

MARSHFIELD AREA UNITED WAY

2010 ECC MANUAL



LIVE UNITED™



Employee Campaign Coordinator

Do Wish You Could...

Change the course of a child's life?



GIVE.

Give back to the community?



ADVOCATE.

Help an older adult lead a full life?



VOLUNTEER.

...Here's your chance.

Job Description

Title: Employee Campaign Coordinator (ECC)

Objective: Help your co-workers and business address today's needs and reduce tomorrow's by **planning, organizing** and **coordinating** a successful campaign at your organization

Responsibilities:

- Recruit a committee that represents different departments of your organization
- Get the support of the CEO at your organization
- Work with United Way to develop a plan, goals and campaign timeline
- Schedule a presentation with United Way Speakers
- Promote the campaign throughout your company
- Stress the impact and significance of giving
- Educate yourself and your co-workers about United Way programs
- Coordinate your campaign kick off and special events
- Make your campaign fun!
- Say "Thank you" to every employee who participates
- Evaluate and make recommendations for next year

Resources: *See page 12.*

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MARSHFIELD AREA UNITED WAY

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We're here for you! Give or get help with these two United Way programs.



2-1-1 provides community information and referrals. 2-1-1 is available 24/7 and is free and confidential.

Dial 2-1-1 (or 384-5565 from some cell phones) or visit www.getconnected211.org



Marshfield Area Volunteer Center connects volunteers with opportunities to serve. Give time to local programs as a committee member or participate in events like Make a Difference Day and the Backpack Drive.

Dial 384-9992, visit our Web site or e-mail unitedway.sarah@tznet.com.



About Marshfield Area United Way

2010 Campaign Drive Chairs: Tom and Laura Drendel



Tom and Laura Drendel will lead this year's campaign as Marshfield Area Drive Chairs. The Drendels have actively supported community initiatives in the past and are now ready to advocate on a whole new level.

Tom has led his workplace campaign at the UW Agricultural Research Station for nearly 20 years. Laura, who is a retired Family and Consumer Sciences teacher, was the United Way representative at Marshfield Middle School for almost 10 years.

ADVANCING THE COMMON GOOD

Contributions touch 11,450 people in the Marshfield area. From after school programs to give youth a good start, programs helping families and individuals learn skills and providing resources to reach financial stability and providing hope to our most vulnerable populations. **Because help is more than fixing today's problems, it's preventing them from happening tomorrow.**

EFFICIENCY

United Way volunteers assess community conditions and identify needs. In the Spring, volunteers review applications to direct funds to programs addressing our community's most critical needs and core services. Funding is based on an organization's efficiency and ability to meet the community's needs.

ACCOUNTABILITY

Volunteers contribute to the success of United Way from the ground up. Committees guide our actions and strategies. Vision Councils evaluate community needs and a diverse group of community volunteers evaluate program applications to make funding decisions. Finally, our Board of Directors oversees the whole organization to ensure the entire process is efficient and effective.

CAMPAIGN CALENDAR 2010-11

- **Fall 2010**—Restaurant Week
- **October 21, 2010**—Make A Difference Day
- **December 31, 2010**—Turn in all campaign materials
- **January 18, 2011**—Thank You Celebration

2010 Board of Directors

Lori Gropp | President
Automated Products

Tim Herr | Vice President
Younkers

Jeff Graves | Treasurer
Staab Construction

Marsha Barwick
Marshfield Clinic

Debbie Bauer
Marshfield Area Chamber of Commerce
& Industry

Lori Belongia
Marshfield Public Library

Al Chaney
Marshfield Clinic

Jerry Cleveland
Ministry Home Care

Donna Follen
M&I Bank

Sharon Kostroski
Saint Joseph's Hospital

Joe Mazza
Marshfield Clinic Research Foundation

Jeff Meece
UW-Marshfield/Wood County

Kathy Meidl
Heritage Bank

Mike Murrell
Dental Clinic of Marshfield

Cindy Puent
Community Representative

Cathy Schalow
School District of Marshfield

Phil Trierweiler
Roehl Transport

United Way: At a glance

- Mission:** To improve our community's capacity to care for one another.
- Simply stated:** Creating opportunities for a better life for everyone.
- Vision Statement:** Marshfield Area United Way will be a leading organization bringing our community together to prioritize and address human service needs by building partnerships, forging consensus and leveraging resources to achieve a measurable, sustained, positive outcome.
- Service Area:** Our programs serve the Marshfield area including: Arpin, Auburndale, Marshfield, Neillsville, Pittsville, Spencer, Stratford and areas in between.
- Priorities:** United Way is focused on creating long lasting change in our community. To do this, we are focusing on the building blocks of a good life: education, income and health.

