UNITED WAY OF THE GREATER CLARKSVILLE REGION

2022-23 CAMPAIGN COORDINATOR GUIDE

UNITED WAY OF THE GREATER CLARKSVILLE REGION

Who We Are

United Way of the Greater Clarksville Region is a 501(c)3 nonprofit organization committed to positive community change. Founded in 1956, United Way has earned a reputation as a respected, trusted and effective philanthropic organization. Addressing human-service needs in Montgomery, Houston and Stewart counties, United Way's impact is made possible through the commitment of thousands of volunteers, contributors and community partners.

Mission & Vision

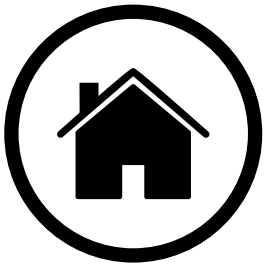
United Way advocates for the health, education and financial stability of every local resident. Our vision is a community of opportunity where everyone has hope and can reach their full potential. We do this by connecting people, resources and ideas in order to:

- Ensure basic needs are met for all throughout the region.
- Produce meaningful and measurable results in the areas of education, financial stability and health.

Your Gift

Giving to our organization is the most effective way to improve lives and strengthen our community. We support 23 partner agencies that encompass over 30 programs that work to meet the health and human service needs of our community. Each of these agencies is vetted by an annual allocations process for standards of organizational governance, effectiveness of operations, fiscal responsibility, and truthfulness of their representations. This process ensures fiscal and program accountability for all agencies receiving funding.

FOCUS AREAS



Basic Needs

Basic needs such as food, shelter, clothing, emergency assistance and access to health care are essential for survival. United Way supports agencies that deliver a variety of these safety-net programs.

Education

Too many of our youth face challenges that set them back for life: poor preparation for school, stressful home environments and overwhelmed parents, to name a few. United Way strategies give children a second chance through a continuum of services to address these challenges.

Financial Stability

Increasing income, building savings, and gaining and sustaining assets are the basics to building a better future. United Way and its partners offer a range of services to help families move toward financial security and, ultimately, upward economic mobility.

Health

Health is an innate need that affects every aspect of a person's daily life. Good mental and physical health allows children to learn better and adults to be independent and productive citizens.

4 STEPS TO A GREAT CAMPAIGN

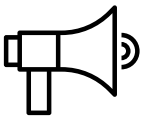
Every workplace campaign is different and can be shaped around your organization's culture. Here are the four basic steps and keys to running a successful campaign.

STEP 1: MEET WITH US! Pg. 5

- Schedule and attend a meeting with UW Staff. We will provide you with all the tips and tools you need to run a fun and effective campaign.

STEP 2: PLAN YOUR CAMPAIGN Pg. 7

- Recruit a team to help you and delegate tasks.
- Set campaign timeline (2-4 weeks is ideal).
- Decide what your campaign activities will look like (presentations, activities, food and prizes to keep employees engaged - See pg. 17).
- Calculate your company's goals.
- Remember to include all company locations in your plans.



STEP 3: BEGIN CAMPAIGN & PROMOTE Pg. 8

- Raise awareness about your campaign.
- Inspire giving by educating your workplace about UWGCR through storytelling and promotional materials we can provide you (see pg. 17).
- Extend an invitation to employees to join activities you've planned to help them stay engaged
- Ask and encourage everyone to make a gift.

STEP 4: GIVE THANKS & REPORT RESULTS Pg. 13

- Collect pledge forms and thank everyone at the time of giving.
- Announce final results to employees.
- Return pledge forms, and report your results to United Way.
- Recognize individuals, groups and departments that went "above and beyond" during the campaign.
- Offer special thanks to your team.
- Host a fun celebratory event for all participants.

STEP 1: MEET WITH US!

Welcome to UWGCR, and thank you for volunteering to be a United Way Workplace Campaign Coordinator!

What is the Campaign Kickoff?

The annual UWGCR Campaign Kickoff is usually when you will first meet with us. It's where we get the campaign season started off, and where we provide you with tips and tools to make your workplace campaign a successful, but FUN, one! So if you made it to the annual Campaign Kickoff, congratulations - you've already made it through Step 1! If you didn't, call us to set up a time to meet! We want to make this role your easiest one!

In the meantime, and throughout your campaign, this Campaign Coordinator Guide will serve as an important tool. In it, you will find helpful advice and instructions that will navigate you toward having a successful campaign.

What is a Campaign Coordinator?

- **Campaign Coordinators bring the Workplace Campaign to life! They are:**
  - UWGCR's biggest cheerleader in their company!
  - The team leader that energizes others to get involved and raise funds to strengthen the health, education, and financial stability of their community through giving to UWGCR.

