



**United
Way**



UNITED WAY OF CENTRAL LOUISIANA

SUMMER 2016



We are excited about kicking off our 2016 campaign and are looking forward to having our most successful year yet. If you aren't currently running a workplace campaign at your company and are interested in learning more about it, please contact us.

Workplace campaigns are an easy, effective and efficient way to donate to United Way. By offering employees the opportunity to enroll in payroll deduction, everyone can donate a little each paycheck that will make a big difference right here in Cenla.

The first step to running a successful campaign is finding a volunteer at each company to be your Employee Campaign Manager (ECM). The ECMs are the champions of the campaign within their company and play a crucial role in running a workplace campaign.

Having a cheerleader and an advocate for United Way at each workplace has proven to increase the overall success of a workplace campaign. Those campaigns with an enthusiastic ECM are always the most successful in their fundraising efforts. They make the campaign fun and boost morale, while encouraging donations among their coworkers.

Each year, we host an ECM training where all the campaign volunteers come together to share their experiences and best practices for running a workplace campaign. Start thinking about who can be your company advocate for United Way, and be on the lookout for more information about our 2016 ECM Training that will be held in August.

Abby

CORPORATE CORNER: VAUGHN AUTOMOTIVE



Live Remote at Vaughn Automotive. Q93 was our media sponsor for our Give Us A Hand campaign. Some of our board members stopped by to show support for the campaign.

Thanks to Vaughn Automotive for being our matching sponsor for our first ever "Give Us A Hand, Cenla" campaign during the month of April. This campaign aimed to give those individuals, who may not have the opportunity through a workplace campaign, the opportunity to donate to United Way.

Vaughn matched dollar for dollar up to \$5,000 for the campaign, which made this a huge success for our local United Way! We appreciate the community support and support from partners like Vaughn that help us continue to do the work we do in our community.

We are looking forward to next year's campaign and continuing our partnership with Vaughn!

BE A PACESETTER CAMPAIGN!



Pacesetters run their campaigns anytime during the summer and early fall that is most convenient for them. Pacesetters are asked to wrap up their campaign before October 28, 2016. All other aspects of your workplace campaign will remain the same.

United Way representatives are available to help you with any planning or special event implementation.

Pacesetters are important because they help set the tone for the campaign, and it makes it easier for many organizations to run before the fall/winter season. There are several other fundraising drives that may conflict or coincide with United Way and running as a Pacesetter allows a break between fundraising efforts. Additionally, if you wait too long, most people's focus will shift to the holidays.

We know this doesn't work for all organizations, but if you are interested in running your campaign as a Pacesetter, let us know how we can help.

As an extra incentive, we are going to enter each Employee Campaign Manager into a drawing for a chance to win one of three \$100 VISA gift cards.

DAY OF ACTION

On April 8, 2016, United Way hosted our annual Day of Action. This is a day where we mobilize as many volunteers in the community as possible to complete service projects at various non-profits. This year, we had approximately 75 volunteers complete projects at five agencies in Cenla!

Thanks to our volunteers from Cleco, Procter & Gamble, Rapides Parish Library, RoyOMartin, Meyer Meyer LaCroix & Hixson, Enterprise Rent-A-Car, and the Jewish Temple for giving back to our community!



SAVE THE DATE

UNITED WAY



WILD COOK-OFF

STAY CONNECTED WITH US



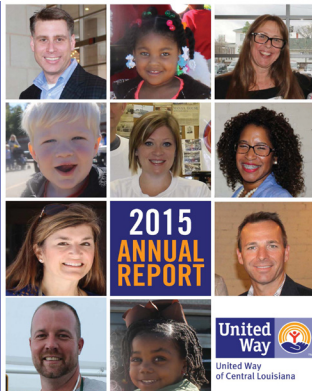
CAMPAIGN RECEPTION

On March 31, 2016, we hosted our annual Campaign Reception and Annual Meeting. This is a chance for us to thank and recognize all those volunteers and companies who help make our United Way campaign a success! Thanks for all you do!



Check out our 2015 Annual Report to see a list of our top company contributors and Leadership Donors.

uwcl.org/campaign-resources-3



LEADERSHIP APPRECIATION

We hosted our Leadership Appreciation event on May 26, 2016 at Oakwing Golf Club. Our Forest Society donors are those individuals who contribute \$1,000 or more annually to our United Way campaign. Thank you for your support and loyal contributions each year!