Education

- [Fill a Backpack, Fulfill a Need](#)—Community school supply collection held in August. In 2010, United Way distributed more than 550 backpacks to Marshfield area students whose families couldn't afford the cost of supplies.

Income

- [FamilyWize](#)—Prescription drug discount card distributed free of charge by the FamilyWize partnership to reduce cost of medication. In February 2010, residents have saved \$38,441 with FamilyWize.
- [Free Tax Preparation](#)—A partnership with The City of Marshfield: Parks & Recreation, AARP and United Way. Free tax preparation for residents earning less than \$56,000.

Health

- [NALC Food Drive](#)—Annual food drive held first weekend of May in partnership with the National Association of Letter Carriers and the Marshfield Post Office.
- [Plant a Row](#)—An effort to keep our area food pantries stocked throughout the summer months when shelves typically go bare. Residents encouraged to Plant a Row in their gardens to donate to area food pantries. In 2009, pantries saw a 5 percent increase in fresh produce donations.

Years in Service: 64

Current Board Chair: Lori Gropp

Current Campaign Chairs: Tom and Laura Drendel

Number of local volunteers: 720

2011 Funding Distributions

Community & Basic Needs

Adult Instruction for Reading/Math & English	\$11,500
Literacy Program	
Affordable/Emergency Housing, Resource Management & Advancement	\$43,590
North Central Community Action Program (\$35,000)	
Mary's Place Boarding House (\$8,590)	
Emergency Services	\$53,000
American Red Cross – North Wood County & Neillsville area	
Financial Counseling	\$17,500
Catholic Charities	
Food Pantry & Clothes Closet	\$24,150
Soup Or Socks	

Families & Seniors

Abuse Prevention & Information Dissemination	\$28,000
Family Resource Center of Children's Service Society of Wisconsin	
Adult Day Care & Support Group	\$20,000
Marshfield Area Respite Care Center	
Child Care & Parenting Education for Teen Parents	\$22,000
Kiddie Kaboose	
Child & Family Counseling	\$45,000
Children's Service Society	
Domestic Violence & Assault Outreach	\$88,100
Personal Development Center—North Wood County & Neillsville area	
Enhanced Family Functions & Prevention Behaviors	\$12,500
Families & Schools Together (FAST)	
Meal Preparation & Delivery	\$48,986
Home Delivered Meals	
Sexual Assault Victim Services	\$13,500
Family Center, Inc.	
Supervised Visitation & Exchange	\$3,000
Personal Development Center	

2011 Funding Distributions (continued)

Youth Initiatives

After-School Program & Social Activities	\$11,500
Auburndale Study Club (\$4,000)	
Spencer Kids Group (\$7,500)	
Birth Parent Counseling	\$ 5,000
Lutheran Social Services	
Career Planning & Exploration	\$16,000
Pathway Partners	
Enhancing Self-Esteem/Prevention Domestic Violence	\$16,500
Personal Development Center—Youth Program	
Enhancing Youth Life Skills	\$46,900
Boys Scouts—Somoset Council (\$20,400)	
Chippewa Valley Boy Scouts (\$6,500)	
Girl Scouts of Woodland Council (\$20,000)	
Peer Mentoring/Academic Support/Recreation & Community Service Program	\$62,000
Youth Net	
Traditional Mentoring, Academic Buddy Program	\$61,000
Big Brothers Big Sisters	
Youth Sports Scholarships	\$ 6,000
Right 2 Play 4 All	

2011 Total Fund Distribution: \$655,726

Creating the opportunities for a good life by addressing:

Community & Basic Needs

Food
Clothing
Literacy
Information & Referral
Employment
Volunteerism & Community Service

