast Louisiana's Financial Health Center!

Located in the historic Miller-Roy Building at 1001 Desiard Street in Monroe, United Way of Northeast Louisiana's Financial Health Center will serve as the community's hub for economic resources.

What is the Financial Health Center (FHC)?

Low-to-moderate income individuals and families face multiple economic and societal barriers that prevent them from achieving financial stability and economic independence. Many organizations offer a variety of services designed to help these individuals and families become more financially stable. These services are often delivered by multiple agencies with little coordination amongst each other, making accessibility difficult.

The Financial Health Center will develop a holistic, integrated approach to improving financial security, functioning as a one-stop hub to allow community members access to a wide range of services.

VITA

The VITA (Volunteer Income Tax Assistance) program offers free tax preparation and e-filing services to individuals and families. VITA tax preparers are certified by the IRS. In addition, clients save money by not having to pay fees associated with tax preparation. Through the VITA program, we help hard-working individuals and families in our community take advantage of their tax dollars and reinvest their returns back into their households and our community.

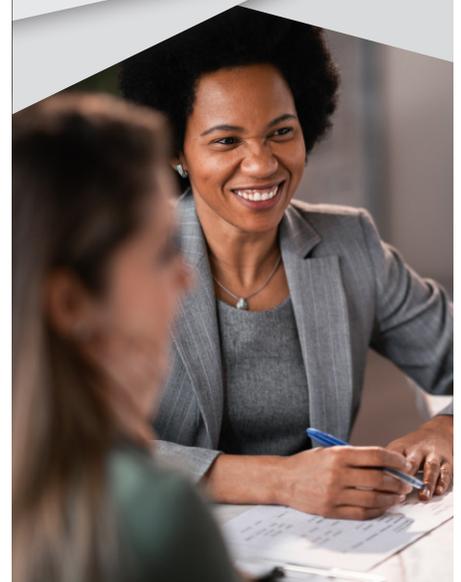


BANK ON

One key challenge facing unbanked and underbanked individuals has been a lack of safe and appropriate accounts offered by mainstream financial institutions, particularly those without overdraft. Bank On will work to ensure that community residents have access to safe and affordable financial products and services. The Bank On National Account Standards identify critical product features for appropriate bank or credit union accounts, making it easier for our local coalition to connect residents to accounts that meet their needs. A local coalition of banks and credit unions will connect residents to accounts that meet their needs and include features like: low costs, no overdraft fees, robust transaction capabilities such as a debit or prepaid card and online bill pay.

FINANCIAL COUNSELING

Financial counselors will help residents deal with financial topics like budgeting, debt and saving. Financial counselors will help participants understand their current financial situation, set goals, manage money and plan for the future.



THE HEIRSHIP PROJECT

After experiencing multiple disasters, United Way of NELA launched The Heirship Project to provide education, outreach, and support to those citizens with heir property and title issues so residents will have proof of ownership to apply for recovery funds as well as personally secure their property for the future.

DOLLARS & SENSE

The United Way of Northeast Louisiana **Dollars & Sense** is a financial education simulation in person or via an app through which young people will actively learn how to make better financial decisions and gain knowledge of budgeting, saving, and spending.



UNITED WAY NELA CAMPAIGN



CORPORATE GIVING



Each year, many Northeast Louisiana companies choose to make a difference through corporate giving, showing their commitment to being part of the change needed to create a healthier, safer, and more opportunity-filled community for all.

WORKPLACE CAMPAIGN



The United Way of Northeast Louisiana Workplace Campaign unites and inspires your employees, giving them a unique opportunity to donate to and volunteer for causes that matter most to them. Last year, in total, we raised more than \$3,037,000. Part of that effort was through partnering with 165 companies during the annual Workplace Campaign. A partnership with United Way of Northeast Louisiana provides your company and employees with these and many other opportunities.



