



of Metropolitan Dallas

CORPORATE LEADER GUIDE
2018-2019



HELPING THOSE WHO DO GOOD™

D 
GREAT

United Way

TREATING **36** OF NEED™




TREATING **360** OF NEED™

Dear Corporate Leader,

Thank you for serving as a corporate leader for this year's United Way campaign. If you've done it before, welcome back. If you're new to the role, welcome aboard. Either way, I'm honored to have you on our team, because there's no better way to lift up those in need and create hope for a better tomorrow.

With a United Way Workplace Campaign, you can:

- Support local programs making an impact right here in North Texas.
- Treat 360 degrees of need by surrounding North Texas with local programs that provide short-term relief and long-term solutions in the areas of education, income and health.
- And help put 250,000 people on the path out of poverty, instill a love of learning in the next generation and promote the habits of healthy, productive lives.

Your energy and commitment directly affect the success of the United Way campaign at your workplace. This guide offers tips, insights and best practices to make your job easier and ensure a win for everyone involved.

Everything we do depends on people like you – those committed to treating 360 degrees of need. Giving your time and talents to vital community efforts can be intensely rewarding. It can also help your company promote team building, staff cohesion and corporate loyalty, so talk to your United Way team about ways to make this happen. And don't hesitate to call them with any other questions or needs. They stand ready to support you in every possible way.

Thank you again for helping us mobilize the caring power of our community. United, we're helping those who want to do good, do great.

Sincerely,

Jennifer Sampson
McDermott-Templeton President and CEO
United Way of Metropolitan Dallas



YOUR UNITED WAY

United Way of Metropolitan Dallas treats 360 degrees of need. We tackle complex social problems by surrounding North Texas with programs that make real progress in the areas of Education, Income and Health—the essential components of a thriving community. By 2020, we'll move 250,000 North Texans out of poverty, give thousands the tools to lead healthy, productive lives and ensure that 60% of students graduate with the skills to succeed in whatever comes next. We invest in our local area and have been a trusted community partner for over 90 years. With your support, we can lift up those in need and create hope for a better tomorrow.

WHAT WE DO

We set **goals**, **measure progress** and **inspire philanthropy** across North Texas.

We **invest in the best community programs** so they can do more.

We **identify local problems** that aren't being addressed and **develop innovative solutions** for them.

We **strengthen nonprofits** by improving organizational efficiency and operations.

We mobilize volunteers and forge partnerships that result in **greater collaboration and impact**.

We promote public awareness of community issues and **advocate for just and effective public policy**.

TREATING 360° OF NEED™



EDUCATION

When kids fall behind in school, they get frustrated and check out before they drop out. We fight to change this. That's why we support some of the best educational programs in North Texas. By 2020, we expect 60% of all students who graduate to be prepared to succeed in whatever comes next. Last year, we invested \$9 million and supported programs that lay the groundwork for their success.



INCOME

Poverty comes in many forms. You may see it among your neighbors, coworkers or friends, but it's not a permanent condition. That's why we provide the tools and know-how to help North Texans get and keep better jobs, establish savings and hold on to more of what they earn. Our goal is to permanently move 250,000 people out of poverty by 2020. Last year, we invested \$7 million and supported programs that put our residents on the path to financial stability.



HEALTH

Good health influences everything from how well a child can learn to how much an adult can earn. Its effects truly last a lifetime. Our goal is to ensure that all North Texans have access to nutritious food, quality health care, a safe place to call home and the chance to lead healthy, productive lives. Last year, we invested \$8 million and supported programs for healthy living.

SPONSOR OPPORTUNITIES

There's not just one way to create lasting, generational change. That's why we identify and invest in the best community programs across North Texas that tackle complex issues in the areas of education, income and health. We also develop our own initiatives to address key gaps in the community.

When you become a sponsor of one of United Way's programs, you not only join the ranks of other civic-minded organizations, but you can also help move 250,000 out of poverty by 2020, promote learning and instill the habits of healthy, productive lives. You'll receive public recognition for your commitment to creating a thriving North Texas community along with additional benefits. Sponsorship opportunities range from single events to yearlong programs.



To learn more, contact your United Way team at 214.978.0000 or visit UnitedWayDallas.org.

SPONSORSHIP OPPORTUNITIES

EDUCATION | \$5,000 - \$250,000



Achieving our community goals requires investments in some of the best educational programs in North Texas. Instead of addressing one issue, you help treat 360 degrees of need by supporting multiple programs that are tackling complex social problems, and providing both short-term and long-term solutions.



