

WHAT THIS PLACE NEEDS



...IS YOU

LIVE UNITED



2017 CAMPAIGNER GUIDE

UNITED WAY OF MISSOULA COUNTY

412 W. ALDER STREET

MISSOULA, MT 59802

406.549.6104

WELCOME CAMPAIGNER!

WELCOME AND THANK YOU!

United Way of Missoula County brings people together to identify problems, craft creative, lasting solutions that change lives and build a stronger community for everyone. We believe these are the building blocks of a good life: a quality **education** that leads to a stable job, **financial stability** to support a family through retirement, and good **health**. Our goal at United Way is to change lives today and create a stronger tomorrow.

We are grateful and excited to have your support during our 2017 fundraising campaign! Outlined in this Campaigner Guide are all the tools necessary for a successful campaign. As you read through the guide and have any questions or concerns, we encourage you to ask United Way staff and volunteers. We are here to help!

Thank you and good luck. We are looking forward to a great year, with enough resources to make our community stronger!

Sincerely,

Beth Burman Frazee

Windfall Studios

Development Committee Chair

Susan Hay Patrick

United Way of Missoula County

CEO

Erin Steele, United Way of Missoula County

Director of Development & Marketing

GIVE. ADVOCATE. VOLUNTEER.



OUR MISSION:

BUILD A BETTER COMMUNITY

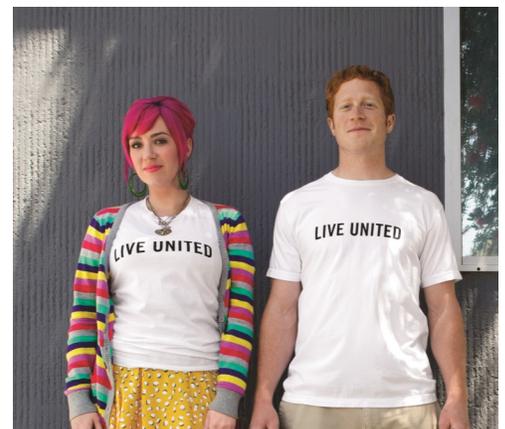
United Way of Missoula County builds a better community for all, especially in the areas of education, income and health.

We collaborate with diverse community partners to identify important social issues and bring together resources to address them.

We give donors a trusted way to support critical services for people in need, and we make sure that donations are used wisely and well.

THANK YOU for serving as your organization's United Way Campaign Coordinator! We appreciate the gifts of your time and talent and look forward to working with you to help make this year's workplace campaign the most successful ever!

Thank you for all you do to **LIVE UNITED!**



EVERYTHING YOU NEED FOR A GREAT CAMPAIGN...

PRIOR TO CAMPAIGN:

- Enlist United Way staff or a volunteer help plan your campaign. Remember to recruit others to be on your “campaign team.”
- Learn about United Way’s mission, partners, funded programs and initiatives.
- Develop a campaign plan, including budget, theme and events.
- Visit MissoulaUnitedWay.org/Workplace-Campaign for campaign materials and ideas.
- Establish a campaign timeline, including kickoff date, meetings, wrap-up and “thank you”! Work with your CEO/Senior Leadership to establish participation and giving goals.
- Please coordinate with United Way staff and volunteers to be sure that you have all needed campaign materials, to discuss bringing in United Way staff and/or volunteers for presentations and to review campaign strategies and goals.

DURING THE CAMPAIGN:

- Host a kickoff and other special events including presentations, sharing the positive impact United Way of Missoula County is having on our friends, neighbors, co-workers and community.
- Conduct a campaign among your Senior Leadership, including events and/or face-to-face conversations.
- Collect **ALL** pledge sheets, even from those who have elected not to contribute—this helps us ensure that everyone has been given the opportunity to support our community.
- Once you have collected all the pledge sheets, report the results to the CEO and determine if you want to do a “Did We Miss You?” campaign to reach people who weren’t at the presentations or who have not returned their pledge forms.

AFTER THE CAMPAIGN:

- Make sure all pledge forms have been returned to you and forwarded to United Way.
- Report final campaign results to your CEO and/or Senior Leadership.
- Implement the “Thank You” portion of the campaign to report results to employees through email, an article in your company newsletter, and/or a poster hung in cafeteria/break room.
- Organize information for next year’s campaigner. Finally, attend United Way’s “Thanks to You” celebration to be held in November 2017!

