It's no secret that Columbia is a great place to live. From the streets of downtown to the suburbs all around, many residents enjoy easy access to healthcare, education, scenic trails, concerts, festivals and new forms of entertainment every day. Columbia is home for university students and diverse families alike.

Despite the bustling community, poverty continues to be a major issue. Columbia has the highest cost of living in terms of housing, utilities and health care in Missouri. Within Boone County, one in five residents lives in poverty. The county also ranks last in the state for those in poverty to be able to climb to a better socioeconomic level. Simply put, many of the residents who live in poverty have more roadblocks to go through than ever before.

Heart of Missouri United Way continually strives to alleviate and prevent poverty. HMUW does this holistically, by investing resources into four interrelated factors: health, income, education and basic safety net needs. Because of donor investment in HMUW, the programs and services of 33 local nonprofit agencies are able to work together to tackle poverty across these four impact areas. When a community comes together to pool resources and support those living in poverty, these roadblocks become easier to overcome.

By allowing HMUW to share stories and successes of our partner agencies with your employees, we all share in the joy of reducing poverty. And we can share in the joy of the Live United mantra by giving of ourselves to make an impact in our community.

For those of you who support HMUW through donations or by volunteering, we sincerely thank you. If you haven't given in the past, please consider joining us to Live United in 2016.

Thank you for your generous support, and good luck with your workplace campaign!

Sincerely,

Mike & Sarah Messer
2016 Community Campaign Campaign Chairs
For nearly 70 years, Heart of Missouri United Way has mobilized the caring power of community resources to serve people in need in mid-Missouri. In all, the programs and services of 33 local community agencies depend on HMUW for financial and community support. Annually, around 50 area agencies certify with United Way so that they can both tap into available resources, as well as bring resources to the table for others. Bottom line, we are more powerful against the effects of poverty when we work together than we ever could be alone.

The annual campaign is the centerpiece of our fundraising efforts and provides much needed financial support to the agencies that are working diligently to serve our community. Our funding affords them the opportunity to focus more on service and less on fundraising. In turn, we work year-round to be a valuable resource partner, bringing tools and information to support, expand and improve their efforts.

It’s a partnership, however, that cannot happen without you. As an Employee Campaign Coordinator, you make this work possible and enable us all to more effectively combat poverty.

On behalf of Heart of Missouri United Way, our community partner agencies and the thousands of men, women, children and families who depend on those agencies for support, we thank you.
Who is an ECC?
You’re the critical link between Heart of Missouri United Way and your coworkers. An Employee Campaign Coordinator leads the planning, implementation and evaluation of your organization’s annual HMUW campaign.

What does an ECC do?
• Work closely with your CEO/senior management team and HMUW staff to set fundraising goals and develop a fun, effective campaign that will make you and your company proud.
• Recruit a team of coworkers to help you with your company's campaign.
• Talk about why you care about our community, and motivate and encourage your colleagues to get involved.
• Distribute campaign materials and pledge forms to colleagues.

Benefits of being an ECC
• Showcase your leadership and project management skills. You’ll get to know and work with colleagues at various levels of your organization.
• Network with ECCs from other organizations.
• Personally take an active role in making a positive change in mid-Missouri.

Your campaign team
In addition to the team of coworkers you will form for your campaign, you will also have a “Loaned Executive” to assist you. The LE is a team member from an HMUW corporate partner who serves as an account executive for United Way during the campaign. An LE will be assigned to your campaign to serve as your United Way contact. Feel free to contact your assigned LE any time if you need support, supplies or guidance.
YOUR CAMPAIGN TIMELINE
BEST PRACTICES

PRE-CAMPAIGN (4 TO 6 WEEKS PRIOR TO CAMPAIGN KICKOFF)
- Attend Employee Campaign Coordinator training.
- Get CEO support and endorsement of campaign.
- Build your Heart of Missouri United Way campaign team.
- Set a goal and identify campaign strategies/events.

CAMPAIGN TIME (SHOULD LAST 1 WEEK TO 1 MONTH)
- How long your campaign runs depends on the size and structure of your organization.
- Publicize the campaign and host a kickoff event.
- Emphasize leadership giving and management participation.
- Conduct some form of retiree solicitation.
- Hold special events and implement incentive strategies.
- Track and communicate your progress.

