

2009 Employee Campaign Manager Guide



**I DON'T JUST WEAR THE SHIRT,
I LIVE IT!**



United Way
of Northeast Louisiana

2009 United Way Employee Campaign Manager Guide

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What is United Way?

The purpose of United Way of Northeast Louisiana is **Helping People *and* Improving Community**. There is not another organization that touches the lives of so many people with so many different needs. At United Way, in addition to funding important programs of our Partner Agencies, we look at the whole community and focus on tackling the toughest issues that we face by looking at the root cause and bringing the people and resources together that get results.

QUESTIONS? Who do you call for help with your specific concern or request? The United Way of Northeast Louisiana staff is ready to help in planning your campaign - securing materials, processing requests for agency tours, videos, or agency speakers. **Call United Way at 325-3869 or outside of Ouachita Parish at 800-644-9886 or fax us at 325-4329.**

LIVE UNITED™

Employee Campaign Manager Job Description

Objective:

To plan, organize and implement a successful employee campaign in your organization.

Responsibilities:

1. Attend Employee Campaign Manager planning session (if new ECM).
2. Recruit and train an enthusiastic team to help plan and implement a successful campaign.
3. Work closely with United Way staff/Campaign Associate to establish organizational campaign goals and timelines.
4. Coordinate the distribution of campaign materials.
5. Coordinate Kick-off and recognition events.
6. Promote the campaign throughout your organization.
7. Encourage attendance at employee meetings.
8. Complete and submit awards applications.
9. Complete your campaign and send final reports to United Way by November 16, 2009.
10. Evaluate your campaign and make recommendations for next year.

10 STEPS TO SUCCESS

STEP 1 DEVELOP A PLAN FOR SUCCESS

United Way will help you assess the strengths of last year's campaign and suggest areas for improvement.

- Schedule a meeting with your United Way representative to review your organization's campaign history, analyze campaign data, and establish ongoing meetings dates to plan the campaign.
- Set goals for overall giving, leadership donations, Tocqueville Society contributions, participations, average gift, giving by department, etc.
- Ask your United Way representative for information about additional recognition opportunities.



BREAKFAST WITH THE BOSS

In hospitals, floors and departments can compete against each other; the group that boasts the highest number of donors wins a catered breakfast with the CEO.

STEP 2 INVOLVE YOUR CEO

The success of your campaign depends on the commitment and involvement of your CEO. Keep your CEO involved by asking him/herto:

- Establish a timeline and budget for campaign events and materials.
- Confirm a corporate contribution.
- Endorse the campaign through personal letters or e-mails.
- Attend campaign trainings, meetings and events
- Appoint a senior executive to run the leadership and Tocqueville Society campaigns.
- Authorize payroll deduction, if this does not already exist.
- Personally pledge a generous Tocqueville Society or leadership gift.

STEP 3

RECRUIT AND TRAIN YOUR CAMPAIGN STEERING COMMITTEE



Your Campaign Steering Committee will help manage your organization's campaign and communicate with employees about United Way. Ask your CEO and/or union leadership to help recruit people from all levels of your organization and from all company sites. Work with your Campaign Committee to:

- Review the prior campaign and share new ideas.
- Ask your United Way representative to conduct a training workshop and coordinate an agency tour for your team.
- Develop a strategy and timetable for reaching fundraising goals.
- Establish specific duties for each committee member.

KISS WHAT?

Take penny wars to a new level. Different company managers are assigned penny jars that are displayed in the company lobby. Employees empty loose change into a selected jar; at the end of the campaign the individual with the most money has to kiss something- possibly even puckering-up to a pig and a horse.

STEP 4

RECRUIT AND TRAIN CAMPAIGN TEAM LEADERS

Campaign Team Leaders coordinate efforts to educate fellow employees about the United Way. They build excitement for the campaign, answer colleagues' questions about United Way and make sure that everyone is asked to give.

- Recruit one campaign Team Leader for every 25 to 30 employees.
- Ask your CEO or department heads to identify well respected, friendly, outgoing employees to participate.
- Work with your United Way representative to coordinate a special training for Campaign Team Leaders to explain their role and review available resources.
- See the Roles and Responsibilities chart on the next page for ideas for a campaign structure.



Roles and Responsibilities

Include your United Way representative as part of your team

CEO

- Support the campaign
- Endorse leadership giving campaigns
- Select ECM, Co-Manager, and Leadership Giving Society Chairs
- Increase corporate gift

LEADERSHIP GIVING CHAIR

- Coordinate Leadership Giving campaign

EMPLOYEE CAMPAIGN MANAGER

- Coordinate execution of campaign plan
- Organize campaign team
- Arrange campaign meetings
- Monitor results

STEERING COMMITTEE

Involve people at all levels and divisions in your organization. Include people from all departments:

COMMUNICATIONS/MARKETING

- Develop campaign promotion and publicity
- Plan and coordinate year-round United Way communications

FINANCE/PAYROLL

- Endorse payroll deduction procedures
- Prepare personalized pledge cards
- Provide ongoing tabulations to help ECM track results

HUMAN RESOURCES/PERSONNEL

- Recruit coordinators
- Plan and organize training with United Way staff
- Help schedule and plan employee meetings and agency tours

UNIONS (IF APPLICABLE)

- Endorse and support the campaign
- Attend and speak at key employee meetings

If possible, include employees who have benefited from United Way-supported programs or services, employees who have served on United Way allocation panels, and employees who volunteer from United Way agencies.

