

YOUR COMMUNITY NEEDS YOU

Now More Than Ever!



LCS Campaign Champion Training 8.20.20



LIVE UNITED

Meet The Team Behind The Team

UNITED WE FIGHT.
UNITED WE WIN.

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Your LCS Campaign Leadership Team

- Superintendent Rocky Hanna
- Joe Burgess
- Desmond Cole
- Frederick Johnson
- Kim McFarland
- Brenda Jackson
- Eric Clark
- Heather Thomas
- Alvin Watkins
- Rusty Edwards
- Billy Millard
- Frederick Johnson
- Steve Mills
- Dr. Michelle Gayle

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UWBB Campaign Contact



Molly Lord
VP Resource Development
Molly@uwbb.org
850.414.0853



Message From Superintendent Hanna

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Your Support. Our Impact



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Cornerstone Award Winners



#5

\$115,298.32

Economic Empowerment Through Workforce Enablement for Those at or Below The ALICE Threshold

3 GOALS

ACCESS



HOUSING

Increase access to dependable housing, sustainable utilities, and safe and local neighborhoods.



EARLY LEARNING

Increase families access to steady, affordable, and quality child care and education.

(to include elementary school age and below)

STABILITY



SAFETY NET

Provide consistent safety net services during times of financial stress.



AGING WORKFORCE

Equip workers with the resources to be financially stable for retirement.

(to include retirees)

DEVELOPMENT



SKILLS DEVELOPMENT

Promote educational attainment and develop necessary skills to meet future employment needs and secure self-sustaining jobs.

5 O U T C O M E S

In Florida, a family of four has to make

\$55,164

just to make ends meet



Learn more about ALICE in your community

<https://uwbb.org/ALICE>

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Who's Alice

Take our Poll

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Opportunities for your School

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UWBB Initiatives



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UWBB Initiatives

Video

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UWBB Programs That Benefit Your School & Our Community



VOLUNTEER INCOME TAX ASSISTANCE



A UNITED WAY COLLABORATIVE





STUDENT UNITED WAY

**NOW ACCEPTING APPLICATIONS
FOR THE 2020-2021 SCHOOL YEAR**

Student United Way provides students with the opportunity to enhance leadership skills through teamwork, service, and fundraising that betters the community. To apply or nominate a student representative, visit <https://uwbb.org/student-united-way/>

Apply by September 18

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Steps To A Successful Campaign

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1

**RECRUIT &
TRAIN YOUR
TEAM**

2

**MAKE
YOUR
PLAN**

3

**DEVELOP
YOUR
CAMPAIGN**

4

**PROMOTE &
EDUCATE**

5

**KICK OFF
YOUR
CAMPAIGN**

6

**REPORT THE
RESULTS**

7

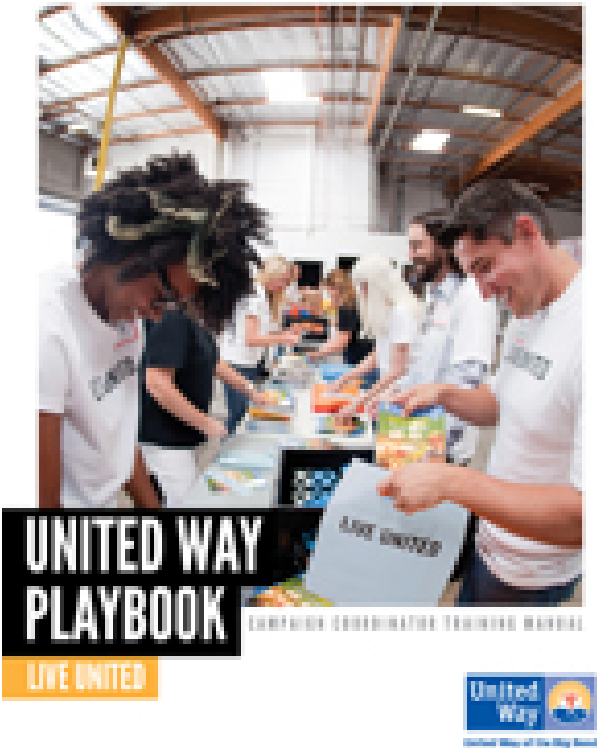
**SAY
"THANK YOU"**

8

**EVALUATE
YOUR
CAMPAIGN**

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United Way had learned tips and tricks from thousands of successful campaigns over the years and have put together a guide to help you make the most of your efforts. Find everything you need to run your campaign – Download your [Playbook](#) today!

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Make It FUN!



The [‘FUN’ Raising Guide](#) offers great tips for Employee Campaign Coordinators to help generate enthusiasm and excitement around the campaign.

