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| |  |  | | --- | --- | | Thank you for taking time out of your busy schedules to raise funds to better our community. Your talent, generosity, and support will help ensure that our partners have the funds needed to make a measurable difference in people’s lives.  We truly could not complete our work without you!  **CONTACT US**  We are here for you! Please let us know if we can be of any assistance!  1116 SW A Avenue,  Lawton, OK 73501 P.O. Box 66, Lawton, OK 73502  Phone: 580-355-0218  Email: [judy.dial@uwswok.org](mailto:judy.dial@uwswok.org) or carol.herrick@uwswok.org  Web: www.uwswok.org  **CONNECT WITH US**  Tag United Way on social media using the following: **#LIVEUNITED**  **#UWSWOK**  **#UNITED STRONG** | [Image result for instagram images](https://www4.bing.com/images/search?view=detailV2&ccid=dwKyv2PM&id=264ECF33C7E181A4A4D6028349892A5672033770&thid=OIP.dwKyv2PM3WV62VBL27IMJAEsEs&q=instagram+images&simid=608037740032690838&selectedIndex=7)[bl_circleicon_www_signature](http://www.uwswok.org/)[bl_circleicon_twitter_signature](http://twitter.com/uwswok)[bl_circleicon_facebook_Signature1](http://www.facebook.com/uwswok) | |  | |  |  | |  | | --- | | 2024 CAMPAIGN guide | |  | |  | |



**GIVE WHERE YOU LIVE**

**THANK YOU**

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| **TABLE OF CONTENTS**  Congratulations on joining the United Way Annual Campaign team! This guide will help you have a successful campaign, by teaching how to effectively communicate what UWSWOK does, the community benefits of donating to the Annual Campaign, and how to solicit donations for UWSWOK and its funded partners.  What Does United Way Do? 1  How is the Community Affected by What UWSWOK Does?.1  Employee Campaign Coordinator (ECC) Campaign Checklist 2  United Way of Southwest Oklahoma Website 3  United Way Express……………..………………………………………..3  Sample Rally Speech 4  Sample United Way Rally Agenda……………………………………….4  Helpful Tips for a Successful Rally 5  Ideas to Get People Involved 6-7  2024 Campaign Fact Sheet 8  Leadership Giving 9  Ways to Donate 10  Credit/Debit Cards……………………...………………………………………10  Personal/Business Checks…………………..………………………………10  Cash……………………………….……….………….………………………………10  Text to Give & Round-Ups…….…...….……….………………………………10  United Way Funded Partners…………..…………………………………….11  Campaign Wrap-Up 12  If your Company uses Pledge Forms Provided by United Way12  Return to United Way………………………………………………………….12  Dates to Remember…...………………………………………………………….13 |  |  |  | **6th ANNUAL BLUE TIE GALA** (***Official Campaign Kick Off***)   * SEPTEMBER 13, 2024 at Hilton Garden Inn   **Campaign Completion** (*All Reports Turned into UWSWOK*)   * NOVEMBER 22, 2023   **End of Campaign Celebration**   * TBD   *Keep up-to-date with upcoming events through our website or through our social media pages.* |
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**DATES TO REMEMBER**