COORDINATORS (FROM BUILDINGS, SITES AND/OR DEPARTMENTS)

- Attend training session
- Organize and attend educational meetings for employees
- Recruit and manage team leaders
- Monitor campaign progress in department or site and report to ECM
- Promote United Way in building, site or department

TEAM LEADERS (ONE FOR EVERY 25-30 EMPLOYEES)

- Attend training session
- Organize and attend educational meetings for employees as needed
- Meet one-on-one, if necessary, with assigned co-workers to respond to questions and ask for a gift to United Way
- Collect completed pledge cards from employees

STEP 5 RUN A LEADERSHIP GIVING CAMPAIGN

An employee campaign that strongly encourages Leadership gifts is likely to be a robust campaign. Peer-to-peer solicitation and personal asks are critical to successful cultivation of Leadership gifts.

Bayou Society: Gifts of \$500 or more Steamboat Society: Gifts of \$1,000 - \$9,999 Tocqueville Society: Gifts of \$10,000 or more

- Recruit a leadership campaign team (including senior executives) to serve as separate Tocqueville Society and leadership giving chairs.
 - Work with United Way to conduct training for your team.
 - Identify whom to solicit as part of the leadership giving or Tocqueville campaigns.
 - Obtain leadership and Tocqueville pledge materials from United Way.
 - Host a leadership event such as a breakfast, luncheon or happy hour where information can be presented about leadership giving. Follow up with each prospect after the event.
 - Promote United Way's African-American Leadership Society at the Bayou, Steamboat or Tocqueville level.
 - Be sure to coordinate events in conjunction with any affinity groups you have within your company.
-

STEP 6 PROMOTE AND PUBLICIZE

Education and information are the keys to reaching your fundraising goal. United Way can help you create an atmosphere of contagious enthusiasm as you inform employees how their contributions help United Way improve lives in our community. Some of the successful promotional tools include:

- Employee testimonials in print or audio-visual presentations. This is a great opportunity to seek out and publicize how your own employees LIVE UNITED!
- Creative, engaging campaign themes.
- Displays, posters, photos/videos of employees at agency tours of volunteer projects.
- Employee publications, voice-mail announcements or goal thermometers.
- Incentives for turning in pledge cards or giving through payroll deduction.
- Special events and fun activities to add an additional spark to your campaign, in addition to educational meeting and other best practices.



STEP 7

MAKE THE ASK

This is by far the most important step. THE number one reason employees don't give is because they were never asked. It is important to allow every employee to make an educated, personal decision about giving to United Way. There are two effective ways to do this.

Educate through employee meetings

- The best way to communicate the community's need and make the ask is by inviting a United Way staff member and agency representative to speak with your employees during existing staff meetings. If staff meetings do not already exist, consider a special campaign kickoff or smaller meeting to educate employees about United Way
- Ask your CEO to attend and publicly endorse the campaign.
- Include your United Way representative to explain United Way's impact.
- Showcase a speaker from a United Way partner agency.
- Make the ask!
- Keep the meeting lively, brief and informative.
- Show the United Way video/DVD.
- Encourage questions.
- Thank employees for their participation.

Educate one-on-one

- Some companies individually ask their employees to consider giving to be sensitive to each person's personal interest and questions about the United Way. United Way has tools to assist you as you develop your talking points.

See this guide for a sample meeting agenda speaking points and other tips.

STEP 8

REPORT YOUR RESULTS

Employee follow-up and timely reporting of results is important. Make sure Campaign Team Leaders have had the opportunity to speak with all employees.

- Follow up with all employees. Ask that all pledge cards are returned to you, even if an individual chooses not to give, so you will know whether or not everyone has had an opportunity to give.
- Make sure cards are filled out and signed.
- Make sure Campaign Team Leaders follow up with colleagues who have not returned their cards. Use e-mail and voicemail messages as friendly reminders.
- Keep daily totals and give reports to your team, United Way staff partner and your CEO.
- Give completed United Way report envelopes to your United Way staff partner. Report envelopes will be delivered with your campaign supplies.
- Provide United Way with names, addresses and donation amounts of donors for recognition of leadership gifts.
- Be sure to include specific care forms if applicable.



STEP 9

SAY THANK YOU

It is important to give credit where credit is due. Thanking everyone involved – from those who created posters to those who collected pledge cards – cannot be overemphasized.

