



QUICK CAMPAIGN REFERENCE SHEET

THANK YOU...THANK YOU...THANK YOU...in advance for all of your special efforts to make the United Way of Hancock County LIVE UNITED campaign the biggest success ever. We have great faith in your abilities to help us meet the needs of the programs and services provided by the organizations we fund throughout the county.

DATES TO REMEMBER in 2016

August 1 - September 8	Pacesetter Campaign
September 8	Kickoff, Dinner and a Comedy Show, Marathon Center for Performing Arts
November 11	End of Annual Campaign
November 30	Final Reports due to United Way Office

CAMPAIGN TOOL KIT: ONLINE SUPPORT MATERIALS

Before you get started, please go to United Way's website (<http://LiveUnitedHancockCounty.org>), wave your cursor over "Campaign" and click on "Campaign Tool Kit." You will find forms, posters, table tents, "what your pledge does...", thermometers to measure your progress, FUNdraising Guide and more. Questions about the site and materials may be directed to United Way staff.

PACESETTER CAMPAIGN

Pacesetter campaign runs August 1 to September 8. Pacesetter companies run their campaigns early, with the pledge portion being reported by mid-September. Pacesetters may continue to run special events through the fall, or all year long.

GENERAL CAMPAIGN TIME FRAME

General campaign is from September 15 to November 11. All reports are due to the United Way office by November 30.

CAMPAIGN SUPPORT

The United Way staff is available and very willing to support you and your annual fundraising efforts. If you have any questions or concerns, do not hesitate to contact the office. We are at your service!

IN-HOUSE CAMPAIGN TEAM TRAINING

As a part of the ongoing support of your campaign, United Way staff is willing to provide an orientation or training. If the team within your workplace is interested in a campaign orientation, planning assistance or brainstorming (lasting 30 minutes to one hour), please use the contact information provided to make arrangements.

SPEAKERS BUREAU

United Way representatives, campaign cabinet members and United Way staff are available as guest speakers. This is one of the best ways to help employees understand the importance of every dollar.

INVESTOR'S CHOICE FORMS

One "Investor's Choice" form has been provided with each packet. Workplaces will be responsible for duplication as needed. Use this form only if an employee wishes to direct their pledge to a program or to another United Way. The Investor's Choice form is a two sided document. Be sure to copy both sides.

REPORT ENVELOPES

Campaign Report Envelopes may be provided with your packet. You may turn in your report envelope when your campaign is completed. However, it is very helpful to provide us with mid-point envelopes so the processing is less hectic. Please turn in Community Investment Forms, which have check or credit card payments, within 30 days of the pledge.

BANNERS & SIGNS

Special signs with the United Way logo are available to all workplaces as a great way to let the public know you are supporting this year's campaign. It is also an excellent means of encouraging your employees to think "campaign." Take a look around your workplace and think about key locations to place these signs: the front of your building, workplace entrances, lunchrooms or where they will be seen by the most people.

Full-color signs are available at United Way.
Signs are 24" by 18", two-sided with a step stake.
Contact Michael Momany at 419-423-1432
or michael.momany@uwhancock.org

LIVE UNITED T-SHIRTS

"Live United" remains the community theme and the Live United T-shirt is a very visible way to support campaign. They can be used by your team members as incentives or as give-a-ways. White shirts must be used for all marketing opportunities. Black shirts can only be used for special events. Shirts can be ordered by contacting Kara Ward at City Apparel, kward@cityapparel.net or 800-422-2489, ext 142.

UNITED WAY LOGO ITEMS

United Way has a national catalog with an extensive array of items sporting the United Way logo including shirts, hats, mugs and other give-a-ways.

Contact Tamera Rooney, communications director, for details on vendors for these items.
tamera.rooney@uwhancock.org or 419-423-1432

STILL HAVE QUESTIONS?

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