ECC CAMPAIGN CHECLIST

**CAMPAIGN WRAP UP**

**WHY UNITED WAY?**

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| When your organization completes their campaign:  **IF YOUR COMPANY/ORGANIZATION USED PLEDGE FORMS PROVIDED BY UNITED WAY:**   * Return the WHITE copy to the United Way in the campaign envelope. * The **YELLOW** copy goes to the company’s payroll department. * The **PINK** copy is given to the donor.   **IF YOUR COMPANY/ORGANIZATION USED COMPANY SPECIFIC OR ONLINE PELDGE FORMS:**   * Record the name and annual amount donated by each individual on a spreadsheet to submit to UWSWOK   **PLEASE RETURN TO UNITED WAY:**   * Campaign Report Envelope- Ensure the envelope is completed, including total # employed, # pledging, and $ amounts. * Located on the top left of the envelope is a box where you can check if there are any designated pledges, and if any donor qualifies to be a Leadership Donor. * Make sure that all fundraisers are listed on the envelope in the area entitled Special Events. * Please make sure that the person completing the envelope signs and seals it. * Please mark billing instructions on the front of the envelope. * The WHITE copies of the pledge form *(if using UW pledge form)* or provide spreadsheet with name and annual amount donated by each individual *(if done online)* * Cash and Checks (made out to United Way of Southwest Oklahoma) |  |  | Every United Way is different because every community we operate in has different needs. While we do raise funds to support our funded partners we are much more than just a fundraiser. United Way of Southwest Oklahoma (UWSWOK) links nonprofit organizations, businesses, community, social services, and the public together to work for the common good of Southwest Oklahoma.  Through our many partnerships (funded and community partners) and collaborative initiatives we are able to help our community create, promote, and execute tangible solutions that can solve the critical issues of Education, Income Stability, Health, and Basic Needs.  UWSWOK is dedicated to continue identifying ways in which our community can become a better place to live and work. In order to do that, we rely on the generosity of our community members.  **WHO BENEFITS?**  During the 2023-2024 year, we were able to raise $1,167,430.80 to invest in local non-profit organizations who are dedicated day-in and out to meeting our area’s most vital needs. Between their passion, and the donations we receive from community members and businesses, these programs were able to serve nearly 91,113 individuals in 2023. Without donations like yours, none of these services would have been possible.  While it is true that the focus of our annual fundraising campaign is to raise awareness and provide necessary resources, just like the rest of the world, we continue to adjust to new norms and challenges resulting from the global pandemic. Visit our website, [www.uwswok.org](http://www.uwswok.org) or follow us on Facebook to learn more about each program funded by UWSWOK  Visit the *Success Stories* sections of our website for personalized stories. |
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**ECC CAMPAIGN CHECKLIST**

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| Review your company’s giving history to get a snapshot view of their past relationship with United Way.  * Encourage your CEO and/ or leadership to be involved: * Complete his/her pledge card. * Pledge a corporate gift on behalf of the organization. * Promote incentives including corporate match to all employees. * Send an email to all employees about the campaign. * Promote United Way during regularly scheduled staff meetings. * Participate in/or attend campaign meetings. * Recruit a committee of co-workers to help you. * Utilize the United Way staff. * Set a challenging but realistic goal. * Schedule specific start/end dates for your campaign to run and inform your co-workers of the deadline. * Educate your co-workers: * Funded partners and United Way staff & board members are always available to speak. * See the sample rally and ECC speech outlines on page 4-5. * Send weekly emails that feature a United Way success story. * Contact United Way staff about scheduling a Funded Partner tour. * Complete your campaign by collecting pledge cards and reporting your results to United Way staff. * Thank your co-workers for their generosity! Send an email, hang up thank you posters, and plan a celebration for a job well done! |  |  | **UNITED WAY PARTNERS**  **Armed Services YMCA Oklahoma**  **Boy Scouts of America, Last Frontier Council**  **C. Carter Crane Shelter for Empowerment and Advancement**  **CASA of Southwest Oklahoma**  **Catholic Charities**  **Center for Creative Living**  **Christian Family Counseling Center**  **Family Promise of Lawton**  **Girl Scouts of Western Oklahoma**  **Hearts that Care Volunteer Health Clinic**  **Lawton Food Bank**  **Lawton Family YMCA**  **Legal Aid Services of Oklahoma**  **Marie Detty Youth and Family Service Center**  **MIGHT Community Development and Resource Center**  **Oklahoma Parkinson’s Alliance**  **Salvation Army Corps Community Center**  **Success By 6\***  **Teen Court**  **Variety Care Foundation**  *\*In-house Education Program of UWSWOK* | |
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| The ECC (or CEO) should be responsible for explaining their company’s options for giving (online donations, cash, check, credit card, payroll deduction, etc.). This can be done at a rally, in campaign literature, or one on one. Be sure your employees know when the donation deadline is, and where to turn in their donations. You can even incentivize donations by awarding prizes to those that complete their forms by a certain date. If you have any questions about pledge cards or ways to donate, United Way staff can assist you!  **CREDIT/DEBIT CARDS**  Donors may give to United Way through any major credit or a debit card. Those using credit/debit cards to donate can do so by:   * Completing a United Way pledge card including the V code (last 3 digits) located on the back of the card and the billing address zip code. * Calling the United Way office for the transaction to be completed by phone. * Stop by the United Way office for the transaction to be completed in person. * Donating online by visiting [www.uwswok.org](http://www.uwswok.org) and click on the “Donate” button.   **PERSONAL/BUSINESS CHECKS**  ALL checks should be made out to UNITED WAY OF SOUTHWEST OKLAHOMA. Checks made out to individual 501(c)(3) organizations CANNOT be processed through the United Way Campaign.  **CASH**  Cash is always accepted! If a donor wishes to give cash please have them complete a pledge card which denotes their cash gift.  **ROUND-UPS**  Donors may give through <https://uwswok.harnessapp.com/wv2/donate?selected-method=roundup> |  |  | Additional information about UWSWOK is available on our website. Visit our Campaign Center and explore all that it has to offer.  [**www.uwswok.org**](http://www.uwswok.org)**/campaign**    **UNITED WAY EXPRESS**  Our Funded Partners welcome the public to visit their agencies. Scheduling a United Way Express tour will let you and your coworkers see how your gift changes lives forever, and encourages everyone to do more.  To schedule a tour, please contact our  Director of Community Engagement  **Carol Herrick at 355-0218** or at [carol.herrick@uwswok.org](mailto:carol.herrick@uwswok.org)  ***Please note tours must be scheduled***  ***2 weeks in advance.*** |
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**WAYS TO DONATE**