GIVE. ADVOCATE. VOLUNTEER.



TIPS FOR SUCCESSFUL CAMPAIGNS...

1. SUPPORT from your company's CEO/Senior Leadership is strengthened through visibility. Ask your CEO to be a speaker at the kickoff event and/or employee presentations.

2. TANGIBLE GOALS allow for a clear plan of action. Increased giving from previous years, 100% education and awareness and 100% pledge form collection are all great campaign goals.

3. PROMOTE. PUBLICIZE. PLAN. Raise awareness of United Way's work. Send email updates. Be a presence on your company's intranet. Set deadlines for various requirements.

4. BE CREATIVE in your planning and have fun! Make the meeting lively and relevant for your colleagues—think incentives, competition and food!

5. MAKE IT PERSONAL! A personal ask is best, particularly from a friend or colleague. The United Way office is able to provide personalized pledge forms if a current company roster is sent prior to your campaign kickoff.

6. ASK. Distribute pledge forms after the presentation has been made. That way, people will be focused on the presentation and not on the form!

7. THANK AND CELEBRATE. Acknowledge those who helped. Thank them again and again! Their support was a big part of making your campaign a success—and setting the stage for next year.



SAMPLE:

CAMPAIGN PRESENTATION

OPENING REMARKS (1 MINUTE)

- ⇒ Given by CEO, Senior Leadership, United Way, or a United Way volunteer
- ⇒ A few words about your company's history with United Way, why it's important to the company and last year's campaign totals

UNITED WAY OVERVIEW (3-10 MINUTES)

⇒ Talking Points:

- * United Way does **MORE** than fund organizations
- * We find innovative ways to address short-term individual needs while working on long-term community solutions in the areas of EDUCATION, HEALTH & INCOME. Examples include:
 - **EDUCATION**
 - Back to School Bash—giving backpacks full of school supplies to low-income youth, ensuring all kids start school with the supplies they need (Short-Term)
 - Graduation Matters Missoula—helping kids succeed in school and increasing the graduation rate to 91% (Long-Term)
 - **INCOME (FINANCIAL STABILITY)**
 - 2-1-1 emergency and micro grants for individuals and families facing emergencies (Short-Term)
 - “Financial Fitness” classes to encourage savings and increase financial literacy (Long-Term)
 - Providing an emergency shelter for those experiencing homelessness through the Poverello Center (Short-Term)
 - Helping people end their homelessness through Reaching Home: Missoula's 10-Year Plan to End Homelessness and Missoula's Coordinated Entry System. (Long-Term)

- **HEALTH**

- FirstSTEP Resource Center for victims of child abuse and sexual assault (Short-Term)
- “Make Your Move” public awareness campaign in response to high rate of sexual assault (Long-Term)
- Project Tomorrow Montana, is working to reduce this public health crisis of suicide facing the people of Western Montana (Long-Term).

* United Way, and all those who support it, together make a **huge impact** on our community! Collectively, United Way contributors are:

- Creating a community table to implement long-term solutions to community problems:
 - Addressing childhood obesity through “Let’s Move! Missoula”
 - Ending homeless in Missoula through “Reaching Home: Missoula’s 10-year Plan to End Homelessness”
 - Improving graduation rates through “Graduation Matters Missoula”
- Supporting 16 nonprofit agencies and 20 programs such as:
 - Garden City Harvest
 - Flagship
 - Missoula Aging Services
 - Tamarack Grief Resource Center
 - Youth Homes

MAKE THE “ASK” (2 MINUTES) Speak first; *then* distribute pledge forms

- ⇒ Ask everyone to consider a gift to United Way of Missoula County
- ⇒ Ask everyone to also consider increasing his/her contribution from last year
 - * **If using pledge forms provided by United Way, there is great “gift impact” information printed on the back**
 - * Medallion Club members are leadership givers who give \$500 or more per year, which is actually a contribution of just \$10/week

- Medallion Club members receive invitations to special events and other special recognition.