LEADERSHIP GIVING

Opoueville SOCIETY
United Way of Northeast Louisiana

ANNUAL GIFT OF \$10,000+

Membres de la Société	\$10,000 - \$14,999
Les Bienfaiteurs	\$15,000 - \$24,999
Ordre de Liberté	\$25,000 - \$99,999
La Société Nationale	\$100,000 - \$249,999

Steamboat Society
United Way of Northeast Louisiana

ANNUAL GIFT OF \$1,000-\$9,999

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

Bayou SOCIETY
United Way of Northeast Louisiana

ANNUAL GIFT OF \$500-\$999

COMMUNITY RECOGNITION

CIRCLE OF HONOR

Gifts specific to United Way of Northeast Louisiana to be invested by the United Way NELA 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.**

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.

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.

VOLUNTEER UNITED AWARD

This award is given to an individual or organization that embodies an overall spirit of giving through contributions of time, leadership and resources in supporting the work of United Way of Northeast Louisiana.

SPECIAL ACHIEVEMENT AWARD

Gifts specific to United Way of Northeast Louisiana to be invested by the United Way NELA 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.**

LIVE UNITED[®] AWARD

This award is given to a workplace campaign 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.

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 United Way NELA Volunteers.

YOUNG LEADERS UNITED AWARD

This award is given to a member of Young Leaders UNITED who personifies a commitment to the future of our community and supports the work of United Way of Northeast Louisiana. By exhibiting leadership, encouraging engagement, and empowering young individuals in Northeast Louisiana to make an impact, they cultivate lasting change for generations to come.

*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.



UNIVERSITY OF LOUISIANA
MONROE

CELEBRATING EXCELLENCE

LIVE UNITED AWARD

REGIONAL:

University of Louisiana Monroe

LINCOLN, UNION, AND JACKSON PARISHES:

Union Parish Schools

VOLUNTEER UNITED AWARD

REGIONAL:

University of Louisiana Monroe

LINCOLN, UNION, AND JACKSON PARISHES:

Jackson Parish Sheriff's Office

CAMPAIGN COORDINATOR OR TEAM OF THE YEAR AWARD

REGIONAL:

Keiona Wesby

Monroe Coca-Cola Bottling Company UNITED

Chelsey Walley & Team

Business Alliance Financial Services, LLC

LINCOLN, UNION, AND JACKSON PARISHES:

