

# YOUR COMMUNITY NEEDS YOU

*Now More Than Ever!*



## LCS Campaign Champion Training 8.3.22



UNITED WE FIGHT.  
UNITED WE WIN.

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## Your LCS Campaign Leadership Team

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- Dr. Michelle Gayle
- Stacey Turknett
- Eric Clark
- Heather Thomas
- Jenny Blalock

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# UWBB Campaign Contact

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**Jenny Blalock**  
**Vice President of**  
**Resource Development**

**[Jenny@uwbb.org](mailto:Jenny@uwbb.org)**

**850.414.8825**



UNITED

# A message from United Way President & CEO Berneice Cox

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**Your Support. Our Impact.**



# Congratulations and Thank You!

## Leon County Schools

**#6 overall campaign  
for 2021- \$96,125**

### Top 5 Campaigns in 2021

Godby High School

Fairview Middle School

Deerlake Middle School

Swift Creek Middle School

Chiles High School

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

## 3 GOALS

### ACCESS

### STABILITY

### DEVELOPMENT



#### 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)*



#### 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.

**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

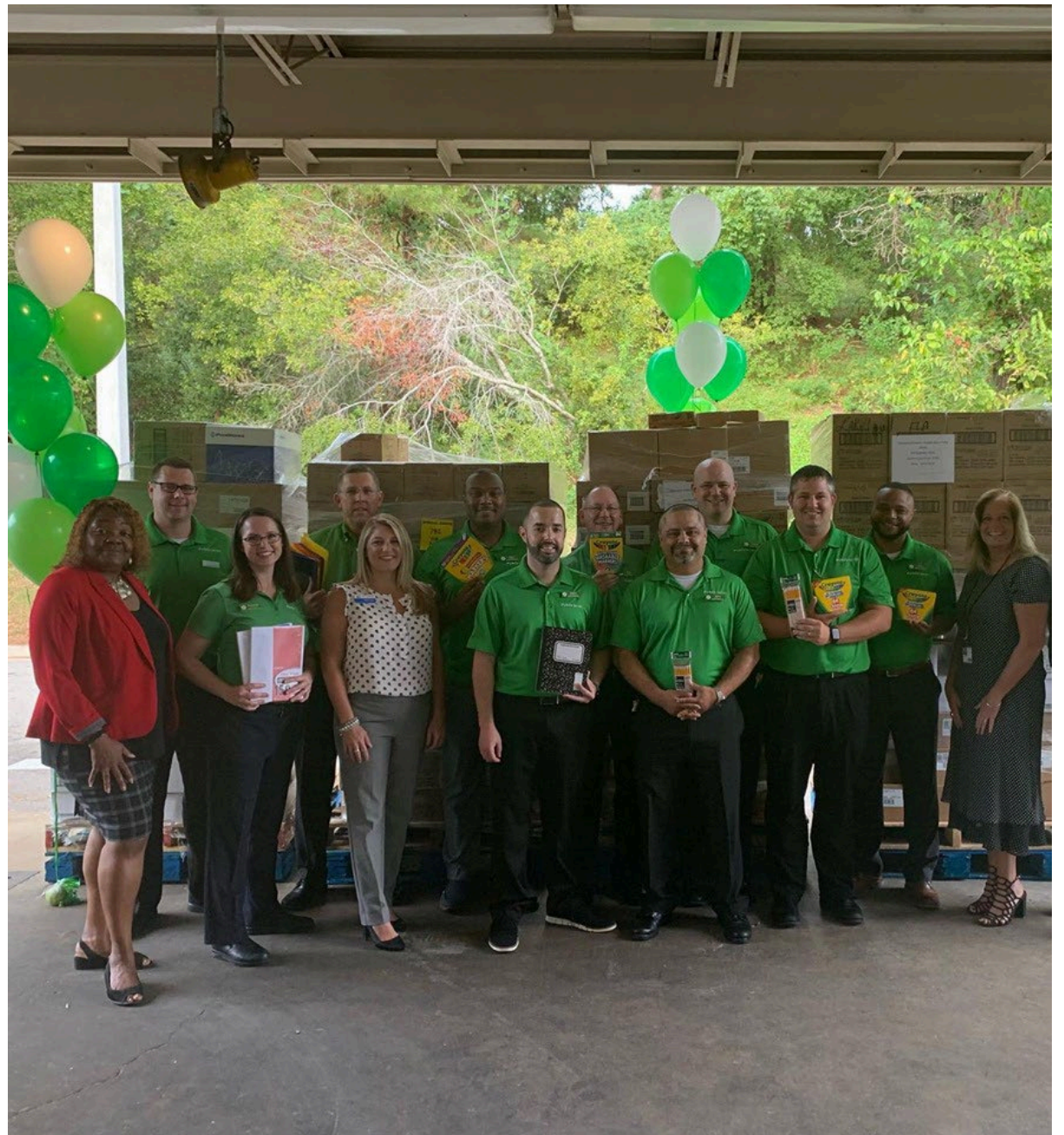
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# UWBB Programs That Benefit Your School & Our Community