What's in it for you?

Recognition
Campaign Coordinators are one of UWGCR's biggest assets! We like to recognize our Campaign Coordinators for their efforts and campaign achievements through awards given at the UWGCR Annual Meeting & Campaign Celebration held in June. Awards given to eligible Campaign Coordinators are:

- Volunteer Leadership Award
- Inspire Award
- Above & Beyond Award

MEET WITH US CONTINUED...

Other Incentives for you:

- You can help your company earn one (or more) of the following awards at the UWGCR Annual Meeting & Campaign Celebration:
  - Workplace Volunteer Recognition (workplace with the highest percentage of volunteer hours)
  - Top 10 Campaigns recognition (ten of the workplaces that raised the most money)
  - Way to Grow Award (the workplace partner that demonstrates the most considerable campaign growth or runs a campaign for the first time)
  - Ben C. Parks Award (presented to the company/organization that conducted the best overall in-house campaign through a wide array of criteria: 95% giving potential achieved; a campaign increase, an increase in #of leadership donors)
  - Robert R. Welch Founders Award (recognizes an individual or workplace partner for exemplary leadership giving support)
- Boost your resume! Being a UW Campaign Coordinator looks great on you!
- You'll be a part of helping UWGCR carry out the mission of strengthening the health, education, and financial stability of our community!

Running a United Way Workplace Campaign is fun, (especially when you add in a little friendly competition among your coworkers)! Let us help you along the way. You will have the support of the UWGCR Community Engagement Coordinator and other staff, as well as the UWGCR board, Campaign Cabinet members, and the nonprofit agencies that you will be helping us support. Don't be afraid to reach out or to ask questions along the way!

Let's get started on your campaign...

STEP 2: PLAN YOUR CAMPAIGN

Much of your company's campaign success will be determined by your preparation. Remember to involve all company locations and remote workers in your campaign. The information in this section will walk you through steps to ensure you are ready to run a successful campaign.

Recruit a strong team to help you, choose positions, and delegate.

- Team members could include:
  - coworkers who are familiar with UWGCR (those who have volunteered with partner agencies; worked with us directly; and /or has prior experience with the workplace campaign)
  - One person from each company location/department
- Meet with past campaign team to discuss previous campaign successes and challenges
- conduct executive briefings with senior leadership to choose campaign positions and responsibilities
- Delegate responsibilities between team members

Develop a timeline. Include:

- Best time to run the campaign (start & end dates) - 2 to 4 weeks is ideal
- Set a campaign kickoff date
- Schedule team meetings to check on progress

Plan and set activities.

- Plan a calendar of educational activities and events to keep employees engaged in the campaign, such as an Employee Engagement Project

Set your campaign fundraising goal.

- A great place to start on figuring out what your campaign goal should be this year is last year's results! Consider raising your goal above last year's by:
  - Increasing the number of people who give through payroll deduction
  - Asking employees to consider increasing their gift from last year
  - Adding donors who qualify for membership in Leadership Giving societies - sometimes these folks are those who are *almost* to Leadership Giving, (or just shy of the next level), but are only a few dollars short - ask them to increase just a small amount to reach those giving levels. (See FAQ pg. 16 for explanation on Leadership Giving Societies)
  - Asking for a corporate gift or match

STEP 3: BEGIN CAMPAIGN & PROMOTE

Inspire top management and employees to give generously by educating them about UWGCR and engaging them in UWGCR's work. Our Community Engagement Coordinator will help you create an atmosphere of enthusiasm as you inform employees about how their contributions help change lives.

Asking for a gift is by far the most important aspect of the campaign.
The number 1 reason people do not give is because they were never asked.

Before Campaign:

- Raise awareness of upcoming campaign. (see Promotional Ideas pg. 17)
- Thank past year's donors for their support.
- Share the campaign kickoff meeting date and schedule of upcoming campaign activities while encouraging everyone to participate.

Starting Campaign:

- Hold a campaign kickoff or rally to start your campaign.
  - Create options for an online meeting to reach remote and off-site employees or those who can't leave their desks during work hours.
  - Keep the meeting brief, lively and informative.
  - Thank employees for their participation.
- Educate and tell the story.
  - Pass out informational pamphlets with inserts about UWGCR and our partner agencies.
  - Share agency success stories and personal stories or have an agency speaker give a presentation.
  - Share the UWGCR campaign video (found at liveunitedclarksville.org under the Campaign Central tab)
  - Invite UWGCR staff/Campaign Cabinet member to discuss the community's needs and to ask for support.
- Make the **ASK**.
  - Pass out pledge forms and explain how to pledge (online pledge forms are also available at liveunitedclarksville.org under the Campaign Central tab). (See pgs. 10-12 for instructions on how to complete)
  - Start at the top - ask company leadership to se the example by making their contributions early.
  - Highlight corporate support, especially if your company has a program in place that matches employee donations.
  - Make individual peer-to-peer asks for support. This is especially effective when asking for Leadership donation or engaging new employees. (See "What is Leadership Giving?" in the FAQ's pg.16)
  - Remember to include remote/off-site and new employees.