Corre Stegall & Cathi Cox-Boniol

Louisiana Tech University

2021

WORKPLACE GIVING

-  4th Judicial District Attorney's Office
-  4th Judicial District Court - Judges
-  4th Judicial District Court-OPPJ
-  Acadian Ambulance Service
-  AIMS, Inc.
-  Allen, Green & Williamson, LLP
-  Amcor
-  ANGUS Chemical Company
- ARC OF OUACHITA
-    Argent Financial Group, Inc.
-  Arthur J. Gallagher Risk Management Services, Inc.
-  Associated Business Printing, Inc.
- AT&T
- ATMOS Energy Corporation
- b1BANK
-  b1BANK Loan Production Office
-  BancorpSouth Bank
- Bancroft Bag, Inc.
- Bank of Oak Ridge
-  Berry Global, Inc.
-   Blake Wheelis State Farm
-  Boys & Girls Clubs of North Louisiana
-  Brookshire Grocery Company
-    Business Alliance Financial Services
- Cameron, Hines & Company, APAC
- Car Town
- CenterPoint Energy
-   Centric Federal Credit Union
-   Century Next Bank
-  Choice Brands
- Christopher Youth Center
-  Citizens Progressive Bank
-  City of Monroe
-  City of Ruston
- City of West Monroe
-  Community Financial Insurance Center, LLC
- Courtesy Chevrolet Buick GMC Cadillac of Ruston, LLC
- Courtesy Chrysler Dodge Jeep Ram
-  CREED & CREED
-  Cross Keys Bank
-  Crossmark Management Group
-  D.A.R.T.
-  Dean Morris, LLC
-  Delta Biscuit Company
- Dewitt & Giger, LLP
-   Don M. Barron Contractor, Inc.
-  Drax Biomass, Inc.
-   Durrett Law & Title
-  Emprint Moran Printing, Inc.
-  Ensure, The Insurance Agency
- Entergy Louisiana
-  Etheridge Pipeline & Conduit
-   Ewing Timber, LLC
- Federal Express
-  Financial Institution Service Corporation
- First Horizon Bank
- Food Bank of Northeast Louisiana
- Foster Farms
- Girl Scouts of Louisiana - Pines to the Gulf
-  Glenwood Regional Medical Center
- Grambling State University
- Graphic Packaging International
- Green Clinic Health System
- Green Oaks Juvenile Detention Center Ouachita Parish - State of Louisiana
-  Guaranty Bank & Trust
-   Heard, McElroy & Vestal, LLP
- HiTech Computers of Ruston Inc
-  Holyfield Construction
-  Homeland Bank
-   Hulsey, Harwood & Sheridan, CPA
-  Hunt Forest Products
-  Hunt, Guillot & Associates, LLC
-   Impact Healthcare Solutions
- InterMountain Management
-  Jackson Parish Correctional Center
-   Jackson Parish Sheriff's Office
- James Machine Works
-   Jim Taylor Buick GMC
- Jim Taylor Chevrolet
-  Jim Taylor Ford Lincoln
- JPMorgan Chase Bank, N.A.
-  KTVE 10 NBC KARD FOX 14
-  LaSalle Management, M&T Properties, & Correct Solutions Group
- Lazenby & Associates, Inc.



CAMPAIGN LEADER



SPECIAL ACHIEVEMENT



NEW CAMPAIGN



VOLUNTEER UNITED



GOING THE EXTRA 10%



CIRCLE OF HONOR



LIVE UNITED



CAMPAIGN COORDINATOR OF THE YEAR

- Lincoln Agency, LLC
- Lincoln Builders, Inc.
- Lincoln Parish Police Jury
- Lincoln Parish School District
- Lincoln Parish Sheriff's Office
- Lincoln Preparatory School
- Little & Associates
- Louisiana Delta Community College
- Louisiana National Bank
- Louisiana Tech University
- Lumen
- Marion State Bank
- McKinney Saw and Cycle, Inc.
- Med - Camps of Louisiana
- Merrill Lynch Wealth Management
- Mid South Extrusion
- Monroe Chamber of Commerce
- Monroe City Schools
- Monroe Coca-Cola Bottling Company UNITED
- Monroe Housing Authority
- NAI Faulk & Foster
- Newcomer, Morris & Young
- North Delta Title Company Price & Sawyer, LLC
- Northeast Louisiana Cancer Institute
- Northern Louisiana Medical Center
- Origin Bank

- Ouachita Council On Aging
- Ouachita Parish Assessor's Office
- Ouachita Parish Clerk of Court
- Ouachita Parish Police Jury
- Ouachita Parish Public Library
- Ouachita Parish Public Works
- Ouachita Parish School Board
- Ouachita Parish Sheriff's Office
- Ouachita Parish Workforce Development Board
- Ouachita Valley Federal Credit Union
- Peoples Bank
- Peregrine Corporation
- Polaris of Ruston
- Progressive Bank
- Radiology Associates
- Raymond James and Associates
- Reeves, Coon & Funderburg
- Regions Financial Corporation
- Richwood Correctional Center
- Robertson Produce, Inc.
- Roseburg Forest Products
- Ruston Glass & Mirror
- Ryan Auto Group
- S. E. Huey Co.
- Sawyer Industrial Plastics, Inc.
- Scott Equipment Companies
- Scott Powerline & Utility Equipment, LLC