POST-CAMPAIGN (1 WEEK AFTER COMPLETION OF YOUR CAMPAIGN)
- Collect final pledges and wrap up special fundraisers.
- Report results to HMUW via the report envelope in most cases.
- Celebrate results internally and thank donors.
- Evaluate campaign success and make recommendations.

YEAR-ROUND CAMPAIGN
- Provide new hires the opportunity to give.
- Schedule year-round volunteer opportunities.
Secure CEO support
- Meet with your CEO to gauge support and encourage him or her to visibly endorse the campaign.
- Get authorization for any strategies or incentives that require it, e.g., vacation day incentives, preferred parking spot, etc.
- Schedule the CEO to speak at your kickoff event.
- Get the CEO’s commitment to sign a letter or distribute an email endorsing the campaign. Schedule a time to do this, if appropriate.

Build your team
- Recruit enthusiastic, well-liked, respected employees from each department to be on your HMUW campaign team. Include labor representatives, night-shift employees and off-site locations.
- Work with your HMUW staff member or Loaned Executive to plan a training session for your team.
- Consider purchasing HMUW T-shirts for your team and/or for prizes. Proceeds benefit HMUW.

Set a goal
- Meet with your HMUW staff member or Loaned Executive to analyze last year’s results and to target areas with growth potential.
- Get CEO commitment to the campaign goal that your team has identified.
- Work with your team to set up an ambitious but attainable employee goal. For example:
  - Increased employee participation
  - Increased total giving
  - Increased individual giving

Identify campaign strategies
- Meet with your HMUW staff member or Loaned Executive to develop your campaign plan and strategies.
  - Include a plan to ensure that each and every employee is asked to give.
  - Include a plan for retiree involvement
- Plan events like bake sales and contests to make the campaign fun!
- Use incentives to gain new supporters and increase current giving levels. For example:
  - Day off with pay for a Fair Share pledge (salaried employee = 1% of annual income per month; hourly employee = 1 hour pay per month)
  - An additional day off for Leadership Circle pledge ($1,000 or more per year)
  - Choice parking spot
  - Everyone who turns in their form by certain date is eligible for raffle
PRE-CAMPAIGN
BEST PRACTICES

How to increase participation
• Plan campaign launch with employees; include testimonials and/or a speaker from Heart of Missouri United Way or funded agency and show the HMUW campaign video.
• Increase the number of team members. Recruit the right volunteers for your team, reward and recognize individual performance and maintain a manageable ratio. One team member to every 10-20 employees is appropriate. Ask team members to make their pledge first to demonstrate their support. Have team members personally ask for the pledge from employees.
• Promote availability and ease of payroll deduction.
• Personalize pledge forms with each employee’s name and last year’s gift if your company is printing its own pledge forms.
• Develop incentives tied to participation (see bottom of previous page for ideas).
• Develop ways to promote the campaign — posters, an employee newsletter or other internal communications.
• Increase management support. Have CEO send endorsement letter to employees. Have CEO attend rally.
• Develop ways to encourage interdepartmental competition, such as a penny war.
• Set a target to increase participation.
• Share any concerns your team has with CEO and HMUW.
• Look at employee giving history, and plan a way to reach out to those who have not given.

Plan to emphasize Leadership Circle giving (contribution of $1,000 or more, as little as $20 a week)
• Plan special meetings for managers to explain community needs and HMUW’s response.
• Develop plan for CEO or senior manager to personally ask all managers to support HMUW prior to the general employee campaign.
• Plan for CEO to send personal request letter.
• Set a goal to increase the number of Leadership Circle members, and plan a way to announce total amount raised/recognition of Leadership Circle members.
• Develop plan to highly promote Veterans United Leadership Circle Community Challenge (see pg. 10).
Below is a sample of the Company Constituent Fact Sheet. This will give you information about your company’s history with Heart of Missouri United Way and help set goals for this year’s campaign.

If you have not received a copy of your Company Constituent Fact Sheet, please contact David Holtgraewe at dholtgraewe@uwheartmo.org.

