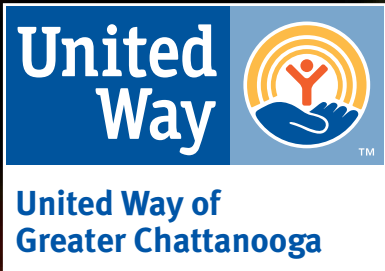


OPEN YOUR  
**HEART.**  
LEND YOUR  
**MUSCLE.**  
BE A WORKPLACE  
**ADVOCATE!**



LIVE U

Dear Fellow Volunteers:

We are asking you to Live United in 2011 by leading your company's annual United Way campaign! Thank you for taking on this important task. I know it isn't easy – it's a lot of hard work – but I think you'll find it will be one of the most rewarding things you'll ever do. You'll also learn a great deal about some of the incredible work that is happening in our community – and once you do, you'll find that you're compelled to share it with others.

I feel it's a great time to be chairman of the United Way annual campaign! I'm always excited to have a great story to tell. There are no better stories to tell than the ones about United Way's work to help children become ready for success in school and life; stories about helping individuals find stable employment and learn to support themselves and their families; and stories about helping senior residents or neighbors with disabilities stay in their homes and lead fulfilling lives.

You're now volunteering for an organization that maintains a strong focus on long-term goals for change. United Way's ultimate goal is to prevent problems from happening in the first place, but the only way we can accomplish that is for you and your employees to become mobilizing forces for social change too.

Thank you again for accepting our invitation to help advance the common good. We're asking you to encourage your company to give, but we also want to provide you with opportunities to advocate and volunteer for vital causes too. Because only when everyone answers the call to GIVE, ADVOCATE and VOLUNTEER can we make things better. That's what it means to LIVE UNITED.

Thank you for leading the way to LIVE UNITED in 2011. It's going to be an exciting time and I'm looking forward to our work together.

Sincerely,

**Tom Glenn**  
CEO, ACE Hardware  
2011 United Way Campaign Chair



**TOM GLENN LIVES UNITED**  
by lending a helpful hand at ACE Hardware's United Way Day of Caring project

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# United Way celebrates ECMs!

## Welcome to your role as a United Way Employee Campaign Manager (ECM)!

Your role as ECM is critical! Without you, we simply could not reach the individuals you work with and unite those that want to impact their community. **You are the workplace advocate for United Way!** We know that as an ECM taking on the responsibility of your company's fundraising campaign is a lot of work. WE are here to support you with everything you may need to help make your company's campaign a success!

## As an ECM, your responsibilities include:

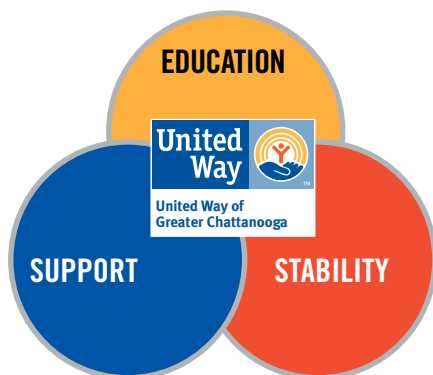
- Attend Employee Campaign Manager training.
- Work closely with your Loaned Executive and United Way staff member to develop an effective campaign plan.
- Recruit a committee of co-workers to assist in the campaign.
- Coordinate the distribution and collection of campaign materials.
- Coordinate kickoff and recognition events.
- Promote the campaign throughout your company.
- Schedule a separate Leadership Giving meeting (\$1,000 and higher).
- Encourage volunteerism among your co-workers.
- Invite everyone to give.
- Thank your donors and volunteers for their generosity.
- Publicize your campaign results throughout the entire organization.
- Complete your campaign by giving a final report to United Way by October 31.
- Evaluate your campaign and make recommendations for next year.



### CAROL O'NEAL DOESN'T JUST WEAR THE SHIRT. SHE LIVES IT!

Carol doesn't get much time outside of work, so she LIVES UNITED by giving her money as well as her time as a United Way Employee Campaign Manager. See her story at [LiveUnitedChattanooga.org](http://LiveUnitedChattanooga.org).

# ABOUT UNITED WAY OF GREATER CHATTANOOGA



## Focus Areas and Results

What does United Way do? We advance the common good.

We all are better off when children are successful in school, when families are stable and when people get the help they need. By supporting programs that impact education and economic stability, while supporting our most vulnerable, United Way is preventing problems and changing social conditions to create a stronger and healthier community for everyone.

Working together, we inspire hope and create opportunities for a better life for all. That's what it means to [LIVE UNITED](#).

### EDUCATION: INVESTING IN CHILDREN & YOUTH

Children who have the skills to succeed in school are more likely to graduate high school, get good jobs, and contribute to our local economy.

#### Some results:

- More than 18,000 children receive a free book in the mail each month
- United Way and our partners provided nearly 4,700 hours of free parent education
- More than 400 youth involved in United Way after school programs have improved attendance in school and are achieving proficient grades in reading, spelling, math and language arts
- More than 6,000 girls and 7,000 boys were provided opportunities to develop leadership skills and self-confidence through Scouting

### STABILITY: BUILDING STABLE LIVES

Thriving families that can support themselves means less strain on community services and more people contributing to our local economy.

#### Some results:

- More than 150 people have been helped in United Way's Building Stable Lives East Lake Program in 2010
  - Housing: 72% of families gained and remain in stable housing; 59% for 12 months; Only 15% needed assistance with rent payments during the last 18 months
  - Employment: 56% of families are employed; 70% of these families have been employed for 6 months or more
- The number of repeat callers to 2-1-1 from East Lake zip code has decreased
- The Chattanooga Furniture Bank served almost 300 families

### SUPPORT: SUPPORTING THE MOST VULNERABLE

People with special needs, the chronically ill and the elderly may always need some kind of ongoing support. Strong communities never abandon those in need.