- Snellings, Breard, Sartor, Inabnett, & Trascher, LLP
- Southern Apparatus Services, Inc.
- Specialty Management Services of Ouachita (SMSO)
- St. Francis Medical Center
- Standard Enterprises, Inc.
- State Combined Charitable Campaign SCCC
- Steel Fabricators of Monroe, LLC
- Strauss Interests, Inc.
- Target Store T1469
- The Health Hut
- The Wellspring Alliance For Families
- The Woman's Clinic, Inc.
- Thomas & Farr Agency, Inc.
- Town of Farmerville
- Union Council on Aging
- Union General Hospital
- Union Parish Schools
- Union Parish Sheriff's Department
- United Way of Northeast Louisiana
- University of Louisiana Monroe
- UPS Monroe Site
- Van-Trow, LLC Van-Trow Toyota
- Wagner Logistics
- Walpole Tire & Service
- Wells Fargo Advisors
- WestRock - Hodge Mill

CAMPAIGN COORDINATOR'S GUIDE



CAMPAIGN BEST PRACTICES CHECKLIST

Pick 2-3 best practices that you want to incorporate or grow in your campaign this year!

BUILD A RELATIONSHIP WITH UNITED WAY STAFF

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

SECURE TOP-LEVEL SUPPORT

Involve your CEO in all initial planning. Discuss budget, corporate gifts, and CEO involvement throughout the Campaign.

DEVELOP A PLAN AND SET GOALS

Plan your Campaign timeline, budget, and design your Campaign. Be creative and set achievable goals.

ORGANIZE A TERRIFIC TEAM

Recruit a committee to help. Involve friendly and outgoing employees from ALL levels and departments of your company who will build excitement for the Campaign and make sure that everyone is asked to give.

PROMOTE AND PUBLICIZE THE CAMPAIGN

Share how, where, and when to pledge and incentivize giving. Utilize and distribute United Way Campaign materials.

MAKE THE ASK: EMPLOYEE MEETINGS OR ONE-ON-ONE

Include new hires, current staff and leadership, and retirees in the asking process by providing them with pledge forms. This is the most important step. The number one reason employees don't give is because they were never asked.

PROMOTE LEADERSHIP GIVING

Encourage and recognize levels of Leadership gifts with peer-to-peer solicitation and personal asks. Successful Campaigns have heavy involvement from leadership, setting an example of participation from the top down.

WRAP UP & REPORT OUT

Announce your final results to your organization and your local United Way in a timely manner and thank everyone involved! Determine how you will collect all the completed pledge forms and check for accuracy.

RECOGNITION & THANK YOU

Sponsor a breakfast, luncheon, build your own sundae bar, or reception to thank employees. Those two simple words not only show appreciation, but also set the tone for year-round communication and next year's Campaign.

YEAR-ROUND ENGAGEMENT

Learn more about what it means to LIVE UNITED at unitedwaynela.org. Invite United Way staff to employee engagement functions year-round, if appropriate.

WHAT DO YOUR EMPLOYEES CURRENTLY EXPERIENCE?

Think about every United Way Campaign touchpoint that employees currently experience:

Receive “start of Campaign” email
See posters in the break room
Hear presentation during safety meeting, etc.

Write out what your employees currently experience that has the greatest impact:

Write out what your employees currently experience that does NOT have much impact:

Write out what experiences would be the most meaningful for your employees:

START OF CAMPAIGN

DURING THE CAMPAIGN

AFTER THE CAMPAIGN

BUILDING YOUR CAMPAIGN PLAN

Last Year's Campaign Recap	\$/% Increase	This Year's Workplace Campaign Goals
_____ # of Donors	_____	_____
_____ # of Leadership Donors	_____	_____
_____ Employee Participation Rate	_____	_____
_____ Employee Average Gift	_____	_____
_____ Raised From Employee Gifts	_____	_____
_____ Corporate Gift <i>(Or Company Match)</i>	_____	_____
_____ Special Event Dollars Raised <i>(Optional)</i>	_____	_____
_____ TOTAL CAMPAIGN DOLLARS RAISED	_____	_____