Future Focus provides high school students with college and career exploration activities through partnerships with area institutions of higher education as well as corporations. Key partners include City Year Dallas, Dallas ISD, Deloitte, Dallas Regional Chamber, Fairways to Success, GEICO Cares, Starbucks, Texas Instruments, Uplift Education, and UTD.

Sponsorship opportunities range from \$5,000 - \$50,000



Grow South, Grow Strong provides targeted programming to build awareness, help remove barriers, leverage resources and expand opportunities in southern Dallas' Roosevelt High School feeder pattern. Key partners include Beacon Hill Preparatory Institute, Celanese Corporation, City Year Dallas, Dallas ISD, The Compelling Why, and The Concillo.

Sponsorship opportunities range from \$25,000 - \$250,000



Once Upon a Month provides at-risk children ages 0-5 with a free book every month to help them learn to read and foster a love of reading. Key partners include The Boone Family Foundation, Communities Foundation of Texas, Ferst Foundation for Childhood Literacy, and Department of Family and Protective Services – Prevention and Early Intervention Department.

Sponsorship opportunities range from \$5,000 - \$50,000



Texas Home Visiting Program provides parents and kids in Dallas and Collin Counties professionally trained home visitors who give support and resources to help prepare kids for kindergarten. Key partners include ChildCareGroup, Family Compass, Lumin Education, Dallas ISD HIPYPY, and Department of Family and Protective Services – Prevention and Early Intervention Department.

Sponsorship opportunities range from \$5,000 - \$50,000



Start Smart Texas gives busy parents the tools they need to be confident first teachers for their child. This free text service delivers quality child development information directly to parents' phones. The topics cover early literacy, math, social-emotional development and other skills needed to succeed in preschool, kindergarten and early grades. Key partners include KERA, Commit!, United Way of Texas, Texas Education Agency (TEA).

Sponsorship opportunities range from \$5,000 - \$50,000

Thanks to United Way, Yaneth is the first in her family to attend college.



SPONSORSHIP OPPORTUNITIES

INCOME | \$5,000 - \$250,000



Achieving our community goals requires investments in some of the best financial stability and basic needs programs in North Texas. Instead of addressing one issue, you help treat 360 degrees of need by supporting multiple programs that are tackling complex social problems, and providing both short-term and long-term solutions.

Economic Mobility

Our economic mobility programs provide organizations with the tools and know-how to provide high-quality financial services to local communities.

Sponsorship opportunities range from \$5,000 - \$50,000



Career Pathways

Our career pathways programs provide people with skills and resources to get and keep good jobs in growing industries. Key partners include El Centro College Corporation for a Skilled Workforce, DFW Hospital Council Foundation, Methodist Hospital, Parkland Hospital, and UT Southwestern Medical Center. Sponsors include Capital One, Holloway Foundation, IBM, JPMorgan Chase & Co., National Fund for Workforce Solutions, ORIX, and Pure Point Financial.

Sponsorship opportunities range from \$25,000 - \$250,000

PATHWAYS to WORK

The Ruth Sharp Altshuler Basic Needs Grants

The Ruth Sharp Altshuler basic needs grants provide food, shelter, safety and more in emergency situations.

Sponsorship opportunities range from \$5,000 - \$250,000

HEALTH | \$5,000 - \$250,000



Achieving our community goals requires investments in some of the best health programs in North Texas. Instead of addressing one issue, you help treat 360 degrees of need by supporting multiple programs that are tackling complex social problems, and providing both short-term and long-term solutions.



In partnership with The Cooper Institute, the Healthy Zone School Recognition Program® provides support and recognizes schools that encourage healthy practices and promote wellness programs in the surrounding community. Sponsors include GE, PepsiCo Foundation, Meadows Foundation, Oncor, and Target Corporation.

Sponsorship opportunities range from \$25,000 - \$250,000



In partnership with the Texas Hunger Initiative, the North Texas Summer and Supper Council provides local organizations with tools, resources and networking to address child hunger issues in our community. Sponsors include Bank of America, Mr. Cooper and TXU Energy.

Sponsorship opportunities range from \$5,000 - \$50,000



Dallas County H.O.P.E.S. provides local families with free parent education support and resources to create the best possible environment for young children to grow and thrive. Key partners include AVANCE, ChildCareGroup, Department of Family and Protective Services – Prevention and Early Intervention Department, Family Care Connection, Family Compass, Injury Prevention Center, Lumin Education, Parkland Health and Hospital System Nurse Family Partnership and TexProtects – the Association for the Protection of Children.

