

YOUR COMMUNITY NEEDS YOU

Now More Than Ever!



LCS Campaign Champion Training 8.4.21





Berneice Cox

United Way President and CEO





Message From Superintendent Hanna

LIVE UNITED

Meet The Team Behind The Team

UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

Your LCS Campaign Leadership Team

- Dr. Michelle Gayle
- Eric Clark
- Heather Thomas
- Shawana White

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UWBB Campaign Contact



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VP Resource Development
Molly@uwbb.org
850.414.0853

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Your Support. Our Impact



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Program Partner Video

<https://www.youtube.com/watch?v=uum0wnhUbyc>

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Cornerstone Award Winner

Leon County Schools

#5

\$104,134.05

Congratulations!!!!

LCS Top 5 Campaigns

Godby High School
Chiles High School
Deerlake Middle School
Fairview Middle School
Roberts Elementary



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 to both families and seniors.



HEALTH AND MENTAL HEALTH

Provide affordable health and mental health resources.

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>

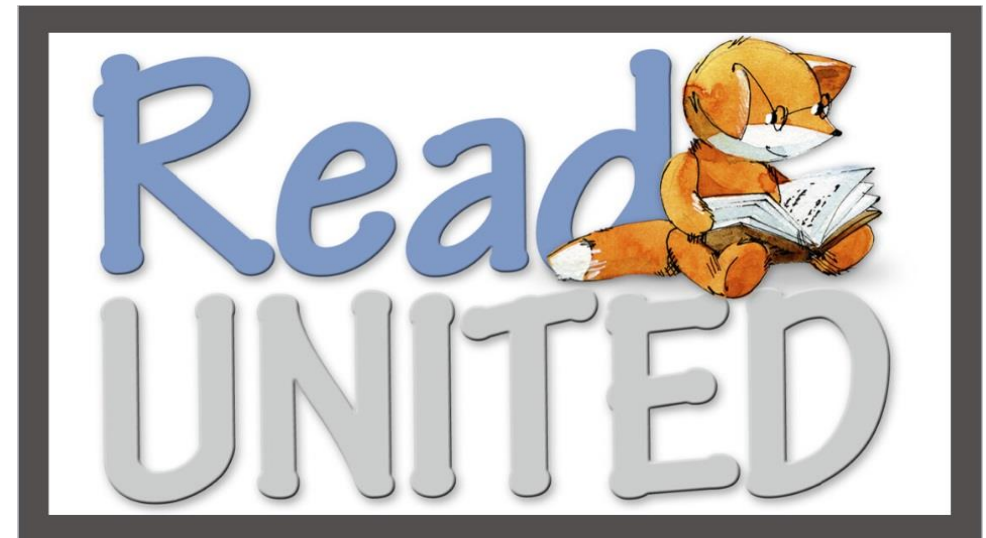
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Opportunities for your School

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UWBB Programs That Benefit Your School & Our Community





MATH PALS

AN EDUCATION INITIATIVE OF UNITED WAY OF THE BIG BEND



STUDENT UNITED WAY

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

**UNITED WE FIGHT.
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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



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



*We want them to be Our School's
United Way Employee Campaign Champion!*

Who is that one person who always has the great idea, the go-getter, the one who makes a difference in our school, and is ready for a new opportunity? If you know someone, nominate them today!

Leon County Schools believes strongly in our community. That's why we choose to participate in United Way's Workplace Giving Campaign.

Our Community is better when we come together and help our neighbors in need. Join us in nominating someone special from our company to be our United Way Employee Campaign Champion! **United We Fight. United We Win!**

How to Nominate

Nominate by:



United Way of the Big Bend

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.

HOW WILL YOU FILL YOUR CUP?

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 4

Campaign Kicks Off – Week of August 9

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

Mark Your Calendars

Turn in Days:

September 9 from 2-5pm

September 17 from 2-5pm

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

September 21 from 9-11am

(In Dr. Gayle's Office)

End of Payroll Campaign – September 24, 2021 (*All payroll forms, cash, & check donations due*) **Special events can occur now until the end of March 2022.*

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The screenshot shows the Leon County Schools website. The header includes a search bar, a language selector, and navigation links for 'DISTRICT HOME' and 'CHOOSE SCHOOL'. The main navigation menu includes 'HOME', 'ABOUT LCS', 'COMMUNITY', 'DEPARTMENTS', 'LCS EMPLOYEES', 'PARENTS & STUDENTS', and 'IN CLASS'. The 'COMMUNITY' section is active, displaying 'UNITED WAY AT LEON COUNTY SCHOOLS' with links to 'Home' and 'Calendar'. The main content area features the title '2021 United Way Campaign Information' and a paragraph stating: 'LCS is excited to kick off our 2021 United Way Campaign! As you may know, LCS has been a leader in our community for United Way fundraising. For the past four years, LCS has contributed well over \$475,000. Even more rewarding is that those funds flow right back into our schools (Reading Pals, Math Pals, and other educational programs), to our families and the Foundation for Leon County Schools.' To the right of this text is the United Way logo and the text 'United Way of the Big Bend'. Below this, the 'LCS Campaign Dates: August 4 - September 24.' are listed. The 'Training Date' section specifies 'Wednesday, August 4, 2021 at Leon High School' with times '8:30 a.m. - 10 a.m. and 2:00 p.m. - 3:30 p.m. on-site; 11 a.m. - 12:30 p.m. Zoom meeting.' and notes that materials will be picked up by the ECC. The 'ECC's' section instructs users to complete a 2021 United Way Workplace Campaign Information Sheet and forward it to Ms. Shawana White at whites4@leonschools.net by Wednesday, August 4. The 'United Way Commitment Form Turn In Day #1' is scheduled for 'September 9, 2021 from 2 p.m. - 5 p.m.'