⇒ **Distribute pledge forms**

- * Ask employees to fill them out, being sure they sign the form (red text on lower right-hand corner)
- * Ask employees to turn in completed pledge sheets NOW, if possible

OPEN THE FLOOR FOR QUESTIONS (2 MINUTES)

- ⇒ Answer any questions people may ask; if you don't know the answer, please let them know you'll be in touch with United Way of Missoula County and get back to them.
- ⇒ Remind them of the time frame for returning pledge sheets. **ONE WEEK** turn-in is best!
- ⇒ If possible, collect the pledge sheets as people are leaving.

SAY "THANK YOU" AS YOUR PRESENTATION ENDS AND AS EVERYONE IS LEAVING!



SAMPLE:

COMMUNICATIONS

CEO LETTER/EMAIL (SENT TO EMPLOYEES)

Dear _____ :

United Way of Missoula County recruits people with passion, expertise and resources who want to make a difference here. I hope you'll be one of them this year.

United Way builds a better community by changing lives and improving conditions in the areas of education, health and financial stability. Results-oriented collaboration with diverse community partners helps identify important social issues and bring together resources to address them. When we partner with United Way, we join a network of people dedicated to building a better life and a stronger community. It takes us all working together to create meaningful lasting change. (Organization's Name) is proud to support United Way. Our kickoff event will be held in the (location/room) at (time) on (date).

In the next few weeks, you will have an opportunity to learn more about the impact United Way of Missoula County is having on our friends, neighbors, colleagues and community. I hope you will join me in supporting our community through a gift to United Way. By doing so, you will help far more than one person or program. You, along with thousands of others in our community, will help achieve real results, helping improve education, income and health.

Your generosity and involvement matter. Together, we can create opportunities for a better life and a brighter future for everyone.

Sincerely,

Jane Doe, CEO, XYZ Corporation

SAMPLE:

COMMUNICATIONS cont.

THANK YOU EMAIL/NEWSLETTER INSERT

To: United Way of Missoula County Supporters
From: Your Name, Volunteer Campaigner
Re: Thank You

Thank you for giving to United Way of Missoula County this year.

Together, we were able to raise \$XXXX that will impact our community in so many ways. We **all** benefit when a child succeeds in school, when a family has enough income to support itself, and when everyone in our community is leading a healthy life.

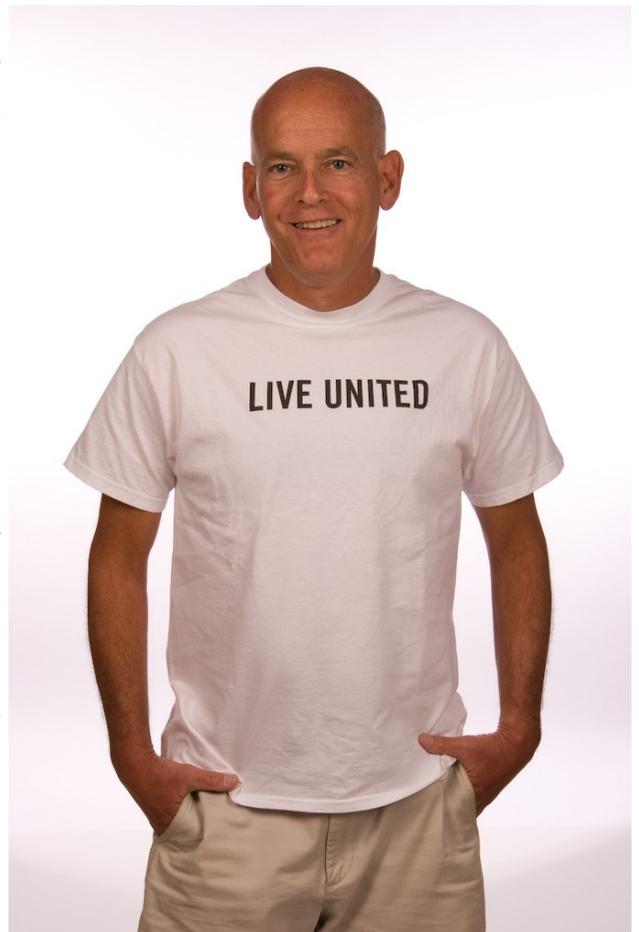
Thank you for being a shining example of how we can solve our community's challenges. Thank you for being a part of the bigger picture!

