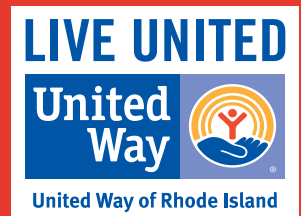


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#iHELP

2015 - 2016
United Way of Rhode Island
Campaign Leaders' Guide



The materials in this kit are designed to help you run a successful and fun Workplace Giving Campaign.

While we hope you will use this Guide as your go-to resource for all of your Campaign needs, a booklet can only do so much. That's why your UWRI representative is always available to help, so please don't hesitate to contact us.

Your UWRI representative is:

Phone: _____

Email: _____



I was so moved by our ability to see tangible results, and actually interact with those in need. I never knew that the administrative side of this United Way was covered by a financial trust and I am so happy to know that the donations and funds raised are going directly to those entities that need it most.

Deirdre Morrison, United Way of Rhode Island donor and Women's Leadership Council member

Visit us online often at www.LIVEUNITEDri.org

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United Way of Rhode Island

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Because we all need help sometimes, we help people.
Join us. We can't do it alone.

LIVE UNITED: CHANGING LIVES AND STRENGTHENING OUR COMMUNITY, TOGETHER.

Dear Campaign Leader,

Welcome to United Way of Rhode Island's 2015-2016 Annual Campaign and thank you for your commitment to strengthening our community.

Because we all need help sometimes, we help people. We help children fall in love with learning, and we help families with the essentials. We support programs that offer training and education that leads to better jobs and careers. And, we provide everyone with one number to call, *2-1-1*. Whether the need is childcare, health insurance or tax preparation, help starts with a human connection at *United Way 2-1-1 in Rhode Island*.

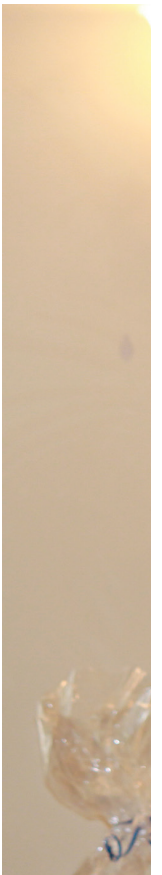
We also help you, our donors, by making it easy for you to contribute. We welcome gifts to any 501c3 in the country including educational and religious institutions. Gifts to our Community Impact Fund support our key issue areas through programs that demonstrate clear results. And, if that's not enough, our donors can be confident that their gifts go directly to people and programs, as a trust covers 100 percent of our overhead.

Thank you for your commitment to LIVE UNITED—because together, we are changing lives and strengthening our community, and we can't do it alone.

Sincerely,



Anthony Maione
President & CEO
United Way of Rhode Island





Yes, we have awards for the work you do!
Join us at our annual *Thank You* event for
Campaign Leaders in June.

YOUR UNITED WAY CAMPAIGN

THANK YOU FOR HELPING.

EDUCATE

Ensure that all employees hear the United Way message. Show the Campaign video. Invite a United Way speaker to share a success story at your workplace. Tell your own story of calling 2-1-1.

DID YOU KNOW?

United Way 2-1-1 in Rhode Island takes 200,000 requests for help each year, connecting people to housing, food, and childcare. But that's not all. *2-1-1* can also help locate free tax preparation, services for aging parents, and help with navigating healthcare choices.

WAY N.

Your United Way Campaign Helps **Your Community**

Your United Way campaign is more than a fundraising initiative. It has the power to bring your entire organization together around the common goal of helping people in the same communities where we all live and work.

Campaigns boost morale, build teamwork and highlight the values that are important to you, your colleagues and your organization.

As a Campaign Leader for your organization, you play a vital role in connecting your colleagues with United Way of Rhode Island (UWRI) and, in turn, the causes they care about most.

You are a leader and an advocate for your neighbors in need, giving you an opportunity to help change the lives of thousands of Rhode Islanders by inspiring others to get involved and LIVE UNITED.

Thank You

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WORLD

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WANT ANY OTHER.

Tony Medeiros, 2-1-1 Call Specialist



BECAUSE WE ALL NEED HELP SOMETIMES, AND WE CAN'T DO IT ALONE, JOIN US.

Payroll deduction allows an individual to make a significant impact in the community. Here's a sampling of what various giving levels could support through weekly payroll deduction:

WHAT CAN A DOLLAR BUY?

There are many ways your gifts to the Community Impact Fund can change lives. Every dollar donated helps someone in Rhode Island.

Give to the Community Impact Fund today. Because when Rhode Islanders help Rhode Islanders, we get results.