Families & Seniors

Abuse Prevention
Special Needs
Food
Life Skills
Social & Recreational Development
Family Involvement
Employment

Youth Initiatives

Life Skills & Self-Esteem
Before & After School Programs
Youth Counseling
Tutoring
Child Abuse and Neglect
Volunteerism & Community Service

Steps to a Successful Campaign

DEVELOP A CAMPAIGN PLAN

• Today's Date:

_____/_____/2010

• Company Kick off date:

_____/_____/2010

• Order supplies based on employee numbers:

• Event/Meeting date(s):

_____/_____/2010

_____/_____/2010

_____/_____/2010

• Request speaker(s):

• Final Pledge date:

_____/_____/2010

• Complete Corporate Gift:

• Wrap-up paperwork date:

_____/_____/2010

• Thank employees date:

_____/_____/2010

• End date:

_____/_____/2010

Through the years, we have learned what works and what doesn't. We understand that for many, being an ECC can seem overwhelming. With a little support, most ECCs go on to easily meet and exceed their goals.

To that end, we put together this guide, filled with best practices, timelines and practical advice to help you. Consider the following questions to plan your campaign.

LAYING THE GROUNDWORK

- How can I increase awareness?
- How can I get more people to participate?
- How can I increase the average gift?
- What has my company done in the past that was successful?
- How can I get the CEO and top level/upper management involved?
- Is there someone in top-level/upper management who would enjoy being involved?
- How will you leverage your CEO and/or upper management?

TIP: Review past campaigns and meet with previous coordinators to discuss successful strategies.

CONDUCT A STRONG CAMPAIGN

- What skills do I need my team members to have?
- How will I publicize events and activities?
- What special events, activities and incentives will my campaign offer?

TIP: Use posters, video, speakers, program tours, e-mail and newsletters to ensure every employee is educated and asked. Don't forget to follow up.

REPORT & RECOGNIZE

- Identify and thank Loyal Contributors employees who've been giving to any United Way for 10 years or more.
- Thank all employees through messages in newsletters, email, bulletin boards, etc.

CAMPAIGN WRAP UP

- When will I block time to collect forms and complete paperwork?
- What date will I report final totals?
- How will I report them to employees?
- How will I thank everyone?

Return to United Way:

- Completed Report Envelope
- Forms
- Money
- Yard signs
- DVD/VHS copies

Time-proven Tactics

STRATEGIES TO INCREASE THE AVERAGE GIFT

- Educate. Promote. Publicize.
- Communicate increasing community needs.
- Utilize incentives in order to increase gifts.
- Consider holding a Leadership Giving campaign.
- Stress the ease of giving.
- Ask employees to give \$1 more a week.
- Say “thank you” & recognize.

STRATEGIES TO INCREASE PARTICIPATION

- Obtain top management’s endorsement and active support (not just CEO).
- Recognize and celebrate when you reach goals, large and small.
- Recognize employees who participate in ways other than giving:
 - Donating bake sale items
 - Acting as grill master at a brat fry
 - Organizing an event
 - Touring a Partner Program

WHERE TO GET INCENTIVES

- The number one incentive is time off. Discuss options with your CEO.
- You can purchase items from the United Way catalog.
- Ask employees to donate items or services to give away.

TOP 20 ECC’S SAY MOST POPULAR STRATEGIES ARE:

- “Raffle Themed baskets donated by each department.”
- “Conduct Face-to-Face meetings with all departments.”
- “Held a Pizza Party as our Thank You event.”
- “Weekly events creates momentum and keeps everyone’s interest.”
- “We hold friendly competitions to engage employees and get everyone involved.”



MELISSA DARR
Figi’s, Inc., QA Manager

LIVE UNITED is a way of life for me. I am Blessed to be healthy and able to help others in need. This is why I work with our corporate Community Action Committee to support volunteer and fundraising efforts.

I participate in social opportunities with my children like raking leaves on Make a Difference Day or building a home with Habitat for Humanity. My hope is through my actions, others will be inspired to do the same.

I LIVE UNITED by creating a ripple effect of good actions for others to follow.

I don’t just wear the Shirt, I LIVE IT.