YOU KNOW THEM, THE ORGANIZER—THE LEADER OF THE PACK



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Goal: \$

UNITED WAY OF THE BIG BEND WOULD LIKE TO ASK....

HOW WILL YOU FILL YOUR CUP?



JOIN THE FIGHT. GIVE TODAY.

\$2 PER WEEK

Provides 62 hungry people with a hot meal.

\$7 PER WEEK

Provides 1 month of rent during a crisis.

\$10 PER WEEK

Provides afterschool programming increase

\$20 PER WEEK

Provides intervention services to keep a family from becoming homeless.

United Way's giving options make it easy for **YOU** to be a powerful force for good.



JOIN THE FIGHT. GIVE TODAY.

Together We Do More!



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LCS Campaign Logistics

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Mark Your Calendars

Important dates to remember:

ECC Training – August 20, 2020

Campaign Kicks Off – Week of August 24

*campaign materials will be delivered to your school/department during this week

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Mark Your Calendars

Turn in Days:

September 3 from 2-5pm

September 10 from 2-5pm

September 15 from 9-1pm

(all will be located in Portable 3 located at 2757 W. Pensacola St.)

End of Payroll Campaign – September 15, 2019 (*All payroll forms, cash, & check donations due*) **Special events can occur now until the end of March 2021.*



<https://www.leonschools.net/domain/8488>



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Making Your Pledge

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Program Partners 2019-2021

<https://uwbb.org/programpartners/>



2019/2021 UNITED WAY PROGRAM PARTNERS

UNITED WAY OF THE BIG BEND | 307 East Seventh Avenue | Tallahassee, FL 32303 | telephone 850-414-0844 | fax 850-414-0852 | www.uwbb.org



LOCAL INDEPENDENT AGENCIES APPROVED BY LEON COUNTY SCHOOLS

AGENCY	DESCRIPTION	PHONE	WEBSITE
FOUNDATION FOR LEON COUNTY SCHOOLS	Support of Leon County Public Schools	850-487-7177	foundationforlcs.com
LEE'S PLACE	Provides grief, loss and trauma therapy	850-841-7733	leesplace.org
LEON COUNTY HUMANE SOCIETY	Matching families with homeless pets	850-224-9193	leoncountyhumane.org
SICKLE CELL	Increase the knowledge of sickle cell	850-222-2355	sicklecellfoundation.org
ST. FRANCIS WILDLIFE	Wildlife rehabilitation center	850-627-4151	stfranciswildlife.org
TALLAHASSEE MUSEUM	Tallahassee native wildlife landmark	850-575-8684	tallahasseemuseum.org
UNITED NEGRO COLLEGE FUND (UNCF)	Minority Scholarships	800-331-2244	uncf.org

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Pledge Form

What is the necessary information on the Pledge Form?

- Name
- Contact Info: Address or email address
- Contribution Amount
- Impact Area
- County

LEON COUNTY SCHOOLS **ANNUAL GIVERS COMBINED CHARITIES CAMPAIGN**
FOR SCHOOL BOARD EMPLOYEES 2019-2020

1 MY INFORMATION Your personal information is kept confidential and will not be sold or shared at any time.

Mr.
 Mrs.
 Ms. FIRST NAME _____ M.I. _____ LAST NAME _____

SPOUSE'S NAME _____ PREFERRED NAME OR NICKNAME _____ DATE OF BIRTH _____

HOME ADDRESS _____ HOME OR CELL PHONE _____

CITY _____ STATE _____ ZIP CODE _____

HOME EMAIL ADDRESS _____ WORK EMAIL ADDRESS _____

EMPLOYER _____ JOB TITLE _____ WORK PHONE _____

2 MY INVESTMENT IN MY COMMUNITY Please select method of payment.

PAYROLL DEDUCTION \$ _____ per pay period # **9** pay periods = \$ _____

PAYMENT ENCLOSED Check (payable to United Way of the Big Bend) Cash \$ _____

CREDIT CARD _____ / _____ \$ _____
CREDIT CARD NUMBER 3- or 4-digit SECURITY CODE EXPIRATION MONTH

BY QUARTERLY BILLING TO MY HOME ADDRESS (\$60 annual minimum) \$ _____

TOTAL ANNUAL GIFT = \$ _____

3 RECOGNITION My contribution qualifies me for the following. *check all that apply!*

I am a **Leadership Giver** of \$1,000 or more individually or by total including spouse's gift.
Spouse's Name _____ Spouse's Employer _____
For recognition, please list my/our name(s) as follows _____
Please note that leadership giving is personal giving. Corporate gifts are not recognized as leadership gifts unless the company is wholly owned by an individual.

