
UNITED WAY OF NORMAN CAMPAIGN COORDINATOR GUIDE



United Way of Norman

*Serving Norman, Noble and
Southern Cleveland County*

United Way of Norman
2424 Springer Dr., Suite 304
Norman, OK 73069

405.329.2025
UnitedWayNorman.org

Revised April 2018

THANK YOU FOR BEING A CAMPAIGN COORDINATOR!

As an Employee Campaign Coordinator, your primary role is to plan, coordinate and implement an effective United Way workplace campaign.

We rely on you to impress upon your colleagues the significant challenges many people face every day, and to inspire your coworkers to join the fight to make life better for every person in our community.

YOUR RESPONSIBILITIES FOR YOUR WORKPLACE DRIVE

- Attending trainings or strategy meetings offered at the beginning of each campaign season.
- Working closely with your United Way Representative to develop an effective campaign plan.
- Recruiting a campaign committee from key areas of the organization.
- Coordinating the distribution of campaign materials and the collection of pledge cards.
- Coordinating kickoff and recognition events.
- Promoting the campaign within your organization.
- Publicizing results throughout the campaign.
- Providing all associates and retirees the opportunity to give.
- Thanking donors and volunteers for their generosity.
- Completing the campaign by submitting the campaign report to United Way's office.
- Evaluating and making recommendations for next year's workplace campaign.

HOW TO SUCCEED

Everyone has their own special style of speaking to a group. The most important thing to remember is to be yourself. Take a personal approach. If you've been involved in United Way for any length of time, share your own experience about why you are involved. If you know someone on your staff who has been helped and is willing to speak, enlist their support. Success stories can make a huge impact on giving.

WE'RE HERE TO HELP!

Thank you for taking on this important role! Your efforts make a huge a difference in our community. Should you need any assistance, please call us at 405.329.2025 or email us at info@unitedway-norman.org.

You can also find lots of good information in our online campaign toolkit- UnitedWayNorman.org/toolkit

HOW DOES UNITED WAY WORK?

United Way of Norman fights for better education, financial stability, health and independence for every person in our community.

We forge partnerships. We find new solutions to old problems. We mobilize the best resources. And we inspire individuals to join the fight by sharing their time, talent and resources.

When you give to the United Way, you are changing lives in the entire community. You are making sure that abused children can get help, homeless families can find a safe place to stay, senior adults can get a hot meal and so much more.

It's rare for someone receiving help to need only one specific program to resolve the problems they face. Often, they get help from several programs, all working together.

KEY MESSAGES

- United Way of Norman is governed by a local Board of Directors
- All funding decisions are made by trained, local volunteers
- The money raised here, stays here
- In addition to funding local programs, United Way of Norman manages community initiatives to fill the gaps and address community needs



You improve the quality of life for seniors and people with disabilities when you support United Way of Norman

WHERE DO THE DONATIONS GO?

The funds you help raise are spread out between 40 programs at 28 organizations, addressing the 'big picture' for many people.

PRIORITY ISSUES

EDUCATION

Improving the academic achievement and success of at-risk children

FINANCIAL STABILITY

Improving financial education and independence among people with low incomes

HEALTH

Ensuring that all children and adults are mentally and physically healthy and in a safe environment

INDEPENDENCE

Improving the quality of life for seniors and people with disabilities

You can find a list of United Way of Norman's Funded Partner Programs here:

UnitedWayNorman.org/fundedpartners

COMMUNITY INITIATIVES

Sometimes a gap exists between community needs and agency response. That's when United Way of Norman steps in to manage community initiatives to fill those gaps.