Of our Top 20 companies:

- 63 percent have a campaign planning team.
- 100 percent use Payroll Deduction.
- 74 percent offer incentives.
- 58 percent use the Best Practices Ideas Guide.

Making “The Ask”

Believe it or not, the #1 reason people don't give to United Way is because **no one ever personally asks them**. Follow the guidelines below for best practices when asking for contributions.

Be Respectful.

Respect the fact that people are frequently skeptical. People need to know where their money will be spent.

Begin your conversation by asking if they have any questions about United Way.

Stress and practice confidentiality with pledge forms returned to Payroll Department or Human Resources.

People will resent being bothered when they are busy with something else.

Make your ask at a convenient time for your colleague.

Respect if a colleague declines to contribute, but **offer more information** if they have concerns about United Way.



Engage Employees.



Personally distribute pledge forms and brochures. Avoid handing out Campaign materials with payroll checks.

Practice peer to peer solicitation rather than supervisor to employee asks.

Always distribute pledge card with accompanying information.

Educate employees with the video, campaign brochure, speaker, newsletter, etc.

Create a fun, morale-building campaign such as group activities and special events that promote healthy competition.

**Collect 100% of distributed pledge forms (even if a zero gift).
Provide incentives for turning in pledge form (even if zero gift).**



PARTNER PROGRAM: Home Delivered Meals

Three years ago, we took away my mother's car keys and vehicle. It wasn't an easy decision, especially since she's living alone.

She needed a little extra help, so we signed her up for Home Delivered Meals, a United Way funded program. At first she didn't want to admit she needed the help. But the volunteers who delivered the meal were so kind and the coordinator helped her understand the benefits.

Now, she's approaching her 100th birthday, is happy and healthy. She shares with everyone that it's probably the good meals she receives every day of the week for three years that have contributed to her continued good health.

Thank you for volunteering for community programs and giving to United Way. Your generosity made it possible for mom and many others to receive help every day.

Employee Group Meeting

The **20 Minute Employee Group Meeting** can be one of the most effective ways to reach all employees in an organization and make the most efficient use of time.

Group meetings are a quick and easy way to:

- Communicate the impact and the power of a gift
- Communicate campaign plans
- Distribute United Way materials
- Answer employee general questions
- Ask for support

Don't have 20 minutes for a United Way presentation?

Don't worry! We can modify the presentation to fit whatever time you have



BRIAN HANSON
Figi's, Inc.
Right 2 Play 4 All

I learned through Leadership Marshfield that there are so many ways to get involved in our community.

So, I started coaching with my son's team in Marshfield Area Youth Football. I see the benefits they receive from this time.

I want to provide all children in our community the chance to participate in sports and other activities.

I LIVE UNITED by doing what I can to provide youth healthy and safe opportunities.

I don't just wear the Shirt, I LIVE IT.

Sample Group Meeting Agenda

Opening Remarks

- Explain purpose of meeting
- Discuss why you support United Way

Understanding United Way—Key messages

Campaign Video

United Way or Program Speaker

Pledge Card Review

The "Ask"

- Discuss why it's important to give
- Discuss incentives and special events

Closing Comments

- Q&A
- Thank everyone for attendance

Collect Pledge Cards

- Offer an incentive for forms turned in that day
- Set a time to collect remaining forms

Follow up

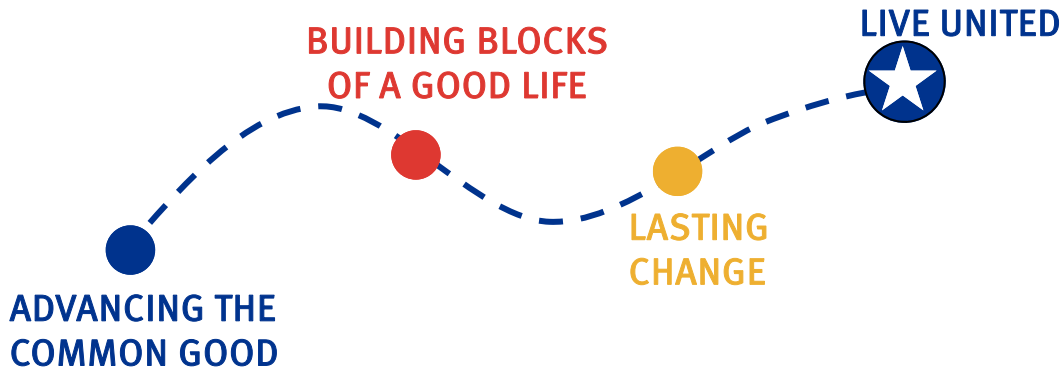
- Double check that anyone on vacation or not in attendance was asked to give
- Send e-mail or voice mail for pledge cards not turned in