### Structure Nodes:

<table>
<thead>
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<th>Structure Node</th>
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<tr>
<td>2015 Major Firms (182)</td>
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### Corporate Giving:

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<th>Year</th>
<th>Pledges</th>
<th>Chg</th>
<th># of Empl</th>
<th>Per Capita</th>
<th>Total Giving:</th>
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<td></td>
<td>Pledges</td>
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<td>Pledges</td>
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<tr>
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<td>0</td>
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<tr>
<td>2014</td>
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<td>2013</td>
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### Employee Giving:

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<th>Pledges</th>
<th>Special Events</th>
<th>S/E and Employee</th>
<th>%</th>
<th># of Donor</th>
<th>Part</th>
<th>Avg. Gift</th>
<th>Per Capita</th>
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<td>2015</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-100.0%</td>
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<td>2013</td>
<td>88,804</td>
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<td>2012</td>
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<td>0.0%</td>
<td>198</td>
<td>166</td>
<td>83.84%</td>
<td>438.43</td>
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### Leaders:

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<thead>
<tr>
<th>Type</th>
<th>2015 %</th>
<th>2014 %</th>
<th>2013 %</th>
<th>2012 %</th>
<th>2011 %</th>
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<tbody>
<tr>
<td>Total Leaders</td>
<td>0 -100.0%</td>
<td>31 19.23%</td>
<td>26 44.44%</td>
<td>18 0.0%</td>
<td>18 0.0%</td>
</tr>
<tr>
<td>Leader S</td>
<td>0 -100.0%</td>
<td>56,822 12.22%</td>
<td>57,717 39.51%</td>
<td>37,113 18.05%</td>
<td>31,438 50.0%</td>
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### Recognition Type/Level:

<table>
<thead>
<tr>
<th>Year</th>
<th>Campaign</th>
<th>Delivery/ Lvl-C Date</th>
<th>Delim. Method/ Auto Assigned</th>
<th>Delim. By/ Event Account</th>
<th>Delivered By/ Occurrence</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>Local Campaign</td>
<td>*Unknown No</td>
<td>Broeckling Patr</td>
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<tr>
<td>2013</td>
<td>Local Campaign</td>
<td>*Unknown No</td>
<td>Broeckling Patr</td>
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<tr>
<td>2012</td>
<td>Local Campaign</td>
<td>*Unknown No</td>
<td>Broeckling Patr</td>
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</tbody>
</table>
# Pre-Campaign Best Practices

## Resources & Tools: Campaign Timetable

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date(s)</th>
<th>Person Responsible</th>
<th>Date(s) Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6 Weeks Before</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Step 1: Develop a Plan</strong></td>
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</tr>
<tr>
<td>Review last year’s campaign</td>
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<td></td>
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<tr>
<td>Set goals and campaign budget</td>
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<td></td>
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<tr>
<td>Develop timeline &amp; tentative activities plan</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Outline plan and present to CEO for approval</td>
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<tr>
<td><strong>4 Weeks Before</strong></td>
<td></td>
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<tr>
<td><strong>Step 2: Organize</strong></td>
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<tr>
<td>Recruit a team/committee to help</td>
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<td></td>
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<tr>
<td>Train and organize your committee(s)</td>
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<td></td>
<td></td>
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<tr>
<td>Plan promotional activities and incentives</td>
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<td></td>
<td></td>
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<tr>
<td>Personalize employee pledge cards</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set dates for:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Campaign launch event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Agency tours</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Employee meetings</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>2 Weeks Prior (At Least)</strong></td>
<td></td>
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<tr>
<td><strong>Step 3: Assemble Materials/Resources</strong></td>
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<tr>
<td>Call HMUW office to schedule agency tours, speakers, video</td>
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<tr>
<td>Identify/order all materials, incentives, etc.</td>
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<tr>
<td>Draft CEO letter with key events</td>
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<tr>
<td><strong>1 Week Before</strong></td>
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<tr>
<td><strong>Step 4: Publicize Your Campaign</strong></td>
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<tr>
<td>Display posters, thermometers and fact sheets</td>
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<tr>
<td>Send CEO endorsement letter and key events</td>
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<tr>
<td>Conduct agency tours</td>
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<tr>
<td>Announce events (newsletter, email, etc.)</td>
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<td></td>
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<tr>
<td><strong>Campaign Week(s)</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Step 5: Make the Ask and Follow Through</strong></td>
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<tr>
<td>Conduct the campaign launch and employee meetings</td>
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<td></td>
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<tr>
<td>Follow up with employees</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Conduct fun events and draw incentive prizes</td>
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<td></td>
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<tr>
<td>Promote the campaign daily</td>
<td></td>
<td></td>
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<tr>
<td><strong>The Week After Campaign Closes</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Step 6: Thank Everyone</strong></td>
<td></td>
<td></td>
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<tr>
<td>Tabulate results</td>
<td></td>
<td></td>
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<tr>
<td>Complete all forms and report results to HMUW</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>File plan, evaluation, results for review next year</td>
<td></td>
<td></td>
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<tr>
<td>Thank campaign team/committee</td>
<td></td>
<td></td>
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<tr>
<td>Post results and thank employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thank CEO for support</td>
<td></td>
<td></td>
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<tr>
<td>Recognize key contributors (certificates, pins, etc.)</td>
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</tbody>
</table>
Effective planning encourages event participation. Get your group excited and involved in this year’s Heart of Missouri United Way campaign. Remember to be creative and HAVE FUN!