Sponsorship opportunities range from \$5,000 - \$50,000



Healthy Cities promotes healthy behaviors among North Texans at risk of diabetes and other chronic illnesses. This 10-week free program at Dallas recreation centers is led by community health workers and includes physical activities, cooking and nutrition classes and even an on-site fresh produce stand to encourage healthy lifestyle choices. Our key partner is Baylor Scott & White Health.

Sponsorship opportunities range from \$5,000 - \$50,000

SPONSORSHIP OPPORTUNITIES

CAPACITY BUILDING | \$5,000 - \$250,000



Achieving our community goals requires investments in some of the best capacity building programs in North Texas. Instead of addressing one issue, you help treat 360 degrees of need by supporting multiple programs that are tackling complex social problems, and providing both short-term and long-term solutions.



The GroundFloor is an accelerator program that encourages innovative solutions to address critical gaps in our community's social services. The program strategically invests in cutting-edge ideas by providing the funding, mentorship and community connections to help bring them to life.

Sponsorship opportunities range from \$5,000 - \$250,000



OneUp is the event arm of United Way's GroundFloor program, responsible for the annual OneUp the Pitch and OneUp the Vote events. These events encourage public involvement and passion for innovative social programs that make a difference in our community. OneUp the Pitch is a live event in which five social entrepreneurs compete for \$100,000 in funding by pitching their ideas to a panel of celebrity judges in front of a live audience.



OneUp the Vote is the digital campaign that precedes OneUp the Pitch. It encourages social media users to vote for their favorite social entrepreneur to help them earn cash prizes.

Sponsorship opportunities range from \$5,000 - \$150,000

Thriving Nonprofits

Thriving Nonprofits help strengthen and support grassroots organizations. The program provides training and resources to small non-profits, churches and neighborhood associations that help them operate more efficiently, increase their impact and successfully compete for funding.

Sponsorship opportunities range from \$5,000 - \$50,000



SPONSORSHIP OPPORTUNITIES

GIVING SOCIETIES | \$2,500 - \$50,000

Ruth Sharp Altshuler Tocqueville Society Second Tuesday Luncheons

An exclusive luncheon series for the Tocqueville Society, providing an opportunity for members to network with like-minded civic and business leaders, and featuring nationally recognized keynote speakers.

Women of Tocqueville 10th Anniversary Celebration and Dinner

The Women of Tocqueville 10th Anniversary Dinner & Celebration will be held on Friday, September 28, 2018 at the Perot Museum of Nature and Science. A highlight of the celebration will include the presentation of the 2018 J. Erik Jonsson Volunteer Award—United Way’s highest volunteer honor—to long-time United Way supporter and philanthropist, Lyda Hill. Chaired by Kristy Faus and Carol March, the dinner will be complimentary to all Tocqueville members and their spouses.

9th Annual Eggs & Issues Legislative Breakfast

In advance of the 2019 Texas legislative session, United Way will bring together local state legislators to share their predictions on the coming session and provide an update on what’s happened in the interim around state policies in the areas of education, income and health. The discussion will be facilitated by Ross Ramsey, the executive editor and co-founder of The Texas Tribune.

Events and Activities

United Way has six giving societies: Young Leaders, Leadership, Builders, Tocqueville, Women of Tocqueville, and the \$25,000 Circle of the Ruth Sharp Altshuler Tocqueville Society. All giving societies offer volunteer opportunities, events and networking as part of meaningful year-round engagement.



#GIVEBIGDFW

#GivingTuesday has inspired giving around the world, resulting in greater donations, volunteer hours and activities that highlight the good and encourage engagement and support in communities. This year, Dallas Fort Worth is hosting a multi-county Giving Tuesday effort to lead our communities into the holiday season in a spirit of thanksgiving and gratitude — and in so doing, building on the momentum from North Texas Giving Day. Ideally, our united efforts will earn Dallas Fort Worth the title of “Most Generous Community in the Nation” on #GivingTuesday.

Sponsorship Opportunities \$5,000 - \$150,000



FedEx volunteers plant a garden.

UNITE FOR CHANGE | \$2,500 - \$150,000

Your company may choose to partner with United Way to host large-scale volunteer projects. Unite for Change represents annual projects that engage significant numbers of volunteers in major community service initiatives.