HOW TO: Handle Objections

- Don't take objections personally.
- Objections often indicate a need for more information.
- Don't argue. You may win the argument, but you'll lose the contribution. Try instead to be concerned and give them more information on how United Way works.

LIVE UNITED: The Message

Key Messages Your Team Can Use:



- In tough economic times, our community needs our help more than ever.
- United Way programs help you, your family, friends and neighbors-if not now, then perhaps sometime in the future.
- United Way needs everyone's help to create lasting change. You make an impact: regardless the size of the gift.
- I've already made my pledge, please join me. It's up to those of us fortunate enough to have jobs to make caring contributions to help those in need.
- We need everyone's help, if you're a Loyal Contributor, please consider continuing your gift. If you never given before, we need your help to improve lives.

ADVANCING THE COMMON GOOD:

Marshfield Area United Way is focused on creating opportunities for everyone to live a good life.

- Reach out a hand to one, and influence the condition of all.
- Through actions large and small, every person is essential to create change.

BUILDING BLOCKS OF A GOOD LIFE:

United Way funds local programs that address our community's most critical needs by focusing on Education, Income and Health.

- **Education:** Helping children and youth achieve their potential.
- **Income:** Helping individuals and families become financially stable and maintaining independence.
- **Providing hope and help** for our most vulnerable residents.

LASTING CHANGE:

What separates United Way from others is we aim to change the cause of community issues, not just fix the symptoms. United Way works towards lasting change, not just quick fixes.

LIVE UNITED:

An awareness that even the smallest actions can influence the person next to you. Focus on creating ripples by taking action to: Give. Advocate. Volunteer.

The Elevator Speech:



United Way is working to advance the common good by focusing on Education, Income and Health. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement and good health.

Our vision for the Marshfield area is to create lasting change and prevent problems from happening.

We will prepare our youth for success, give residents the tools to become financially stable and care for our most vulnerable populations.

We invite you to be a part of change: Give. Advocate. Volunteer. Together, united, we can inspire hope and create opportunities for a better tomorrow.

That's what it means to LIVE UNITED.

Communicating Your Message

Start the Countdown with Promotions

- Distribute CEO endorsement to announce the campaign company wide.
- Compile stories about co-workers who benefited from or volunteers for a United Way program. Visit our web site or email unitedway.stacey@tznet.com to receive Success Stories.
- Encourage your campaign team to talk about the campaign with coworkers to create awareness and build excitement.

Utilize Your Established Channels

[Web site, Intranet, Newsletters, Memos, Bulletin Boards, etc.]

- Place United Way logo or web banner and link to Marshfield Area United Way Web site on your site or Intranet.
- Post dates to special events and activities, progress reports and results of employee contributions—update as needed.
- Make training manuals easily accessible.
- Publish articles about your campaign—update employees on community campaign.
- Run video at group meetings or on in-house video monitors on continual basis.

Don't forget the power of face-to-face methods

- Set aside 5-10 minutes in a weekly staff meeting.
- Ensure campaigners contact their assigned employees directly.
- Use payroll stuffers to inform employees about campaign.
- Publicize campaign dates, timeline, incentives, results and contest winners.

Continue United Way message throughout the year

- Familiarize new hires with your company's caring culture.
- Encourage retirees to stay involved by continuing their pledge.
- Use company communication channels to educate by sharing success stories and how employee contributions make a difference throughout the year.
- Distribute payroll stuffers and display posters on bulletin boards.
- Educate employees: They can receive a monthly e-newsletter by signing up through the pledge form or Web site. Employees can also learn about volunteer opportunities by signing up through the pledge form.
- Set computers default search engine to GoodSearch to donate to United Way with every Internet search.
- For more information e-mail unitedway.stacey@tznet.com.