STEP 3: BEGIN CAMPAIGN & PROMOTE CONTINUED...

During Campaign:

- Conduct Employee Service Engagement Project(s). (See pg.18)
- Provide fun, interactive events and incentives to raise awareness. (See pg. 17 for ideas)
- Send reminder emails/texts/social media messages to keep employees engaged and area of planned activities/events, to return pledge forms, and/or to ask for donations.

Things you can do all year:

- Implement a new-hires program to give new employees the opportunity to contribute when they join the company and learn more about how UWGCR supports our community (could be done during on-boarding with HR).
- Work with our UWGCR staff to develop and hold year-round individual or group volunteer events.
- Implement a year-round communications plan that shares the impact of UWGCR's work in the community with your employees.
- Ask employees to sign up for our UWGCR newsletter.
- Follow UWGCR on social media. You can find us on Facebook (@UWGCR), Twitter (@uwclarksville), and Instagram (@uwclarksville). Encourage others to do the same!
- Share your event pictures on social media and tag us! #UW4thelove of #UW4theloveofcommunity #LiveUnited #FightUnited

You are always welcome to re-share our content! We can always help craft your United Way story, too. Reach out to our Marketing Coordinator for tips and suggestions.

STEP 3: BEGIN CAMPAIGN & PROMOTE - Pledge Forms

The following information will help with completing pledge forms during your campaign. Extra pledge forms can be found on our website at liveunitedclarksville.org under the Campaign Central tab - just download and print. You can also call us to drop off more to you!

Pledge Forms: Understanding Donations & Calculations

Designating Your Gift

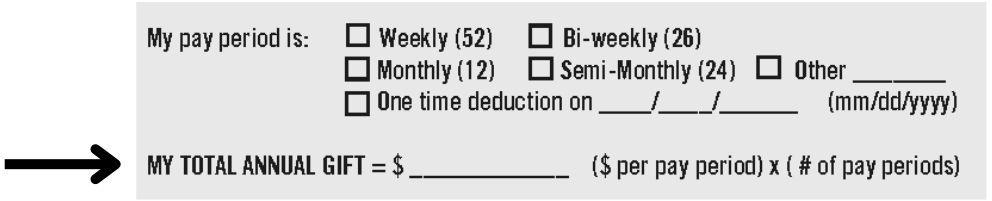
- Donors have the option to decide where their money goes through agency and program designations.
- UWGCR can only apply designations to agencies and programs that we support. Our website and brochure inserts list our partner agencies and their programs.
- If a donor does **not** designate their donation to a specific agency or program, their donation will go to the greater good.

What is My Fair Share? How is it calculated?

- My Fair Share is equal to one hour's pay per month
- If you are an hourly employee, it's your hourly rate
- If you are a salaried employee, you would divide your annual salary by 2080
  - Example: $40,000 per year / 2080 = $29.23 per hour (Fair Share)

How to calculate My Total Annual Gift?

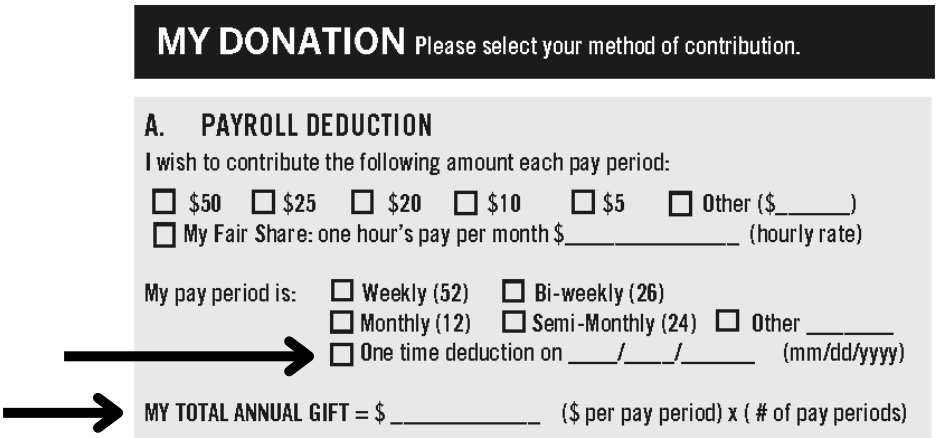
- The $ amount per pay period x the number of pay periods
  - Example: $10 x 26 (bi-weekly pay periods) = $260 (My Total Annual Gift)



PLEDGE FORMS CONTINUED...