- Thank contributors and non-contributors alike.
- Post thank you posters around your workplace.
- Issue thank you card from the CEO. Sample letters are available from your United Way representative.
- Give a special gift or reception for Campaign Team Leaders and your Campaign Committee. United Way gifts can be found by visiting <http://www.unitedwaystore.com> or through the official 2008 United Way Store catalog.
- Publicize results via your company newsletter, e-mail, voicemail, intranet or by memo.
- Celebrate your success!



PEANUTS, POPCORN & CANDY APPLES

In order to rally support for the United Way Campaign, companies can host an annual county fair. Employees and family members are invited to share one another's company and enjoy carnival games, inflatables, entertainment and lots of tasty carnival foods.

STEP 10

PLAN FOR NEXT YEAR'S CAMPAIGN

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

- Gather feedback about the campaign from the CEO, Campaign Committee and United Way staff.
- Identify next year's Employee Campaign Coordinator.
- Implement a new-hires program to give new employees the opportunity to contribute when they join the company.
- Implement a year-round communications program that shares the impact of United Way's work in the community with your employees.



United Way of Northeast Louisiana Sample Campaign Timeline/Plan

Two weeks to one month preceding the campaign

- › Campaign chair attends an Employee Manager Training session.
- › Meet with your United Way staff member to develop your company's campaign plan.

One Week to one month preceding the campaign

- › The Leadership Giving chair organizes a Leadership Giving presentation for managers, directors and other potential Leadership Givers.
 - § Can be a special breakfast, lunch or a presentation at a managers/directors meeting.
 - § Speaking at the Leadership Giving presentation is a great time for the CEO to share his/her support of United Way.
 - § This is also a great opportunity to utilize a United Way speaker and marketing materials.
- › The ECM organizes a Campaign Committee training session.
 - § United Way can help to schedule and facilitate this training session.

One to two weeks preceding the campaign

- › Campaign committee members and team leaders work with United Way to schedule "Ask" meetings.
- › The campaign committee begins publicizing the campaign with posters, newsletters, emails, and campaign activities.
- › A "fun-raiser" or kickoff event is held immediately preceding the campaign.
 - § This is another opportunity for the CEO to show his support by speaking at the kickoff event.

The campaign is here – typical campaigns last one to two weeks

- › United Way presentations are held and employees are asked to complete pledge forms and make a contribution.
- › During this time the campaign chair communicates the status of the campaign to their United Way representative including updates on dollars raised.

Campaign close out

- › Campaign "sweep up" is conducted including follow-up with employees who may not have been able to attend meetings, new hires, etc.
- › Special event fundraisers are held to generate additional campaign pledges.
- › Final reports are sent to United Way. Schedule a time for your United Way representative to pick up report envelopes.
- › A letter or email is sent from the CEO thanking employees for their generous giving and communicating the amount raised in their campaign.
- › Conduct a campaign thank you event including the CEO.

Year round

- › Stories from United Way's e-newsletter and website are included in organization newsletter, publications and intranets.
- › A United Way speaker is invited to an all employee meeting to thank the employees for their contribution and provide information on United Way activities and success stories.



Fun Campaign Ideas!

Fun Events:

Art Contest
 Auction premier parking space
 Baby Picture Guessing Contest
 Bake Sale
 Beach Party
 Box Lunch Auction
 Brown Bag Lunch with Agency Speakers
 Campaign Slogan/Theme Contest
 Carnival
 Casual Day
 Chili Cook-Off
 Company Picnic/Employee Cookout
 Cubicle Decorating Contest
 Department Decorating Contest
 Dress-Up Day
 Executive Dunk Tank
 Silent Auction
 Funniest Home Videos
 Golf Tournament
 Halloween Costume Contest
 Hero Sandwich Day – “Be a Hero – Give to United Way”
 Ice Cream Social
 Invite agency speaker to speak during lunch
 Jeans Day Ticket Sales
LIVE UNITED Bingo*
 Management Services Auction
 Office Olympics
 Pancake Breakfast
 Pizza Party
 Sell popcorn and drinks
 Softball/Volleyball Tournament
 Ugly Tie/Ugly Earrings Contest
 United Way Trivia Contest
 Voice Mail/Email Quiz

Thank You's:

Airline Tickets
 Casual Day/Jeans Day
 Company T-Shirts/Polos
 Dinner for Two
 Extra Half Hour for Lunch for a Week
 Flowers Each Month for a Year
 Gasoline Cards
 Gift Certificates
 Grocery Certificates
 Hotel Getaways
 “Leave Work Early” Passes
 Reserved/Covered Parking
 “Sleep-In” Passes
 Tickets to Games/Movies
 Time Off From Work
 Trophy for Department with Highest Participation

*A copy of the **LIVE UNITED** Bingo card is available in the materials you receive today and can also be obtained as a pdf by contacting Janie Milby at 325-3869 or jmilby@uwnela.org.