TALKING POINTS

10 TIPS FOR PUBLIC SPEAKING

1. Don't just give a speech, present it to your audience.
2. **Think** about your audience and what will resonate with them.
3. Be yourself. Steer clear of quotations, big words and other peoples' ideas.
4. Be sincere.
5. Speak loudly and clearly, facing your audience.
6. If you goof, just go with it—it happens!
7. Stay within your time limits.
8. Be organized—introduction, body and conclusion. Many speakers use notes or an outline during their speech to stay organized. Use what works for you.
9. Provide a call to action.
10. Practice, practice, practice!

Together, we can do more than any of us can alone. Through United Way, your contribution joins with those of others to have a powerful, collective impact in our community. **A common vision for the common good.**



United Way Terms

What does it mean?

COMMUNITY IMPACT: Community Impact is improving lives by creating sustained, measureable change in community conditions. United Way's impact includes not only our grant making, but also our work as a community catalyst. We have a unique ability to bring together diverse people and resources to identify and solve community problems.

DESIGNATIONS: A designation is a gift directed to an agency or program by the donor. While we generally discourage designations, we honor all donor designations between \$50 and \$5,000 to qualified 501(c)(3) organizations.

LEADERSHIP GIFT: An annual contribution of \$500 or more to the United Way of Missoula County. Individuals who contribute \$500 or more annually become members of our Medallion Club. In return, the more than 300 Medallion Club receive invitations to special recognition events.

LOYAL CONTRIBUTOR: A donor who has given to United Way for at least five years or more is considered a Loyal Contributor. This group receives special notes and emails in appreciation of their long-term commitment.

PACESETTER: Workplaces that set the giving pace for our campaign by agreeing to have their campaigns underway by the Kickoff in September and completed by the Progress Breakfast/Thanks to You celebration in November.

STAND: A dynamic group of Missoulians ages 25-40, STAND (Serve, Team UP, Advance, Network and Develop) members build their networks while learning about and supporting our community.

TOCQUEVILLE SOCIETY: This society is made up of Leadership Givers who contribute \$10,000 or more annually to United Way of Missoula County.

FREQUENTLY ASKED QUESTIONS

WHAT IS UNITED WAY OF MISSOULA COUNTY'S FUNDRAISING EXPENSE RATE?

The fundraising expense rate at United Way of Missoula County for 2015 was 8.8% of total expenses. We are committed to keeping expenses low through the extensive use of volunteers, vigilant oversight by staff and volunteer leadership and sound management practices.

CAN I DESIGNATE MY GIFT TO A SPECIFIC CHARITY?

While United Way of Missoula County honors designations above \$50 to qualified 501(c)(3) organizations, we prefer that donors will trust us to apply their donations where they are needed most, by making an **undesigned** gift to our LIVE UNITED fund. **Designating** a gift often means that there are fewer dollars for making community grants, and essential programs that may receive less support. Also, in order to cover the cost of marketing and pledge processing and to account for uncollectible pledges, we must apply a processing fee from every designated dollar.

WHERE CAN I REFER PEOPLE FOR IMMEDIATE HELP?

Call 2-1-1 for the best source of information on where someone in need can get referrals for essential services like food, shelter, clothing and health care. 2-1-1 can be dialed from most cell phones; if your carrier does not allow 2-1-1 access, the number to call is 549-5555.

FAQ cont.

HOW MUCH OF MY DONATION STAYS IN MISSOULA?

Like all United Ways across the county, United Way of Missoula County is, and always has been, a local organization. Your donation stays local and helps people right here in Missoula. United Way Worldwide serves as a trade association for its 1,800 members. We pay the national office a small percentage of our campaign revenues (\$9,811 for 2016). In exchange, United Way Worldwide provides us with important training and networking opportunities, valuable research information, national marketing and advertising materials and assistance, and at least \$20,000 in corporate donations solicited on a national level, including from national corporations operating in our area (Target and UPS, for example). We are a strong local United Way in part because of the advice and resources available to us from United Way Worldwide's national headquarters.

Learn more about United Way of Missoula County's **HISTORY** on our web site!