If a donor does not want to give with every paycheck, they have 2 options:

1. **One Time Payroll Deduction:**
   - Check the box under pay periods that says, "One time deduction on..."
   - Enter the date they want it deducted. (This information is for your company's HR/Payroll person).
   - Enter the amount the donor wants to give on the "My Total Annual Gift.



MY DONATION Please select your method of contribution.

A. PAYROLL DEDUCTION

I wish to contribute the following amount each pay period:

☐ $50 ☐ $25 ☐ $20 ☐ $10 ☐ $5 ☐ Other ($_____)

☐ My Fair Share: one hour's pay per month $_____ (hourly rate)

My pay period is: ☐ Weekly (52) ☐ Bi-weekly (26)

☐ Monthly (12) ☐ Semi-Monthly (24) ☐ Other _____

☐ One time deduction on ____/____/_____ (mm/dd/yyyy)

MY TOTAL ANNUAL GIFT = $ _____ ($ per pay period) x (# of pay periods)

2. **Direct Gift**
   - This option is for check or cash ONLY.
   - When giving a Direct Gift, do **not** complete the payroll deduction portion - only enter the amount of the donation and mark whether it is cash or check.
   - If donor does not have cash or their checkbook, we can invoice them!
     - **Requesting an Invoice:**
       - There is a $50 minimum for donation amounts if we are to invoice the donor.
       - Double-check that contact information is correct and current.
       - Donor can choose how often to be invoiced (provide the date):
         - Once
         - Monthly
         - Quarterly
         - Annually

B. DIRECT GIFT

Amount $_____ My gift will be made by: ☐ Cash ☐ Check (#_____)

OR Invoice me ($50 min) ☐ Once, specify date ____/____/_____

☐ Monthly ☐ Quarterly ☐ Annually

PLEDGE FORMS CONTINUED...

Finishing Up the Pledge Form

After designating and/or calculating:

- Make sure the form is signed and dated in the lower left corner.
- White copy goes back to UWGCR, yellow copy goes to your company's payroll department, and the pink copy goes to the donor.

Additional Important Information

If your company uses anything other than UWGCR pledge forms:

- Please provide UWGCR with donor details such as names, contact information, email addresses, and donation amounts for tax purposes and recognition; including membership information for UWGCR giving societies for which they qualify.

Donations made through special events:

- Keep special event donations separate from individual contributions.

Using spreadsheets to track pledges:

- Using spreadsheets to track gifts/donations is wonderful and handy - they help us with organizing names, etc., too; however, we can only enter the donation amounts that were written and signed for on the pledge forms. Double-checking information is matching is a good idea to consider.
- If a correction needs to be made, please do so on the pledge form or have the donor complete a new one. We will not be able to go by corrections made on the spreadsheet alone.

STEP 4: GIVE THANKS & REPORT RESULTS

The two most important words to remember, and the ones people appreciate the most, are "thank you". Thanking everyone involved, from those who donated, to those who helped implement the campaign and volunteered their time at community service projects, cannot be overemphasized. "Thank you" goes a long way to ensure their long-term support!

Giving Thanks - There are two great ways to thank everyone:

1. **Thank donors through United Way:**
    - Share the details of who gave to the campaign so UWGCR can thank individual donors. Letting UWGCR thank them directly will also help your campaign going forward through donor retention efforts.
        - Ensure UWGCR is provided with donor home and email addresses so that thank you communications can be received by the donor.

2. **Thank donors through the Workplace Campaign:**
    - Post thank you posters around your workplace.
    - Recognize those that went 'above and beyond'.
    - Publicize results and thank everyone through your company newsletter, email, or social media.
    - Send thank you letters or e-cards from your CEO, ECC and Leadership Giving chair.
    - Host a fun, celebratory event for all recipients.
    - Host a special reception for campaign team leaders and your campaign committee.

Reporting Results - Timely reporting of the campaign results is an important part to wrapping up the campaign.