Need posters, goal thermometers, table tents, balloons, pins, T-shirts or other materials?

Review our **Material Request Form** for all the available resources and tools we have to offer. Fill out your request, fax, call or e-mail and we'll get you the materials you need to run your campaign.

Frequently Asked Questions

Why is my contribution to United Way important?

Every contribution, regardless of the amount makes a great impact. United Way directs your contributions to caring, well-run local programs and holds them accountable for getting results in the most efficient manner.

How does United Way help me and my family?

Everyone benefits from living and working in a healthier community. United Way helps 1 of 4 residents in the Marshfield Area by funding programs helping families, seniors and youth.

Will my hometown benefit?

United Way Partner Programs help people from Arpin, Auburndale, Granton, Loyal, Marshfield, Neillsville, Pittsville, Spencer, Stratford or anywhere in between. *You can designate your contribution to your hometown through the Pledge card.*

Who makes funding decisions?

Each year, more than 100 volunteers work with our staff to carefully review the management and effectiveness of the programs we fund and use this information to determine future funding levels.

Why doesn't my favorite program receive funding?

Any eligible organization addressing community needs may apply for funding. Funding is granted based on program results and community identified needs. Every program that applies may not be approved. It may duplicate services or not address community needs.

Many eligible programs choose not to apply. Some are prohibited by national affiliates, while others choose to fundraise without United Way's help.

I don't like a certain Partner Program.

You may designate your pledge to an Impact Area or program (see pledge card). Please do not penalize your community by not giving because of your personal feelings for one program.

How much of my contribution goes to people who really need help?

We take the business of managing your contribution very seriously. We are a volunteer led organization that keeps costs to a minimum ensuring that nearly all of your contribution goes directly to community programs.

The Better Business Bureau encourages non-profits to limit their operating costs to 50 percent and Money Magazine recommends 35 percent. **Marshfield Area United Way operating costs are under 8 percent and campaign expenses 9 percent.**

What if I can't afford to give?

As cost of living rises, so do needs in our community. Even if you donate \$1 a week, you are helping your friends and neighbors.

What if I already give to other organizations?

There are many organizations that we individually support: our alma maters, churches, children's schools, environmental organizations and more. We respect those commitments and ask you consider giving to support those in need in your community.

My spouse gives.

Remember you can combine your gift and become a Marsh Society member (Leadership Giver) for a total donation of \$500 or more.

Why not just give directly to a Partner Program?

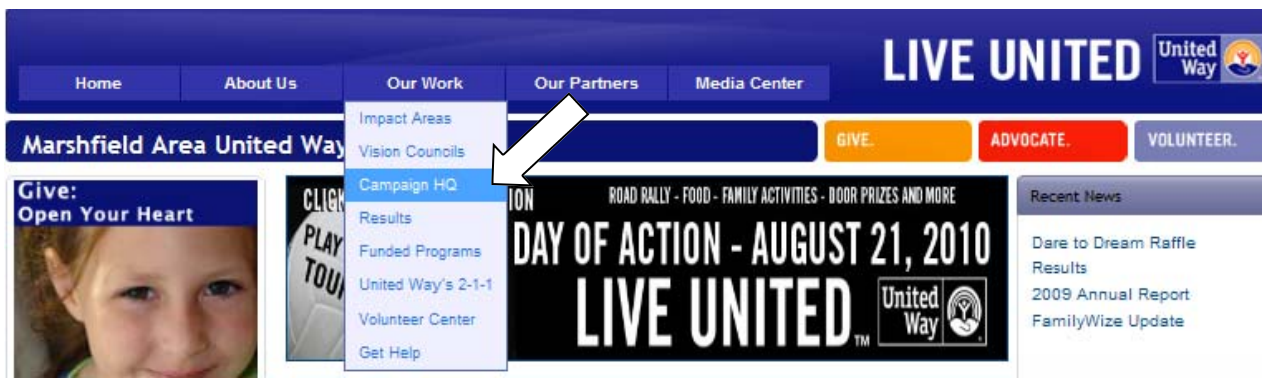
No single program can meet all the needs in a community. It takes a wide variety of organizations working together to successfully address complex needs.