These projects provide corporations with engaging volunteer opportunities for their employees, flexible programming and marketing opportunities.

Your company may reserve volunteer and branding opportunities by sponsoring one of these 2018-19 projects:

BACK TO SCHOOL FESTIVAL	STRONG COMMUNITIES PROJECT	#GIVINGTUESDAY	DR. SEUSS READING DAY	STEM IN THE SCHOOLYARD	SUMMER MEALS

THANKS TO OUR SPONSORS



Information provided is as of print date. Please confirm final details with your United Way team.

KEYS TO RUNNING A SUCCESSFUL CAMPAIGN



PREPARE

Plan your campaign in advance and recruit a strong team to help lead your effort.



INSPIRE

Share United Way's story with employees and show how their support ensures a brighter future.



ASK

Encourage and ask everyone to give.



THANK

Make sure everyone feels appreciated for their generosity.



PREPARE

Remember you're not alone; United Way will help you assess the strengths of last year's campaign and suggest areas for improvement.



Schedule time with United Way



Develop a timeline



Set goals for the campaign



Run the campaign



Wrap up the campaign

EXECUTIVE ENGAGEMENT



Dr Pepper CEO, Larry Young, hosted a new event for Dr Pepper vendors. The vendors dined with Larry and his wife at The Mercury and participated in a live auction for amazing experiences - Palm Springs getaway, hunting package for two with Larry, Country Music Awards experience and more. In total, the hugely successful event raised \$278,500.



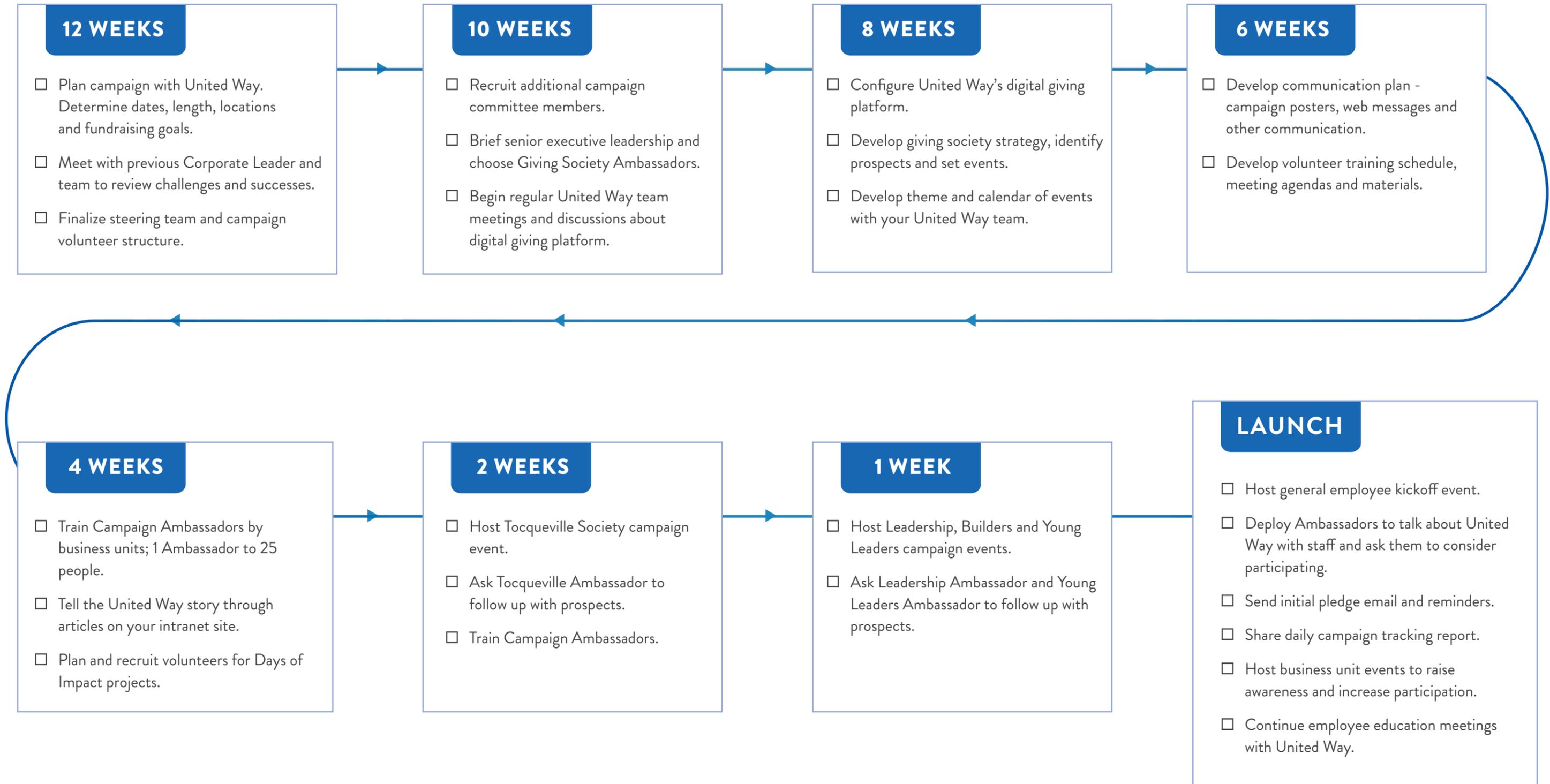
PepsiCo hosted a Tocqueville reception at one of their senior executive's home and invited Dallas Cowboy legend Darren Woodson as a celebrity speaker. This type of social event is a great way to encourage participation in United Way giving societies.