Official 2009 Campaign Artwork

You can download it at www.uwnela.org. Use it during your campaign on newsletters, flyers, labels, your company website, emails, etc! Note: Our website is currently undergoing a redesign. If you have trouble, please contact Janie Milby at 325-3869.

2009 United Way Campaign T-Shirt

A listing of local T-Shirt vendors is provided below. If you are using one of these vendors, please check with them to see if they already have the 2009 United Way Campaign T-Shirt artwork. If they do not, you may call us at 325-3869 to request a CD, which contains the t-shirt design in various file formats. The disk and accompanying print-out may be taken to any of the vendors listed on this page, or another vendor of your choice.

COMPANY NAME	CONTACT PERSON	PHONE
Armadillo Sports Xing 408 Pearl St., Columbia, 71441	Lisa Burns	1-800-826-3595
Cap-It-All Tees 909 North 30 th St., Monroe, 71201	Shirley Young	388-8856
First Impression Graphics & Screen Printing	Bill and Cindy Loftin	397-0250
H. Michael Sports 2106 Forsythe, Monroe, LA 71201	Kayla Knox	322-0531
Hot Off the Press 1876 Arkansas Rd., West Monroe, 71292	Sheri Aycock	397-5111
Reflections 1207-A Arkansas Rd., West Monroe, 71292	Lori Rocket	396-3588
Thing-A-Ma-Jigs	Laura	

Sample Meeting Agendas

Meeting of Campaign Associate/United Way Staff and ECM (30 - 45 Minutes)

Topics to Cover:

- Selection of team members
- Opportunities for growth
- Ideas for strategies to achieve growth
- Time frame for campaign
- Leadership Giving Strategies
- Ideas for thank yous, incentives other fun ideas
- Agenda for 1st Team Meeting

Agenda for 1st Team/Steering Committee Meeting (1 Hour)

- **Introductions (if necessary)** ECM
- **What is United Way?** CA/UW Staff
Agency Tour/Speaker
- **United Way Video**
- **Campaign Planning** ECM
Analyze past campaign
Set Goal
- **Solicitation Plans—**
Meetings/One-on-one
Leadership Giving
- **Thank you / recognition for givers**
- **Next steps—who, what, and when?**

***SEE AND HEAR RESULTS**



There are several options available to customize this portion of the 20 Minute Employee Campaign Meeting. Sample agenda on next page.

• **Option 1 - Have an Agency or Community Impact Speaker**

Results matter! A United Way Partner Agency Speaker can relate results around their program to employee groups. They can also bring a service recipient with them who can give a first-hand account of how your gift has changed their life. A United Way Community Impact Speaker can update employee groups on United Way's important work in the areas of education, income and health.


• **Option 2 - Employee Volunteer Speaker**

You may have a fellow co-worker in your midst who volunteers for one of the Partner Agencies by serving as a Boy Scout or Girl Scout Leader, packing and/or delivering food boxes to senior citizens, responding to disaster situations in our community, or any number of other ways. This is a wonderful opportunity for them to tell about how they've given of their time to help make a difference.

• **Option 3 - Employee Testimonial**

Hearing from a co-worker who has received help from United Way or one of the Partner Agencies can have a profound impact on your employees. It's one of the best ways to effectively communicate how United Way is helping people and improving community right here in Northeast Louisiana.

20 Minute Employee Campaign Meeting

<u>Topic</u>	<u>Person</u>	<u>Time</u>
Pass out personalized pledge cards Welcome <ul style="list-style-type: none"> · Thank Employees for coming · Stress importance of United Way and results in our community · Personally endorse United Way · Acknowledge Corporate gift and Executive Solicitation results · Introduce other speakers 	Employee Campaign Team Member Employee Campaign Manager or CEO	2 Min.
Overview of Campaign <ul style="list-style-type: none"> · Introduce Team · Announce employee goal · Re-emphasize importance of United Way · Remind employees that pledge cards will be collected at end of meeting · Introduce employees who wish to speak or agency representative 	Employee Campaign Manager	3 Min.
View Campaign Video <ul style="list-style-type: none"> · Emphasize needs and importance of United Way · Cite benefits of United Way to employees · Agree to answer questions after meeting adjourns 	United Way Campaign Associate or Staff Person	5 Min.
 * See and Hear Results There are several options available to customize this portion of your employee meeting. <i>(See previous page.)</i>	Campaign Associate/Employee Campaign Team Member/ Agency Presentation	} 12 Min.
Closing Remarks/Ask for Pledge <ul style="list-style-type: none"> · Explain incentive program · Explain how to fill out pledge form and ask employees to give as generously as possible · Recognize loyal contributors and call call attention to the check box on the pledge form so they can self-identify · Offer to remain after meeting to answer questions 	Employee Campaign Manager	
Collect Pledge Cards at Door or Through Personal Solicitation	Employee Campaign Team Member	