**STUDENT UNITED WAY**

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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 30!**

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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**

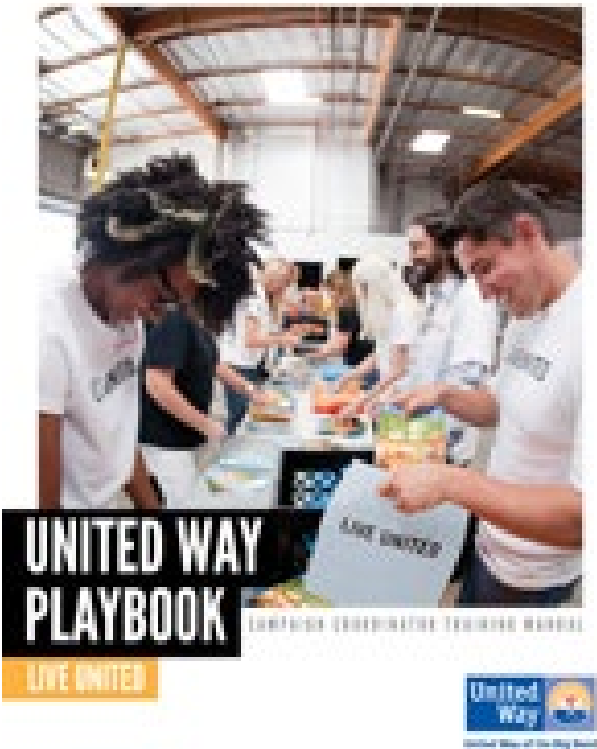
**SAY  
"THANK YOU"**

**8**

**EVALUATE  
YOUR  
CAMPAIGN**

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United Way has learned tips and tricks from thousands of successful campaigns over the years and has 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 Champions 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.**

**Together We Do More!**



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# LCS Campaign Logistics

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# Mark Your Calendars

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## Important dates to remember:

**ECC Training** – August 3, 2022

**Campaign Kicks Off** – Week of August 8th

\*Campaign materials will be delivered to your school/department during this week.

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# Mark Your Calendars

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## Turn in Days:

September 9 from 2-5pm

September 16 from 2-5pm

September 23 from 9am-12pm

**Admin. East Building**

## End of Payroll Campaign- September 25

*(All payroll forms, cash, and check donations due)*

*\*Special events can occur from now until the end of January 2023. Funds from special events must be submitted by Friday, February 10.*



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The screenshot shows a web browser displaying the Leon County Schools website. The URL in the address bar is [leonschools.net/domain/8488](https://www.leonschools.net/domain/8488). The page features a blue header with navigation links: POPULAR LINKS, Select Language, Powered by Google Translate, Search, DISTRICT HOME, and CHOOSE SCHOOL. The main navigation bar includes HOME, ABOUT LCS, COMMUNITY, DEPARTMENTS, LCS EMPLOYEES, PARENTS & STUDENTS, and IN CLASS. The page content is titled "2021 United Way Campaign Information" and includes a sidebar for "UNITED WAY AT LEON COUNTY SCHOOLS" with links to Home and Calendar. The main text describes the campaign, provides training dates (Wednesday, August 4, 2021), and lists campaign dates (August 4 - September 24). It also includes information about the United Way Commitment Form Turn In Day #1 on September 9, 2021. The United Way of the Big Bend logo is displayed on the right side of the page.

<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)  RETIRING  ENDOWMENT  ESTATE PLANNING  
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. Contact me to continue my annual gift. I want to make/ have made an endowment gift. 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 retain a copy of this pledge form in addition to your pay stub or W-2 Form to document your gift to UWBB, TM #59-6011150. No goods or services have been given, in whole or part, for this contribution. Giving to 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 # C6758

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

UWBB.ORG

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# Program Partners 2021-2023

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<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

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- Check
- Credit Card
- Payroll deduction (Annual, New Continuous Giver & Continuous Giver)

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 and often allows donors to consider giving more than what they could with a one-time gift.

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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
<b>A. PAYROLL</b>	
A. Employee Payroll Deduction Total	
<b>B. OTHER EMPLOYEE PLEDGES</b> <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	
<b>C. CORPORATE</b>	
C. Corporate Donation* <small>*Documentation Must be Enclosed</small>	
<b>D. SPECIAL EVENTS</b>	
D. Special Events	
<b>TOTAL</b>	
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?