UNITED WAY PARTNERSHIPS:

ADVANCING THE COMMON GOOD

United Way has the unique ability to mobilize diverse community partners to identify challenges, generate solutions and drive progress in education, income and health.

Graduation Matters Missoula

We are a leading architect of **Graduation Matters Missoula**, rallying business and community leaders to support efforts to ensure that all kids stay and succeed in school, at least through high school graduation. United Way is also a leader in developing a new, comprehensive, community-wide effort to improve outcomes for all Missoula children, from birth through college.

Reaching Home: Missoula's 10-Year-Plan to End Homelessness

United Way staffs and helps lead **Reaching Home: Missoula's 10-Year Plan to End Homelessness**. Developed with diverse community partners, the plan is a blueprint for addressing the homelessness faced by too many in our community.

Let's Move! Missoula

United Way is also a founder of **Let's Move! Missoula**, a coalition of public and private-sector entities, parents, educators and health professionals working to stem the tide of childhood obesity by developing easy, effective strategies to encourage Missoula families to eat better and move more.

Project Tomorrow Montana

Preventing suicide is everyone's business. Montana has one of the nation's highest suicide rates, and has for years. But there are many effective strategies that can be employed to stem this tragic tide. This collaborative effort brings together public health officials, mental health experts, businesses and nonprofits to reduce this public health crisis.

2017 FUNDED PROGRAMS

Big Brothers Big Sisters Youth Mentoring Program

The Youth Mentoring Program helps children achieve their full potential through professionally supported long-term relationships with carefully screened volunteer mentors. The children (ages 6-18) are at-risk for drug and alcohol abuse, violence, early pregnancy, poor academic performance, dropping out of school, and suicide.

Bitterroot Ecological Awareness Resources (BEAR)

BEAR's vision is to provide all eligible youth and their families with a positive and meaningful connection to our community and the outdoors. BEAR has a truly strengths-based and empowering presence in the Bitterroot Valley. Through BEAR's programs, youth will more fully realize their potential and will invest in giving back to others and taking care of the landscape.

CASA of Missoula Inc.

CASA (Court Appointed Special Advocates) recruits, trains, and supervises volunteers who represent the best interests of children in Dependency Neglect (child abuse) cases in Missoula's Fourth Judicial District. The goal is to get abused children into safe homes and families sooner than they otherwise would be able to find safety and security.

Child Care Resources

Child Care Resources helps low-income families pay for childcare and provides assistance to child care providers to improve the early learning environment for western Montana's children.

Flagship Program-Western Montana Addiction Services

Flagship works to enhance the social, academic, and cultural achievement of youth by providing opportunities for non-school-hour activities that help young people be successful in school and grow to be healthy, productive adults.

Homeward, Inc. Financial Literacy and Renter Education Programs

The primary goal of Homeward's financial literacy program is to teach people living on lower incomes the basic financial management skills required to be self-sufficient and independent. Homeward's renter education and counseling program focuses on helping those who have barriers to obtaining rental housing find and keep their rental housing, which increases family and community stability.

Garden City Harvest *Community Garden Program*

The program creates and sustains community gardens at sites located in low-income neighborhoods throughout the city. Each of our community gardens provides the participants with a 15 by 15 foot plot, tools, water, compost, straw, common space, and the knowledge and guidance of a garden coordinator. Weekly programs for young gardeners include lessons about gardening, botany, food sources, and cooking.

Missoula Aging Services *Foster Grandparents*

Foster Grandparents provide special one-to-one care, attention and academic guidance to at-risk children of all ages. Their volunteer support extends to schools and daycares throughout Missoula County.

Missoula Aging Services *Meals on Wheels*

Meals On Wheels provides homebound seniors and adults with disabilities a hot meal and daily check-in. Healthy hot and frozen meals (for weekends) are delivered by a team of caring volunteers, and provide one-third of the recommended daily adult nutritional requirements.

