INVEST IN YOUR COMMUNITY

United Way Campaign
2019 AMBASSADOR HANDBOOK

United Way of Monongalia and Preston Counties
YOUR (VERY IMPORTANT) ROLE

/əmˈbæsədər/ a person who acts as a representative or promoter of a specified activity.
"They are the main cheerleader for the United Way Campaign"

EDUCATE - Share the community's needs with everyone in your department. Help faculty and staff understand how the United Way works to make our community better.

SOLICIT - Give every employee the opportunity to make a campaign contribution.

CELEBRATE - Have fun! Thank everyone who participates.

AMBASSADOR RESOURCES

Resources are available for Ambassadors on the WVU United Way Campaign website:
http://unitedway.wvu.edu/resources

You will be able to:
- Log into the E-Pledge system
- Download paper pledge forms
- Download electronic copies of the brochure and various materials
- Download the United Way & campaign logos for use on materials

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WEBSITES

WVU United Way Campaign
http://unitedway.wvu.edu

United Way of Monongalia & Preston Counties
http://www.unitedwaympc.org
How much of my contribution is spent on administration?

A vast network of volunteers, the simplicity of payroll deduction and in-kind contributions keep administrative expenses low. Our local United Way's administrative cost is 11.2%. This figure compares favorably with the suggested Better Business Bureau guidelines of up to 35%. Additionally, donors giving through the United Way have a unique assurance that their contribution provides funding to agencies with local programs reviewed for cost effectiveness and community need.

Is money spent on meals, special events and advertising?

The annual dinners, campaign events, and volunteer recognition events are sponsored by local businesses or paid for by those attending. Newspapers, radio and TV have generously provided publicity without cost to the United Way as a part of the Media Embracing the Community initiative.

Will I be pressured to give when I don't want to?

United Way volunteers are not encouraged to pressure anyone to participate. The role of an Ambassador is to inform co-workers of the activities of the local United Way agencies and to enable concerned people to give their support where it will be used effectively to meet urgent social challenges.

Why should I give to United Way? Doesn't it make more sense to give directly to a particular agency?

A broad spectrum of health and human service agencies depend on United Way for important funding. None of these agencies can address all of the needs in our community alone. You might have a special interest in the service a particular agency provides. However, there are many needs in our community, and that agency’s effectiveness is enhanced by the complementary role of sister agencies. With your gift to United Way, you can be assured that all of these agencies will benefit. In addition, United Way can provide a convenient way to contribute through a workplace payroll deduction program.

Where can I go for information on giving through charitable trusts and estate planning?

When you make your annual pledge through the local campaign you provide immediate help for those who need it. To ensure that your annual investment continues to make a significant impact well into the future, our local United Way created the Future Fund. The Future Fund, housed at Your Community Foundation, is a vehicle for the donor to support health and human services through a variety of options: Will Bequest, IRA Charitable Bequest, Charitable Gift Annuity, and Charitable Remainder Trust.

Does our local United Way send money to United Way Worldwide?

The United Way of Monongalia and Preston Counties operates as an independent charity, controlled and governed by a local volunteer board of directors. All decisions are made by people who live and work locally. Funds raised remain here to support this United Way and its funded partners.

United Way Worldwide serves as a international trade association for more than two thousand independent, autonomous United Ways across the globe. The fee we pay for United Way Worldwide services (1% of our campaign) is paid from other sources, rather than donor pledges. In exchange, we receive a variety of services that benefit Monongalia and Preston counties, including brand usage, corporate monetary support, training, materials, and national advertising.
**SAMPLE IDEAS**

*Fundraisers that work!*

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**THEMED LUNCHEONS**
Host themed potluck lunches encouraging United Way participation. Think outside the box! Possible theme ideas could be Going Green, Brunch, Ballpark, Comfort Food, Mexican Fiesta, All One Color, Appetizers, A Taste of Home, or Desserts.

**JEANS OR CASUAL DAY**
Sell Blue Jean passes allowing employees purchasing them to dress casually on Fridays. If you already have a casual day each week, then certain casual days can be designated as Hat Day; Sports Team Day; or 80s Day, to name a few!
Get creative with the themed days and have fun!

**EMPLOYEE RAFFLE**
Ask employees to contribute something special for a raffle prize. The prizes can be anything from baked goods, to sports tickets, or a weekend stay at a vacation cabin or condo. Prizes are usually donated by vendors. As employees turn in their pledge cards for the campaign, they will receive a raffle ticket.

**VACATION DAY**
Employees “buy” a vacation day. When an employee chooses to participate, their wages from the day’s work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to United Way. It’s a win-win situation: the organization achieves high participation, the employees get a vacation day, and the community is supported!

**LUNCH OR COFFEE WITH THE CHAIR**
Enter everyone’s names who fills out a pledge card to receive the chance to win one-on-one time with your department Chair or department lead. This promotes participation and gives exposure to executive leadership for giving back!

**VIP PARKING SPOT**
Raffle off a designated parking spot. This encourages employees to participate that may not have a spot or be new to the department.

**BABY PICTURE MATCHING GAME**
Invite employees to try their luck at matching baby pictures to pictures of employees. Charge employees per vote and award a fun prize to the participant with the most right answers.

**VOLUNTEER DAY**
Employees who give at or above a certain level are rewarded with eight hours they can use volunteering in the community.

**LIVE UNITED RECOGNITION MINI T-SHIRTS**
Fill your department or office window with mini United Way T-shirts. Have students/employees donate $1 or $5 to write their name on one for display!
LEADERSHIP GIVING

LGA LEVELS

| $750 - $999 | Founders Society |
| $1,000 - $1,249 | Madera Club |
| $1,250 - $1,499 | Dering Club |
| $1,500 - $1,999 | McLeery Club |
| $2,000 - $2,499 | Kerns Club |
| $2,500 - $3,499 | Hagans Club |
| $3,500 - $4,999 | Evans Club |
| $5,000 - $7,499 | Scott Club |
| $7,500 - $9,999 | Laidley Club |
| $10,000 + | Tocqueville Society |

LGA BENEFITS

- Recognition in The Dominion Post as a Leadership Giver
- Recognition on the United Way website and in United Way publications as a Leadership Giver
- Invitation to exclusive LGA reception

AFFINITY GROUPS

Emerging Leaders

The Emerging Leaders program connects a diverse group of young individuals in Monongalia and Preston Counties with the United Way to make an impact on their community. Members have opportunities to network, complete volunteer service, and participate in professional development activities.  

*Gifts of $250 and above | Ages 20-40*

Women United

Women United harnesses the power and dedication of women leaders to transform our community. The group raises and works to implement innovative programming around the education goals of United Way. In the spring, Women United raised more than $21,000 at its Power of The Purse Fundraiser to support the Dolly Parton Imagination Library.

*No minimum gift or age requirements*