Auction (online or live)
Baby picture match contest
Bake sale
Beach party
Bingo
Blue jeans day
Book and video sale
Bowl-a-thon
Breakfast with CEO
Car wash
“Caring Column” in employee newsletter
Casino night
CEO parking space
Children’s drawing contest
Chili cook-off contest
Comedy hour
Company picnic
Cooking contest
Corporate night at a sporting event
Costume contest
Coupon books
Craft sales
Crossword puzzle contest
Daily PA announcements
Day off for Fair Share gift
Dunk tank
Eating contest
Elevator races
Employee cookbook sale
Executive tricycle races
Food drive
Free popcorn for wearing United Way sticker
Free-throw contest
Game show contest
Garage sale
Gift certificate
Golf tournament
Guessing game (amount of candy in a jar)
Halloween pumpkin carving
Hallway golf
Haunted house
Hayride
Ice cream social
Lemonade stands
Lip sync contest
Luau
Lunch auction
Luncheon
Miniature golf
Mini-Olympics
Monopoly contest
Music video contest
One Percent Club (employees pledging 1% of annual salary are invited to lunch hosted by a local celebrity or the CEO)
Paper airplane toss
Penny wars
Scavenger hunt
Tailgate party
Talent show
Ticket giveaway
Trivia contest
Trivial pursuit match
Ugly tie/sweater/earring contest
Vacation day sale/raffle
Walk-a-thon
Wii tournament
Publicize the campaign

- Have CEO host the campaign launch to announce company’s vision of giving back to the community, campaign activity and incentives, HMUW and/or agency speaker, show the HMUW video and pass out pledge forms.
- Place articles in the company newsletter about HMUW and agencies reporting progress. Publish a calendar of campaign events.
- Send additional memos from the CEO to all employees, as needed.
- Ask department heads to talk about the campaign at staff meetings.
- Send emails with regularly updated campaign information.
- Decorate workplace with HMUW posters and fliers.
- Place the HMUW campaign video on your company intranet or on a television in a break room.
- Keep HMUW on everyone’s mind with your creative ideas.
- Start a LIVE UNITED Action Team and encourage employee volunteering.

Emphasize Leadership Circle giving among management

Your company leaders can help set the stage for a successful campaign by making their personal pledges early. This will demonstrate that commitment to the community and HMUW is a strong internal value. For best results:

- Conduct a management meeting before the campaign launch and employee meetings.
- Ask to consider giving at a leadership level (Leadership Circle to Alexis de Tocqueville Society).
- Have a HMUW staff member speak.
- Wrap up the management campaign and announce results at the campaign launch and employee meetings.

Veterans United Leadership Circle Community Challenge

HMUW is very excited to announce the 2016 Veterans United Leadership Circle Community Challenge. In 2015, Leadership Circle members, who were spurred on by the challenge, raised $925,612. Veterans United is committed to challenging our community to support the work of HMUW again in 2016! Details to follow.

