

United Way



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UNITED WAY OF CENTRAL LOUISIANA

SUMMER 2017



United Way of Central Louisiana's workplace campaigns are about bringing people in local workplaces together to tackle our community's most difficult issues in the areas of education, income, health and basic needs. Whether you're a small business, major corporation or even a nonprofit, you can join the many local businesses and organizations that run workplace campaigns each year.

There are many advantages to running a United Way workplace campaign:

- UWCL offers a simple, convenient and efficient way for your employees to support the community and causes they believe in.
- Your employees may give in regular increments, via payroll deduction or online.
- Your employees will be able to tap into a wealth of volunteer opportunities through United Way.
- United Way will provide you with all the tools and support you need. To start, check out our Campaign Resources page on our website, which is loaded with information to help you run a successful workplace campaign.
- United Way is a leader in workplace giving and we thoroughly vet our nonprofit members annually to ensure we provide donors with access to the most effective nonprofit organizations in the area.
- Through a workplace campaign, your employees will experience the satisfaction of seeing their donations turn into programs and services that create impact on people's lives. When they see the needle moving on important social issues in our community, they will know your company or organization helped to make a difference and they will feel proud of their collective accomplishments.
- United Way will partner with you to develop a fundraising campaign that aligns with your corporate values. We will provide training and support to assist you in building your fundraising team and running an effective campaign.

If you would like to learn more about starting a workplace campaign in your company or organization, or need assistance running your campaign, please contact us today!

Abby

DAY OF ACTION



On April 7, 2017, United Way hosted its annual Day of Action to mobilize as many volunteers as possible to complete service projects in central Louisiana. We had volunteers from the Rapides Parish Library, Gold Weems, LSUA and Procter & Gamble participate this year. We had groups working at the Food Bank and Hope House. We also had groups collecting books for our United Way Readers program and various items for the Family Justice Center. Giving back to our community is an important part of how we LIVE UNITED! If you are interested in participating in a service project throughout the year, please let us know, and we can help you coordinate it.

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 on or before Friday, October 27, 2017. 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 who submits their campaign results on, or before, Friday, October 27 into a drawing for a chance to win one a \$100 VISA gift card.

ANNUAL MEETING & THANK YOU EVENT

On March 30, 2017, we hosted our Annual Meeting & Campaign Thank You Event at Oakwing Golf & Country Club! Thanks to everyone who came out and for everyone who helped make our 2016 campaign a success!



WHAT'S HAPPENING AT UWCL?

Thursday, August 3, 2017
ECM Training 9:00-11:00 am
Invitation will be emailed out soon

Check out our 2016 Annual Report
uwcl.org/campaign-resources-3