- Throughout the campaign, collect all cash, checks, pledge forms and other gift information. Please remember to keep special event donations separate from individual contributions.
- Complete the Company Report Form and Employee Pledge Report Form. (See pgs. 14-15 for instructions)
- Schedule a time with UWGCR to visit and pick up campaign materials and results.
- Publicize results via company newsletter, email, and social media.
- Gather feedback from senior leadership, campaign committee, and UWGCR (optional)

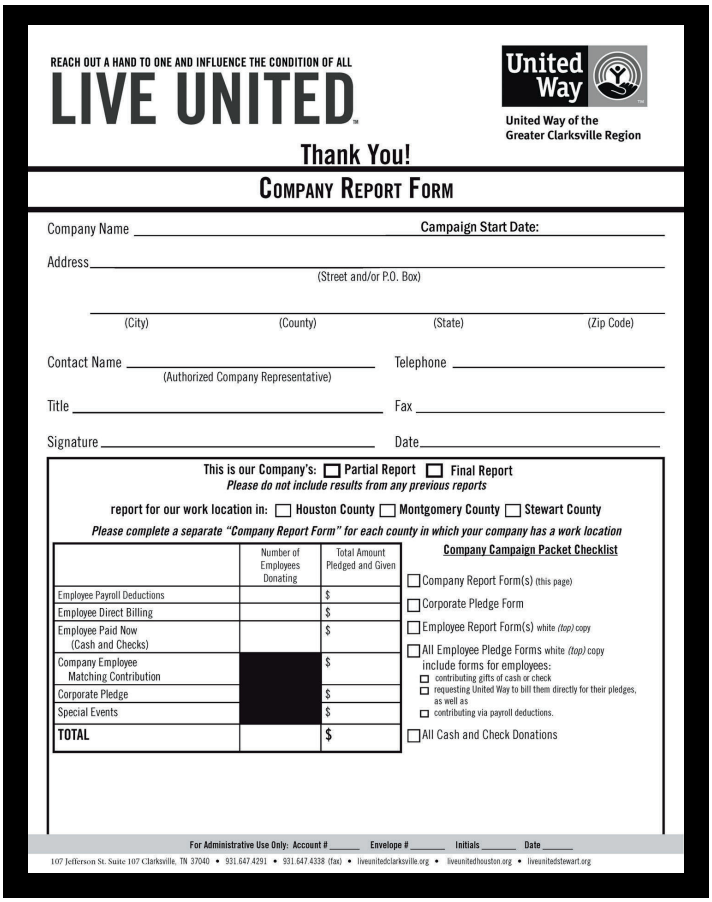
Please note: The deadline to return all campaign funds is April 30.

STEP 4: GIVE THANKS & REPORT RESULTS - Report Forms

The following information will help with completing the Company & Employee Report forms after your campaign. Extra report forms can be found on our website at liveunitedclarksville.org under the Campaign Central tab - just download and print. You can also call us to drop off more to you!

Company Report Form

- Top portion:
  - gives your company name, campaign start date, company address, and contact information for an authorized company representative.
- Bottom portion:
  - Lets us know if the form is for a partial campaign (turning in funds early, but you're not finished yet), or if it is your final report.
  - Checkmark your company's location - For example, if your company's location is Stewart County, we will keep donations earmarked for that county.
  - Complete the donation totals portion - this tells us how much money came from which area.
  - Check off the Company Campaign Packet Checklist to keep track of what parts you have completed.



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United Way of the Greater Clarksville Region

Thank You!

COMPANY REPORT FORM

Company Name _____ Campaign Start Date: _____

Address _____ (Street and/or P.O. Box)

_____ (City) (County) (State) (Zip Code)

Contact Name _____ (Authorized Company Representative) Telephone _____

Title _____ Fax _____

Signature _____ Date _____

This is our Company's: ☐ Partial Report ☐ Final Report

Please do not include results from any previous reports

report for our work location in: ☐ Houston County ☐ Montgomery County ☐ Stewart County

Please complete a separate "Company Report Form" for each county in which your company has a work location

	Number of Employees Donating	Total Amount Pledged and Given
Employee Payroll Deductions		$
Employee Direct Billing		$
Employee Paid Now (Cash and Checks)		$
Company Employee Matching Contribution		$
Corporate Pledge		$
Special Events		$
TOTAL		$

Company Campaign Packet Checklist

- ☐ Company Report Form(s) (this page)
- ☐ Corporate Pledge Form
- ☐ Employee Report Form(s) white *(top)* copy
- ☐ All Employee Pledge Forms white *(top)* copy include forms for employees:
  - ☐ contributing gifts of cash or check
  - ☐ requesting United Way to bill them directly for their pledges, as well as
  - ☐ contributing via payroll deductions.
- ☐ All Cash and Check Donations

For Administrative Use Only: Account # _____ Envelope # _____ Initials _____ Date _____