#### Some results:

- In 2010 2-1-1 answered more than 40,000 calls, of which more than 60% of the identified needs were for food and utility assistance
- More than 500 children born with defects had their financial and medical needs addressed
- More than 500 frail seniors and persons with disabilities were able to remain in their homes and avoid institutionalization.

United Way of  
Greater Chattanooga



### Our Mission:

To Unite People and Resources in Building a Stronger and Healthier Community

### Founded:

September 11, 1922

### Facts and Figures:

- United Way's service area covers 16 counties in Southeast Tennessee, North Georgia, and Northeast Alabama
- United Way raised more than \$11.9 million in 2010 for 2011 program funding

### United Way's

#### 100% Promise:

100% of your contributions impact your community.

Thanks to our endowment fund, 100% of your contribution goes to support vital human services that impact your community. United Ways without endowment funds usually allocate 10 to 15% of community campaign funds to cover administrative and fundraising expenses.

# LIVE UNITED™

# ABOUT UNITED WAY OF GREATER CHATTANOOGA

**READY BY 21:** United Way is partnering with numerous organizations, as well as government and businesses to examine how our community is supporting our children and youth on the road to adulthood. Last year, United Way convened the Ready By 21 initiative in Chattanooga which explores ways all community stakeholders in the lives of children can create an asset-rich environment to nurture children and youth toward high-school graduation and ultimately to become successful, productive citizens. [LiveUnitedChattanooga.org/ReadyBy21](http://LiveUnitedChattanooga.org/ReadyBy21)

**PROJECT READY FOR SCHOOL:** Project Ready for School works to ensure that every child enters kindergarten with the skills needed to be successful. Parents are given access to free tools to help them stimulate their child's cognitive, language, motor, and social development:

- A free book every month for every child from birth to age five in Hamilton, Marion, Catoosa, Dade and Walker counties;
- Parent education sessions;
- Child learning check-ups to test for developmental delays, a parent training DVD, "Building Minds, Building Futures."

**BUILDING STABLE LIVES IN EAST LAKE:** We believe that people are willing and able to help themselves when given the chance to do so. United Way works with other community partners to help people and families build stable lives so that they do not have to continually rely on community services or their neighbors for help. Thanks to your support, United Way launched a pilot project this year where community services in East Lake work together to help families get over the barriers to economic independence and become self-sufficient.

**UNITED WAY'S VOLUNTEER CENTER:** The Volunteer Center promotes volunteerism throughout the community by helping organizations recruit volunteers, connecting individuals and groups to volunteer projects that fit their interests and publicly recognizing volunteer impact in our community. If you're interested in community volunteer opportunities for yourself or your company, contact 423-752-0300 or visit the volunteer section of our website: [LiveUnitedChattanooga.org/volunteer](http://LiveUnitedChattanooga.org/volunteer)

**UNITED WAY'S 2-1-1:** 2-1-1 is an easy-to-remember phone number that connects people with important (or needed) community services and volunteer opportunities. United Way's 2-1-1 connects callers looking for help, or those who want to help, with available human services and community resources for everyday needs and in times of crisis. Last year, 2-1-1 answered more than 40,000 calls for help.



## KEITH LANDECKER DOESN'T JUST WEAR THE SHIRT. HE LIVES IT!

Keith is a giver who started a youth baseball league to help keep kids on track toward success in school and life. See his story at [LiveUnitedChattanooga.org](http://LiveUnitedChattanooga.org).

# UNITED WAY FAQ

**How does United Way work?** United Way brings people and resources together to focus on education, stability and supporting the most vulnerable. We all win when a child succeeds in school, when a neighborhood turns around, when families have good health and workers have solid jobs, when people get the help they need. Your contributions stay in your community to focus on problems that affect us all.

**How is United Way different?** United Way focuses on advancing the common good by getting at the root causes of social problems in our community. By focusing on the root causes, we believe we can prevent many problems from ever happening in the first place. That way, everyone benefits. By supporting education, stability, and supporting the most vulnerable – the building blocks for a good life – we’re creating a better community for everyone.

**Why should I give to United Way?** Because we are focused on advancing the common good by educating children to be ready for school, promoting economic stability so people can provide for themselves and their families, and by caring for the most vulnerable in our community. By giving, you help create lasting changes in social conditions and prevent problems, creating a stronger and healthier community for everyone.

**Is part of my contribution used to cover the costs of doing business?** NO! United Way’s overhead costs are fully covered by an Endowment Fund. That means 100% of your United Way donation goes back into the community! Visit [www.LiveUnitedChattanooga.org](http://www.LiveUnitedChattanooga.org) to get all the facts. Besides community benefits, United Way also offers you the best value in giving!

**Why should I give to United Way in addition to other charities?** Everyone should give to charities that mean most to them, but when you give to United Way you are helping improve community conditions for everyone. We invest 100% of your contribution in more than 70 programs that are UNITED to educate children to be ready for school, to promote economic stability so people can provide for themselves and their families, and provide for the most vulnerable in our community.

**Why not give directly to an agency?** United Way bases our allocations on a rigorous process that demands accountability from partners. We put our resources and volunteer expertise to work with our partner agencies to create lasting change in our community. UNITING to work with our community partners is the best way to advance the common good.

**Who benefits from my donation?** Everyone! Besides the thousands that use United Way programs, the entire community benefits through the work of United Way. Everyone wins when a child succeeds in school, when families are stable and healthy, and when people get the help they need. Those are signs of a healthy, thriving community and that’s good for all of us!

**How can my gift make a difference?** Your United Way investment is combined with the investments of thousands of others to create lasting changes in our community. Working together, we can accomplish much more for our community. That’s a great way to LIVE UNITED!

**Does United Way fund services in North Georgia?** Yes. Many services are provided directly in Walker, Catoosa and Dade Counties in Georgia, but many residents depend on United Way-funded services that are provided across the state line in Chattanooga.