**UWSWOK WEBSITE**

**LEADERSHIP GIVING**

**SAMPLE RALLY SPEECH**

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| Introduce yourself and thank everyone for attending.  1. Give a brief overview of your organization’s United Way campaign. Include:  * Your organization’s campaign dates. * Your organization’s fundraising goal. * United Way facts/statistics using the United Way materials provided.  1. Share your personal United Way story, either as a donor, volunteer, or as someone who benefitted from their services 2. Outline incentives offered to the employees who donate  * EX: corporate match, corporate gift, prizes, luncheons, et al  1. Introduce the United Way speaker. 2. Be sure to say THANK YOU!   **SAMPLE RALLY AGENDA**  Use this agenda to help plan your campaign rally! Typically, each rally lasts about 15 to 30 minutes. Don’t have that much time? Your United Way staff can work with you to help plan a rally that works for your organization.     * 3 min - Welcome & United Way Endorsement  *CEO or ECC* * 5 min – “Why United Way?” Presentation *UW Rep or ECC* * 6 min United Way Partner Spotlight  *UW Partner Rep* * 3 min Wrap Up (& Incentive Reminders) *CEO or ECC* * 3 min Collect Pledges *ECC*   (or remind them to pledge online) | |  |  | Encourage donors to become a Leadership Donor and maximize their impact. Membership begins with an annual gift of $500 or more.    **Leadership Giving Levels:**   * **Tocqueville Society**- is reserved for our most generous and community-minded contributors. Tocqueville members represent those who are willing to truly invest in the welfare of our community with a contribution of $10,000 or more annually to United Way. * **Diamond**- are those donors who make a contribution of $5,000 to $9,999 annually. * **Emerald**- are those donors who make a contribution of $2,500 to $4,999 annually. * **Ruby**- are those donors who make a contribution of $1,500 to $2,499 annually. * **Platinum**- are those donors who make a contribution of $1,000 to $1,499 annually. * **Gold**- are those donors who make a contribution of $500 to $999 annually.   **All Leadership Donors will be highlighted on our website donor page** | |  |
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| |  |  |  | | --- | --- | --- | |  |  |  |     Encourage donors to become a Leadership Donor and maximize your impact. Membership begins with an annual gift of $500 or more, combined with a spouse, or individually. You will receive all the benefits reserved for our top donors. A leadership gift truly demonstrates commitment to lasting change in Southwest Oklahoma.  Leadership Giving levels:  **Tocqueville Society**  is reserved for our most generous and community-minded contributors. Tocqueville members represent those who are willing to truly invest in the welfare of our community with a contribution of $10,000 or more annually to United Way. As a member, you will be included in the national Tocqueville Society Registry.  Emerald  are those donors who make a contribution of $2,500-$9,999 annually.  Ruby  are those donors who make a contribution of $1,500-$2,499 annually.  Platinum  are those donors who make a contribution of $1,000-$1,499 annually.  Gold  are those donors who make a contribution of $500-$999 annually. All leadership donors are featured in the United Way annual report, featured on our website donor page, and are invited to attend a special Leadership Donor Reception annually for their generous contribution to United Way of Southwest Oklahoma. | |  |  |  | |
| **CAMPAIGN CHAIR David Madigan III and Melody Barber**  **CAMPAIGN GOAL $1.2 MILLION**   * Locally funded health and human services agencies are pre-screened for need, integrity, and effectiveness of services by approximately 55 local volunteers, like you, who make up our Community Investment Committee. * UWSWOK supports 20 programs through our 19 funded partners. * UWSWOK funds programs responding to identified community health and human service needs, not capital improvements. * The UWSWOK maintains an operating expense of 14% which is far below the Better Business Bureau recommended 35% for non-profit organizations. * In 2023, 91,113 individuals in SW Oklahoma were served by our funded partners and collaborative initiatives. * Local dollars mean local results, and we hope that you will consider contributing to this year’s campaign. The needs are greater. The resources less available. * For more statistics please see our website under campaign center. |  |  | * Get them pumped by playing some music. * Decorate the room in United Way colors (red, blue, and yellow) * Serve food and/or snacks. Free food always gets people up and away from their desks. * Pass out the United Way materials.      * Invite a speaker. Tell stories about being impacted by a United Way partner agency. * Schedule for a United Way staff member or Funded Partner to speak at the Rally by contacting Carol Herrick (carole.herrick@uwswok.org) * Offer fun door prizes to encourage attendance * Create in-office campaign competitions * Share all the incentives for participation! | |
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**2024 CAMPAIGN FACT SHEET**