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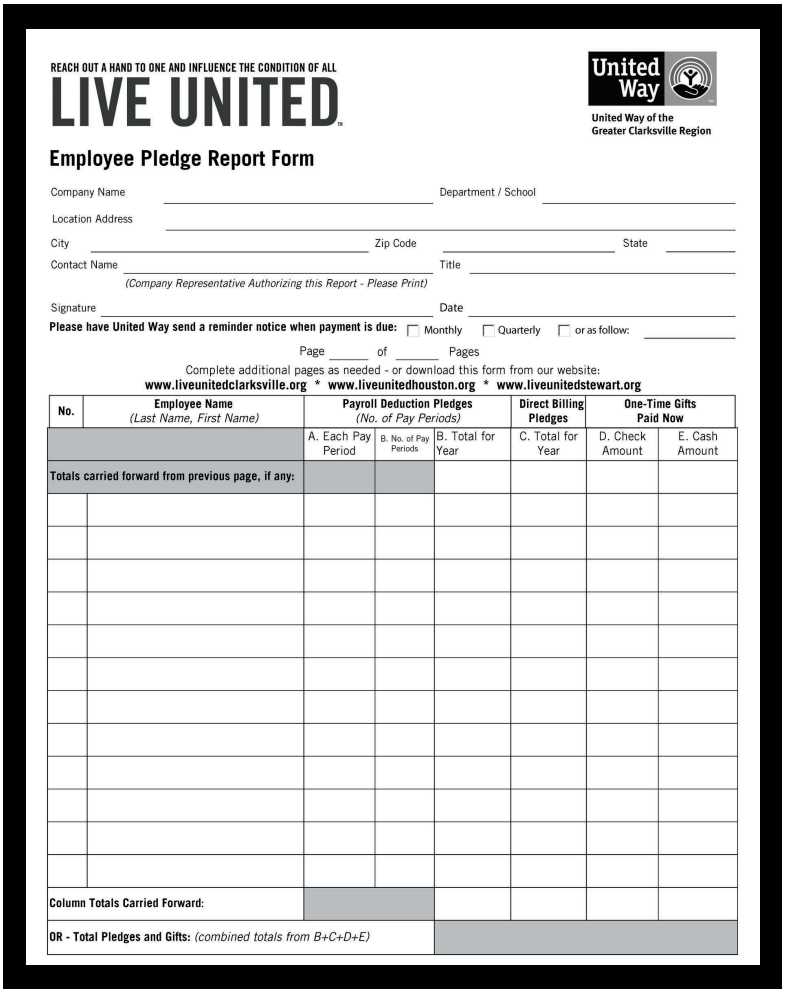
PLEDGE FORMS CONTINUED...

Employee Pledge Report Form

- Top portion:
  - gives your company name, department the report form is for, company address, and contact information for an authorized company representative.
  - Checkmark how often your company would like a reminder notice for payment.
  - If you are completing more than one report, mark the page out of the total pages.
- Bottom portion:
  - List names of donors and complete whether they opted for Payroll Deduction, Direct Billing, or One-Time Gifts Paid Now.
    - If it's Payroll Deduction, complete how much each pay period, the number of pay periods and the total for the year under the appropriate columns.
    - If it's Direct Billing, complete the total for the year in that column.
    - If it's a one-time gift, complete how much in either the cash or check column.
  - Lastly, complete the bottom row with Column Totals Carried Forward.



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Employee Pledge Report Form

Company Name _____ Department / School _____

Location Address _____

City _____ Zip Code _____ State _____

Contact Name _____ Title _____

(Company Representative Authorizing this Report - Please Print)

Signature _____ Date _____

Please have United Way send a reminder notice when payment is due: ☐ Monthly ☐ Quarterly ☐ or as follow: _____

Page _____ of _____ Pages

Complete additional pages as needed - or download this form from our website:

www.liveunitedclarksville.org * www.liveunitedhouston.org * www.liveunitedstewart.org

No.	Employee Name *(Last Name, First Name)*	Payroll Deduction Pledges *(No. of Pay Periods)*			Direct Billing Pledges	One-Time Gifts Paid Now	
		A. Each Pay Period	B. No. of Pay Periods	B. Total for Year	C. Total for Year	D. Check Amount	E. Cash Amount
	Totals carried forward from previous page, if any:						
	Column Totals Carried Forward:						
	OR - Total Pledges and Gifts: *(combined totals from B+C+D+E)*						

FAQ

UWGCR wants the role of Campaign Coordinator to be easy and fun for you to manage. If you have questions or need guidance on any part of your campaign, please reach out anytime.

How long should our campaign run?
The average campaign runs for two to four weeks. Longer campaigns take up additional time and resources. Two to four weeks is the perfect amount of time to kick off your campaign, get the message out effectively and make your ask without overburdening staff. An exception to this could be if you are at an exceptionally large company with many different work sites.