**Who decides how donations are spent?** Volunteers (like you) decide how much money is allocated to the programs we fund. Many Community Investment volunteers visit agencies and review their programs and budgets annually to assure that every dollar is well spent. You may designate your gift; however, most contributors rely on United Way’s volunteer review process to make the best use of their money. When the giving power of many is combined, it can create lasting change in our community.

**How can I get other questions answered?** Call on the United Way staff or your loaned executive at 423-752-0300 to answer any questions you or your co-workers may have about our community partners or how money is allocated. Better yet, get involved! GIVE! ADVOCATE! VOLUNTEER! United Way needs YOU!



Find more at [www.LiveUnitedChattanooga.org/campaign](http://www.LiveUnitedChattanooga.org/campaign)

# Calendar

## AUGUST

### **LIVE UNITED Day/STUFF THE BUS**

Sunday, August 21 at 11 a.m.

Chattanooga Market at the First Tennessee Pavilion

LiveUnitedChattanooga.org for more information

### **Campaign Kickoff Luncheon**

Thursday, August 25 at noon

Chattanooga Convention and Trade Center

Call 423.752.0300 for reservations

## SEPTEMBER

### **ACE Hardware Day of Caring Sale**

Labor Day Weekend (Sept. 2-5)

5% of ACE Rewards purchases benefits to United Way

### **Day of Caring presented by ACE Hardware**

Thursday, September 8

Call the Volunteer Center at 423.752.0316 for information

### **Project Ready for School Birthday Party**

Sunday, September 18, 2 p.m. to 4 p.m.

Location: Warner Park

Call 423.752.0328 for information

## OCTOBER

### **United Way Frank McDonald Memorial Golf Classic**

Monday, October 10

Location: The Honors Course

To register and more info: [uwgolf.org](http://uwgolf.org)

## Useful Info:

2011 Campaign Chair:  
Tom Glenn

United Way President:  
Eva Dillard

United Way main phone  
number:  
423.752.0300

United Way web site:  
[LiveUnitedChattanooga.org](http://LiveUnitedChattanooga.org)

For your graphics and  
communications needs:

Wayne Collins  
423.752.0321  
[waynecollins@uwchatt.org](mailto:waynecollins@uwchatt.org)

Kelley Nave  
423.752.0322  
[kelley nave@uwchatt.org](mailto:kelley nave@uwchatt.org)

# Seven Easy Steps to Campaign Success



*Employees of LBMC LIVE UNITED for their official campaign kickoff event.*

## 1 Get started

- Set up a meeting with your United Way Loaned Executive or staff member. Identify growth areas.
- Make sure United Way has accurate information about your company (CEO, address, phone & fax numbers, number of employees, e-mail, etc.).
- Review timeline (see the timeline document in the back of this manual) and get prepared in advance. Don't let your campaign sneak up on you. Remember to turn in your envelopes by October 31.
- Implement a communications plan that includes sending facts about United Way to your employees. Promote your campaign with the click of a mouse or push of a button! Via e-mail or voice mail, these messages demonstrate how contributions to United Way help local programs advance the common good.

## There's more info online!

Forms, success stories and additional ideas for your United Way employee campaign can be accessed online:

- Downloadable United Way videos, poster, brochures, etc.
- A book of low cost, high visibility ideas to promote LIVE UNITED in your workplace.
- Sample letters from your CEO for workplace, Leadership and labor campaigns, thanks, etc.
- Logos and other graphics for your website or internal publications.
- Payroll stuffers you can print for use at your offices.
- Photos to use in your own publications.
- Web banners for your corporate web site and office intranet.



Find more at [www.LiveUnitedChattanooga.org/campaign](http://www.LiveUnitedChattanooga.org/campaign)

## 2 Obtain CEO/Senior Executive involvement

- Seek your CEO's personal endorsement for the campaign.
- Secure a budget and make sure that time is allocated for campaign related activities.
- Ask your CEO to be visibly engaged.
- Ask your CEO about a Corporate Gift.
- Enlist your CEO to endorse Leadership giving (\$1,000 or more) by hosting a Leadership Campaign.
- Ask your CEO to appoint a Senior Manager to act as the Leadership Giving Chair.

How could you incorporate these strategies into your own campaign?



## 3 Build a strong, diverse campaign committee

- Recruit a Steering Committee that will work together on the campaign; try to include representatives from all departments.
- Talk with your team about strategies and events that will work in your company.
- Clearly define roles and responsibilities.
- Identify target dates and track your progress.

## 4 Develop a plan

- Decide on activities, incentives and a thank-you event you can create around the LIVE UNITED theme.
- Develop a detailed timeline and calendar.
- Set a challenging goal based on total dollars raised and/or percent of participation.
- Determine when the employee meeting(s) will take place.
- Leadership giving solicitation and a retiree campaign are two ways to involve forgotten groups. Contact a retiree and a past Leadership Club member to serve on the committee and lead these solicitations.

### LIVING UNITED on a Shoe String Budget

Many ideas and incentives for your campaign can be done for little or no cost. Others can be tailored to meet your budget. Here are a few ideas to get you started:

- Raise awareness in your office with a LIVE UNITED SPIRIT SQUAD. Round up a group of co-workers to visit officers and hand out small prizes to those who LIVE UNITED.
- Treasures 'N Trash – Collect egg cartons, meat trays or fabric scraps to donate to children's agencies for craft projects.
- Guess the Baby contest – Employees bring a baby picture, everyone guesses who they are.
- Make a LIVE UNITED Quilt – Provide construction paper, markers and magazines. Have employees make a collage related to how your company LIVES UNITED. Tie all the squares together with yarn at a rally and display proudly.
- Food drive – Some agencies have food pantries. You can donate what you collect to a United Way agency.
- Host a simple campaign meeting. Provide coffee, bagels, doughnuts or other snacks, show a campaign video or two and have a speaker.