DFW Airport employees that increased their giving by \$10 or more from the previous year were entered into a drawing. The lucky winner got to swap jobs and pay with DFW Airport's CEO for a day. This is a fun way to increase donor gifts, while offering a fun experience for the employees.

CAMPAIGN TIMELINE GUIDE

Below is a “perfect world” timeline. Your own should reflect the amount of time you have to plan and other factors pertinent to your campaign. Your United Way team will help you develop one that’s right for you.



RECRUIT YOUR TEAM

A thoughtfully assembled team of campaign volunteers will increase the success of your campaign and make your job easier. The size of your team depends on the size of your organization. The following list of titles and responsibilities are suggested roles each team member can play in your overall success.

And don't forget to include your United Way team.

Campaign Chair

- Supports the campaign.
- Endorses Tocqueville Society, Leadership Society and Young Leaders Society campaigns.
- Selects Corporate Leader, Campaign Co-Chair, Tocqueville Ambassador, Leadership Ambassador and Young Leaders Ambassador.
- Increases corporate gift.

Employee Campaign Coordinator

- Develops campaign timeline with United Way team.
- Serves as liaison between campaign committee and United Way staff.
- Coordinates execution of overall campaign plan.
- Arranges campaign meetings and trainings.
- Monitors and reports results.

Communications Coordinator

- Develops campaign communication timeline.
- Works and executes with United Way team to develop talking points, kickoff reminder and thank you messages.
- Identifies internal opportunities for year-round United Way communications.

Employee Campaign Coordinator Successor

- Provides primary backup to Corporate Leader and prepares to serve as Corporate Leader next year.

Tocqueville Ambassador

- Provides executive sponsorship of Tocqueville Society campaign.
- Assists Corporate Leader with communication to current and prospective Tocqueville Society members.

Leadership Ambassador

- Coordinates both Builders and Leadership Society giving campaigns.
- Assists Corporate Leader with communication to current and prospective Builders and Leadership Society donors.

Young Leaders Ambassador

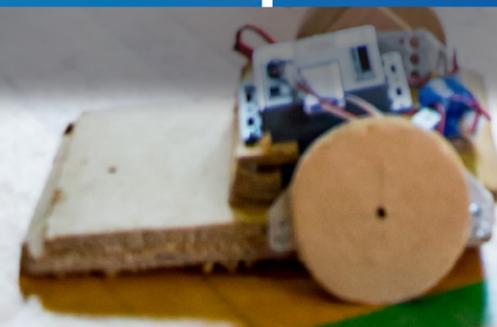
- Coordinates Young Leaders Society giving campaign.
- Assists Corporate Leader with communication to current and prospective Young Leaders Society donors.

Campaign Ambassadors

- Connects one-to-one with employees. The ideal ratio is one Ambassador to 25 people.
- Choose veteran employees, well-respected new employees and/or emerging leaders.



The key focus of the campaign at **Texas Instruments** is education. All aspects of the campaign, such as training, volunteer events and solicitation, have education woven into their plans to provide an understanding of United Way programs and the importance of individual employees' support.





INSPIRE

This section includes ways to spread the word about your company’s campaign and encourage contributions to our community.

Promote your campaign before, during and after, as a short, fun initiative once a year. Inform employees of campaign dates and provide them with information.