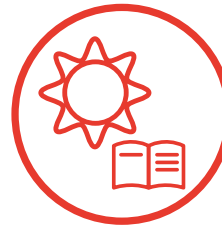
\$3 a week or \$156 could help a struggling young family buy groceries



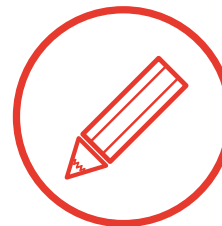
\$5 a week or \$250 could help 2-1-1 reach more people, by sending the RV to a health fair or soup kitchen



\$12 a week or \$625 could help pay the heat and electricity for an elderly neighbor



\$19 a week or \$1,000 could send one child to an amazing summer-learning program



\$39 a week or \$2,028 could support job training for an unemployed or underemployed adult

CAMP



CONVENE & ASK, ASK, ASK

Unite your co-workers during the campaign and make sure that each person has an opportunity to give. What is the number one reason people don't make charitable gifts? They are not asked.

CAMPAIGN TIPS



Top Campaign Tips: Best practices from seasoned Campaign Leaders

- 1 **Momentum often starts early and at the top:** When your organization's CEO and senior management team are among the first to give, others will follow the example they've set. Plan your campaign when you know your colleagues and company leadership will be most engaged.
- 2 **Introduce a corporate match:** If your organization makes a corporate gift to UWRI, connect it to employee giving to create a challenge match, offering employees an incentive to give and have their donation "doubled."
- 3 **Create excitement, everyone loves events and incentives:** Put the "fun" in fundraising with special kick-off events and incentives. At one company, letting donors who contributed \$1,000 or more (less than \$20 per week!) receive a day off increased leadership giving by 61 percent.
- 4 **Make it personal:** A personalized ask, particularly from a friend or colleague, can be very powerful. Utilize personal connections and an individualized approach in emails and written communications.
- 5 **Share progress and thank colleagues:** A successful campaign results from the hard work of many, and by thanking them again and again. Keep your colleagues updated on progress through email or place posters in highly visible areas.

LIVE UNITED YEAR-ROUND

Your organization's involvement with UWRI doesn't end when your campaign does. UWRI offers benefits and connections year round.

For example:

Bring a friend to our Annual Meeting Celebration on October 7.

Celebrate 2-1-1 Day at the State House on February 11.

Attend an event through Young Leaders' Circle or Women's Leadership Council year-round.

Organize a collection for the Children's Book Drive in May.

Get a team together to volunteer at Day of Action in June.

Help pack school supplies for Back to School celebrations in August.

I HELP BECAL

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LIKE TO HAVE

NOTHING.

Robin Covington, Elder Services Director, Westbay Community Action

USE

IT FEELS

ABSOLUTELY

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TALK

UNITED



LEAD

Provide direction, energy and motivation for your organization's campaign. Secure support from your company's leadership. Invite and train a team of co-workers to help you.

DID YOU KNOW?

A changed economy has left many people searching for new ways to support themselves. We help people gain the skills they need for new careers, and we fund the Rhode Island Resource Hub, a database of education and training opportunities that helped 2,200 people in the last year.

SHARING THE LIVE UNITED MESSAGE

What does United Way do?

Because we all need help sometimes, we help people.

• • •

How do we do it?

We help kids fall in love with learning.

We help adults see new possibilities and reach new career goals.

We help families take care of the essentials.

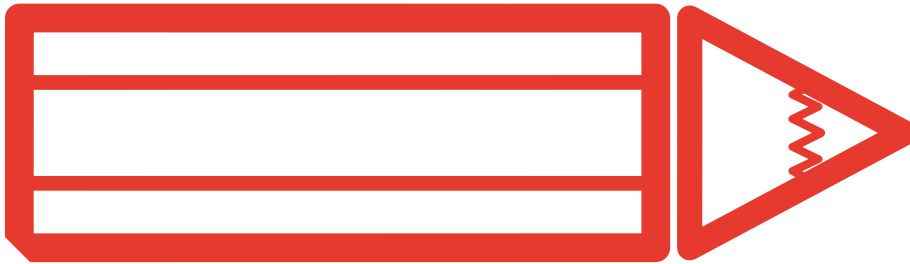
We provide one place for everyone to call when they need help. 2-1-1

• • •

JOIN US. WE CAN'T DO IT ALONE.

And if that's not enough, would it help to know that all of our fundraising costs are covered by a permanent trust?

**YOUR
TOOLS** FOR A
**SUCCESSFUL
CAMPAIGN.**



ACT

Learn about United Way and its work – and be prepared to speak. Start an #iHELP selfie campaign. Share that 100 percent of our overhead is paid by a permanent trust. Set goals and report results. Get your company’s marketing or social media staff to help with internal communications.

DID YOU KNOW?

In Rhode Island, nearly 30 percent of fourth graders are not proficient in reading. Our focus on after-school and summer programming is designed to help kids fall in love with learning. 1,600 kids avoid summer learning loss through our Hasbro Summer Learning Initiative, and another 1,800 attend high-quality after-school programs that we have bold plans to expand.

You can count on your UWRI representative to provide you with all of the helpful information and tools you'll need to make your United Way campaign a success.