## 5 Build momentum leading up to your campaign

- Use as many of the United Way branded tools as possible (see Resource CD and your Loaned Executive or staff for supplies) including, posters and other communication tools.
- Invite a United Way representative or United Way-funded program staff person to speak to your company's employees at a kickoff event.
- Use technology like e-mail, Web sites, voicemail and social media to keep the United Way campaign fresh in everyone's minds.
- Promote the results and impact of United Way contributions and LIVE UNITED. Your monthly ECM UPDATE via e-mail has useful ideas.



**DID I WIN?** City of Chattanooga colleagues see who won the cake walk at the City of Chattanooga's United Way employee campaign kickoff event.

### Additional Fundraising Events Add Fun

Many companies incorporate extra fundraising events into their campaign to supplement results. To encourage greater participation, we recommend the costs to participants be minimal.

- Sell chances for a prize drawing for \$1.
- Sell casual day coupons (let employees wear buttons that say, "I paid to dress this way for United Way.")
- Hold a bake sale or chili cookoff
- Obtain a life-size cutout of a celebrity; sell picture-taking opportunities for \$1.
- Employees can send LIVE UNITED candy-grams for 25 cents each to co-workers.
- Hold a silent auction (use incentive gifts or have employees bring crafts).
- Host a popcorn sale.
- Set up a car wash in your company's parking lot.
- Raffle off chances to do a computer smash.

## 6 Conduct an educational campaign

- Set the timeline for your campaign, and make it fun!
- Have your team attend the community-wide Day of Caring on **Thursday, September 8**. Call your representative for more info or find out more at [LiveUnitedChattanooga.org](http://LiveUnitedChattanooga.org).
- Schedule employee group meetings for every employee to attend.
- Distribute campaign pledge forms and have a drawing for everyone who returns a pledge card by a deadline date.
- Ask current contributors to increase their gift.
- Hold special events for Leadership Giving investors and prospects.
- Place banners, posters or goal thermometers where they are visible to employees. Update materials periodically to let employees know the distance to go to reach your goal.
- Communicate, Communicate!
  - Utilize your company's primary communication channels (newsletters, web site, intranet, breakroom, etc.)
  - Communicate reasons to give, company pride and support, events, etc.



*BlueCross BlueShield of Tennessee hosted a United Way Car Wash for employees as part of the company's United Way campaign*

### When planning your campaign meetings:

- Use the Sample Campaign Meeting Agenda on page 26
- Use a theme or other creative idea to build interest (see Quick Starts on page 22)
- Schedule a guest speaker at least two weeks in advance
- Promote the meeting at least a week ahead of time, preferably two!
- Bring food, games, decorations. Be sure you have plenty of information material and pledge forms
- Find more ideas at [LiveUnitedChattanooga.org/ECM](http://LiveUnitedChattanooga.org/ECM)

## 7 Say THANK YOU—Successfully wrapping up your campaign

- Collect all pledge cards from your employees and turn in to your Payroll Department.
- Hold prize drawings for campaign participants.
- Schedule a wrap-up meeting with your Loaned Executive or staff to collect the campaign summary.
- Send a letter from your CEO announcing your company's campaign results.
- Thank every employee for their contributions of time, effort and money.

## 8 Keep on communicating— all year long

- Establish a “new hires” program at your company through which new employees are asked to support United Way at the time of hire.
- Create and distribute a United Way newsletter on a monthly or quarterly basis so employees can see their dollars at work, or add a United Way “spotlight” to your existing company newsletter or monthly staff meetings. Utilize United Way's monthly ECM updates to get ideas and stories for your own communications.
- Organize company-wide volunteer opportunities. There's something to fit everyone's needs and interests. Contact United Way's Volunteer Center at 752-0316 to find a project that's right for your company

Through employment changes, job losses, moving etc., United Way incurs pledge losses. **A New Hires Program** will help replace those pledges. Please help United Way by making sure your company holds a new hires campaign. Ask your UW staff representative for details.

# SPEAKERS AND TOURS ILLUSTRATE IMPACT

You can really make a difference in your campaign by using Impact speakers and hosting Impact Tours to various community partners.

**Impact Speakers** that represent United Way community partners and initiatives give real-world perspective on how United Way's work is really advancing the common good and delivering real results. You can also schedule an **Impact Tour** of one or more of our United Way community partners to get a first-hand look at how your contributions are making a difference.



## Types of speakers available?

- **UWGC Initiative Staff Speakers** – United Way staff are available to speak about our work in the following focus areas and services:
  - Investing in Children and Youth (Project Ready for School)
  - Increasing Financial Stability for Individuals and Families
  - Supporting Our Most Vulnerable
  - United Way 211
  - United Way's Volunteer Center
- **Partner Agency Speakers** – Speakers from partner agencies who talk about the value of United Way's support for their programs and how they partner with United Way and other organizations to create lasting change in issues that matter most to the community.

## Impact Tours

Impact tours of our community partners are a great way to see firsthand the work of United Way of Greater Chattanooga and its numerous community partnerships. These may include agencies with funded programs or even non-funded organizations who partner with United Way.

## What is the process for requesting speakers and tours?

- Discuss with your United Way representative what your needs are. Plan to have this discussion about four weeks prior to your first campaign meeting.
- You can fill out the online speaker request form (find it at [LiveUnitedChattanooga.org/ECM](http://LiveUnitedChattanooga.org/ECM)) or contact your UW Staff representative to coordinate a speaker for your meeting. Please allow two weeks for scheduling.
- You will receive confirmation once your request has been filled. This confirmation will provide you with all of the details of your meeting, speaker or tour location and cancellation procedures.

## Don't forget to look within

The most effective speakers may be your co-workers who have – or knows someone who has – used United Way-funded services.

Canvas your co-workers to see if any of them are willing to speak on behalf of United Way at your employee meeting.

# DIAMOND DONORS – LIVING UNITED FOR 25+ YEARS



## LEE ANDERSON LIVES UNITED

by giving to United Way, and has done so for the past 80 years, probably longer than anyone in the country! See his story [LiveUnitedChattanooga.org](http://LiveUnitedChattanooga.org)

A “Diamond Donor” is anyone who has contributed any amount to any United Way for 25 years or more – not necessarily consecutively and not exclusive to one community. It is important that United Way identify and connect with these loyal contributors, past and present, so they can be appropriately thanked and recognized for their years of committed giving and caring about our community.