Is giving to the United Way voluntary?

Giving time or money is completely voluntary. Local employers endorse the United Way Campaign because it is highly accountable to contributors and is one of the best ways to meet community needs; but everyone's contribution is a personal choice.

For more information: Call 384-9992, e-mail unitedway@tznet.com or www.marshfieldareainitdway.org.

Quick Resources



Find all the resources you need at www.marshfieldareaunderway.org. You will find the facts, resources and materials you need to run a United Way campaign. From the basics with Key Facts, logos and fund distributions to resources like posters, games, incentive ideas and activities to make the most of your campaign.

Quick Resources

- **CEO Endorsement Letters:** Written letter, ready to add your company information and send.
- **E-mail Messages:** Quick sentences you can use to maintain momentum in your campaign.
- **1 in 4 People Activity:** Quick activity to show reach of United Way programs.
- **Have you ever? Poem:** Short, but impactful poem
- **Choices:** Great activity to understand need and put yourself in the shoes of families who need help.

Materials

- **Leadership Givers list:** United Way is going green. To help the environment we did not print the traditional Leadership Brochure, but took the recognition tool to the Web. Link to it, print it yourself, or request a copy from United Way.
- **Logos:** Get the logos you need for all your printing—United Way, localized and LIVE UNITED logos.
- **Posters:** Supplement your campaign materials with featured posters from the Poster Series. Download and print.
- **Video:** For the first time, you can view and link to our campaign video on the Internet. Short Success Stories features also available.
- **Web Banners:** Keep United Way in the spotlight by adding banners to web or Intranet. Can be personalized.

Recognition

- **CEO Thank You Letter:** Written letter, great way to say thank you
- **Thank You Notes:** Short notes perfect for adding to goodies or stand alone
- **Ways to Say Thank You:** Say thank you with flowers, cookies or a few words at a meeting. Or, end your campaign with a bang with a Thank You Event. Ideas with ways to stick with your theme, simple ways to show appreciation and more.

Media Center

- **News:** View the latest updates and news.
- **Blog:** Get an inside look and the most up-to-date information.
- **Facebook:** Become a Fan, interact with others and know in real time as news and events happen.
- **Twitter:** Follow United Way for news, information and event tweets.
- **E-Newsletters:** Be Inspired and Motivated with the EXCLUSIVE Weekly LIVE UNITED Spark, or receive monthly e-newsletter with news, events and more delivered to your inbox. Subscribe online or e-mail unitedway.stacey@tzn.net.

Beyond the Campaign

LIVE UNITED beyond the campaign season. You and your colleagues can easily practice these no cost ideas.

GIVE:

The annual campaign is the easiest and most powerful way to create long lasting change in your community. Here other easy ways to give:

- **GoodSearch:** Search the internet and donate a penny per search. Set GoodSearch as your default search engine, download the toolbar or bookmark www.goodsearch.com. Select United Way—Marshfield.
- **Marshfield Savings Bank:** Charitable Money Market Account, Open account with Marshfield Savings Bank for a minimum of \$500, designate *Marshfield Area United Way*.
- **Reward Card donations:** Kwik Trip, Pick 'N Save or your credit cards. Select United Way on your application or visit Customer Service or their web sites to designate your reward dollars to United Way. See our Web site for more information.

ADVOCATE:

Find your voice and reach out a hand to others: Get informed about things you are passionate about. Tell your friends what you're doing and how they can help. Dial 2-1-1 to find local groups who could use your help.

- **Social Networks:** Like our Facebook page or follow us on Twitter. Facebook: Marshfield Area United Way | Twitter: MAUW01
- **E-Newsletter:** Subscribe to the LIVE UNITED e-newsletter delivered to your inbox each month and share news and events with employees.
- **Link to web:** Place a link on your Intranet or Web site to United Way so employees can visit regularly and learn more.
- **Sign up for Payroll Stuffers or the Poster series:** See Material Request form to sign up & more ideas free and easy resources you can utilize.

VOLUNTEER:

Lend your muscle, share your talents: Marshfield Area Volunteer Center has opportunities for many interests and schedules. Participate in annual special events, board and committees or other ongoing or one-time opportunities throughout the year.