Quick Tip

Reach out personally to those unable to attend Campaign Launch or who have not turned in a pledge form near the end of the campaign. Set up face-to-face meetings to ask for a pledge.
Organize group campaign launch or employee meetings

- Bring your fellow employees together to learn about how Heart of Missouri United Way is creating lasting change in peoples' lives and in our community.
- Motivate employees, explain pledge forms, announce campaign events and incentives, and answer questions.
- Distribute and collect pledge forms.
- Conduct HMUW meetings during work hours; combine with a regularly scheduled staff meeting.
- Hand out HMUW information at staff or department meetings and show the video if appropriate.

Conduct one-on-one solicitations

When group meetings are not possible, the next best thing is to assign internal team members to provide personal, one-on-one distribution, follow up and pledge card collection. Some useful guidelines for team members are:

- Make personal pledges early.
- Personally contact all assigned employees and identify them as part of your campaign team.
- Hand each employee a personalized pledge form and ask for his/her contribution. Tell the employee when you will return to collect the completed form (whether they pledge or not).
- Encourage employees to see the HMUW video.
- Address all questions/concerns of employees about the campaign (contact HMUW staff for assistance).
- Collect pledge forms personally from assigned employees.
- Maintain regular contact with and report results to Employee Campaign Coordinator.
- Deliver collected pledge forms to the Employee Campaign Coordinator.

Implement retiree solicitation

HMUW’s retiree program gives your former employees a way to remain active in the community and your company. Seniors are the fastest growing segment of our population. That means they can make a difference — a difference to your organization’s campaign and a difference to the people in our community. Follow these steps for a successful retiree program:

- Identify your retirees.
- Involve retirees on your campaign committee.
- Mail letter of request with personalized pledge form.
- Have retiree committee make calls to retirees.
- Have company start a pension deduction program.
- Show HMUW video at retiree functions.
- Have CEO send a personal thank you letter to those pledging.
- Set a goal to increase over last year.
- Maintain giving history for year-to-year comparisons.

Did you know?

- Statistics show that retirees give a much larger portion of their income to charity than the national average.
- Volunteers are more likely to give to the United Way. HMUW’s volunteer program makes volunteering easy. Our staff works with dozens of community agencies to plan volunteer projects for our company partners. Visit us at uwheartmo.org to get started today!
CAMPAIGN TIME
ACHIEVING RESULTS

Hold special events
All kinds of special events can have a positive impact on your fellow employees and the outcome of your Heart of Missouri United Way campaign. Events create awareness and understanding of HMUW services and programs, increase employee involvement, boost morale and raise additional funds.

Implement incentive strategies
Incentives can be a motivating force in encouraging people to donate a specific amount or to thank employees. For larger incentives, companies often provide household or entertainment products (televisions, iPads) or recreation equipment (bicycles, sports bags, games). Some companies have the opportunity to solicit their vendors for gifts-in-kind.

Track progress
Pledge forms can pile up throughout the campaign, and the task of totaling them up at the end can be overwhelming. Stay ahead of the game by following these tips for tracking progress throughout the campaign:

- Use a spreadsheet to keep track of pledge forms issued and pledges received.
- Check forms for name, address, other contact information, correct dollar amount and signatures. Finding and correcting errors as you go can prevent headaches down the road.
- Regularly report your progress toward goal to coworkers to stimulate the completion of outstanding pledges.
- Provide regular updates on goal progress to HMUW.
- Encourage all employees to provide email and/or mailing addresses on their pledge form so that HMUW can keep them informed of the impact of their gift.

Promote your campaign through social media
We want to connect with your company’s campaign! Here are a few suggestions for using social media to build buzz and energy for your campaign:

- Like Heart of Missouri United Way on Facebook (facebook.com/HeartofMissouriUnitedWay) and follow on Twitter (@UWHeartMO).
- Share your company’s behind-the-scenes campaign activities and updates on Facebook and Twitter. When you follow HMUW on social media, HMUW will do its best to like, share and retweet your posts. If you send your photos to Jennifer Truesdale at jtruesdale@uwheartmo.org, HMUW can promote you on social media and tag your company.
- Share HMUW social media posts that talk about the work we’re doing. The more you share, the more our community learns about the impact and difference your company is making.
- Repeat! Keep the social media buzz going throughout the campaign and the year.