**Note: The 20-Minute Meeting can be done in 10 minutes if you only have time to welcome/pass out pledge cards, show the video, and make the ask.*

How to Increase Participation: *Award Level of Participation - 51%*

A. Committed CEO

1. Involved financially and/or personally with the Campaign
2. Provides time and support to the campaign committee
3. Provides time and personal support to employee meetings

B. Committed Top Managers

1. Own personal involvement
2. CEO or peer contact

C. Labor/Union Endorsement

D. Committed Internal Campaign Structure

This could be in the form of campaign committee representing all departments

1. Marketing/Public Relations
2. Payroll
3. Line people
4. Upper management
5. Middle management
6. Human Resources
7. Labor
8. Recruit building/site coordinators
9. Recruit team leaders (1 per 25-50 employees)

E. Clear and Open Line of Communication

1. Between CEO/campaign committee
2. Between campaign committee and employees
3. Between campaign committee and the United Way campaign staff

F. Conduct an Employee Survey about the Campaign

1. Find out what employees need to know about campaign
2. Implement results

G. Train and Educate Campaign Committee Concerning

1. Campaign
2. Community needs and how they can meet those needs
3. Allocations
4. Volunteerism
5. New hire's program
6. United Way's work in the community

H. Analyze Past Campaign

1. Overall company campaign
2. Departmental campaign

Example: Looking at the number of participants versus the number of employees

I. Develop Goals Based on Increased Participation

1. Departmental goal
2. Company goal

J. Motivate/Educate Employees

1. Use of campaign materials
 - a. Brochures
 - b. Video
 - c. Posters
2. Introduce campaign theme
3. Agency Tours and/or Speakers
4. Have two levels of incentives
 - a. All Givers
 - b. One-Hour's pay or above Givers
5. Introduce the idea of team spirited competition between departments

K. Group meeting

1. Set time and date or dates when management can endorse the company's involvement with the campaign
2. Departmental representative speaks on behalf of the committee and the campaign explaining the plan of action
 - a. Goal
 - b. Theme
 - c. Incentive program
 - d. Community needs
3. Speaker
4. Testimonial
5. Video
6. Personalized pledge card
7. ASK!

L. Thank You! Recognize those who help make the campaign a success

1. CEO
2. Upper management
3. Middle management
4. Campaign Volunteers
5. All employees who participate in the campaign!

Examples: Thank you lunch. Have the CEO cook, pass out awards, recognize departments, pass out incentive gifts, and attend campaign luncheons.

M. Immediately evaluate and measure the results of your campaign with those involved

1. CEO
2. Campaign Committee
3. United Way Campaign Staff Person

N. Rotate, Elevate, and Draw in New Employee Representatives to the Company Campaign Committee

O. Campaign Staff Will Remain In Contact With Committee Year-Round

1. Email alerts
2. Invitations to United Way events
3. Ask new hires to contribute to United Way throughout the year

How to Increase Level of Giving: Award Level of Giving - \$200 Average Gift for Circle of Honor; \$120 Average Gift for Special Achievement

A. When Setting a Goal

1. Calculate the total you wish to achieve
2. Divide it by the number of employees you anticipate will give (participation rate)
3. Share with employees what the gift per employee per month or pay period would be

Examples: If 60% of employees at our company, at a minimum, would give \$5 per paycheck we could raise \$40,000

B. When Training Your Committee and Team Leaders

1. Emphasize that the goal is to increase giving
2. Teach them how to ask people to increase their gifts

C. When Promoting the Campaign

1. Emphasize how increasing individual gifts has an impact
2. Use incentives as a special gift for increased giving
3. Run a separate leadership giving campaign

D. During Group Meetings

1. Be sure to share the campaign goal
2. Avoid saying things like "If you're already giving don't sign up or just write 'same' on the card"
3. Ask for employees to increase their gift on their pledge cards (remember small increases add up)
4. Remind employees that the needs in our community are greater than ever before
5. Promote payroll deduction and stock giving

E. Recognition

1. Recognize employees who increased their gifts on bulletin boards, in newsletters, within departments
2. Do a special "Thank You" for employees who increased their gifts

**2009-2010
COMMUNITY INVESTMENTS**

**Volunteer Directed to
Community Goals: \$1,460,670**

**Board Directed to
Community Initiatives: \$598,472**

United Way of Northeast Louisiana
Community Initiatives:
2-1-1, Community Investment,
Community Impact

Donor Directed: \$309,427

Non United Way Agency Designations
United Way Agency Designations
United Way Goal Designations
Combined Federal Campaign

TOTAL INVESTMENTS: \$2,368,569

Expenses

Supporting Services \$629,948

TOTAL EXPENSES: \$629,948

GRAND TOTAL: \$2,998,517

NOTES:

All investments above reflect an allowance for uncollectibles. Allowance for Uncollectibles total \$233,847.