Visit www.uwri.org/volunteer/campaign-leaders to view and download:

Campaign Leaders' Guide (this guide)

- Campaign Video
- e-Pledge information
- PDF of sponsor information
- PDF of Campaign Leader gift sponsor information
- United Way of Rhode Island Logo
- Branding Basics
- Social Media Kit
- Pledge Form Instructions
- #iHELP Selfie Poster

Sample letters and emails

- Suggested CEO support letter/email to employees
- Suggested Campaign Leader mid-campaign reminder
- Suggested CEO post-campaign thank you letter/email

Information about

- United Way of Rhode Island
- United Way 2-1-1 in Rhode Island*
- Basic Supports
- Lifelong Learning
- Women's Leadership Council
- Young Leaders' Circle
- Tocqueville Society
- Keel Club
- Anchor Society
- Philanthropy Account

GAINING MILLENNIAL SUPPORT

WHY MILLENNIALS? WHY NOW?

Millennials are the 80 million people aged 20-32 who are already in, or about to enter, the workforce. Millennials will make up 50 percent of the workforce by the year 2020.

THANK

Thank your leadership team, fellow employees and campaign team members.

DID YOU KNOW?

Because we believe that homelessness should be rare and temporary, United Way invests in the social safety net as well as in direct service, including a focus on case management. Our goal is to eliminate chronic, veteran, and family homelessness in Rhode Island.

83 percent of the respondents to the Millennial Impact Survey* made a financial gift to a nonprofit organization in 2012. This is a generation that gives, but many may not have reached a career-level that lends itself to replace gifts of those retiring. It's especially important to build authentic, long-term relationships with millennials. As they begin to reach new stages of life and career, they will most likely give to well-established relationships.

MILLENNIALS PREFER SMALL ACTIONS BEFORE FULLY COMMITTING TO A CAUSE.

1 Research suggests that millennials tend to get involved with causes first by taking smaller actions that connect them to organizations. This could include liking our Facebook page, sharing a video, or attending an event.

TIP: INVITE MILLENNIALS TO A YOUNG LEADERS CIRCLE (YLC) EVENT

United Way's Young Leaders' Circle is a great way to help millennials take a first step. Free to join, membership in the Young Leaders Circle offers networking, volunteering, fundraising and a popular leadership series.

TIP: ENGAGE THROUGH SOCIAL MEDIA

Millennials engage through social media. Connecting them with United Way's social media could be as easy as asking them to like our Facebook page, re-tweet a story or add their campaign role to their own LinkedIn profile.

-  **FACEBOOK:** facebook.com/LIVEUNITEDri
-  **TWITTER:** twitter.com/liveunitedri
-  **LINKEDIN:** linkedin.com/company/united-way-of-rhode-island
-  **YOUTUBE:** youtube.com/user/unitedwayri

MILLENNIALS NEED TO EXPERIENCE THE CAUSE'S WORK

2 Millennials expect to be inspired through story. In the 2013 Millennial Impact Survey, more than 60 percent of respondents said they felt most invested in a cause when the nonprofit shared a compelling story about successful projects or the people it helps.

TIP: CAMPAIGN VIDEO, I HELP

United Way's campaign video is a powerful way to share United Way's story. This year, hear three inspiring stories of people who once needed help, and are now leaders in their communities. The video is available to download through United Way's website in August.

TIP: SPEAKERS

Another great way to share stories is in person through events. United Way offers agency speakers to share stories of how United Way helps people.

MILLENNIALS ARE INFLUENCED BY THE DECISIONS AND BEHAVIORS OF THEIR PEERS.

3 Research also shows that peer influence plays an important role in motivating millennials to volunteer, attend events and donate. Millennials have a strong desire for leadership roles within the causes they care about.

TIP: MAKE SHARING EASY

Identify top giving millennials and ask them to share what's most important to them. Print out the #iHELP selfie poster from our Campaign Leaders website, and ask your young leaders to complete this sentence: "I help because..." Post online with the hashtag #iHELP or #iHELPRI.

* Note: The four-year studies of The Millennial Impact, sponsored by the Case Foundation, can be found at themillennialimpact.com.



WE HELP PEOPLE. AND WE CAN'T DO IT ALONE.

Join us. LIVE UNITED. #ihelp

www.LIVEUNITEDri.org

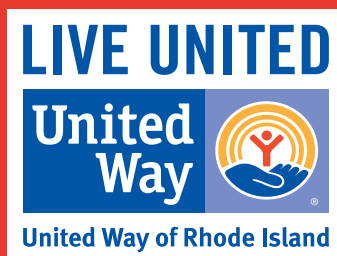




www.LIVEUNITEDri.org

United Way of Rhode Island's fundraising and administrative costs are covered by the Rhode Island Charities Trust—our supporters can be assured that the money they donate directly helps people and programs in Rhode Island.

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