



United Way of Warren County 2018 Case for Giving

For 48 years, United Way of Warren County has been a principal part of Warren County's growth and wellbeing. Our beginnings were humble, connecting those most in need with those who felt a deep desire to give back to the place they called home. Nearly 50 years later, the goals of this organization remain firmly engrained in that simple principle. It's the core of our mission: to improve lives by mobilizing the caring power of our community. Over time, United Way of Warren County has changed, but one thing remains – caring for people. The giving nature of our community and the people within it are exceptional.

United Way is about creating lasting change. We look at the big picture and work to provide solutions to address the root cause of the problems in our community. As a local organization, managed by people living and working in Warren County, we have the flexibility to target programs that best address the most basic needs. Currently, United Way of Warren County funds 43 programs through 23 partner agencies. The programs provided over 100,000 services in Warren County last year.



Through our EDUCATION programs...*over 600 childcare providers participated in professional development to improve quality in early childhood education in Warren County; 1-to-1 youth mentoring is helping 75 at-risk kids improve in academics, build healthy relationships, and avoid risky behavior; and provide life-changing summer camp experiences to underserved children and children with medical conditions.*

Through our programs to address FINANCIAL STABILITY...*assistance is provided to military families with Emergency Messaging, financial assistance, and information & referral; and emergency food assistance is provided to thousands of neighbors in Warren County, including seniors and children.*

Through our HEALTH programs...*almost 1300 individuals in Warren County received CPR, First Aid Training, Water Safety, Lifeguard Instruction and Babysitting Classes; almost 100 individuals who are blind and visually impaired received services to help them maintain their independence; and over 2500 seniors benefitted from activities impacting their health and social well-being.*

Through our HelpLink 211...*Resident in need simply need to phone 2-1-1 to reach a live operator, 24 hours a day, 7 days a week, 365 days a year.*

**United Way of
Warren County**



How You Can Help...

Running a successful campaign is as easy as implementing best practices!

CEO endorsement is VITAL.

- Send a letter or email from the CEO to all employees announcing campaign dates and encouraging participation.
- Utilize email or voice messages during the campaign for CEO to encourage employees to make a pledge and to return pledge forms promptly.
- Promote the **LIVE UNITED** message.
- Commit to a generous corporate gift and return the completed corporate pledge card to the United Way of Warren County.

Select an Employee Campaign Coordinator

- Choose your best person - an outgoing, enthusiastic, organized employee - and give them your full support.
- Send ECC(s) to a one hour training session (July 24 or August 1 at United Way of Warren County). Go to uwwcoh.org and click on the Events tab to register for one of the trainings.
- Consider organizing a team to help the Employee Campaign Coordinator manage the campaign.

Prepare for Campaign

- Consider personalized pledge forms.
- Personalize all electronic communications.
- Distribute forms in person at a kick-off event or meeting.
- Learn more about ePledge.

Conduct Group Presentations

- Schedule brief meetings for all employees/departments.
- Show United Way Campaign Video.
- Have a speaker at your meeting.
- Ask one of your Loyal Contributors to share why they give.
- Distribute and collect pledge forms at the meetings.

Conduct Leadership Giving Campaign

- Make your pledge at the Major General leadership level (\$1,092 or above).
- Ask employees to consider a gift at a General Joseph Warren leadership giving level.

Utilize Campaign Incentives

- Design incentives for employees - (example: day off, parking spot, lunch with the CEO).
- Attend the Campaign Kick-off Luncheon on August 29, 2018 at Miami Valley Gaming with your Employee Campaign Coordinator and/or Campaign Team.

Thank All Employees

- Send thank you notes, emails, and voice messages to all employees to recognize their contributions to the campaign.



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