You can find a list of United Way of Norman's Community Initiative here:

UnitedWayNorman.org/initiatives



FIVE STEPS TO A SUCCESSFUL CAMPAIGN

1. INVOLVE YOUR CEO

Securing top-level management support makes your job easier and your campaign more successful. Review your overall campaign plan and ask for his/her support with:

- Allowing you adequate time to plan and execute a successful campaign
- Providing a campaign budget for food at meetings, incentives, and thank you events
- Announcing your role as Campaign Coordinator
- Appointing next year's Campaign Coordinator to work with you - this will ensure smooth transitions each year
- Sending a letter/email of support
- Endorsing a plan for leadership solicitation (consider a Leadership Level coordinator)
- Speaking at employee meetings in support of the campaign and leading by example by sharing that they have already made their pledge
- Granting permission to take employees on agency tours
- Attending and participating in campaign events

2. RECRUIT A CAMPAIGN TEAM

- Try to include representatives from all departments
- Talk with your team about strategies and events that have worked/will work in your company
- Clearly define roles and responsibilities

3. SET A GOAL

A great way to increase your campaign is to focus on increasing the number of people who give or encouraging people to consider giving a little more. You can use the formula below to help you set your goal.

Desired Participation _____%

$$\left(\frac{\text{_____}}{\text{\# employees}} \times \text{_____} \% \right) \times \$ \text{_____} = \$ \text{_____}$$

employees Participation Last year's avg gift Potential goal

Desired Per Capita Gift \$ _____

$$\text{_____} \times \$ \text{_____} = \$ \text{_____}$$

employees per capita gift Potential goal

GOAL SETTING

**TOP PERFORMING
CAMPAIGNS ACHIEVE
PARTICIPATION OF
MORE THAN 75% AND
PER CAPITA GIFTS OF
\$100 OR MORE.**

4. DEVELOP A CAMPAIGN PLAN

Create a Timeline

- Short, quick campaigns work best. Aim for no more than two weeks!

Make your Campaign Fun

- Decide on a theme, incentives and thank you events such as Mexican Fiestas or Hawaiian Luau. See the [online toolkit](#) for more ideas!
- Plan special events or fundraisers. Bake sales, car washes, raffles or rummage sales are a great way to get the whole organization involved and motivated.

Use Incentives

Incentives are a great way to increase employee participation! Give everyone who turns in a pledge card fun, inexpensive prizes such as:

- Entry into a drawing for a paid day off
- Lunch with the boss
- Special parking space
- More ideas from a few Top Performing Companies on page 12

Schedule a Campaign Kickoff

- A kickoff can add a lot of energy to your campaign. It can also help employees understand the importance of participation.

Schedule Agency Tours or an Agency Speaker

- This is one of the most effective best practices you can do to make your campaign a success! Visiting an agency to see the need firsthand or the personal touch of an agency speaker is very powerful!
- Email us to schedule a speaker at info@unitedway-norman.org.

Personalize Pledge Cards

- Print each employee's name and employee number on the pledge card. It makes it a lot easier for you and your payroll to track and manage the cards. Add an encouraging note to each pledge card to increase participation

5. SAY THANK YOU!

How you say thanks isn't as important as the act of saying it. Just be sure to have fun and acknowledge your co-workers' hard work and generosity.

- Post "Thank You" flyers in high traffic area
- Throw a pizza party
- Have a special lunch for your Leadership Givers and campaign team
- Send out "Thank You" emails, notes, cards, or letters
- Give out United Way pins or stickers
- Put a piece of candy on each person's desk.

MAKING THE ASK

Leaving pledge cards in an employees mailbox is not a very effective “ask.” Here are some steps to get better buy-in and response.

GET THE DONOR’S UNDIVIDED ATTENTION

One on one asks work best! Consider catching the donor at a staff meeting or at your Company Campaign Kickoff and ask him or her to consider participating in the campaign.

EXPLAIN THE PURPOSE OF UNITED WAY

- Explain why you support the mission.
- Bring United Way materials and be prepared to explain them.
- Share a personal story and/or provide United Way facts and statistics.

ASK FOR A PLEDGE INCREASE

- With new givers, ask for a first-time gift.
- Consider asking for a specific increase such as \$5 more per week or pay period.

ADDRESS CONCERNS AND QUESTIONS

- Know your materials, answer questions honestly and never guess. You’ll find answers to some **frequently asked questions on page 13** of this guide. If you don’t know the answer to a question, let the donor know you will find out and then follow up with United Way of Norman.
- Recognize that some donors have real concerns. People have a right to feel good about their gift.
- If any of your colleagues would like to contact the United Way directly with questions, encourage them to do so. We’re here to help.