IDEAS FOR PROMOTING YOUR CAMPAIGN ▼

- | | | |
|----------------------|-----------------------|-------------------------------------|
| Group presentations | Employee testimonials | Intranet |
| Letter from your CEO | Email messages | Lunchroom table tents |
| Kiosks | Volunteer projects | Success stories |
| Posters/flyers | Company newsletter | Personalized company campaign video |

BEFORE CAMPAIGN

- Raise awareness.
- Thank prior year donors.
- Share prior year results.
- Share activities schedule.

DURING CAMPAIGN

- Inform how to pledge.
- Share success stories.
- Send donation reminders.
- Show campaign videos.
- Offer United Way speakers.
- Host awareness events.
- Inform about incentives or matching corporate gifts.
- Offer volunteer opportunities.

AFTER CAMPAIGN

- Highlight campaign results.
- Thank donors for contribution.
- Prepare wrap-up and hand-off to next year’s Corporate Leader.

PROMOTE THE CAMPAIGN



Texas Instruments reinforced United Way’s branding of “Treating 360 Degree of Need, Helping Those Who Do Good, Do Great,” with their 2018 campaign brand of “Supporting 360 Degrees of Need.” All materials were co-branded with United Way and TI logos.



GEICO created their own United Way campaign branded t-shirts for employees to purchase and wear with jeans on Fridays. The shirt revenue supported the United Way campaign.



Celanese created a brand for their campaign, #AskMeWhy, which encouraged employees to share their personal reason why they donate their time or money. These reasons were highlighted through a “thought bubble” bulletin board and promotional videos. Celanese also encouraged participation by allowing employees to earn a half day of vacation if certain company goals were met.



The campaign team at **Alliance Data** promotes the campaign through lobby signage, email messages, intranet articles, in-person events and desk drops.



EDUCATE AND CONNECT THE DOTS



KPMG emphasizes year-round engagement by implementing custom Days of Impact in both the Summer and Fall for the Audit and Tax teams. After team members have completed their volunteer activities, KPMG hosts a celebratory lunch where a United Way speaker shares the impact that is being made in the community.



Atmos Energy held an impact focused campaign and replaced a few of their annual events with internal and external volunteer opportunities. By shifting their campaign focus to impact, employees were not only engaged during the campaign, but were truly inspired to give in more ways than one.



Through a series of sponsorships, **Vistra Energy** partners with United Way to develop an annual volunteer engagement agenda. Through this partnership, Vistra Energy leverages the infrastructure and connections of United Way to facilitate five impactful volunteer events.



Oncor incorporated health and wellness into their campaign events by hosting a fun scavenger hunt around downtown Dallas with a couple stops dedicated to United Way trivia. Ten teams of employees collected silly items around downtown and concluded with a healthy lunch celebration.



Ambassadors at **AAA** are tasked to make the “asks” of 100% of employees. AAA also sees benefit in a United Way info session during new hire orientation, and a retiree program for loyal donors.

KPMG volunteers
sort donations.



VOLUNTEER OPPORTUNITIES

DAYS OF IMPACT

When you volunteer, you help treat 360 degrees of need. Whether it takes place in the community or in the office, a **Day of Impact** is an opportunity for donors to work together to have a direct impact on people in North Texas. It can also be a great team-building event.

Contact your United Way team to discuss the best approach to volunteerism for your company.

SAMPLE PROJECTS IN THE COMMUNITY



Beautification projects.

Tutor or mentor school-aged students.

Assemble toiletry kits.

Conduct school supply drives.

Create activity books, snack baskets and packages for families.

Help a nonprofit with skill-based volunteering.

UNITED WAY VOLUNTEER LEADERSHIP

United Way is volunteer-led and offers ongoing opportunities to serve our community by participating in grant panels and various leadership committees. Committee volunteer selection varies based on criteria, including volunteer experience and seasonal recruitment.

To learn more, please contact your United Way team.





ASK

The #1 reason employees say they don't contribute is because they were never asked.

Asking for donations is the most important step of your employee campaign. It's also critical to explain that donors have two ways to contribute:

First, gifts made directly to United Way achieve the greatest benefit in North Texas. Instead of addressing one issue, donors help treat 360 degrees of need by supporting local programs that surround North Texas with solutions in the areas of education, income and health.

Programs are chosen by Competitive Grant Panels made up of corporate donors, community members and experts from local philanthropic organizations who understand the needs of our community.