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### Tips for your campaign

- Hand out a Diamond Donor flyer about a month prior to your campaign so donors can self-identify and be included in Diamond Donor communications and activities.
- Plan to make a Diamond Donor announcement at one of your first campaign events, and have flyers handy for those who may not have already completed a form.
- Have employees turn in their completed forms to you, or have them mail the forms to United Way directly. Keep a list of your Diamond Donors for future recognition.
- Plan to recognize your Diamond Donors at some point during the campaign.

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### Recognition Ideas

- Publish a list of Diamond Donors in a company newsletter. Explain what a Diamond Donor is and commend them for their commitment and leadership in giving.
- Announce the names of Diamond Donors at a campaign event and give them a certificate or other token of appreciation.
- If you have a large number of Diamond Donors, host a recognition breakfast for your Diamond Donors to express your company’s appreciation for their years of giving.
- If your company regularly recognizes 25-year employees, the honorees may also be Diamond Donors. We will be happy to send a United Way official to your recognition event to thank the donors in person.

---

### What to tell your Diamond Donors

- Thank Diamond Donors for their leadership and commitment to helping our community.
- Stress that they are setting a wonderful example to younger generations by their actions. We need young employees to understand the importance of community, philanthropy and United Way. Diamond Donors are excellent role models and are a great giving legacy at your company. Challenge them to be a philanthropic mentor for a younger employee.
- All Diamond Donors will be invited by United Way to events and will receive regular communications from us.

United Way contributors can fill out a Diamond Donor form on our web site at [LiveUnitedChattanooga.org](http://LiveUnitedChattanooga.org). You also can get forms by calling Brent Taylor at 423-752-0310.

Most ECMs are surprised to learn that fine-tuning their existing efforts can result in Leadership-level gifts and a **substantial** campaign increase. The key is...just ask!

Leadership contributions of \$1,000 and more make up nearly 50% of employee giving to United Way, so growing Leadership is vital to our success! While Leadership campaigns should reflect your company's culture, successful efforts have the following steps in common:

## Recruit a Leadership Champion & Team

- Involve your CEO. Have your CEO make his/her Leadership gift to the campaign.
- Have the CEO recruit a respected senior staff member and current Leadership donor to act as a Leadership Giving Coordinator and champion the Leadership Campaign.
- Depending on the size of your company, consider recruiting additional individuals to help with your Leadership Campaign.

## Plan Your Leadership Program

- Review last year's efforts and results.
- Set a realistic and attainable goal for new Leadership giving.
- While it is a part of your overall employee campaign, it's best to establish a separate timeline for your Leadership campaign.

## Create a Prospect List

Work with your United Way representative to set criteria for soliciting potential Leadership donors. Consider:

- Employees who gave at leadership levels last year.
- Current donors of \$500 or more.
- Employees at your company whose annual salary is \$50,000 and higher.
- Retirees who were past donors; invite them to continue leadership roles.

## Communicate

- Involve the CEO in the Leadership event presentation.
- Distribute Leadership materials, pledge cards and other information. When possible, personalize the materials with the individual's name.
- Recruit current Leadership givers to make personal asks to prospective members. Peer-to-peer asks are always the most effective.

## Thank Your Contributors

- Send a thank you note to Leadership donors and members of your team.
- Host a reception to acknowledge and thank Leadership donors.
- United Way of Greater Chattanooga also sends each Leadership giver a personal thank you.

### Leadership Giving Levels

Tocqueville Society.....	\$10,000 and above
Diamond Circle.....	\$7,500 to \$9,999
Platinum Circle.....	\$5,000 to \$7,499
Gold Circle.....	\$2,500 to \$4,999
Silver Circle.....	\$1,000 to \$2,499
Emerging Leaders (age 35 and under).....	\$500+

# 5 THINGS YOU CAN DO TO PROMOTE LEADERSHIP GIVING IN YOUR COMPANY

## EXECU-SERVE BREAKFAST

Enlist Leadership donors among your executive staff, including your CEO, to serve at a Leadership Breakfast. Present a short program about Leadership giving with guest speakers. Add a door prize or two for fun!

## UNITED WAY IMPACT TOUR

Schedule time out of the office to tour a United Way agency. Seeing the impact of a donation first-hand will inspire people to give. Call Melinda Spence to help you schedule (752-0370).

## LEADERS' LUNCH n' LEARN

Host a luncheon for all potential Leadership givers and feature a United Way Leadership presentation. Have current Leadership donors in your company give their story. Schedule a United Way guest speaker.

## LEADERS' DAY OF ACTION

Volunteering is a great way to get people involved in a cause. Schedule a day where Leadership givers and prospects can work on a specific community project around a United Way impact area. Call the United Way Volunteer Center at 752.0316 for help.

## FORM A "CHAMPION CREW"

Form a small group of current Leadership givers and arm them with a LIVE UNITED T-shirt and information about Leadership giving. Encourage the crew to visit individually with Leadership prospects. Peer-to-peer is the best way to ask for a Leadership donation!

# Grow your campaign through Leadership Giving

## Who benefits from a Leadership Giving Campaign?

### Leadership Donors benefit

- **Positive Image** – Leadership donors are positive role models for their peers which could help increase your total campaign.
- **Recognition of New Community Leaders** – Leadership donors and volunteers are recognized as community leaders.
- **Recognition, Information, Opportunity** – Annually, Leadership donors are recognized in the United Way Leadership Club publication (if desired). Donors also receive *Leading the Way* e-newsletter and invitations to special Leadership Club events.
- **Combination Option** – Leadership donors combine the gifts of spouses for recognition purposes or to go to the next level.