Quick Tip
Celebrate your company’s successes and make a fun video at the end of your campaign! You can borrow HMUW’s cow bell and when we pick up your employee pledge forms, we’ll take a short video of them ringing the bell and announcing their dollar success. We will promote the video on social media!
RESOURCES & TOOLS: SAMPLE KICKOFF AGENDA

1. Welcome participants and thank them for their attendance.

2. Brief explanation given by CEO or department head about why the campaign is important to our company and the community.

3. Heart of Missouri United Way presentation given by Employee Campaign Coordinator, Loaned Executive or company leadership
   a. Who is HMUW?
      - HMUW works to improve lives of people in need in mid-Missouri and change the future by focusing on lasting change, not just alleviating the symptoms of poverty.
      - Our work focuses on finding solutions in education, income, health and safety net basic needs — issues too large for one person or organization to tackle alone.
      - Within these impact areas, HMUW has targets on which success is measured.
      - **There are multiple ways to designate a gift: to a general fund for all agencies; to a targeted area (health, income, education or safety net); or to one or more of our 33 funded agency partners.**
   b. HMUW goals:
      - Children succeed in school and are prepared for a successful life.
      - Families are financially stable and independent.
      - Children are healthy, have access to quality care and avoid risky behaviors.
      - Families in crisis have access to services to get back on track.
   c. Why should you give?
      - Results! Your gift to HMUW, combined with those of your neighbors, will help achieve lasting change. By working with our partners and measuring the impact we’re all having, we get the results our community needs. We make sure that every dollar donated receives high returns for our community.

4. Show HMUW video and invite speaker, such as a HMUW staffer, agency representative, and/or Loaned Executive.

5. Ask everyone to give and announce other campaign activities.
   a. How do you give? (Hand out pledge forms).
      - Payroll deduction (easiest way to give!).
      - One-time cash or check donation.
      - Direct bill, stock, credit card or direct bank debit.
      - **Reminder of the option to designate to funded agencies.**

6. Thank them for their participation and their support of the campaign.
Campaign billing and payroll deduction information

- The suggested payroll deduction period is the upcoming calendar year, January 1 to December 31, 2017.
- Payments should be forwarded to Heart of Missouri United Way in accordance with your payroll period. Be sure the payroll department receives the YELLOW copy of all pledge forms.
- Employees who wish to be billed for their pledges will receive bills quarterly, with billing sent in March, June, September and December.
- Make sure HMUW has the correct billing address and the name of the contact person at your organization’s payroll office.
- Direct remittance and questions to:
  Heart of Missouri United Way
  105 E. Ash St., Suite 300, Columbia, MO 65203
  Phone: 573.443.4523, Fax: 573.874.1285
  Email: office@uwheartmo.org

Agency designation

In May 2015 the HMUW Board of Directors voted unanimously to reinstate agency designations. HMUW remains dedicated to being responsive to the needs of the community. Because of your kind feedback, we have enhanced the donor’s ability to direct their donation in one of three ways:

1. **Core Community Impact Program** – You may allow your gift to support the general fund, which helps all agencies funded by HMUW and their collective vision of making our community healthier and stronger.
2. **Community Impact Area** – You may direct your funds to support one (or more) of four target areas that you have a passion for: health, education, income or safety net.
3. **Funded Agency Partner** – You may direct your funds toward any one or more of our 33 funded agency partners. Please see your pledge form for additional details.
Collect final pledges
There are always a few coworkers who want to make a gift to Heart of Missouri United Way, and they just keep forgetting or are overwhelmed by their work. And sometimes, despite our efforts, some coworkers go unasked to give. As your campaign end date approaches, make a special effort to collect outstanding pledges:
- Make sure everyone has an opportunity to give. Identify anyone who has not yet been asked and approach them for a gift.
- Collect any outstanding pledge forms from those who were asked and have indicated they intend to give, but who have not yet done so.