SAY THANK YOU

- Regardless of what the donor decides, thank him or her for the time.
- United Way of Norman appreciates every gift, big or small. And every donation makes a difference.

IT’S IMPORTANT TO LET PEOPLE KNOW HOW MUCH THEIR GIFT MEANS. COMPANIES THAT THANK THEIR EMPLOYEES HAVE 46% HIGHER PARTICIPATION.

LEADERSHIP GIVING SOCIETIES

Leadership givers are United Way of Norman’s most generous supporters and are an integral part of our efforts to solve community problems and bring measurable, lasting change to the lives of thousands of residents in our community each year. Leadership giving contributions can be combined with a household member, given as a one-time gift or given through payroll deduction.

YOUNG LEADERS SOCIETY

Donors who give an annual gift of \$250 or more and are under the age of 40

LEADERSHIP SOCIETY

Donors who give an annual gift of \$500 - \$2,499

LEGACY SOCIETY

Donors who give an annual gift of \$2,500 - \$4,999

VISONARY SOCIETY

Donors who give an annual gift of \$5,000 - \$9,999

ALEXIS DE TOCQUEVILLE SOCIETY

Donors who give an annual gift of \$10,000 or more

FAIR SHARE GIVING

A small deduction from each pay period adds up to make a large impact.

There are two ways to be a Fair Share giver. Donate 1% of your annual salary or donate one hour’s pay per month.

1% of Annual Salary	One Hour’s Pay Per Month
Example: Annual salary of \$30,000	Example: Hourly salary of \$10
$\$30,000 \times 1\% (.01)$	$\$10 \times 12$
\$300 Annual Contribution	\$120 Annual Contribution

DESIGNATIONS

You may designate all or part of your contribution to any of our current funded partners. You can find those partners and their four digit designation codes on the United Way brochure or at UnitedWayNorman.org/fundedpartners.

Each designation requires a minimum contribution of \$25. Designations not meeting requirements will be directed to the general fund.

ADDITIONAL OPPORTUNITIES FOR GROWTH!

Winning Back Lapsed Donors

A lapsed donor is someone who gave the previous year, but did not give during the current fundraising campaign. As you turn in final numbers for your company's drive you will be given a list of lapsed donors. Once you review the list you will be able to quickly identify whether that person has left your company or was absent on the day of your kick-off.

It is important to follow up with those employees to allow them to participate. This can help your company's total campaign dollars go up. If the person is no longer employed at your company please let your United Way contact know to help United Way maintain accurate and updated donor information.

New Hires Program

Through employment changes, job loss and moving, United Way incurs contribution losses. A New Hires Program can help replace those contributions. Please help your community by making sure your company holds a New Hires Campaign through which new employees are asked to support United Way at the time of hire. Materials are available for your orientation packets. Email us at info@unitedway-norman.org for info!

Retirees Program - Don't Retire From Giving

United Way relies on the support of retirees as the needs in the community grow. Many retirees have the support of pensions and benefits; there are many more who live around us who don't have that security. Ask your CEO and United Way rep to help you get a Retiree Program started.

FOLLOW UP

PLEDGE CARD MANAGEMENT

Getting the pledge card back can be challenging if done incorrectly. **Do NOT hand out campaign materials prior to your kick-off.** Your co-workers are at their highest level of educational awareness regarding United Way and most likely to give during this meeting. So, make sure employees are given materials at the meeting and you ask them to complete their cards and return them to you before the end of the meeting.

By collecting all cards (or as many as possible) at the end of the meeting, you reduce the amount of time you spend following up and asking your co-workers to participate. For those that don't turn in their card at the end of the meeting, try to get them to return it to you by the end of the day! You should be able to turn in the majority of our pledge cards within one week of your kick-off.

REPORTING BACK TO UNITED WAY

Your Workplace Representative will be calling to pick up the first round of pledge cards within a week of your kick-off. Even if you have fundraiser money still outstanding, we can begin entering your employee payroll deduction and one time gifts into our database for speedier tracking of campaign results.

