

LAUGH *together*

LAUGH *out loud*

LISTEN *to each other*

LISTEN *from the heart*

LOVE *your neighbor*

LOVE *your community*

LEARN *from others*

LEARN *from mistakes*

LIVE *generously*

LIVE UNITED



Welcome to the United Way team!

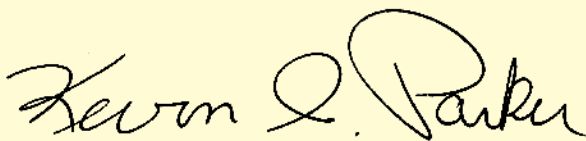
EVERY DAY people just like you are impacting the lives of those in need. The strength of our community is in our people; our willingness to reach out and connect with each other. This year's campaign celebrates the commitment of our community to make a difference in the lives of others.

As a campaign volunteer, you will be advocating on behalf of United Way to the community and your coworkers by asking them to give generously to this year's campaign. Believe it or not, one of the main reasons that people don't give to United Way is they have never been asked.

Asking for support can be difficult, but it is vitally important. Even with the many positive signs of recovery in our community, the needs are still great. By lending your voice to remind others that everyone in our community plays an important role in creating lasting change, you are ensuring that there is hope for a better tomorrow.

On behalf of the tens of thousands of our neighbors who will be impacted by your commitment to Midland County, I offer my sincere gratitude.

**LIVE generously. LIVE with purpose.
LIVE UNITED.**



Kevin Parker
2011 United Way Campaign Chair
General Manager and Managing Partner
Garber Chevrolet

The
2011
goal
is \$5
million



OUR MISSION: *To improve lives by mobilizing*

United Way of Midland County is working to advance the common good. We focus our efforts on the building blocks for a good life.

EDUCATION

Strengthening families, children, and individuals to reach their full potential

SELF-SUFFICIENCY

Empowering people to live independently and achieve financial stability

HEALTH

Improving and promoting health and healing

OUR GOAL is to create long-lasting change that prevents problems from happening in the first place.

United Way of Midland County invites our community to be a part of this change. Working together, UNITED, we inspire hope and create opportunities for a better tomorrow.

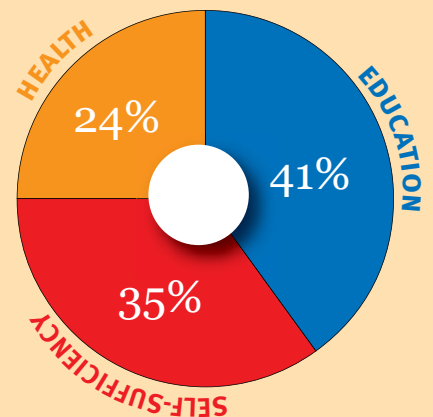
KEY TALKING POINTS

- United Way has been bringing people together in our community for over 90 years.
- We serve as an umbrella organization for our community to meet all of the health and human service needs.
- We partner with 27 agencies to offer targeted programs and services to those in need.
- The money raised in Midland County stays here to help our friends and neighbors.
- Supporting United Way is similar to investing in a mutual fund. We conduct research and invest your money where it will have the greatest impact.
- A group of over 100 community volunteers are responsible for making recommendations as to where your donations will have the greatest impact.
- Real change is not just about giving financially, it is also about sharing our time and talents as well as lending our voice for change.
- United Way of Midland County's administrative costs are 9%, significantly below the national average.

OUR AGENCY PARTNERS

Affordable Housing Alliance
American Red Cross
The Arc of Midland
Arnold Center
Big Brothers Big Sisters in the Heart of Michigan
Boy Scouts Lake Huron Council
Camp Fire USA
Camp Neyati
Cancer Services
Catholic Family Service
Disability Network of Mid-Michigan
Family and Children's Services
Girl Scouts Heart of Michigan
Hidden Harvest
Midland Area Homes
Midland Community Center
MidMichigan Home Care
North Midland Family Center
Railway Family Center
Safe & Sound Child Advocacy Center
The Salvation Army
Senior Services
Shelterhouse
Success by 6
Ten-Sixteen Recovery Network
2-1-1 Northeast Michigan
West Midland Family Center

COMMUNITY ALLOCATIONS



the caring power of our community.

CAMPAIGN PLANNING CHECKLIST

What is my responsibility?

You will develop a United Way campaign plan tailored to your organization.

Here is a step-by-step checklist that will help!

BEFORE THE CAMPAIGN

- Meet with your United Way partner to review last year's campaign. Determine which elements worked and what you would like to do differently.
- Decide how you will use the 2011 campaign materials.
- Determine your campaign goal, a participation goal, and the tools you'll use to track each.
- Determine a time frame for your campaign. A two week campaign works best for most organizations.
- Encourage your organization to make a corporate donation in addition to the employee campaign.
- Utilize the United Way Speakers Bureau "Request a Speaker" tool online to secure an Agency Speaker at your company kick-off.
- Schedule a United Way staff member, agency representative, or employee who can share a personal experience about United Way or one of its partner agencies.
- Visit our website at www.unitedwaymidland.org for a host of ready-to-use communication tools. Click on "Campaign," choose the "Campaign Toolbox."
- Send an invitation to all of your company's employees at least one week prior to your kick-off event.