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



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Making Your Pledge

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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

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 _____

DEPARTMENT/SCHOOL _____ JOB TITLE _____ WORK PHONE _____

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

PAYROLL DEDUCTION \$ _____ per pay period # **9** pay periods = \$ _____
 New Continuous Giver – Automatically renewed each year for **10** pay periods, instead of 9.

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

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

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

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.

LEADERSHIP SOCIETY (\$1,000 - \$4,999) TOCQUEVILLE SOCIETY (\$10,000 or more)
This society enables UWBB to recognize donors in the Big Bend who are willing to move to a major-gift level and make extraordinarily generous contributions to their community. A national society established to recognize the understanding, commitment and support of United Way's most generous and community-minded investors. This is UWBB's most prestigious group of local philanthropists.

COMMUNITY SOCIETY (\$5,000 - \$9,999)
This society enables UWBB to recognize donors in the Big Bend who are willing to move to a major-gift level and make extraordinarily generous contributions to their community.

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.

I wish to remain anonymous.

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 to both families and seniors

Health and Mental Health*
 Provide affordable health and mental health resources

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 COMBINED CHARITIES

Local Independent Agency Approved by LCS

Foundation for Leon County Schools
 Lee's Place
 Sickle Cell
 St. Francis Wildlife
 Tallahassee Museum
 United Negro College Fund

8 GET INVOLVED

I'm interested in learning more about:

Women United
 Emerging Leaders
 Volunteer Income Tax Assistance

TOGETHER WE DO MORE!

To comply with new IRS regulations, if you choose to contribute by payroll deduction, you must attach a copy of this pledge form in addition to your pay stub or W-2 Form to document your gift to UWBB, P.O. Box 4511150. No gifts or services have been given, in whole or part, for this contribution. Giving is a personal decision. United Way of the Big Bend has a strong policy against coercion. Whether a person gives to UWBB and how much the person chooses to give is up to the individual. Giving voluntarily is fundamental to the United Way concept. *A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE: (1-800-435-7352). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. **UNITED WAY OF THE BIG BEND RECEIVES 100 PERCENT OF YOUR CONTRIBUTION AND RETAINS OR DISTRIBUTES IT AS YOU DIRECT. REGISTRATION # C6363

United Way of the Big Bend
 307 East Seventh Avenue
 Tallahassee, FL 32303
 telephone 850-414-0844
 fax 850-414-0852

UWBB.ORG

Continuous Giver Change Form



Leon County Schools Continuous Giver Change Form 2020-2022

As a participant in UWBB's LCS Combined Charities Campaign, I, _____
_____(Full Name)

wish to update my continuous giver pledge as follows:

Update my annual payroll deduction

• New Amount: _____ (per pay period) X **10** (number of pay periods) = \$ _____

• My Impact:

Option A: *Allow volunteers to distribute funds to meet the most critical needs*

Option B: Housing Early Learning Safety Net Health & Mental Health Skills Development

Counties: Franklin Gadsden Jefferson Leon Liberty Madison Taylor Wakulla

Option C: Combined Charities Campaign: _____

• Cancel my continuous payroll deduction Effective Date: _____

Employees must sign and date when making changes to their pledge.

Employee Signature: _____ Date: _____



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Program Partners 2021-2023

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



2021/2023 COMBINED CHARITIES APPROVED BY LCS

AGENCY	DESCRIPTION	PHONE	WEBSITE
FOUNDATION FOR LEON COUNTY SCHOOLS	Support of Leon County Public Schools	850-487-7241	foundationforlcs.com
LEE'S PLACE	Provides grief, loss and trauma therapy	850-841-7733	leesplace.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

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

LEON COUNTY SCHOOLS
 2021/2023 COMBINED CHARITIES APPROVED BY LCS

AGENCY	DESCRIPTION	PHONE	WEBSITE
FOUNDATION FOR LEON COUNTY SCHOOLS	Support of Leon County Public Schools	850-487-7241	foundationforlcs.com
LEE'S PLACE	Provides grief, loss and trauma therapy	850-841-7733	leesplace.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
TALLHASSEE MUSEUM	Tallahassee native wildlife landmark	850-575-8684	tallahasseeuseum.org
UNITED NEGRO COLLEGE FUND (UNCF)	Minority Scholarships	800-331-2244	uncf.org

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Questions?