Steps to organize reporting:

1. Account for all pledge forms
2. Verify the annual gift from each employee
3. Separate all pledge forms into the following categories:
 - Payroll Deduction
 - Fully paid pledges
 - Credit card pledges
4. Enter your totals onto the United Way campaign summary form
5. Make sure to send the PINK COPY pledge forms TO PAYROLL department and submit WHITE COPIES to United Way with the summary form. Give the YELLOW COPY to the contributor.
6. Contact your Workplace Representative to pick up your pledge cards

SHARE YOUR SUCCESS

SOCIAL MEDIA

Create Your Own Content

Use your corporate social media accounts to broadcast your support of United Way to the world. Share photos of your activities. Talk about your fundraisers. Take a photos of your employees at United Way events.

Your clients and customers will enjoy seeing what you are doing to support your community, and United Way will benefit from the broader exposure, too.

Hashtags and Tagging United Way of Norman

Make sure to use the hashtag **#LiveUnitedNorman** and tag us in your posts. We love to see what you're doing and share your story.

Share United Way's Content

We put up engaging content throughout campaign - and the rest of the year - that you are welcome to share on your social media accounts also.

Find us on these accounts:



facebook.com/UnitedWayNorman



twitter.com/UnitedWayNorman



@UnitedWayNorman



youtube.com/UWNorman

Press Releases

Send out press releases about your involvement in the United Way campaign. Invite the local media to take pictures of your Day of Caring projects. Send information about any fundraising efforts open to the public.

Internal Communications

Internal newsletters and emails are a great way to connect with your employees. Give them news about the progress of campaign, United Way's impact, and show pictures of your employees' involvement in campaign. If you need us to take pictures, just let us know. Email us at info@unitedway-norman.org

TIPS FOR A SUCCESSFUL CAMPAIGN FROM TOP PERFORMERS

Below are some of the tips and tools our top performing companies use to make their United Way campaign a success.

Recruit a Campaign Team

Don't rely on one person. Recruit a team to lead your campaign and increase awareness of the United Way campaign.

Set Goals

Set goals for your United Way campaign. And not just for a total amount raised. You could set a goal for participation or leadership givers.

Pick a Theme

Brand your United Way campaign with a theme. You can find ideas here- www.unitedwaynorman.org/toolkit

Campaign Kickoff

Invite your employees to a campaign kickoff. Food or snacks are always a good way to get them there! Bring in a speaker from one of United Way's Funded Partners.

Support from the Top

The most successful campaigns are the ones with visible support from the CEO. Have them speak at your campaign kickoff. They can also send a company-wide email about supporting United Way.

Culture of Giving

Create excitement in your office and make sure employees have fun while raising funds for a great cause!

Target Commuters

Does your company have people who live in Norman but work in another city? Send them a letter encouraging them to designate their United Way gift back to the community they live in. Commuters can use designation code 7100 to give where they live.

Incentives to Give

Most successful campaigns include an incentive to give. A few examples :

- Paid time off for Fair Share and Leadership Givers.
- Fair Share givers are eligible for a daily gift card drawing
- Prizes given to donors such as a scooter, gas gift cards and grocery gift cards
- Employees who turn in their pledge card at the Fair Share level on the first day are eligible to be entered into a drawing for a prize

Fundraisers

All of our most successful campaigns do a number of fundraisers in addition to collecting pledges from employees. These range from chili cookoffs to pie in the face contests to gift basket auctions.

COMMON COORDINATOR QUESTIONS

WHEN SHOULD OUR CAMPAIGN TAKE PLACE?

Pacesetter campaigns take place in July and August. Most other workplace campaigns occur between early September and mid-November. However, they can take place any time of the year.

I HAVE LIMITED TIME. HOW CAN I WORK THE CAMPAIGN INTO MY BUSY SCHEDULE?

Reach out to us. United Way of Norman staff and volunteers are here to help you every step of the way. Let us know your limitations and we come up with a plan together to make it easier for you. Another way to ease the strain is to recruit a campaign team. Assign tasks and assume a management role. Most importantly, start planning early. The earlier you start the easier the process will be for you.