Missoula Aging Services *Senior Companions*

Senior Companions make the lives of the people they serve less lonely while offering assistance with important tasks and encouragement to stay active. For many older adults, this help with everyday things, such as grocery shopping or getting to medical appointments, makes the difference between living at home or moving to a senior care facility

Missoula Interfaith Collaborative *Homeless Advocate Network*

Missoula Interfaith Collaborative maps resources and passions in congregations, conducts community needs assessments, and coordinates a network of congregation and community leaders. This information and network are used to catalyze initiatives that bridge gaps in social services and address community challenges. MIC works to create or support initiatives by supporting the convening of involved stakeholders; building capacity, leadership, and solidarity among people in congregations who want to help and the marginalized people who are most impacted by issues; and supporting or leading strategic planning to launch initiatives.

GIVE. ADVOCATE. VOLUNTEER.



Mountain Home Montana

Mountain Home Montana's transitional living program provides a 6-bedroom home and 5 apartments for homeless young mothers aged 16-24 and their babies. Mountain Home Montana's mission is to provide a safe, loving home where young mothers can discover their strengths and their children can experience the joys of childhood.

Parenting Place Parent *Respite Care Program*

There are times when both parent and child can benefit from a healthy break. Respite provides an opportunity to meet a family's needs in a positive way, free of charge.

Parenting Place *Nurturing Parenting Program*

The Nurturing Parenting Program is parenting classes that provide a wide variety of topics suitable for all families. The group setting provides a unique opportunity to explore the wonders and challenges of parenting.

EmpowerMT (formerly NCBI Missoula)

EmpowerMT's Youth Development Program works throughout Missoula K-12 schools, coordinating 1) a high school peer-led Violence Prevention Initiative, 2) Respect Club, an after-school program in the middle schools, and 3) the Caring Community curriculum for elementary schools. These programs measurably decrease school violence and build a positive school culture, both of which are critical for increasing graduation rates and academic success of Missoula youth.

Poverello Center

The Poverello Center provides a necessary safety net for our community members living in hunger and homelessness. The Poverello Center provides education, advocacy, and a multitude of services to improve the health, well-being, and stability of people struggling with poverty in Missoula. The Poverello center fosters dignity and respect in every human interaction; helps people engage in healthy, positive change; recognizes people as unique individuals with strengths; and expands possibilities for choice and change.

Tamarack Grief Resource Center

Specializing in bereavement camps, Tamarack Grief Resource Center (TGRC) strengthens and honors individuals and families throughout their journey with grief. TGRC programs offer stabilizing and strengthening opportunities for children, teens, and families to integrate loss into their lives and reengage within their communities.

Youth Homes *Tom Roy Youth Guidance Home*

Tom Roy home serves older adolescents who may be struggling at home or in foster care, or who have successfully completed residential treatment, by providing an intimate setting where they can learn life skills, complete their education, find mentors, and move toward emancipation.

YWCA Gateway

The YWCA Gateway program provides emergency housing for single- and two-parent homeless families. Gateway provides 50-day motel stays for families enrolled in the Emergency Housing Program, and 1 – 3 night vouchers for unsheltered families in crisis situations.

YWCA Pathways

The YWCA Pathways program provides shelter, 24-hr crisis hotline, support groups, and child advocacy to adults and children to end the domestic and sexual violence in their lives.



MORE WAYS TO GET INVOLVED

JUNE: Day of Action is a community-wide day of hands-on volunteering. We connect volunteers from local businesses with local nonprofit organizations to complete everything from painting and clean-up to weeding and yard work. United Way Day of Action demonstrates that volunteerism is vital to our community. This annual event empowers people to work together to address some of Missoula's most urgent needs, and it provides a firsthand look at the services offered in our community. The hands-on volunteer experiences provide excellent opportunities for employee team-building. It also spotlights United Way of Missoula County's role in bringing volunteers together to advance the common good for all.

AUGUST: Back to School Bash, in collaboration with the Salvation Army, is a school-supply effort that fills backpacks with school supplies for elementary, middle and high-school students in need. By ensuring that these students start school as well equipped as their peers, we are making sure they can focus on learning. Our involvement in Graduation Matters Missoula has taught us that equipping needy children with required school supplies helps them start the school year on the right track. United Way also welcomes volunteers to help stuff backpacks and distribute them to United Way-funded programs.

STAY UPDATED...

CHECK US OUT ON SOCIAL MEDIA!

FACEBOOK www.facebook.com/UnitedWayMissoula

TWITTER www.twitter.com/UnitedWayMSLA

UNITED WAY OF MISSOULA COUNTY

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