Wrap up special fundraisers
Since your special event proceeds boost your employee campaign total, it may be tempting to keep them running beyond your campaign end date. As your campaign comes to an end, conduct a final rally and tally up the proceeds you will report to HMUW. If the event is popular and continues beyond the end date, you may always send the additional proceeds later.

Report results
- Provide verbal interim results to your HMUW staff member or Loaned Executive.
- Report any problems to CEO and HMUW.
- Work with payroll department to tabulate and report results weekly.
- Double check pledge forms for accuracy.
- Completely and accurately fill out report envelope (see pg. 17). Be sure to report dollars on the appropriate lines (special events have their own line).
- Total the envelope. Employee pledges, corporate pledges and special events are added together for an envelope grand total.
- Send YELLOW COPY of payroll pledge forms to your payroll office and WHITE COPY to HMUW.
- Deliver report envelope to HMUW or have an HMUW staffer or Loaned Executive pick it up.
Celebrate results internally

• Report final results of the campaign by email, posters, etc.
• Hold an event to announce the results in a public setting and provide refreshments as a token of appreciation.
• Recognize incentive winners.
• Provide special recognition to key campaign workers.
• Give a small thank you gift to each member of your campaign committee.

Help us thank donors

One of Heart of Missouri United Way’s top priorities is to thank donors and show the real impact of their support. Please use the following techniques to help HMUW express our gratitude to your coworkers:

• Encourage donors to provide their email so HMUW can thank them and provide them updates of results of their donation.
• Have your CEO send a special thank you email to all donors.

Evaluate campaign success

• Meet with campaign team to “debrief” the campaign. While ideas are fresh in your mind, make a list of what you would do again and what you would do differently next year.
• If possible, conduct a survey among a sample of employees to learn their impressions of the campaign. What was good? What was not good? What would they change? What is the most important factor in their decision to give? Please provide this information either by phone call or email summary to HMUW.
• Keep a record of the names of employees who enthusiastically participated in the campaign and be sure to involve them next year.
• Maintain a spreadsheet with all workplace campaign data you can think of so you can identify trends in giving levels, employee participation and canvassing success.
• Keep all of this information in an organized binder as a reminder to yourself next year or to pass to the 2017 Employee Campaign Coordinator(s).
Sample report envelope

- Complete the report envelope information prior to submission to Heart of Missouri United Way.
- Fill out each section separately and carefully.
- Enclose the WHITE copy of all pledge forms as well as any cash or checks.
  
  The top copy (WHITE) goes in the envelope as the HMUW copy of the pledge.
  
  The middle copy (YELLOW) is retained by the employer as authorization to deduct payroll pledges.
  
  The bottom copy (PINK) is the donor copy of the form.
- Be sure to accurately report dollars on the appropriate lines.
- Total the envelope. Envelope contents should add up to amounts reported on the front.
- Sign the envelope and call your HMUW staffer or Loaned Executive (at 573.443.4523) to pick it up or deliver to United Way.
- Keep a copy of your completed report envelope for your records.

### Campaign Report Envelope

<table>
<thead>
<tr>
<th>Pledge or Gift Type</th>
<th>Number of Givers</th>
<th>Total $ Amount Pledged</th>
<th>Total Amount Paid</th>
<th>Balance to be Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Pledge</td>
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<tr>
<td>Special Events Cash</td>
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<tr>
<td>Payroll Deduction Pledges</td>
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<tr>
<td>Cash and Check Gifts</td>
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<tr>
<td>Direct Billing and Credit Card Pledges</td>
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<tr>
<td><strong>TOTALS</strong></td>
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</tbody>
</table>

**Company/Organization Information:**

**HMUW Use Only**

For questions, please contact Heart of Missouri United Way:

Phone: 573-443-4523  | Email: office@hmuartmo.org

105 East Ash Street Columbia, MO 65203

Additional campaign resources can be found on our website: www.hmuartmo.org

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**Report Completed By:** (please print clearly)

**Name:**

**Phone:**

**E-mail:**

**Signature:**
Volunteer opportunities
Heart of Missouri United Way provides customized year-round opportunities for groups to volunteer through our corporate engagement and online volunteer platform. Your company or group can participate in multiple days of volunteering all across the community, with as many coworkers, family members or friends as you like.