HOW LONG SHOULD OUR CAMPAIGN LAST?

Most campaigns can be wrapped up in two or three weeks. The goal is to distribute and collect pledge cards while the United Way message is still fresh in employees' minds.

HOW CAN I INVOLVE OUR EMPLOYEES IN THE CAMPAIGN EXPERIENCE?

Take the campaign to them. Some ideas are to use e-mail, voice mails, videos and/or letters from the CEO/Leadership to get the word out. Attach balloons with United Way messages to the employees' desks. Designate one room as the United Way Room and have participants play games on their breaks and turn in pledge forms for prizes. Use your company's intranet to provide information and results. Create and distribute a company video starring your colleagues sharing their reasons for Living United in prior campaigns.

WHEN DO PAYROLL CONTRIBUTIONS START?

The most common payroll contribution period usually runs from January 1 through December 31. Some companies use their fiscal year as their schedule for payroll contribution. United Way does not set your payroll schedule. It is a company decision.

HOW DO I GET A SPEAKER AT MY EVENT?

United Way can work with you to secure a speaker for your campaign kickoff. We can recommend speakers for your rally based on the interests of your workforce. For planning purposes, please allow at least two weeks to process your speaker request. Since most speakers are doing numerous events throughout the campaign, it is not always possible to get the speaker you request. Email us to schedule a speaker at info@unitedway-norman.org.

CAMPAIGN TOOLS

MATERIALS


Click the links below to access Campaign Materials.

CAMPAIGN BROCHURE

CAMPAIGN POSTER

CAMPAIGN THEMES & IDEAS

SAMPLE PLEDGE CARD

<p>Name _____ Prefix First MI Last</p> <p>Employer _____</p> <p>Preferred email <input type="checkbox"/> Work <input type="checkbox"/> Personal</p> <p>Email Address _____</p> <p>Home mailing address _____</p> <p>Street Number/P.O. Box _____</p> <p>City _____ State _____ Zip _____</p> <p>Mobile phone (____) _____ Birthday _____ Month/Day/Year</p> <p><input type="checkbox"/> Combine my gift with that of my spouse Spouse's name _____ Spouse's employer _____</p> <p><input type="checkbox"/> I do not want to be included in recognition materials</p> <p><input type="checkbox"/> I would like to make my gift in <input type="radio"/> Honor <input type="radio"/> Memory Name and Address _____</p> <p><input type="checkbox"/> Please contact me to discuss including United Way of Norman in my estate plan</p> <p>How do you want to invest in your community? (see back for more information)</p> <p><input type="checkbox"/> Community Fund United Way of Norman (recommended)</p> <p><input type="checkbox"/> You may designate my gift to the following agencies \$25 minimum per agency (see back of form for instructions)</p> <p>Agency Code _____ Agency Code _____ Agency Code _____ Agency Code _____ \$ _____ \$ _____ \$ _____ \$ _____</p>	<p><input type="checkbox"/> Young Leaders Society — annual gift of \$250 and under the age of 40</p> <p><input type="checkbox"/> Leadership Society — annual gift of \$500 to \$2,499</p> <p><input type="checkbox"/> Legacy Society — annual gift of \$2,500 to \$4,999</p> <p><input type="checkbox"/> Visionary Society — annual gift of \$5,000 to \$9,999</p> <p><input type="checkbox"/> Alexis de Tocqueville Society — annual gift of \$10,000 or more</p> <p>Option 1: Easy Payroll Deduction</p> <p><input type="checkbox"/> Increase last year's gift 10%</p> <p><input type="checkbox"/> I authorize my employer to deduct the following amount each pay period <input type="radio"/> \$50 <input type="radio"/> \$25 <input type="radio"/> \$10 <input type="radio"/> \$5 <input type="radio"/> Other: \$ _____</p> <p>Number of pay periods: _____ Annual total: \$ _____</p> <p>Option 2: Direct Giving</p> <p><input type="checkbox"/> Payment enclosed (cash/check) \$ _____</p> <p><input type="checkbox"/> Bill me \$ _____ <input type="radio"/> One time <input type="radio"/> Monthly <input type="radio"/> Quarterly Starting on _____ Day/Month Annual total: \$ _____</p> <p><input type="checkbox"/> Stock/Securities (name of stock) _____</p> <p><input type="checkbox"/> Credit Card \$ _____</p> <p>Credit Card # _____ Expiration Date _____</p> <p>Signature _____</p> <p> United Way of Norman Serving Norman, Noble and Southern Cleveland County 2424 Springer Dr., Ste. 304 Norman, OK 73069 405.329.2025 UnitedWayNorman.org</p> <p>THANK YOU! IMPORTANT TAX INFO ON REVERSE</p>
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UNITED WAY COPY