DURING THE CAMPAIGN

- Conduct your kick-off. We recommend a 20-minute meeting.
- Be creative and fun with your kick-off. Challenges, group rewards, and drawings can be fun and motivational. Consider using the "Who Wants to be a Millionaire" or "Jeopardy" games that are provided by United Way.
- Include United Way impact statements, snippets and stories in your company's newsletter and other corporate communication.
- Display a campaign thermometer as a visual reminder to your employees of their progress.
- Schedule a second meeting for those who have not yet turned in their pledge or were absent from the kick-off. Consider using a meeting that is recurring or already scheduled.

AFTER THE CAMPAIGN

- Promptly complete and return the final report envelope to United Way.
- Announce your campaign results to your entire organization.
- Evaluate your company's campaign strengths and weaknesses and note any recommendations for next year's campaign coordinator.
- Thank all of your volunteers and contributors.

*Sending a **THANK YOU NOTE** may be the most important thing you do*

The 20-Minute Meeting

2 MINUTES

Campaign coordinator or company representative

Welcome employees and explain the purpose of the United Way campaign and how your organization is supporting the campaign.

2 MINUTES

Company CEO, executive and/or labor leader

Provide statement(s) of support. This establishes a corporate and labor commitment to United Way and encourages company-wide participation.

3 MINUTES

Campaign Coordinator or United Way representative

Provides an overview of United Way and the impact of its programs. This educates the audience about of the needs in our community, and offers them the opportunity to help meet those needs.

5 MINUTES

Employee testimonial or agency speaker

Illustrates how employee contributions are making a real and very visible difference in our community.

3 MINUTES

Campaign Video

Raises the audience's awareness and encourages them to actively support their community by supporting the United Way campaign.

5 MINUTES

Campaign Coordinator

Ask employees to complete the pledge cards, describe incentives (if applicable), explain Leadership Giving program and answer any questions. Collect pledge cards, thank everyone, and then adjourn meeting.

www.liveunitedmidland.org

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

HAVE Fun!

There are an unlimited number of fun ways to engage your employees in the campaign. From online auctions and themed lunches to contests and dunk tanks, fun and creativity are the key. For a list of additional ideas, visit our website.



TIMELINE

AUGUST 10

Pacesetter Kick-off
Breakfast and Training
8:00 a.m. – 10:00 a.m.
Strosacker Building, Room 110

SEPTEMBER 15

Campaign Kick-off and Pacesetter Report featuring Judson Laippy's "Evolution of Dance"
6:30 p.m. – 8:00 p.m.
Midland Center for the Arts

DATE _____

Your Organization's Kick-off

SEPT 17—NOV 21

Fall Seasons of Caring, Rake a Difference and Fall Day of Caring combined into one!
Call 631-3670 for project info or to volunteer.

NOVEMBER 4

Deadline for turning in Report Envelopes to United Way.

NOVEMBER 16

Final Campaign Report at Chamber Connections event
Details TBA

to create long-term relationships with your organization's donors.

CAMPAIGN GIVING GUIDELINES

HOW MUCH SHOULD I GIVE

United Ways around the country have developed a suggested guide for generous pledging. The “Time to Care” guidelines ask donors to consider pledging the equivalent of 60 or 100 minutes of pay per month.

Sixty minutes is calculated as .6% of gross monthly earnings, and 100 minutes is 1.0%

ANNUAL SALARY	60 MIN./MONTH	DONATION/YR.	100 MIN./MONTH	DONATION/YR.
\$10,000	\$5	\$60	\$8	\$100
\$20,000	\$10	\$120	\$17	\$200
\$30,000	\$15	\$180	\$25	\$300
\$40,000	\$20	\$240	\$33	\$400
\$50,000	\$25	\$300	\$42	\$500
\$60,000	\$30	\$360	\$50	\$600
\$70,000	\$35	\$420	\$58	\$700
\$80,000	\$40	\$480	\$67	\$800
\$90,000	\$45	\$540	\$75	\$900
\$100,000	\$50	\$600	\$83	\$1,000

CHALLENGE GRANTS

The Herbert H. and Grace A. Dow Foundation has generously renewed its challenge grant for 2011. There are four ways that donors can maximize this match for United Way of Midland County.

- First-time Leadership Circle donors (individuals or couples) who donate at least \$1,000 qualify for a \$500 match.
- Current Leadership contributors who increase their gift by \$500 or more will also qualify for a \$500 match.
- First-time Tocqueville Society donors or members who increase their gift by \$5,000 or more, will qualify for a matching grant of \$5,000.

LEADERSHIP CIRCLE

Leadership Circle recognizes our generous donors who contribute \$1,000 or more annually to the United Way of Midland County.