- **Create a company volunteer team:** Arrange a Day of Caring or participate in established Volunteer Center events like Make a Difference Day.
- **Find opportunities:** Visit www.marshfieldareaunitedway.org and Click on Volunteer Center.
- **Receive opportunity alerts:** Become a member on the Volunteer Center site to view real time opportunities and community events, receive customized alerts and more.



PARTNER PROGRAM: Literacy Program

My family was living paycheck to paycheck when I finally found a secure job in a company I liked working for. I didn't have the confidence to apply for a higher position in the company because of my poor reading and writing skills.

I didn't want to be held back anymore so I began working with a tutor at the Literacy Council, a United Way funded program.

After working with my tutor for a year and a half, I applied for a higher position at my company. I got the job. My family and I are now able to live on a stable income.

Receive free sports memorabilia

Score a Green Bay Packer Football



The donated Green Bay Packer white football features the transferred signatures of the entire team and coaching staff. At the start of each season, each player and coach is required to sign a panel. Each signature is transferred to the football. The signatures are not altered in any way during this process.

A Certificate of Donation is provided with each football.

A limit of one football per organization.

All donation requests **must be submitted online** (please allow **minimum of 6-8 weeks** for delivery) and are processed in the order in which they are received.

1. Visit www.packers.com/community/donations.html. Scroll down and choose “Click here to request donations for United Way workplace campaigns”.
2. Complete the online registration—active email address required.
3. Upload a written request for donation on your company letterhead.
 - Explain how the football will be used to benefit your internal United Way Campaign.
 - Include a contact person, telephone number and mailing address.
 - *Applications will be denied without the letter of support.*



A **United Way** National Corporate Leader

Receive a donation from the Milwaukee Bucks

Request tickets or an autographed souvenir from the Milwaukee Bucks.

To formally request a donation, follow these procedures:

1. Type your request on your company letterhead. Include the following:
 - A brief explanation of your organization
 - Your request (tickets, souvenir, etc)
 - Date of your event
 - Contact information
2. Mail your request at least **4-6 weeks before your event** to:
Milwaukee Bucks Community Relations
1001 N. Fourth Street
Milwaukee, WI 53203



For more information visit: http://www.nba.com/bucks/community/contact_community.html

Raffle Ticket Information


Call United Way for current raffle license number.

Marshfield Area United Way must have a copy of your raffle ticket, a report on the amount raised and all raffle stubs after the drawing. Please take care to design your ticket exactly as shown below.

Sample of Class “A” Raffle Ticket

The illustration below is a sample of a raffle ticket containing the required information for raffles for which some or all of the tickets are sold prior to the date of the drawing (class “A” raffle).

Carefully review all the information that is listed on this ticket. In order for your raffle to be in compliance with Wisconsin law, you must include all information listed below.

147	Name	Address	City, State	Phone	Marshfield Area United Way 156 South Central Avenue Marshfield, WI 54449		147 \$ Value
Put explanation of prizes here							
Raffle Drawing: Date and time Location of Drawing Address of Drawing Premises							
					License # contact United Way for current license #	Tickets Cost:	

REMEMBER:

Tickets cannot be sold more than 270 days before the drawing. The purchaser need not be present to win. For additional information, please see brochure entitled “Legal Requirements for Raffles in Wisconsin.” This is the only authorized format; 50/50 raffles are no exception. Violations may result in revocation or suspension of United Way’s license pursuant to Chapter 563 of the Wisconsin Statutes and applicable rules.

Company Name: _____

Date: _____



**Marshfield Area
United Way**

Marshfield Area United Way 2010 Raffle

Ticket Sales Location: _____

Ticket Sales Start Date: _____

Ticket Sales End Date: _____

Total Number of Tickets Sold: _____

Drawing Date: _____

Total Dollars Raised: _____

Winner's Name: _____

All prizes were awarded and all monies raised were turned over to Marshfield Area United Way.

Volunteer Signature: _____

**Please return this completed form to Marshfield Area United Way, PO Box 771,
Marshfield, WI 54449 or fax to 715-384-0043.**

Also Provide:

- Sample of your raffle ticket
- All stubs from raffle