Contact Courtney at HMUW to learn more! You can also check out our volunteer platform at volunteer.uwheartmo.org. With the simple click of a button, you can sign up for local volunteer projects, browse local agencies, track your hours and share projects with your friends and family! Great for volunteers of all ages!

Provide new hires the opportunity to give
The New Hires program is a simple way to introduce new employees to HMUW. Learning about HMUW can help relocating employees get to know our community. To start a program for new hires:

- Include an introduction to HMUW giving in the new employee’s orientation packet (be sure to include a pledge form).
- Give new employees an opportunity to make an HMUW pledge for the balance of the year.
- Enable your new employee to continue the HMUW pledge that they may have initiated at their last place of employment.
- Tell the HMUW story to first-time givers (including those individuals joining the labor force for the first time).
- Create a culture of giving by including new employees in team-building HMUW activities.
If an agency isn’t receiving funds, what other opportunities are there?
Heart of Missouri United Way is promoting more year-round opportunities for involvement through volunteerism and broad-based community engagement. Some of the benefits of being a United Way Funded Partner or Certified Agency are:

- Use of the United Way logo – some nonprofits (especially new ones) know that HMUW is synonymous with accountability and want to meet the standard set to become a United Way agency. They are not asking for funding but want access to all of the opportunities that come with being part of HMUW.
- Invitation to and inclusion in multiple capacity-building and professional development opportunities.
- Access to training and technical assistance from HMUW staff and outside consultants when appropriate.
- The opportunity to request volunteers for one-time, skill-based and on-going projects.
- Opportunities to interact with volunteers from companies and possibly gain a donor/volunteer.
- Opportunities to join collaborative and innovative efforts that have a collective impact.
- Opportunity to access emergency and safety net funding.

Does my contribution stay in the community?
When you make a donation to Heart of Missouri United Way, 99 cents of every $1.00 stays in the community (Boone, Cooper and Howard counties).

Is United Way giving voluntary?
Giving time or money is a personal matter and completely voluntary. Local employers support the HMUW campaign because it is the best way to meet people’s needs, but your gift is your decision.

What kind of budget does the HMUW need? How is it managed?
We take the business of investing and managing your gift very seriously. We attack the bottom line, reducing administrative costs as much as possible. Our extremely low overhead ensures that your money goes to people in need.

What should I do if I know someone who needs help?
Call 2-1-1 to reach a call specialist who can help you identify helpful services and connect you with the right agencies. This service is free and available 24 hours a day, 7 days a week, year-round. If, for any reason, your phone does not allow you to call 2-1-1, you may also call 800-427-4626 or visit the website at www.211helps.org.

How can I find out more?
The HMUW office is located at 105 E. Ash Street, Suite 300. We can be reached by phone at 573-443-4523 or email at office@uwheartmo.org. Our office is open 8 a.m. to 5 p.m., Monday through Friday, except on holidays. You can also find us online at www.uwheartmo.org.

Quick Tip
Please provide Heart of Missouri United Way representatives with any questions or concerns you receive. We can help provide any additional information to donors.
Mitzi Clayton - President
Steve Guthrie - Vice President
David Putnam - Treasurer
Gwen Jones - Secretary
Mike & Sarah Messer - 2016 Campaign Chairs
Jan Swaney - Past President

Jason Becking
Randy Cole**
Debbie Daniels**
Damian Dean
Tom Dugan
Cameron Dunafon
Gary Ford
Lee Hendrickson
Steve Hollis**
John Landrum
Teresa Magruder
Mindy McCubbin
Nathan Miller
Erik Morse

Steve Nagel
Eryca Neville
Troy Norton
Clyde Ruffin
Ed Scavone
Cynthia Schreen
Mahree Skala
Bernard Solomon
Steven Sowers
Peter Stiepleman
Kelly Wallis**
Pieter Van Waarde
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Help us create change through social media...We'll follow you too!
• LIKE us on our Facebook page: Facebook.com/HeartofMissouriUnitedWay
• FOLLOW us on Twitter: @UWHeartMO