

Tools & Resources

United Way Staff

Staff is available to help you run your company's campaign, and can help you maximize the success of your campaign. Our experienced staff can provide as much time and support as you need to make your efforts a success.

Speakers

Real stories about real people touch the hearts of individuals and move them to invest in their community. Speakers from a wide variety of United Way partner agencies are available to bring these stories to life. Contact your United Way representative to request a speaker.

Employee Testimonials

Ask employees about their personal experiences with United Way partner agencies. If they've received help, tell their stories in your newsletter, on bulletin boards, or through email. You will find a Tell Us Your Story insert in the back page of this Tool Kit. Use this to help generate stories you can use in your campaign.

Also, ask co-workers who have volunteered with United Way partner agencies, toured United Way agencies, or been long-time United Way supporters to share their stories.

Trained volunteers, a committed United Way staff person, knowledgeable speakers, and on-site visits to partner agencies are some of your best tools for building a strong campaign. When it comes to campaign success, the more you know, the more you grow.

Group meetings with an agency speaker can have a dramatic impact on your campaign. Nothing tells the United Way story more poignantly than agency tours because it allows employees to see for themselves how their dollars work to benefit the community.



Campaign Enhancements

The programs and ideas described below will help you run an effective campaign. Read 'em and reap!

Leadership Giving

United Way of Lapeer County has developed a Leadership Giving society called the Circle of Friends to promote donations of \$500 or more. This program has proven to be an invaluable tool in inspiring community leaders to make substantial gifts to United Way of Lapeer County. A combined gift of spouses totaling \$500 qualifies as a Leadership Gift.

Membership in the Circle of Friends will include:

- An annual recognition event
- Individual recognition in the Circle of Friends Brochure
- Company recognition in the Circle of Friends Brochure
- Membership pin
- United Way newsletter
- The pleasure of knowing that their gift helps so many people help themselves

Leadership gifts may be made through payroll deduction, cash or check, electronic funds transfer, be billed over a year's time or be gifts of stock.

Contact Michelle Steiner at United Way of Lapeer County to learn more about Leadership Giving at 667-3114 ext. 304

Planned Giving

A planned gift through a will or estate plan insures that your giving, and the difference it makes in the quality of life in our community, will continue far into the future. United Way of Lapeer County offers the following products through our planned giving services program.

- Charitable Gift Annuity
- Pooled Income Fund
- List of United Way screened Financial Planners

For more information about making a bequest, contact Michelle Steiner at United Way at 667-3114 ext. 304

Corporate CAN-DO

Corporate CAN-DO (Campaign Analysis Now – Developing Objectives) is an analytical planning process to help your company produce the most efficient and effective United Way campaign. For more information about how your company can benefit from a CAN-DO, speak to your United Way representative.

Retiree Involvement

Retirees can greatly enhance your campaign's success. Many people are still very interested in supporting United Way at the time of retirement. We encourage every company to solicit help from their retirees. Call your United Way campaign contact for assistance.

New Hires Program

A New Hires kit is available to encourage new employees to get involved with United Way. You or your human resources department can give new hires this information during their orientation in order to get them to join your company's campaign efforts. Offering a pledge form to new hires also helps reduce any pledge collection loss your company may experience due to retirement or resignation.

To learn more about the New Hires Program, call Michelle at United Way. (810) 667-3114 X 304