1. MEET WITH UNITED WAY STAFF

Date _____

2. DETERMINE CAMPAIGN DATES

Start Date _____ End Date _____

3. RECRUIT CAMPAIGN TEAM

(Ask individuals from different departments to champion the Campaign in their department)

- 1. _____
- 2. _____
- 3. _____
- 4. _____

- 5. _____
- 6. _____
- 7. _____
- 8. _____

CAMPAIGN TEAM COMMUNICATION PLAN

WHAT	WHEN	WHO IS RESPONSIBLE
Pre-Campaign Communications (Posters, Emails, etc.)		
Announce Campaign Start & Company Support		
Reminder of Meetings & Giving Opportunities		
Presentations/Group Meetings		
Reminder Email		
Reminder Email 2		
Last Chance to Submit Your Pledge		
Other		



CAMPAIGN TIMELINE & CHECKLIST

2-3 Weeks Before	1 Week Before
<input type="checkbox"/> Attend United Way of Northeast Louisiana Campaign Coordinator Training & receive Campaign materials.	<input type="checkbox"/> Promote and publicize your Campaign with posters and promotional materials.
<input type="checkbox"/> Review the previous Campaign's performance and determine opportunities/challenges.	<input type="checkbox"/> Send an email from your CEO to all employees endorsing upcoming Campaign.
<input type="checkbox"/> Meet with United Way Staff to develop strategies and timeline for reaching new Campaign goals.	<input type="checkbox"/> Identify an employee who is a champion for United Way to share their story at Campaign meetings.
<input type="checkbox"/> Meet with your CEO to confirm his/her commitment; share Campaign goals and confirm a corporate contribution.	<input type="checkbox"/> Consider personalizing pledge forms.
<input type="checkbox"/> Recruit and train a Campaign Team from all company departments.	<input type="checkbox"/> Plan thank you/incentives for participation with turning in pledge forms at meetings, new/increased giving, leadership giving, etc.
<input type="checkbox"/> Recruit a Leadership Chair to identify and ask current and potential Leadership Donors to maintain and grow this segment.	
<input type="checkbox"/> Establish a giving program for retirees to retain their gift.	
<input type="checkbox"/> Set dates for employee meetings & Campaign kickoff that can be attended by the CEO and all employees.	
<input type="checkbox"/> Plan your Campaign theme and any special events (optional).	

Employee Campaign!	After Your Campaign
<input type="checkbox"/> Kick off your Campaign group meetings.	<input type="checkbox"/> Wrap up Campaign and collect all pledge forms; follow up with those who did not turn in pledge forms.
<input type="checkbox"/> Ask your CEO to attend and publicly endorse the Campaign.	<input type="checkbox"/> Track results and communicate totals so far to Campaign Team.
<input type="checkbox"/> Make sure every employee receives materials and has the opportunity to give.	<input type="checkbox"/> Conduct any Special Events after the pledge form Campaign (optional).
<input type="checkbox"/> Show the United Way video.	<input type="checkbox"/> Submit Campaign report and pledge forms to your company's payroll department; Email Campaign Spreadsheet to be completed.
<input type="checkbox"/> Include your United Way Staff to explain impact.	<input type="checkbox"/> Email completed Campaign Spreadsheet to your United Way Staff Representative; keep a copy of pledge forms for your records.
<input type="checkbox"/> Collect pledge forms at employee meeting.	<input type="checkbox"/> Submit final Campaign report, pledge forms, and envelope to United Way; make appointment for pick-up/drop-off.
<input type="checkbox"/> Thank employees for their participation.	<input type="checkbox"/> Celebrate your success; thank all donors with a celebration event, letter, email, or gift.
<input type="checkbox"/> Send follow-up emails every few days to build awareness and remind of Campaign deadlines. Include community facts, employee testimonials and success stories.	<input type="checkbox"/> Conduct a Campaign debriefing with your team and United Way Staff Representative.