When should our campaign take place?
Most campaigns take place between mid-September and mid-November, but they can happen any time best suited for your company.

How can employees give?
Using a United Way pledge form, employees can give via payroll deduction, cash or check. You can also give by credit card through United Way's website at www.liveunitedc larksville.org. Speak with UW staff for more information on all giving options.

When does payroll deduction start?
Since United Way does not set your payroll schedule, it is a company decision and can be run on a period best suited to your workplace.

I am limited on time to devote to a campaign. How can I work it into my busy schedule?
Recruiting a committee to which you can delegate tasks, is the best way to utilize your time and ease any burden. Early planning as a team is essential. Also, be sure to reach out to your UW staff or our Campaign Cabinet anytime extra help is needed.

Are donations tax deductible?
Yes. Just keep the pink copy of your pledge form for your records. If you lose your copy, call our Finance Coordinator so we can provide you with documentation.

What is Leadership Giving?
Leadership donors invest in the community philanthropically. As a leadership donor, you are leading by example in showing your support of a brighter future. Membership to one of the leadership societies is based on the donor's level of giving.

- **Leadership levels:**
  - **Alexis de Tocqueville Society:** members contributing $10,000 or more
  - **Cumberland Society (est. 1986):** members contributing $1000 to $9,999
  - **Red River Society:** members contributing $500 to $999

GET EVERYONE ON BOARD

We have plenty of ideas on how to energize your team and company to give to UWGCR!

Promotion Ideas - To Raise Campaign & UWGCR Awareness

- Company-wide campaign rallies/events
- Employee engagement service projects (See pg. 18)
- Internal, energetic email from your CEO/leadership
- Friendly competition/challenges from your CEO/leadership
- Ongoing email messages from our campaign chair
- Posters and fliers
- United Way brochures and success stories
- UWGCR campaign video (found on www.liveunitedclarksville.org under Campaign Central)
- Company newsletter
- Promote your partnership on company advertising - print, digital, social media, etc.
- Showcase your company's support on external signage or marquee
- Sharing pictures and messages of your support on social media and tagging UWGCR
- Highlight a UWGCR partner agency each month or quarter
- Sponsor an event that features your partnership with UWGCR such as a golf tournament, health fair, etc.

Incentive Ideas - To Encourage Giving

- Employer match
- Extra vacation day
- Sleep-in or leave early pass
- Movie or sporting events tickets
- Breakfast for department with best results or full participation
- Restaurant or grocery store gift certificates
- Gas card
- Days off
- Power lunch - lunch with the boss/boss pays for lunch
- Give away donated items from your company's vendors
- Casual day

Event Ideas - To Raise Extra Dollars

- Yard/Garage Sale - everyone donates gently used items to sell
- Dunking Booth - Pay for 3 chances to dunk the boss or other favorite company targets
- Bake Sale - Hold a "Bake Off" and give prizes (hold your bake sale on a pay day!)
- Chili Cookoff - Charge an entry fee and/or sell samplings to hungry co-workers
- Quiz Game or Karaoke Contest - Coworkers pay entry fee to participate
- Hot Dog Stand - Get hot dogs donated and sell with a beverage and chips
- Reserved Parking - Auction the best parking spot for a week or a month
- Carnival Day - Booths can be assembled for all kinds of fundraising activities such as dunking booth, children's games, face painting, pony rides, food and drinks

EMPLOYEE ENGAGEMENT SERVICE PROJECTS

Why ENGAGE?

UWGCR wants to connect workplaces with service projects for their employees to participate in during their annual UW Campaign. The customized projects will empower employees to serve the community while volunteering with their coworkers. ENGAGE is the perfect team-building project that not only boosts employee engagement, but gives opportunity for your workplace to give back in an interactive way. Studies show, volunteering enhances teamwork skills, increases productivity, develops leadership skills, and provides a fun, fulfilling sense of purpose.

$aving $ense

Build savings banks for elementary students. A small group of employees will deliver the savings banks to the school and teach the students about the importance of financial literacy and saving at an early age.

Lunch in a Sack

Make PB&J sandwiches and create sack lunches for the homeless or seniors in the local area. A group of employees will deliver the sack lunches to a homeless shelter or food service agency to feed the individuals or families.

Read with Me!

Create puppets for an elementary classroom to use when reading. A small group of employees will pass out the puppets to the students and read the book to the class.

Customized Projects

UW will customize a service project specific to your workplace. Depending upon your business's interests and/or CSR plan, we will plan a project your employees will love.