Second, as a community service, United Way also makes it possible for donors to choose specific service providers to receive their donation.

In either case, donors are invited to join the United Way giving society appropriate for their giving level. All giving societies offer volunteer opportunities, events and networking as part of meaningful year-round engagement.

UNITED WAY GIVING SOCIETIES

- **Tocqueville Society (\$10,000+)**
- **Builders Society (\$2,500+)**
- **Leadership Society (\$1,000+)**
- **Young Leaders Society / 35 and under (\$250+)**



GROWTH THROUGH GIVING SOCIETIES



Kimberly-Clark Corporation experienced a 17.3% increase, and continues to lead the way by running a campaign that employs all recommended best practices. A Tocqueville event hosted by CEO Tom Falk, a Leadership Society breakfast hosted by the K-C Campaign Chair and their annual Family Volunteer Day, which drew a record-breaking attendance of more than 150 employees and their families volunteering at Hill Middle School, a United Way Healthy Zone School.

FLUOR.

Fluor Corporation hosts a separate lunch for each of their giving societies to share more information about their United Way campaign. Fluor experienced a 5% increase in employee giving as well as increases in Leadership donors.

Deloitte.

To attract potential Tocqueville donors, **Deloitte** leadership planned a cocktail party with Troy Aikman as the special guest, resulting in seven new Tocqueville donors.

TIPS

Start at the top—ask company leadership to set the example by making contributions early.

Remember to include off-site and remote employees and create options for online meetings.

Highlight corporate support, including programs that match employee contributions.

FUNDRAISING IDEAS

Special event fundraisers can be used to add a little something extra to the campaign. In addition to raising extra funds for United Way, they are a great way to raise awareness during the campaign. Use these activities to further educate employees about United Way, thank employees for their support, and have fun! As a best practice, schedule these activities after the ask has been made for individual contributions.



Bank of Texas hosted a “Soak Your Banker” fundraiser where employees and clients gave donations to soak their banker in a tank. This activity generated additional dollars for the campaign.



Federal Reserve Bank hosted a volleyball and basketball tournament refereed by their executives.



To bring awareness and engage new participants, **Pioneer Natural Resources** hosted their 2nd Annual Texas Hold'em Tournament and Silent Auction to benefit United Way.



Trinity Industries employees enjoy a big carnival at the end of their campaign!



Leading up to the campaign, the long-haul drivers at **UPS** set up a “swear jar” to collect fines from those that cursed in the workplace. Funds were then used to host a “free lunch” for all United Way donors.



RealPage auctions off numerous prime parking spots to donors who make significant gifts.



Celanese Corporation hosts an annual golf tournament. Consider hosting a golf tournament, silent auction, walk or run – all easy ways to raise money for your campaign.

SPECIAL EVENT IDEA LIST:

- | | | |
|-------------------------|--------------------------|--------------------------------|
| Baby Picture Match Game | Parking Lot Picnic | Pumpkin Decorating Competition |
| Casual Day or Jeans Day | Jail/Bail Out Executives | Snack Cart |
| Cube Decorating Contest | Silent Auction | Trivia Contest |
| Karaoke Competition | Office Olympics | Pet Picture Match |
| Employee Talent Show | Wii Sports Tournament | Company-Wide Garage Sale |
| Ice Cream Social | Office Mini-Golf | Scavenger Hunt |
| Pancake Breakfast | Chili Cook Off | Dance Contest |
| Managers Serve Lunch | Bake Sale | |



THANK

Thanking everyone involved, from those who donated to those who helped implement the campaign, cannot be overemphasized and goes a long way to ensure their long-term support.

There are two great ways to thank donors:

THROUGH UNITED WAY

- Share donor details with United Way so we can thank them individually and show how their gift is making an impact in our community.
- Donors who gave at the Tocqueville, Builders, Leadership and Young Leaders giving levels are eligible for membership in United Way giving societies.
- It's important to provide your United Way team with these donors' contact information so they can receive ongoing news about the exciting events, networking activities and rewarding volunteer opportunities for which they qualify.

THROUGH THE WORKPLACE CAMPAIGN

- Place campaign thank you posters around your workplace.
- Send thank you letters or e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Corporate Leader, Tocqueville Ambassador, Leadership Ambassador and Young Leaders Ambassador.
- Highlight givers of a certain level in a public space.
- Host an event for donors who give at a certain level.
- Give a special gift or host a special reception for campaign team leaders and your campaign committee.
- Publicize results via your company newsletter, email or intranet.
- Celebrate your success!