THANK YOU IDEAS

Think of great ways you can say “THANK YOU” to employees for participating in the Campaign. Check the ideas below that might help you get started:

- Custom-branded T-shirts
- Door Prize Drawings for Attending Meetings
- Drawing for a Cash Prize
- Drawing for a Thanksgiving Turkey
- Two-hour Early Dismissal One Friday a Month
- Employee Donation Match
- Free Lunches for a Week
- Gift Card for Dining, Gas/Groceries, or Movie Passes
- Two-hour Late Arrival Once a Month
- Lunch for All Donors
- Prime Parking Spot for a Week/Month
- Sports Events Tickets

FUN IDEAS & EVENTS (optional)

- Crazy Hat Day
- Dunk Tank
- Pizza Party
- Scavenger Hunt in the Office
- Tricky Turkey (just like Dirty Santa game)

THANK YOU

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

Join the fight at UnitedWayNELA.org



1201 Hudson Lane
 Monroe, LA 71201
 Phone (318) 325-3869
 unitedwaynela.org

939 North Trenton Street
 Ruston, LA 71270
 Phone (318) 232-0055

FOR UNITED WAY USE ONLY

Campaign Year _____

Envelope Number

ANDAR Acct# _____

United Way
 of Northeast Louisiana

CAMPAIGN REPORT

PARTIAL FINAL

INSTRUCTIONS

1. Please be sure that all information is provided.
2. Complete this report for only pledge authorizations or payments included in this envelope.
 If you receive additional pledges, you may revise this report by contacting **Michelle Tolar** at mtolar@unitedwaynela.org
3. Please list the names and amounts of all employees who gave \$500 or more on the enclosed Leadership Form or on the campaign spreadsheet.

Firm / Organization Name & Address

Chief Executive Officer: _____ Campaign Coordinator: _____

Firm/Organization Name: _____ Telephone: _____

Firm/Organization Address: _____ Date Submitted: _____

CORPORATE GIFT		Annual Amount	FOR UNITED WAY USE ONLY
1. Paid now _____		\$ _____	
2. To be billed <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly		\$ _____	
3. SUB-TOTAL (Lines 1-2)		\$ _____	
EMPLOYEE GIFT	# of Donors		
4. Cash		\$ _____	
5. Checks		\$ _____	
6. Credit Cards		\$ _____	
7. Direct Bill		\$ _____	
8. Payroll Deduction Pledges: To be Billed <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly		\$ _____	
9. Total Employee Giving (Lines 4-8)		\$ _____	
10. Non-Employee Giving/Special Events		\$ _____	
GRAND TOTAL (Lines 3 + 9 + 10)		\$ _____	

THIS FORM CANNOT BE PROCESSED WITHOUT THE FOLLOWING INFORMATION

Total Number of Employees _____

Total Number of Leadership Givers _____

Number of Donors _____

Leadership List ENCLOSED NONE

Number of 1-hour givers _____

Specific Care Forms: ENCLOSED NONE

Number of 2-hour givers _____

Campaign Spreadsheet ENCLOSED EMAILED

Number of 1% givers _____

Accounting Dept. Contact _____ Title _____ Phone _____

 Company Rep. Signature Title Phone

 United Way NELA Staff Signature

PLEASE MAKE A COPY OF THIS CAMPAIGN REPORT FOR YOUR RECORDS. **THANK YOU!**

YOUNG *leaders* UNITED

Are you 40 years old or younger? Looking for a way to get involved in the community?
Young Leaders UNITED may be the place for you!

UnitedWayNELA.org/young-leaders-united

or text **YLU** to **91999** to join.



Is your workplace or group interested in **volunteer opportunities**?
To build a volunteer project best suited to your group or company's needs,
call 211 or email volunteer@unitedwaynela.org.

MONROE:

1201 Hudson Lane, Monroe, LA 71201
318-325-3869

RUSTON:

939 North Trenton Street, Ruston, LA 71270
318-232-0055