United Way of America Dues included in:

Community Initiatives \$14,639

Supporting Services \$16,527

Total UWA Dues: \$31,166

United Way Community Partners

United Way of Northeast Louisiana is helping people by supporting critical health and human service programs in our community.

2009 – 2010

Volunteer Directed Dollars*

American Red Cross	\$128,181
ARCO	\$140,000
Boy Scouts of America, Louisiana Purchase Council	\$83,604
Boys and Girls Club of Northeast Louisiana	\$90,400
Food Bank of Northeast Louisiana	\$34,823
Girl Scouts, Pines to the Gulf	\$77,900
Med Camps of Louisiana, Inc.	\$20,000
Monroe Area Guidance	\$50,760
Northeast Louisiana Sickle Cell Anemia Foundation	\$19,459
O.I.C. of Ouachita, Inc.	\$18,946
Ouachita Council on Aging	\$113,719
Our House	\$36,103
Rays of Sonshine	\$12,000
Salvation Army	\$144,898
St. Vincent de Paul Community Pharmacy	\$17,500
Twin City Athletic Association	\$14,602
Volunteers of America	\$4,028
The Wellspring Alliance for Families	\$179,710
West Ouachita Senior Center	\$80,523
Y.M.C.A. of Northeast Louisiana	\$28,302
Youth Services of Northeast Louisiana	\$11,400

Lincoln Parish Funding

Boy Scouts of America, Louisiana Purchase Council	\$4,000
Boys & Girls Club of North Central Louisiana	\$20,000
D.A.R.T.	\$44,000
Food Bank of Northeast Louisiana	\$21,408
Girl Scouts, Pines to the Gulf	\$2,263
Lincoln Council on Aging	\$25,000
Louisiana United Methodist Children & Family Services	\$10,000
Med Camps of Louisiana, Inc.	\$12,500
The Wellspring Alliance for Families	\$15,000

***In addition to volunteer directed dollars listed above, partner agencies also receive donor directed dollars. These dollars are on top of the amounts listed above.**

UNITED WAY PARTNER AGENCIES

American Red Cross

Director: Anne Patten
414 Breard Street
Monroe, LA 71201
Phone: 323-5141/Fax: 323-5191

ARCO

Director: Roma Kidd
900 N. 4th Street
Monroe, LA 71201
Phone: 387-7817/Fax: 322-0914
Website: www.arcomonroe.org

Boy Scouts of America, Louisiana Purchase Council

Director: David Sorrell
2405 Oliver Road
P.O. Box 2405
Monroe, LA 71207
Phone: 325-4634/Fax: 325-5050
Website: www.louisianapurchasecouncil.org

Boys & Girls Club of Northeast Louisiana

Director: Tom Morris
500 Evergreen
P.O. Box 1769
West Monroe, LA 71294
Phone: 323-5368/Fax: 324-9999

Foodbank of Northeast Louisiana

Director: Richard King
4600 Central Avenue
P.O. Box 5048
Monroe, LA 71211
Phone: 322-3567/Fax: 322-1620

Girl Scouts, Pines to the Gulf Council

Area Contact: Nan Cogburn
102 Arkansas Road
Monroe, LA 71201
Phone: 325-2691/Fax: 325-7903
Website: www.girlscoutspinestogulf.org

Med-Camps of Louisiana, Inc.

Director: Caleb Seney
102 Thomas Road, Suite 615
West Monroe, LA 71291
Phone: 329-8405/Fax: 329-8407
Website: www.medcamps.com

Monroe Area Guidance

Director: Steve Cagle
Harmony House & Fairhaven Shelter
1900 Garrett Road
Monroe, LA 71202
Phone: 343-9200/Fax: 343-9222

NE LA Sickle Cell Anemia

Director: LaSandra Starks
1604 Winnsboro Road
P.O. Box 1165
Monroe, LA 71210
Phone: 322-0896/Fax: 387-4740
Website: www.nesicklecell.com

Opportunities Industrialization Center of Ouachita, Inc. (O.I.C)

Director: Juanita Rambo
Monroe
3710 Dunlop Street
Monroe, LA 71203
P.O. Box 4255
Monroe, LA 71211-4255
Phone: 325-1678/Fax: 325-1616

Richwood

2833 Robinson Street
Richwood, LA 71202
Phone: 322-5615/Fax: 322-1997
Website: www.monroe.k12.la.us/mcs/community/oic/index.html

Ouachita Council on Aging

Director: Lynda McGehee
2407 Ferrand St.
P.O. Box 7418
Monroe, LA 71207
Phone: 387-0545
Fax: 322-0504
Website: www.ouachitacoa.com

Our House

Director: Ella Nimmers
P.O. Box 7496
Monroe, LA 71211-7496
Phone: 345-5556/Fax: 345-5550
Website: www.teen-help.com

Rays of Sunshine

Director: Lynn Daniels
215 Arkansas Avenue
P.O. Box 7299
Monroe, LA 71211
Phone: 323-0502/Fax: 324-9103