Need a United Way of Norman logo for your campaign? Email us at info@unitedway-norman.org to request a logo.

CAMPAIGN PLANNING WORKSHEET

Choose Roles for Management and Team Members

Assign detailed roles and responsibilities that match managers' and employees' unique abilities and influence. Assign site coordinators for each department and at each remote location to implement campaign strategy.

PHASE ONE	✓	Notes for follow-up
Attend United Way Coordinator Training		
Obtain CEO Support and Endorsement		
Recruit Campaign Team		
Train Team/Assign Tasks		
Develop Campaign Plan:		
Goal		
Timetable		
Incentives		
Promotions		
Theme		
PHASE TWO		
Develop a Leadership Giving Campaign		
Plan Campaign Kickoff		
Schedule/Announce Campaign Kickoff		
Arrange for Agency Speaker		
PHASE THREE		
Send Reminder About Campaign Kickoff		
Ensure you have all Campaign Supplies		
KICKOFF		
Hand out Supplies/Pledge Cards		
Establish Deadline for Pledge Cards		
PHASE FOUR		
Report Progress to Employees/United Way		
Send Reminders to Employees		
PHASE FIVE		
Host a Thank You Event		
Submit Final Results to United Way		
THROUGHOUT THE YEAR		
Attend Day of Caring		
Attend Celebrity Sing		
Attend Other United Way of Norman Events		
Offer New Hires a Chance to Give		

SAMPLES

SAMPLE MEETING AGENDA

(Don't forget the pens for signing the pledge forms!)

	Minutes
• Coordinator and/or CEO welcomes and endorses the campaign.	1
• Coordinator explains how the pledge cards will be distributed and collected and then introduces UW rep.	2
• Coordinator shares a personal story or one of the following speaks: United Way rep, partner agency rep or client.	8
• Show United Way video.	3
• United Way rep and Coordinator extend invitation to give and ask for employees' support.	2
• Coordinator collects pledge cards and thanks employees.	2
Total	18

SAMPLE EMAIL

TO: All Staff

SUBJECT: United Way Campaign

Dear <employee name>

Mark your calendars! (Organization's) United Way campaign begins (date). As Employee Campaign Coordinator, I look forward to the many fun and interesting activities we have planned. This year's campaign focuses on fighting to make our community better for every person.

Stay tuned for more details. Meanwhile, learn more about United Way at www.UnitedWayNorman.org.

SAMPLE CEO ENDORSEMENT LETTER

Dear (Employee Name):

It's that time of year again when we have the opportunity to LIVE UNITED. When we come together under the umbrella of our local United Way, we share our blessings with those less fortunate here in our community.

Being a good corporate citizen is a core value here at (organization name). It makes me proud of our team year after year to see so many of you participate in our annual United Way Campaign.

For me, giving to our local United Way makes sense. It impacts so many different organizations and helps people with a variety of different needs. When you give to United Way of Norman, you give people a chance to make a bad situation better. You give them the power to believe in themselves. You give them hope. I encourage you to learn more about how incredibly effective and efficient our local United Way is by visiting online at www.UnitedWayNorman.org.

Thank you for being a part of our (organization name) team. I appreciate your thoughtful consideration in joining me this year in support of United Way of Norman. Let's continue to LIVE UNITED and change lives for the better!

