

## 2016 – 2017 United Way Campaign

Dear United Way volunteer,

Thank you for your help with this year's campaign. United Way would not exist without volunteers like you. Your generosity supports 22 helping agencies and 77,000 people in the Stillwater Area.

Our goal this year is to raise \$900,000 to help support our partner agencies. Enclosed is a copy of division chairs, campaign brochure, pledge card, talking points, fact sheet and a phone script you may find useful if calling on businesses.

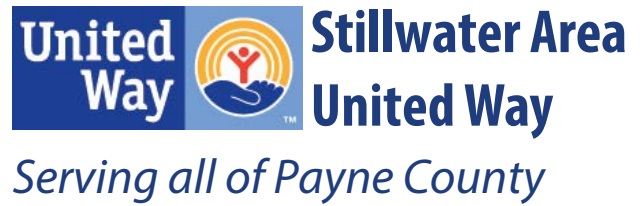
If you have questions or need any support, please call your division chair or anyone listed below.

Thank you for your time and support of the Stillwater Area United Way.

Sincerely,

Kevin Fowler  
Campaign  
405-742-1826

Sheri Carter  
Executive Director  
405-377-2161



Hello,

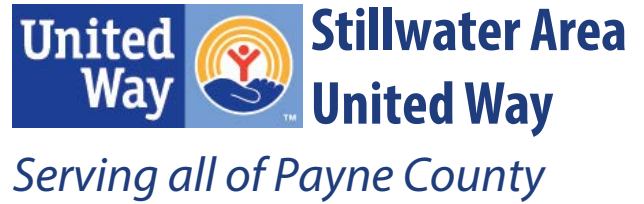
My name is \_\_\_\_\_ and I serve on the Stillwater Area United Way Board. We have kicked off our annual campaign and set our goal to raise \$900,000. The money we raise helps 77,000 people in the Stillwater area through our 22 partner agencies.

Included in this packet are pledge cards and United Way brochures for your employees, information on how to start a business campaign and a fact sheet to display in your break room or office.

If you have questions regarding the campaign, please feel free to contact me at \_\_\_\_\_ or Sheri Carter, Stillwater Area United Way Executive Director, at 405-377-2161.

We would like to have all pledge cards returned by \_\_\_\_\_. You may return pledge cards to the United Way office at 109 East Ninth Ave. or you may call me and I will collect them.

Thank you for your help with our campaign.



## Packet Distribution Instructions

**1** Receive list of businesses and committee members.  
sheri@stillwaterunitedway.org

**4** Contact committee members to ensure packets are distributed.

**2** Committee members collect packets from United Way office.  
Give deadline to distribute packets.

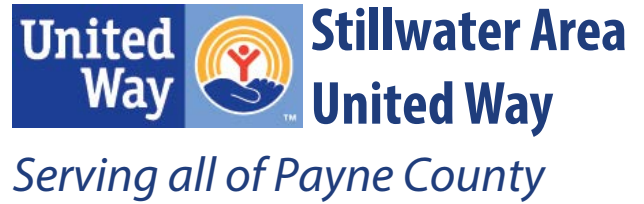
**5** Contact committee members to follow up on the packets they have distributed.

**3** Distribute packets to businesses by Sept. 30.  
Add your name by businesses you delivered to on the mail drive.

**6** Have packets collected by Nov. 30.  
Drop packets off at United Way office, 109 E. Ninth Avenue.

To see if a business has returned their packet, please login to gmail.com and look at the network drive. For the packet tracking to work, everyone must update the shared document.

United Way staff will update packet information as it comes in. If you do not see that the business has returned their packet, feel free to call to ensure we have not received it that day.



## Talking Points

We appreciate the help you are giving Stillwater Area United Way. Our agencies rely on your generosity and dedication. Each contribution to United Way is important to provide a safety net for our community.

One out of three people in the Stillwater Area are served by United Way. 77,000 people are touched by your donations through our 22 partner agencies.

Please give every member in your office the opportunity to participate with a donor card and brochure.

### How to Give

We try to make giving easy. Below are ways to donate to SAUW.

- Cash, Checks or Credit Card donations
- Billed monthly, quarterly or specified.
- Set up bank draft for giving.
- Payroll deduction, which many businesses offer locally.

**Donate today at [stillwaterunitedway.org](http://stillwaterunitedway.org).**

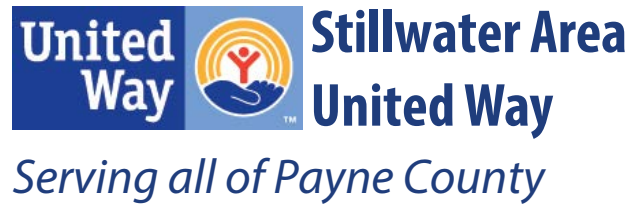
**1** **This years goal is \$900,000**  
This is based off of the requests from 22 agencies we fund and support.

**2** **Safety net for Payne County**  
SAUW is the safety net for the Stillwater area community.

**3** **99% stays in Payne County**  
99 percent of the money raised by SAUW stays in Payne County.

**4** **1 out of 3 are served**  
One out of three Payne county residents are served by SAUW each year.

**5** **22 Partner Agencies**  
The money donated helps 22 non-profits in the Stillwater Area.



## Packet Instructions For Business

**1**

**Distribute United Way brochures and pledge cards to employees. Please encourage employees to support United Way.**

**2**

**Determine the gift from your business, fill out the donation card and attach any payment.**

**3**

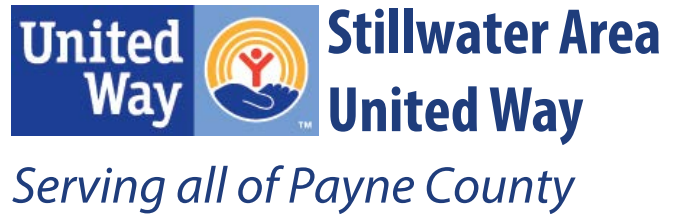
**Call us at 405-377-2161 if you would like more information or if you would like to arrange a presentation from a United Way representative.**

**4**

**Collect employee pledge cards and donations within two weeks, if possible.**

**5**

**Mail pledge cards and donations to Stillwater Area United Way at P.O. Box 308, or call the United Way office at 405-377-2161 and a volunteer will collect your packet.**



## Get Involved

- Distribute brochures and pledge cards to employees.
- Encourage employees to give and participate in United Way fundraisers at work.
- Arrange a United Way representative to speak during a employee meeting.
- Host a friendly, interdepartmental competition.

## Fundraising Activities

Email your events to [ivy@stillwaterunitedway.org](mailto:ivy@stillwaterunitedway.org) and we will help promote your events and take photos.

### • Host a video contest

Have each department make a video and donate money on their favorite video.

### • Sell "gold cards"

Employees must buy "gold cards" to get into United Way events (trivia games, chili cook offs, etc.) hosted by the company.

### • Group volunteering during work

Have employees donate money to use a paid work day to volunteer at a SAUW agency.

### • Pie in the face challenge

Have each department choose a participant and put coins in each bucket for someone to be pied.

### • Unsightly decorations

Have an unsightly "Purple toilet", item or room-filled decorations, which an employee must pay to remove from their office.

### • Trivia game

### • Door decorating contest

### • Costume Contest

### • Departmental coin drive

### • Chili cook off

### • Bake off

### • Sell parking spots

### • Baked potato bar

### • Jeans day

### • Auction

### • Cake Auction

\*Tip: Host food at all events for better attendance.