Take a Tour

Take a group of employees on a tour of one of the UW partner agencies. This is a great way to see the daily operations of our partners and how they are making an impact on our community.

Employee Fun

Engage your employees through friendly competitions or experiences. Past workplace examples include golf and basketball tournaments, field day competitions, costume day, etc.

GET INVOLVED

More ways to get involved with UWGCR!

United Way Programs

Read United
Read United is a 6-week program that allows volunteers and students to read together via a video conferencing application. For 30 minutes once a week, individuals connect with a student from CMCSS. You don't even have to leave your office!

Lead United
Lead United is a student leadership council focusing on community needs in the Clarksville area. Student service ambassadors address these needs by implementing service projects in our community. Students are selected from among applications received from all high schools in Montgomery County. Our workplace partners have the opportunity to host a Lead United monthly meeting! For more information, contact our Community Engagement Coordinator.

Community Partnerships
United Way partners with many organizations on community-wide initiatives that contribute to the quality of life for residents in the Greater Clarksville Region. Partners include: City of Clarksville; Clarksville-Montgomery County School System; and Montgomery County Government.

Volunteer Opportunities

Day of Action
Every year in June, United Way hosts a community-wide volunteer event. In the past, volunteers packed 10,000 bags of school supplies, created the Born Learning Trail at Liberty Park, and served various organizations throughout the Greater Clarksville Region.

Volunteer United
Volunteer United is United Way's online volunteer platform that connects individuals with opportunities for them to serve the community. The site hosts over 50 nonprofit organizations that offer a variety of different volunteer experiences. Get connected today at uwgcr.galaxydigital.com!

SAVE THE DATES

Be sure to mark your calendar for these upcoming dates and keep an eye on your inbox!

Budget and Allocations: April - May

United Way's annual budget and allocations will be held April - May.
Community leaders are needed to serve on the Budget and Allocations Committee.

End of Campaign: End of April

All campaigns must be turned in by the last day of April.

Annual Meeting & Campaign Celebration: TBD (end of campaign year)

Celebrate the year with us at United Way's Annual Meeting & Campaign Celebration as we reflect on the year, recognize leadership donors, outstanding workplaces, agencies and volunteers.

Day of Action: TBD

Join us again this coming year as we work to make an impact on our community (event(s) to be determined).

Other Fundraisers: TBD

Keep an eye out on our newsletter in your inbox when we announce any fundraisers throughout the year!

UW PARTNERS MAKE A POWERFUL IMPACT

RESOURCES

Community Engagement Coordinator
Contact the UWGCR Community Engagement Coordinator to ask questions or to get any information needed to help you run a successful campaign. They can also get you connected with an employee engagement service project. They are here to help you energize, engage and inspire employees throughout your campaign and offer custom-tailored volunteer projects for your workplace.

Marketing Coordinator | Social Media
In need of our logo, a custom campaign graphic, pictures, or success stories? Contact the UWGCR Marketing Coordinator for all your communication needs. Be sure to follow UWGCR on social media - and encourage employees to do so as well. You'll find us on Facebook Twitter, and Instagram. We want to see your photos, too! Fell free to always use #LiveUnited in your posts, and please tag @uwclarksville so we can share your stories!

Finance Coordinator
If you have financial questions, need help with pledge forms, or have questions about tax deductions, etc., you can contact the UWGCR Finance Coordinator.

CEO | Campaign Cabinet
Any additional questions or concerns you have about your campaign, donations, pledge forms, and events and activities, can be directed to our CEO and/or Campaign Cabinet.

Website
Visit **www.liveunitedclarksville.org** to learn about our work and partners. You can also download campaign materials, posters, videos, and other helpful campaign tools and find the link to order UWGCR gear/t-shirts under the Campaign Central tab.

UNITED WAY BOARD MEMBERS & STAFF

EXECUTIVE BOARD

President - Jeff Harris
Vice President - O'Neal Wiggins
Secretary - Brandi King
Treasurer - Sam Jones
Campaign Chair - Janet Wilson
Member - Ashley Mynatt
Member - Michelle Newell
Member - Patrick Wilkinson

FULL BOARD

Ben Browder
Jen Brower
Yolanda Davis
Melinda Earl-Conwell
Megan Gaskins
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Stefanie Miller
Lorneth Peters
Danielle Stack
Deidre Ward
Liane Wilson
Gail Young

STAFF

CEO - Valerie Guzman
Finance Coordinator - Stephanie Knight
Marketing Coordinator - Brandi Ficklin
Grant Coordinator - Leah Smith
Street Navigator - Bridget Childs

For the love of community, we LIVE UNITED.

United Way of the
Greater Clarksville Region

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