BRONZE CIRCLE: \$1,000 - \$2,499

SILVER CIRCLE: \$2,500 - \$4,999

GOLD CIRCLE: \$5,000 - \$9,999

TOCQUEVILLE: \$10,000 and above

Young Leaders United recognizes generous donors under age 40 who support community change by donating \$500 or more.

A family dinner at a restaurant can cost \$50. **\$50 will buy new shoes,**

TOOLKIT

Effective communication is essential to your campaign success.

CAMPAIGN VIDEO

Show this locally-produced DVD at employee meetings. It is a great tool to educate groups and inspire people to take action.

CAMPAIGN POSTERS

These posters share touching stories of how people just like you are making a difference in the lives of neighbors.

TRADING CARDS

A fun and exciting way to spread the Live United message. Distribute and collect all 18 cards during campaign.

SNIPPETS/IMPACTS

These statements help illustrate how donations are impacting our community. See website for examples.

SPEAKERS BUREAU

A group of knowledgeable and committed speakers are available for any gathering. Request a speaker online at www.unitedwaymidland.org.

FUN GAMES

Use "Who Wants to be a Millionaire" and "Jeopardy" as fun and educational ways to inspire groups.

LIVE UNITED STORIES

These compelling and touching stories illustrate how people just like you are changing lives.

OUR WEBSITE

All materials are available to download from our website:

www.liveunitedmidland.org



TOOLS YOU CAN USE!

• CREATE YOUR OWN UNITED WAY TRADING CARD

Share employees' LIVE UNITED stories with us and we may feature them on their very own TRADING CARD! Each week, stories will be shared on United Way's Facebook page and in the Midland Daily News. Collect them all, solve the riddle to win a prize!

• JEAN DAY FOR UNITED WAY

Incentivize employees to participate in this year's campaign with the new "Jean Day for United Way" stickers. It is a great way to earn a casual day. Contact United Way for additional quantities.

• PAPER T-SHIRT CAMPAIGN

Whether they sign their name for donating, or sell them to the public for a dollar, these are a very visible symbol of support for the community.

• CHANGE FOR CHANGE

Consider declaring a "Penny War" or create some healthy competition by collecting Change for Change. We have containers, posters and instructions to make your campaign a success.

• DINE TO DONATE

Encourage your employees to frequent local restaurants on specific days throughout campaign. They'll enjoy a great meal and the restaurant will donate a portion of the proceeds to United Way.

socks and a backpack for a young child starting school.

UNITED WAY BOARD OF DIRECTORS

Darrell Zavitz (*President*)..... The Dow Chemical Company
Scott Szalony (*Vice President*) Deloitte
John Kessler (*Secretary*) Chemical Bank
Sid Allen (*Treasurer*) Midland Area Chamber of Commerce
Dr. William Bateman Northwood University
Lynn Bruchhof MidMichigan Health
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Tad Eastman..... The Handlon and Eastman Law Firm
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Patti Kepler Community Volunteer
Dr. Robert Klomprens..... Orthodontist
Scott Lawson..... The Dow Chemical Company
Tim Lemke..... Hantz Financial
Dr. Linda Lipsitt Midland Public Schools
Wally Mayton Memorial Presbyterian Church
Marc McCann Dow Chemical/USW Local 12075
Tori Meyer Midland County
Jack Telfer..... Midland Daily News
Selina Tisdale..... City of Midland
Nancy Vallentine..... Community Member
Clark Volz Community Volunteer
James Wright..... RE/MAX of Midland

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Randy Tarzwell..... Commercial
Paul White..... Commercial
Anne Herron Communications
Joe Pastuzyn..... The Dow Chemical Company
Sheila Van Geffen The Dow Chemical Company
Brad Reitz Dow Corning Corporation
Jim Smith Dow Corning Corporation
Karl leuter F.I.R.E.
Clint Struthers F.I.R.E.
Kevin Gay Industrial
Kurt Hofer Industrial
Kent Holsing..... Labor Council
Jason Cryderman Loaned Executives
Beau Hultquist..... MidMichigan Health
Jill Roby-Snyder MidMichigan Health
Jenny Anderson Midland Retail and Service
Selina Tisdale..... Midland Retail and Service
Scott Withrow Pacesetters
Dr. Lisa Davis..... Professional
Todd Gambrell Professional
Scott Holzinger..... Public Service
Larry Lindsey..... Public Service
Dan Wamhoff..... Special Gifts
Jan Lampman UW Agencies
Janine Ouderkirk..... UW Agencies

UNITED WAY STAFF

ANN FILLMORE
Executive Director

ERICA ANDREWS
Finance Director

DENISE BLASY
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BRIAN BONOTTO
Community Impact Director

HEATHER BRUBAKER
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KALI GROVE
Corporate Volunteer Manager

CATHLEEN LOUISIGNAU
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DEANNA MEISSNER
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BRIDGET SADENWATER
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KIM SCHULTZ
Community Impact Associate

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Building Manager



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*Working together, UNITED, we are making a difference
for our friends and neighbors in need.*