Salvation Army

Director: Captains Mark & Rebecca Gilliam
105 Hart Street
P.O. Box 1623
Monroe, LA 71210
Phone: 325-1755/Fax: 387-7158

St. Vincent dePaul

Director: John Biglane
502 Grammont Street
Monroe, LA 71201
Phone: 387-7868/Fax: 324-9425

Twin City Athletic Association

Board President: Robert Porter
Benoit Recreation Center
1700 Oaklawn Drive
Monroe, LA 71202
Phone: 388-4720/Fax: 327-1420

Volunteers of America

Regional Director: Dr. Judith Mower
1808 Roselawn Ave.
Monroe, LA 71201
Phone: 322-2272/Fax: 322-2263

West Ouachita Senior Center

Director: Jeanette Ellington
1800 North 7th Street
West Monroe, LA 71291
Phone: 324-1280/Fax: 324-8750

Wellspring Alliance for Families

Director: Judy Bell
1515 Jackson Street
Monroe, LA 71207
Phone: 651-9314/Fax: 651-9320
Website: www.ywcanela.org
Big Brothers/Big Sisters Program
Director: Jane Brandon
Phone: 323-1505

Y.M.C.A.

Director: Chris Pealer
1505 Stubbs Avenue
P.O. Box 2151
Monroe, LA 71207
Phone: 387-9622/Fax: 325-1232

Youth Services of Northeast Louisiana

Director: Valisia Tisdale
4822 South Grand Street
P.O. Box 999
Monroe, LA 71201
Phone: 387-8286/Fax: 329-4044

Lincoln Parish Agencies

**Boy Scouts of America, Louisiana
Purchase Council**

Director: David Sorrell
District Executive: Julian Rivette
2405 Oliver Road
P.O. Box 2405
Monroe, LA 71207
Phone: 325-4634/Fax: 325-5050
Website: louisianapurchasecouncil.org

Boys & Girls Club of North Central LA

Director: Eldonta Osborne
300 Memorial Drive
P.O. Box 1844
Ruston, LA 71273
Phone: 255-2242/Fax: 251-1499

D.A.R.T.

Director: Cathy Ayo
108 W. Alabama Ave.
Ruston, LA 71270
Phone: 513-9373/Fax: 254-8320

Foodbank of Northeast Louisiana

Director: Richard King
4600 Central Avenue
P.O. Box 5048
Monroe, LA 71211
Phone: 322-3567/Fax: 322-1620

Lincoln Council on Aging

Director: Michelle Wright
307 North Homer Street
Ruston, LA 71273-1058
Phone 255-5070/Fax: 255-5076

**Louisiana United Methodist Children
and Family Services**

Director: Terrel Deville
Family Plus Director: Troy Luttgarm
Family Counseling Center Program
Director: Sharon Kilcoyne
901 South Vienna
Ruston, LA 71270
Phone: 255-5020/Fax: 255-6623
www.lmch.org

Med-Camps of Louisiana, Inc.

Director: Caleb Seney
102 Thomas Road, Suite 615
West Monroe, LA 71291
Phone: 329-8405/Fax: 329-8407
Website: www.medcamps.com

**Wellspring Alliance for Families - Big Brothers Big
Sisters**

Director: Judy Bell
Program Coordinator: Jane Brandon
800-716-7233 or 323-1505
1515 Jackson Street
Monroe, LA 71207
Phone: 651-9314/Fax: 651-9320
Website: www.ywcanela.org

KEY MESSAGES & FREQUENTLY ASKED QUESTIONS

Key Messages:

- United Way is working to create lasting changes by focusing on the building blocks we all need for a good life — education, income and health.

EDUCATION: Children and youth achieve their potential

Target Issue: Increase Graduation Rates

INCOME: Hardworking individuals and families become more financially stable

Target Issue: Increase Income, Build Savings, Gain and Sustain Assets

HEALTH: People's health is improved

Target Issue: Increase Access to Care and Preventative Health & Nutritional Services

- Although we're committed to making lasting changes in our community, we remain firmly committed to supporting a foundation of services that respond to basic and/or emergency needs such as food, shelter, medicine, and disaster relief.
- We invite you to be part of the changes we're making to improve our community and our future. Give, Advocate, Volunteer.
- Together, united, we can change our world for the better. We can inspire hope and create opportunities for a better tomorrow because when we reach out a hand to one, we influence the condition of all. That's what it means to LIVE UNITED.

Frequently Asked Questions:

What is United Way?

What is the purpose of United Way of Northeast Louisiana?

United Way of Northeast Louisiana is committed to **Helping People and Improving Community right here at home.** We are improving community by focusing on three community impact areas - *Income, Education and Health.* (See above for more information on Community Impact areas and target issues.)

Although we're committed to making lasting changes in our community, we remain firmly committed to supporting a foundation of services that respond to basic and/or emergency needs such as food, shelter, medicine, and disaster relief.