Sincerely,
(CEO Signature)

SAMPLE THANK YOU LETTER

Dear (Employee Name):

Thank you for participating in this year's (Organization Name) United Way Campaign! I'm extremely proud of our team's efforts to LIVE UNITED!

All of us at (Organization Name) understand that our strength is in our staff. We sincerely appreciate your dedication and willingness to help us continue our tradition of civic involvement through your participation in this year's drive. Thanks to you and your co-workers, we've successfully raised (Insert Amount) this year!

We're extremely proud of this achievement and all the good it will accomplish through our United Way in the coming year, providing funding to more than three dozen local health and human service programs at almost 30 non-profit agencies.

Thank you again for the care and concern you have shown for others through your participation this year. Certainly, you understand how much more we can do together when we LIVE UNITED.

Sincerely,
(CEO Signature)

BY THE NUMBERS

- 53,000+** people helped by United Way of Norman donations
- 41** programs funded by United Way of Norman at 28 agencies in southern Cleveland County
- 2,587** at risk children and youth improved their academic achievement and received support services to help them succeed in school and make them more likely to graduate
- 36,846** children and adults strengthened their mental and physical health through counseling, crisis intervention, mental health treatment, substance abuse treatment, medical and dental services
- 13,054** children, adults and families increased their financial stability and received services addressing basic needs such as food and clothing
- 1,254** seniors and persons with disabilities enhanced their quality of life through care and support services and enrichment activities

DIFFERENCE YOUR DOLLARS MAKE

- \$10**  **40 hot meals** for hungry and homeless families
- \$20**  **10 hours** of academic support for at-risk students
- \$50**  Group session for **9 children** healing from sexual abuse
- \$100**  **4 months** of meals for ill, disabled and senior individuals

STORIES YOU CAN SHARE

There are lots of stories you can share with your company's employees to show how their gift impacts the lives of people in our community.

You can find those stories here- www.unitedwaynorman.org/uwnstories

FREQUENTLY ASKED QUESTIONS

As a Company Coordinator, you encounter some questions about United Way that are hard to answer. We have listed the most frequently asked questions below to help you. Of course if you come across another question that you cannot answer, please don't hesitate to contact your United Way of Norman representative. We would rather be asked tough questions than leave people with a misunderstanding or misconception of United Way.

WHAT IS UNITED WAY'S OVERHEAD RATIO?

United Way of Norman is committed to responsible stewardship of your donations. Almost 84-cents of every dollar goes directly to those most in need. United Way has taken many steps in the past year to reduce expenses and our projected overhead ratio (defined as fundraising and administration expense divided by total revenue) for the upcoming year is 16.4%. That is well below the Better Business Bureau standard for nonprofit organizations, which is 35% or less.

ARE ALL UNITED WAYS THE SAME?

No. There are over 1,200 separate, autonomous United Ways. United Way of Norman is one of 19 United Ways in Oklahoma. We have our own local Board of Directors, which establishes policies. We support United Way Worldwide with dues that help provide training and national advertising, but it has no authority over your local United Way.

DOES UNITED WAY FUND ABORTIONS?

No. No single United Way anywhere in the country has ever provided funding for abortion services. The abortion issue is a divisive one on which United Way takes no position.

MY FRIEND WASN'T HELPED, SO I'M NOT GIVING!

Last year, United Way of Norman helped thousands of people. However, there are still people who will not be served due to the limited funds that our partners have available. That is why it is so important to participate.

CAN I DESIGNATE MY GIFT?

Yes! We allow designations to support programs of any of our current funded partners. You find those partners and their designation codes in the United Way of Norman brochure. Designations not meeting requirements will be redirected to the general fund.

CAN I TITHE TO MY CHURCH OR GIVE TO MY ALMA MATER THROUGH THE UNITED WAY CAMPAIGN?

No, giving to your church or school should be generated in the traditional method for those types of organizations.

IS GIVING TO UNITED WAY VOLUNTARY?