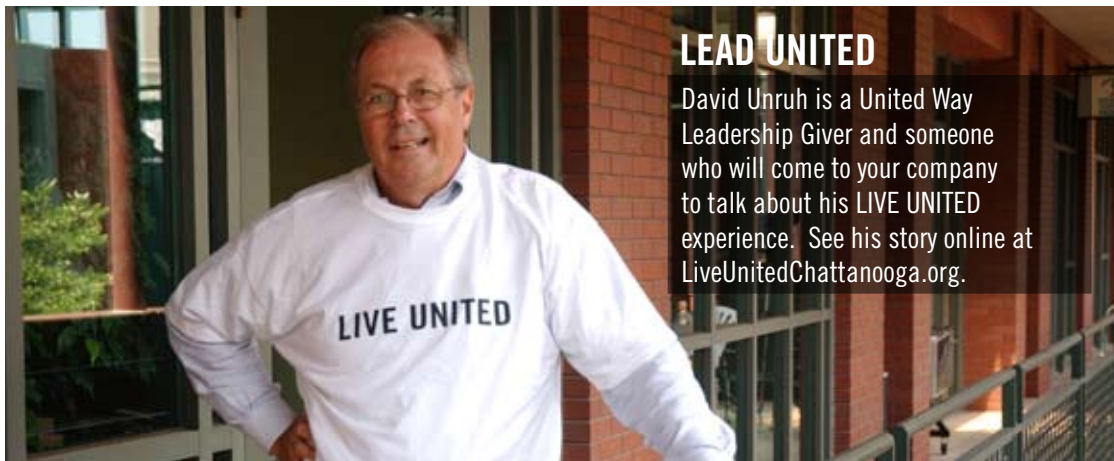
### Your company benefits

- **Positive Image** – Demonstrates a company-wide commitment to improving our community.
- **Employee Performance** – Leadership Giving activities encourage teamwork and connect employees with a shared vision and passion.
- **More Resources** – More Leadership Givers mean a larger campaign, which increases your company's impact on critical community issues.



United Way of Greater Chattanooga recognizes individuals who make an annual gift of \$1,000 or more as Leadership donors. Leadership donors truly come from all walks of life. The most notable characteristics commonly found among Leadership donors are an exceptionally generous spirit, a desire to step forward and act on that spirit, and a well placed trust in United Way.

Your company likely has many dedicated employees who possess these qualities and have the potential to be recognized by United Way of Greater Chattanooga.



#### **LEAD UNITED**

David Unruh is a United Way Leadership Giver and someone who will come to your company to talk about his LIVE UNITED experience. See his story online at [LiveUnitedChattanooga.org](http://LiveUnitedChattanooga.org).

**Questions?** Call your staff representative.

# STEP UP! LEAD UNITED!

United Way of  
Greater Chattanooga



YOUR COMMUNITY NEEDS YOU TO STEP UP TO LEADERSHIP GIVING! The great thing is, you don't have to do it all at once! United Way has a three-year step-up program you can join to help move you to the Leadership giving level. Enroll in this program by completing the following LEAD UNITED STEP-UP PLEDGE:

By signing this form, it is my intention to pledge \$700 in the current year United Way campaign. Further, it is my intention increase my contribution to \$850 in next year's United Way campaign, and achieve the \$1,000 Leadership giving level by the third year.

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Birthday (month/day only) \_\_\_\_/\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Company: \_\_\_\_\_

Phone (work) \_\_\_\_\_ Phone (home): \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**LIVE UNITED™**

## Your 3-year Step-Up Commitment

*Amounts based on 12, 24 and 26 pay periods per year.*

	\$700/yr.	\$850/yr.	\$1,000/yr.
<b>12 Pay Periods</b>	<b>\$58.33</b>	<b>\$70.83</b>	<b>\$83.33</b>
<b>24 Pay Periods</b>	<b>\$29.17</b>	<b>\$35.42</b>	<b>\$41.67</b>
<b>26 Pay Periods</b>	<b>\$26.93</b>	<b>\$32.70</b>	<b>\$38.47</b>

### Ways you can join STEP UP:

- Minimum increase of pledge from last year to at least \$700
- If already giving at one level, STEP UP to the next level

I WILL PLEDGE AT THE \$ \_\_\_\_\_ /yr. LEVEL SIGNATURE: X \_\_\_\_\_



# GROW LEADERSHIP GIVING THROUGH EMERGING LEADERS

The NEW Emerging Leaders group will recognize contributors under 35 years of age who value philanthropy and passionately support the work of United Way to advance the common good in our community.

## Who is Eligible to Join?

Any individual or couple who contribute(s) to the United Way of Greater Chattanooga at the leadership level of \$500 and above and is age 35 or younger is eligible to join Emerging Leaders.

## Who is an Emerging Leader?

United Way Emerging Leaders are business professionals, teachers, physicians, CEO's, volunteers, public officials, and individuals. They come from a variety of backgrounds, but they all have one thing in common: they care *deeply* about this community.

## Benefits of joining the Emerging Leaders:

- Opportunity to network and form new partnerships with area business and community leaders.
- Participate in Emerging Leaders special events that will be held throughout the year. Opportunities may include receptions with community leaders, special volunteer projects, etc.
- Promote philanthropy, volunteerism and community impact in greater Chattanooga.
- Become educated on community issues and programs receiving United Way support.
- Receive recognition in United Way's annual Leadership Giving Directory.

**GET INVOLVED!** If you or other potential Emerging Leaders want to get engaged at ground level organization of a new Emerging Leaders group, call or e-mail **Brent Taylor** – 423.752.0310 or [brenttaylor@uwchatt.org](mailto:brenttaylor@uwchatt.org)



The United Way Emerging Leaders Crew wants you to LIVE UNITED! From left, Hugh Huffaker IV, Knox & Susan Campbell, Ambria Moore, Gabe Franceschi, and Travis Horton.