**TIPS FOR A SUCCESSFUL RALLY!**

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| **IDEAS TO GET PEOPLE**  **BREAKROOM RALLY**  Have an employee rally that features a funded partner speaker, a United Way speaker, and the United Way Worldwide campaign video. Encourage your fellow co-workers to attend and learn about United Way.  **LUNCH**  Who doesn’t love a meal they didn’t have to cook? Have a catered group luncheon where attendees pay to eat.  **SNACK O’CLOCK**  It’s 2 o’clock and your afternoon munchies have kicked in. For $2 employees can purchase trail mix, beef jerky, popcorn, or any of your favorite treats.  **BOTTOMS UP**  For $1, employees can purchase a beverage of their choice!  **CHILI COOK-OFF**  A good, old-fashioned chili cook-off always brings in lots of attendance.  **PHOTO BOOTH**  Set up a photo booth with fun and interesting props and let the silly pictures begin!  **BINGO**  Employees pay $2 per Bingo Card and then play as their numbers are “called out” via email, with the game continuing until someone gets a BINGO!  **JEANS DAY**  Employees pay to wear jeans for one day or multiple days! (*stickers available*)  **BREAKFAST**  Nothing brightens a workplace like donuts or breakfast burritos! For $1 employees can purchase a breakfast treat and support UWSWOK. |  |  | **SCAVENGER HUNT**  Create a fun scavenger hunt around the office. Offer a prize to the winner!    **UW NEW EMPLOYEE PACKETS**  Give out the United Way New Employee to engage them in your organization’s culture of giving. *Contact* [*judy.dial@uwswok.org*](mailto:judy.dial@uwswok.org) *for materials*  **VIP PARKING**  Auction or raffle off a prime parking space for one lucky winner to keep for a set amount of time.  **TRIVIA CONTEST**  Send out a daily email with several trivia questions about United Way, and the first to respond correctly each day wins a prize! Or have a lunchtime trivia competition in the break room.  **COIN CYLINDER**  Contact United Way staff about setting up a fundraising cylinder at your business.    **ART RAFFLE**  Have a well-known artist as a friend/co-worker? Have them create a piece of art you can auction off or sell raffle tickets for.  **PRANK WARS**  Create a few harmless pranks (letter full of glitter, items taped to desk, etc.) that co-workers can pay to have played on one another.  **PUMPKIN CARVING CONTEST**  Allow employees to create a masterpiece out of a carved pumpkin. Everyone votes by donating money (*each $1 counts as 1 vote*) and the winner gets a prize!  **COOK OFF**  Have each employee make a signature dish that will beat everyone else’s! Use $1/1 vote to determine the winner!  **WINDOW WASHING**  Wash employee car windows as a way to say “Thank you” for donating to United Way!  **PENNY WAR**  Have departments compete by collecting change in jars! |
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**INVOLVED IN CAMPAIGN**