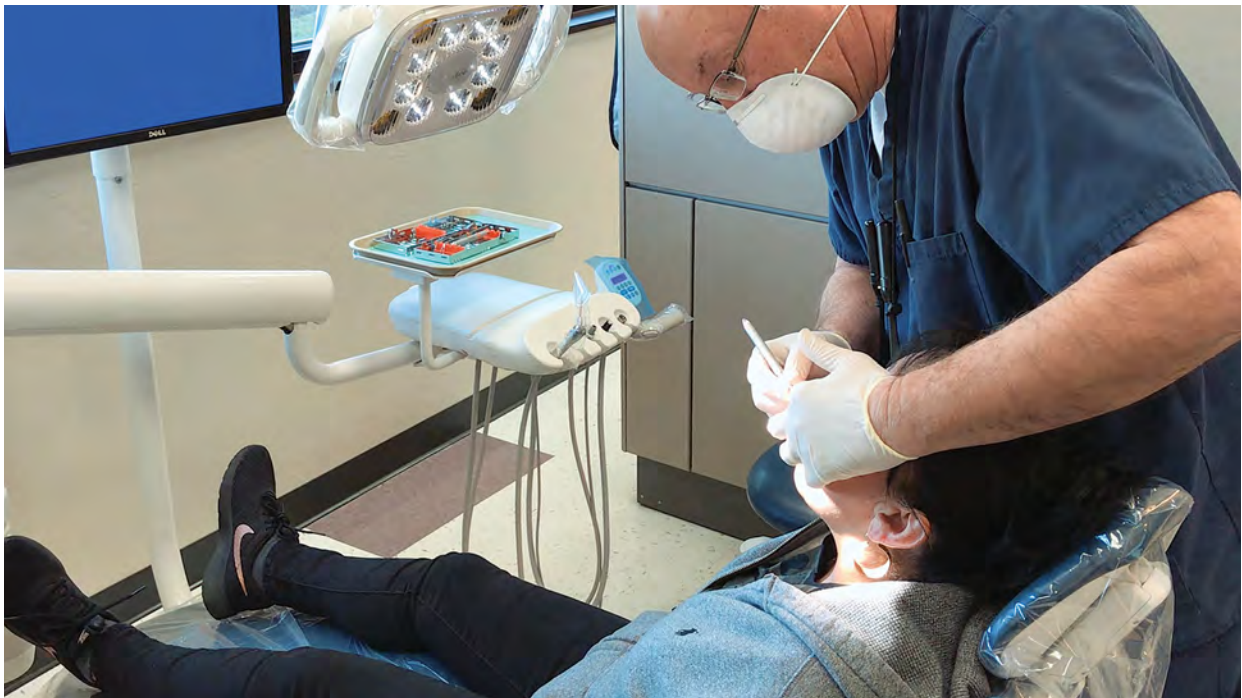
Yes! Our United Way has a written policy against coercion.

WHY DO SOME UNITED WAY PARTNERS CHARGE FEES?

United Way funds provide only a portion of the money agencies need to provide services. Some agencies charge sliding scale fees so they can help more people.

I NEVER USE AGENCY SERVICES - WHY SHOULD I GIVE?

You never know when you, a member of your family or a neighbor may need a United Way service due to job loss, loss of a loved one, illness, disabilities or family problems. Your gift helps ensure that United Way services are available to as many people as possible when they're needed the most.



You ensure children and adults are mentally and physically healthy when you support United Way of Norman

UNITED WAY OF NORMAN CONTACTS

Phone: 405.329.2025

Email: info@unitedway-norman.org

Daren Wilson

President & CEO

dwilson@unitedway-norman.org

Kathy Holder

Senior Vice President

kholder@unitedway-norman.org

Mati White

Campaign Coordinator/Impact Admin.

mwhite@unitedway-norman.org

Jed Dembowski

Vice President, Communications

jdembowski@unitedway-norman.org

Laurie Bass

Director of Information Services

lbass@unitedway-norman.org

Diane Murphree

Community Impact Director

dmurphree@unitedway-norman.org



You improve the academic achievement and success of at-risk children when you support United Way