How does United Way of Northeast Louisiana work?

United Way of Northeast Louisiana is a locally run and governed non-profit organization that has been supporting health and human service programs in Ouachita Parish since 1956, and in the entire Northeast Louisiana area since 1987. A volunteer Board of Directors made up of 35 community leaders governs the organization. Hundreds of volunteers serve on committees including those that plan and implement the annual fund-raising campaign and those that determine how dollars raised should be invested in the 12-parish area we serve. Volunteers are supported by a professional staff.

United Way of Northeast Louisiana is a regional organization covering the 12 parishes of northeastern Louisiana: Caldwell, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union, and West Carroll. United Way 2-1-1

covers an additional 3 parishes: Catahoula, Concordia, and LaSalle. The money raised by United Way in Northeast Louisiana stays right here at home, providing critical health and human services and working to make the greatest impact in the community.

What is United Way of America and how is our local United Way related to it?

United Way of America [UWA] is a national trade association whose primary objective is to support activities of over 1,300 local United Ways across America. The organization provides education opportunities for volunteers and professional staff nationwide. It provides national media advertising such as television Public Service Announcements during the NFL football season. It also sets national goals and provides brand leadership for local United Ways. In addition, UWA conducts a vast array of research to assist member organizations in the development and implementation of their local community impact agendas. United Way of Northeast LA pays 1% of its annual campaign dollars to United Way of America for dues.

How is the money invested?

Giving *TO* United Way:

Who decides where the money goes?

The Community Investment Committee and teams of volunteers representing all segments of our community determine how dollars raised should be invested.

Funding for our community impact agenda comes from the United Way campaign, contracts and government and foundation grants.

How is United Way accountable to its donors?

In order to receive funding from United Way, an agency or organization must demonstrate that it is meeting strict accountability requirements:

- Be a tax exempt, non-profit corporation
- Be governed by a volunteer board whose members are elected and supported by trained, professional staff
- Have an annual, independent financial audit (Agencies with under \$100,000 in revenue may have an independent review.)
- Meet reasonable standards of financial responsibility and efficiency
- Quantify or measure the changes that the agency/program is making in the lives of the people it serves

Who is ultimately responsible for the Partner Agencies?

While United Way has standards for Partnership, each agency is autonomous and is governed by a Board of Directors. The agencies determine the programs they provide to the community and their criteria for receiving services. Agencies are not totally funded by United Way dollars and may depend on service or membership fees for financial support. Frequently, agencies offer sliding fee schedules so that people who are unable to pay the total fee can be charged based on their ability to pay.

Why are some community non-profits no longer United Way Partner Agencies?

Some agencies choose to discontinue their partnership with United Way, others do not continue to meet partnership standards and are asked to exit AFTER every effort is made to help the organization meet the partnership criteria and standards.

How does an agency become funded by United Way of Northeast Louisiana?

United Way has a formal process for funding health and human service agencies that involves volunteer and staff review, fiscal accountability and agency compliance with policies set by the board of directors. United Way enters into contractual partnerships with agencies with the objective of achieving specific outcomes that address our community goals and impact areas.

Giving *THROUGH* United Way:

Can I designate my gift to a specific agency?

Yes. Donors who wish to direct their contribution to a specific Impact Area, a Partner Agency, or other 501(c)3 non-profit health and human service agency may do so by completing a Specific Care Form and submitting it with their pledge. Designations must be turned in to the Employee Campaign Manager so they can be turned in with the report envelope.

Does United Way pressure people to give?

No. Giving is a personal decision. United Way has a strong policy against coercion. Whether a person gives to United Way and how much the person chooses to give is up to the individual. United Way of Northeast Louisiana does not support the use of threats or coercion of any kind.

I can't afford to give to United Way.

Anyone who wants to improve their community can't afford not to give. Every gift to United Way of Northeast Louisiana, no matter its size, makes a difference in our community. Many people find that giving through payroll deduction allows them to make a contribution that fits their budget. One of the advantages of giving to United Way is being part of a community effort that combines all of our giving to multiply the impact.

I know someone who asked for help and didn't get it.

Needs always exceed the dollars available to meet them, so unfortunately, some people don't get the help they desire.

I don't live in Ouachita Parish so my gift wouldn't help anyone where I live.

United Way of Northeast Louisiana is a regional organization. United Way 2-1-1 and the Partner Agency programs that we fund help people all over Northeast Louisiana. Parish-wide information on funded programs is available from your United Way staff person.

Why should I give to United Way when I can donate directly to a non-profit?

Although most of us have a strong desire to invest in our community by lending our financial support, it can be very difficult to give a lump sum at one time. The ease and convenience of payroll deduction allows us to make the greatest difference possible by spreading our donation out over the year.

In addition, when you give to your community through United Way, you have the assurance that strong accountability standards are in place to protect and assist you in getting the greatest return on your investment.



**United Way
of Northeast Louisiana**

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