# RETIREES: ANOTHER WAY TO GROW YOUR CAMPAIGN

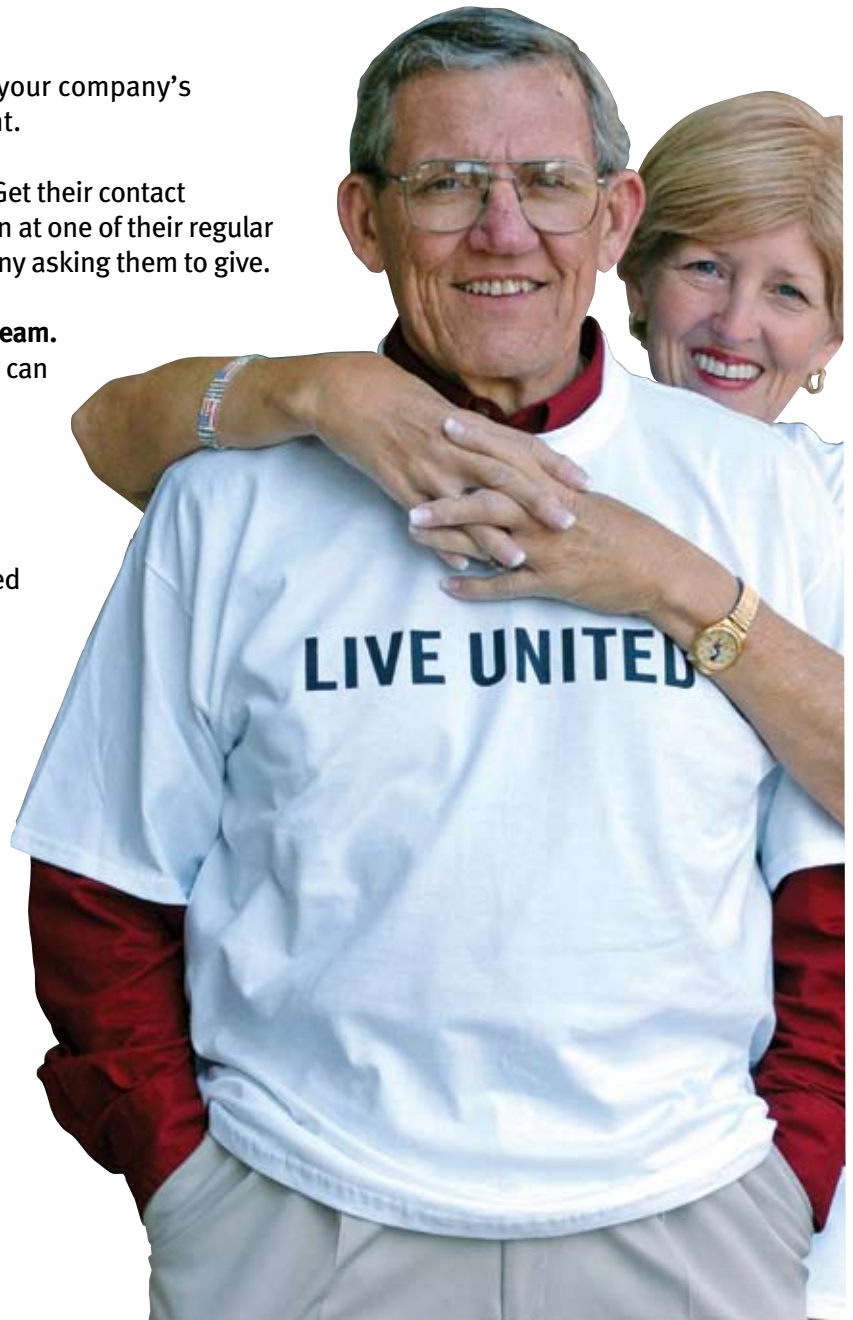
They worked at your company, and maybe gave to United Way, for years! But what happens after they walk out of the office for good? More often than not, when someone retires from a company, their United Way contribution retires with them! **Fact is, they may continue giving, if they are asked to do so!**

***FACT: Retirees are long-time, well-established employees who usually contribute more than younger employees. Losing a retiree gift could set back your campaign substantially! ALSO, retiree contributions count as part of your TOTAL campaign!***

## Ask Your Retirees!

There are several ways you can re-engage retirees in your company's campaign, or keep them involved following retirement.

- **Does your company have a retirees organization?** Get their contact information. Ask to make a United Way presentation at one of their regular meetings. Send members a letter from your company asking them to give.
- **Include a retiree representative on your campaign team.** They probably keep in touch with other retirees and can champion United Way to their peers.
- **Organize a volunteer activity for retirees.** Retired individuals are the fastest-growing volunteer group in the country! Engage your retirees in a volunteer project around a United Way impact area. Call United Way's Volunteer Center at 752.0316 for help.
- **Let United Way send a letter to your company's retirees.** You just need to provide contact information.
- **Work with human resources to keep retirees informed.** As retirees exit, get home address, phone number and e-mail address, so you can send them United Way information.
- **Promote payment options.** Donations may be paid by cash, check, or major credit cards. United Way also offers a convenient bank draft option that is similar to payroll deduction. Stock and other appreciated assets can also be donated. Call or e-mail your staff representative.



DAN AND IRENE BAILEY LIVE UNITED as Diamond Donors!  
Dan is a retiree from Tennessee American Water Company.

# Making the ask



*Memorial Hospital opened up a “tattoo parlor” for a day as part of their United Way campaign festival.*

**Believe it or not, the #1 reason people say they don’t give to United Way is because no one ever personally asked them to do so.**

- Educating employees about the value and work of United Way is the best way to gain support. Your United Way representative is an excellent source for any material and assistance you may need.
- Promote the results and impact of United Way contributions and LIVE UNITED.
- Try to personally distribute campaign materials. Use your committee members to help you. Please do not simply hand out the information with paychecks.
- Ask every employee to turn in a pledge form by a certain date even if they choose not to give. This way, you’ll know every person made a choice whether or not to participate without having to directly ask him/her. Many companies distribute pledge forms in envelopes that employees can fill out and seal, assuring all decisions are private.

