We couldn't do it without You!

Dear Campaign Coordinator,

United Way connects people who want to make a difference in our community with the people who need help the most. Thank you for joining us as we fight for the education, income, and health of every person in our four-county region. As you know, we all win when a child succeeds in school, when a neighborhood turns around, when families have good health, and workers have solid jobs.

United Way’s 2018 Community Campaign is kicking off and we thank you for coordinating your workplace giving campaign.

Sincerely,

Andy Darnell
President
Sandra Phelps
Executive Director
Sherwood Crawford
Resource Development & Marketing
Kitti Hardison
Community Relations Manager

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Key Dates

Wednesday, September 12 at 8:00 am
Rise & Shine with United Way Breakfast
United Way Office, 601 Broad Street

Friday, September 21 at 12:00 noon
Campaign Kickoff Picnic & Ribbon Cutting
Pleasant Hill Park, 427 Hwy 55 West
Installation of Born Learning Trail sponsored by MOEN
Lunch at 12:00 Noon
Campaign Kickoff & Ribbon Cutting at 1:00

Business Before Hours
New Bern Chamber Members
Tuesday, September 25th
Hosted by United Way of Coastal Carolina
601 Broad Street, New Bern

GIVE & WIN for 10 WEEKS

INCENTIVE PROGRAM BEGINS
Monday, November 26 (1st turn-in)
Wednesday, November 28 (1st drawing)

UNITED WAY EVENTS:

September 15
Crystal Coast Beach Volleyball Classic
@ The Circle, Atlantic Beach

November 9
4th Annual Bacon & Brew
@ the Farmers Market, downtown New Bern

November 27
#Giving Tuesday

November 28
First Weekly Drawing

January 1, 2019
Payroll deduction for the 2018-19 campaign begins

February 11, 2019
5:00 pm Deadline for Prize Entry Cards

February 20, 2019
5:30 pm Final Grand Prize Drawing
@ United Way, 601 Broad Street

Coordinator benefits
• Career-building skills
• Networking opportunities
• Recognition within your organization
• Expert knowledge of the value of giving to United Way

Coordinator role
• Work closely with your organization’s leadership
• Work closely with your Loaned Executive, if applicable
• Develop an effective campaign plan
• Recruit a team of volunteers to assist you (if needed)
• Hold campaign kickoff and recognition events
• Promote the campaign throughout your organization
• Encourage leadership giving in your campaign
• Make your campaign fun
• Thank your donors and volunteers

United Way Coordinators
engage co-workers in building a stronger community by planning, organizing, and coordinating a successful United Way Campaign.

United Way of Coastal Carolina
LIVE UNITED

Connecting people in need to health & human services by dialing 2-1-1
Making medications more affordable with a prescription drug savings card
Offering free tax filing for individuals or families who qualify
Serving the community with a day of volunteer projects
**Tips for a Successful Campaign**

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**Get Donors Interested**

78% of people are more likely to give a financial donation if they first have a positive engagement experience.

- **Share the story:** Educate employees by inviting an agency speaker to share a story about the positive impact that donor dollars have on our community. Contact your United Way staff to schedule a speaker.

- **See impact in action:** Experience how important United Way-funded programs are to the community by touring an agency.

- **Volunteer:** Strengthen your team and community by participating in a fall volunteer project.

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**Make the Ask**

Research shows that the #1 reason people don’t give to United Way is because they were never asked.

- **Ask for the pledge:** With new donors, ask for a first-time gift. For annual donors, thank them for their past support and encourage an increase.

- **Answer questions and handle concerns:** Answer questions honestly and if you don’t know the answer ask your United Way representative.

- **Leverage incentives:** Employee prizes and incentives are a way to reward employees for participating. No prize is too small. Vacation days, VIP parking, and gift cards are great incentives. Don’t forget the Incentive Program and Impact Coupons.

- **Say thank you:** Regardless of what the donor decides, thank them for their time.

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**LIVE UNITED All Year Long**

We provide you with all the tools you need to show donors how United Way is using their gift, months after they’ve given.

- **Connect on social media:** Advocate for United Way by posting photos of your employee volunteers in action or your special event.

- **Share facts and updates:** Send fun facts and stories via emails, newsletters, the intranet, or a bulletin board.

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**New Event Ideas**

Fundraising Ideas

**BE CREATIVE & HAVE FUN**

Special events during your employee campaign can be a good way to get everyone involved! Raffles, special days (jeans day) etc can raise additional dollars support United Way’s Community Fund - the most powerful way to invest!

- **Moen “Hoops for the Heart”**

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**GET SET, GO!**

Competitive events always add a splash of fun and excitement to campaign activities.

**TWEET IT/SHARE IT!**

Encourage employees to take selfies that shared through their office and on social media.