CAMPAIGN IDEAS

CAMPAIGN THANK YOU IDEAS



AT&T's CEO hosts an appreciation event for all of their Tocqueville donors.

LUNCH-AND-LEARN



Fluor Corporation hosts a separate lunch-and-learn for each of their giving societies.

WEEKLY PRIZES TO INCREASE DONATIONS



To encourage new and increased donations, **Oncor** has weekly prize drawings for all new and returning donors who increased their gifts. Additionally, all contributors, regardless of giving level, are eligible for the end-of-campaign drawings.

EY encourages saying “thank you” throughout their two-week campaign. They host breakfasts, lunches and happy hours to acknowledge progress and encourage participation. Donors are also thanked with prizes, and everyone who participates at a certain level is able to wear jeans through the end of the year.

REPORTING RESULTS

Timely reporting of campaign results is an important part of wrapping up your United Way Campaign.

- Throughout the campaign, collect all checks, pledge cards and other gift information.
- Keep special event donations separate from individual contributions.
- Where possible, proof paper pledge forms submitted by donors to make sure they are filled out correctly.
- If you don't use our paper pledge forms or the eWay online giving tool, provide your United Way team with donor details—names, emails, addresses and donation amounts—for tax purposes, recognition and membership in giving societies.
- Schedule a time with your United Way team to pick up campaign results.

PLAN FOR NEXT YEAR

Getting an early start on next year's campaign allows you the opportunity to execute an even more successful campaign.

GET A HEAD START

- Gather feedback about the campaign from senior leadership, campaign committee and United Way team.
- Leave notes and resources for volunteers to use next year.
- Identify next year's Corporate Leader and have them plan to attend future Corporate Leader training sessions.
- Implement a new-hire program to give new employees the opportunity to contribute when they join the company.
- Work with United Way to participate in year-round individual or group volunteer events.
- Implement a year-round communications program that shares the impact of United Way's work in the community with your employees and offers opportunities to get involved beyond the campaign.



La Quinta Inns & Suites has a campaign team of four. Two co-chairs serve as the primary Corporate Leaders for a year. The next year, the two past chairs stay on the team for support and the other two become Corporate Leader successors. This succession plan helps increase campaign growth year over year.



FREQUENTLY ASKED QUESTIONS

How long should our workplace campaign run?

The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the Corporate Leader and employees.

One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the Corporate Leader at a very large company, or multi-site company.

When should our workplace campaign take place?

Most campaigns take place between July and November, but they can happen at a time that is best suited to your organization.

Are donations to United Way tax deductible?

Yes. For additional information, please visit [UnitedWayDallas.org](https://www.UnitedWayDallas.org).

How can employees give?

United Way offers a number of options, including payroll deduction, credit and stock. Please connect with your United Way team.

When does payroll deduction start?

Payroll deduction usually runs from January 1 through December 31. However, United Way does not set your payroll schedule; it is a company decision.

How can I work it into my busy schedule?

The best way is to recruit a committee, assign tasks and start planning early. Also, be sure to use your United Way team. Let them know your limitations and together, you can come up with a proper plan.

Can employees designate their donation?

As a service to donors, we make it possible to specify a program to receive your donation. However, the direct investment of your philanthropic dollars to United Way does more. Instead of just addressing one issue, you help treat 360 degrees of need by supporting local programs that surround North Texas with solutions in the areas of Education, Income, and Health—the essential components of a thriving community.

Programs are chosen by Competitive Grant Panels made up of corporate donors, community members and experts from local philanthropic organizations who are in touch with the needs of our community.



RESOURCES

Your United Way Team

Contact your United Way Team to ask questions or get information to help you run a successful campaign. They are here to help you energize, engage and inspire your company's employees. They are your greatest resource and an extension of your team.

Contact them for help, information about volunteer opportunities and strategies for implementing your campaign.

Corporate Leader Guide

To energize and educate your committee and campaign team, provide this useful guide.

To access these resources and for any other additional information, please visit [UnitedWayDallas.org](https://www.UnitedWayDallas.org)

United Way Videos

Share videos of people United Way has helped and inspire your colleagues to get involved!

Workplace Campaign Toolkit

Available on the United Way website, this toolkit includes campaign materials, success stories, photos, logos, sample emails, videos and much more.



THANK YOU

For volunteering your time as an
Corporate Leader!

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