I am a **Loyal Contributor!** I have contributed to a United Way for 10 years or more. Giving to United Way since _____ Year

I wish to remain anonymous.

RETIRING Contact me to continue my annual gift.
 ENDOWMENT I want to make/have made an endowment gift.
 ESTATE PLANNING I included United Way of the Big Bend in my will or Estate Plan.

4 AUTHORIZATION If you would like to direct your donation, please complete Section 5.

SIGNATURE REQUIRED _____ Date _____

5 MY IMPACT

I WOULD LIKE MY GIFT TO SUPPORT:

OPTION A: Community Impact Fund

Allow volunteers to distribute funds to meet the most critical needs

OPTION B: 5 Community Outcomes

Housing*
Increase access to dependable housing, sustainable utilities, and safe local neighborhoods

Early Learning*
Increase family access to steady, affordable, and quality child care and education

Safety Net*
Provide consistent safety net services during times of financial stress

Aging Workforce*
Equip workers with the resources to be financially stable for retirement

Skills Development*
Promote educational attainment and develop necessary skills to meet future employment needs and secure self-sustaining jobs

*Option B designations may be distributed via Option A in instances where there isn't a program for the selected designation.

6 COUNTIES SERVED

I WOULD LIKE MY GIFT TO SUPPORT:

Franklin Leon Taylor
 Gadsden Liberty Wakulla
 Jefferson Madison

7 INDEPENDENT AGENCIES
Local Independent Agency Approved by LCS

8 VOLUNTEERING

I'm interested in learning more about:

ReadingPals
 MathPals
 Volunteer Income Tax Assistance

9 GET INVOLVED

I'm interested in learning more about:

Women United
 Young Leaders Society

THANKS FOR WHAT YOU DO TO LIVE UNITED

307 East Seventh Avenue
Tallahassee, FL 32303
Telephone 850-414-0844
email: unitway@owvb.org
Fax 850-414-0852

UWBB.ORG



Options For Giving

- Check
- Credit Card
- Payroll deduction (Annual, New Continuous Giver & Continuous Giver)
- New giving option coming soon!

Most UWBB donors give through their workplace, which is where you as an ECC come in.

Payroll deduction remains the most utilized form of giving and is what you will see the most. It's easier, often allows donors to consider giving more than what they could with a one-time gift, etc.

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Sample Campaign Envelope


What is the necessary information on the Envelope?

- Company Name
- Number of Employees (Total # of employees – not just those pledging)
- ECC Name and Phone
- Total for # of Donors, Pledged, and Money enclosed for each pledge type

UNITED WAY OF THE BIG BEND CAMPAIGN ENVELOPE

UNITED WAY OF THE BIG BEND STAFF ONLY

Campaign Log # _____
 Account # _____ County Code _____
 Faced By _____
 Date _____

United Way 
 United Way of the Big Bend

PLEASE DO NOT RETAIN CASH AND CHECK CONTRIBUTIONS FOR MORE THAN TWO WEEKS!

Final Campaign Report Partial Campaign Report
 Date: _____

Company Name: _____

Address: _____

CEO Name: _____

Employee Campaign Coordinator (ECC): _____

ECC Phone: _____

ECC Email: _____

of Employees: _____

of Donors: _____

of Leadership Givers*: _____

Turned in by: _____

ACCOUNTS PAYABLE/FINANCE CONTACT

Name: _____
 Ph: _____ Email: _____

Preferred Billing Schedule:
 Quarterly Yearly: _____

Payroll Deduction Start Date: _____

Payroll Deduction End Date: _____

Payroll Frequency: Weekly-52 Bi-Weekly-26
 Monthly-12 Bi-Monthly-24 Varies

ENVELOPE CONTENTS	
Contributions & Pledges	Amount
A. PAYROLL	
A. Employee Payroll Deduction Total	
B. OTHER EMPLOYEE PLEDGES <small>(Please use paper clips, not staples, to attach payments)</small>	
Employee Cash	
Employee Checks	
Employee Credit Cards	
Employee to Be Billed	
B. Total of Other Employee Pledges	
C. CORPORATE	
C. Corporate Donation* <small>*Documentation Must be Enclosed</small>	
D. SPECIAL EVENTS	
D. Special Events	
TOTAL Envelope Total (Add totals from A, B, C, D)	

REMINDER
 Original Pledge Forms go to Payroll
 Copies of Pledge Forms go to United Way

Total of only Cash and Checks that are enclosed in this envelope:
 \$ _____

***LEADERSHIP GIVING (individual contributions of \$1,000 or more)**

THANK YOU!



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Questions?

