



2022 PACESETTER COMPANIES

3M	Mercedes Benz of Columbia
BMW of Columbia	Missouri Employers Mutual
Boone Health	PTC Laboratories
Caterpillar	Schnucks - Battle Crossing
Central Bank of Boone County	Shelter Insurance
Columbia Insurance Group	Simmons Bank
Commerce Bank	Simon Oswald Architecture
Daniel Boone Regional Library	The Bank of Missouri
First State Community Bank	Veterans United Foundation
Hawthorn Bank	Watlow
	Williams-Keepers LLC



2022 PACESETTER AGENCIES

First Chance for Children	Lutheran Family & Children's
Grade A Plus Inc.	Services
Heart of Missouri CASA	Mid-Missouri Legal Services
Heart of Missouri United Way	True North
Love Columbia	Voluntary Action Center

BY JUNE 30:

Please email this completed form to
DHoltgraewe@uwheartmo.org,
 or fax to 573-874-1285.



KEY DATES

6/30

Commit to being a Pacesetter by signing and submitting the enclosed Pacesetter commitment form.

8/02

Your Employee Campaign Coordinator attends the United Way campaign training.

9/28

By NOON
 Submit your corporate and employee campaign results.

10/20

7:15 a.m.
 Attend the Pacesetter Recognition & Awards Ceremony, generously hosted by Boone Health.



Facebook: @uwheartmo



Twitter: @uwheartmo



Instagram: @uwheartmo



LinkedIn: Heart of Missouri United Way

HEART OF MISSOURI UNITED WAY

105 E. Ash St., Suite 300
 Columbia, MO 65203
 Phone: 573-443-4523
 Fax: 573-874-1285

UNITED WAY PACESETTER



SETTING THE PACE



PACESETTERS LEAD THE WAY

PACESETTER CRITERIA

TO BECOME A PACESETTER, AN ORGANIZATION COMMITS TO:

1. **PLEDGE** a combined corporate and employee gift of more than \$4,000.
2. **SUBMIT** corporate and employee campaign results by September 28.
3. **PLAN AND CONDUCT** employee campaigns that achieve at least two of the following benchmarks:
 - 80% of donors give through payroll deduction or monthly giving
 - 10% increase in employee participation
 - 8% increase in total corporate & employee pledges
 - 80% of employees participating/pledging
 - 8% increase in average gift from employees
 - 10% increase in corporate gift
 - Participation in the United Way Day of Action or Day of Caring



PACESETTER EMPLOYEE CAMPAIGNS

THE FOLLOWING STEPS ARE RECOMMENDED TO HAVE A SUCCESSFUL PACESETTER EMPLOYEE CAMPAIGN:

- The CEO personally endorses and actively supports the Pacesetter employee campaign.
- The CEO designates an enthusiastic Employee Campaign Coordinator who is given the time and resources needed to conduct a successful, goal-oriented campaign.
- The Employee Campaign Coordinator attends the Heart of Missouri United Way training session and actively seeks support from United Way staff and volunteers.
- Using the United Way campaign video, speakers and agency tours, employees are educated about the impact of their gifts in the community.
- Fun activities are included in the Pacesetter employee campaign plan.

PACESETTER RECOGNITION

THE RECOGNITION PROGRAM FOR PACESETTER COMPANIES INCLUDES THE FOLLOWING COMPONENTS:

- Your company will be honored in community-wide advertising.
- Your company will be invited to the Pacesetter Recognition & Awards Breakfast and will be listed in the press release for this event.
- Your company will receive a Pacesetter Award.
- Your company will be listed on the Heart of Missouri United Way website.

HEART OF MISSOURI UNITED WAY 2023 PACESETTER COMMITMENT FORM

TAKE THE LEAD. BE A PACESETTER.

EXECUTING A SUCCESSFUL PACESETTER CAMPAIGN

- Our company will pledge a combined corporate and employee gift of more than \$4,000.
- I will personally endorse the Pacesetter campaign to my employees.
- I will encourage key management participation.
- I will allow the Employee Campaign Coordinator sufficient time for training and coordination of a successful campaign.
- Our Employee Campaign Coordinator and I will jointly set employee campaign goals consistent with 2023 Pacesetter criteria.
- We will report our corporate and employee campaign results **no later than noon on September 28.**

PERSONAL CEO COMMITMENT:

- ☐ Our company agrees to participate as a 2023 Pacesetter candidate.
- ☐ I appoint _____ as Employee Campaign Coordinator.

Please email this form to DHoltgraewe@uwheartmo.org, or fax to 573-874-1285 by **June 30.**

CEO signature: _____

Company: _____

Date: _____

THE 2022 HEART OF MISSOURI UNITED WAY CAMPAIGN RAISED FUNDS TO SUPPORT OUR 29 MID-MISSOURI PARTNER AGENCIES, OF WHICH \$1,615,524 WAS RAISED BY PACESETTER COMPANIES AND PARTNER AGENCIES.