## Making it Comfortable for Everyone

Please take steps during your campaign to ensure that every employee feels comfortable in making a decision about giving. The following are a few reminders to ensure participation is voluntary:

- Giving is a personal matter and should be kept confidential. Use incentives, fun and information to get more positive results.
- Although top management support is invaluable to your campaign, have peers rather than superiors do individual solicitations.
- Make sure employees know that acts of coercion in any form are unacceptable.

# Your privacy is our priority!

## Privacy Policy

United Way values the trust its donors place in the organization and adheres to the highest standards in gathering, using and safeguarding customer information. This includes all of the donor's personal and gift information.

## The information we collect

If you choose to give to the United Way, you complete a pledge form that asks you to provide us with your name, address, e-mail address and pledge information. United Way will not rent, trade, sell or share any information about its donors. United Way of Greater Chattanooga simply uses this information to better serve our donors.

## Access to the information

United Way employees who may access your information in order to perform pledge processing and administrative functions are prohibited from disclosing your information to third parties.

## Your participation is voluntary

Your relationship with United Way is voluntary and confidential. We use your information to send you an acknowledgement of your gift and information we think you may find of interest about United Way. If you do not wish to receive such communications, you may let us know at any time by contacting United Way.

## Our commitment to data security

To prevent unauthorized access, maintain data accuracy and ensure the correct use of information, we have put in place procedures to safeguard and secure the information we collect. Secure server connections and firewalls prevent outside parties from accessing our database and internal United Way access to the database is restricted to authorized individuals.

# Quick starts for your campaign

## Fun Campaign Ideas and Events

*Holding a special event as part of your company's campaign raises additional money for United Way while having fun.*

- **FLASH MOB:** Spread the word to show up at a central place in your office, wearing a LIVE UNITED shirt underneath another shirt or jacket. At a specific time, say Friday at 4 p.m. or Wednesday at noon, the “mob” takes off their outerwear and freezes. Search “live united flash mob” on youtube to see flash mobs and the reactions they invoke from passers-by.
- Tune into the community. Music is a great way to get everyone moving to the United Way beat. Hold a karaoke kick-off party. Have participants and volunteers dress up as their favorite musicians. Sell employees’ old CDs. Hold a musical talent show.
- Hold a Book Signup with Project Ready for School. Host a signup targeted at folks in your organization with young children. Invite United Way’s Project Ready for School to your workplace to sign them up for free children’s books. Find out more at [LiveUnitedChattanooga.org/ReadyForSchool](http://LiveUnitedChattanooga.org/ReadyForSchool)
- Get Real! Use reality TV themes (like Survivor, American Idol, etc.) Host a game show to highlight knowledge of United Way (like “Jeopardy,” “Who Wants to be a Millionaire,” “Weakest Link”)
- Have a United Way trivia contest. Distribute e-mail or printed questions about United Way every day for a week. Those completing all the questions go into a drawing. You’ll find United Way FAQ’s on page 6 and on your Resource CD.
- Senior managers can serve as chefs at a kickoff barbecue. Have them serve a pancake breakfast, burger fry or scoop cones at an ice cream social.
- Use a “Beach Bash” theme for campaign. Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Have a casual day and ask everyone to wear a favorite Hawaiian shirt. Award prizes for the best outfits.
- Hold a “Fifties Fun Fest” on the final day of the campaign. Serve pizza hold a karaoke contest or an Elvis look-alike contest and play those rock and roll oldies.
- Chili cook-offs are always popular. Have each department form a team and prepare their special secret recipe for chili. Use a Southwestern theme for decorations.
- Hold an old-fashioned United Way carnival (bean bag toss, three-legged races, pie in the face, executive dunk tank, etc.)
- Host an “Academy Awards” night. Have employees dress as their favorite celebrities. Teams can create video movie skits using their favorite movie with a United Way twist.
- Office Olympics: Get your departments into teams and compete for office Olympic glory! Set up fun events like Waste-basketball, Coffee Mug Relay, Staircase Race and Emergency Meeting. Award medals and other prizes for winners.
- Silent Auction: Ask employees to bring in certain types of items for a themed auction to turn his/her trash into someone else’s treasure.
- Host a putt-putt golf tourney. Decorate each hole to illustrate and highlight a United Way fact.
- Basket Auction: Ask each department to put together a theme basket (chocolate lovers, auto care, romantic, sports, etc.) and auction the baskets silently or competitively.
- Set up United Way displays in your company lobby. Have departments create displays and compete for the best display.
- Halloween Costume Contest / Male Beauty Contest: Have staff dress up in costumes and have a best dressed contest.
- Be an everyday superhero. Let employees dress as heroes: Batman, Superman, Spiderman, etc. Serve hero (sub) sandwiches.
- LIVE UNITED jingle contest: Employees write jingles about how they LIVE UNITED. Charge an entry fee or vote with money.



## Incentives

***Incentives can increase participation or increase the average gift of your employees. What works in one company may not work in yours, so choose what works best for your culture.***

- Time off
- Casual day
- Catered breakfast by senior management
- Reserved/covered parking
- Tickets to sporting events/movies
- Company T-shirts
- Dinner for two at popular restaurants
- Gift card
- Hotel getaways
- Flowers each month for a year
- Sleep-in passes
- Leave work early passes
- Airline tickets
- Trophy for department with highest total raised and highest participation.
- Extra half-hour for lunch for a week

## Educational Events

***The United Way Campaign is a great opportunity to educate your workplace about services in our community. Here are some suggestions for easy ways to effectively educate employees.***

- Ask employees who have benefited from United Way funded services to speak at employee meetings, or feature their stories in company newsletters.
- “Lunch and Learn”: Invite a United Way speaker to give a lunchtime workshop on a topic of interest. Call 752-0370.
- Publish a special issue of the company newsletter or campaign newsletter highlighting employees who volunteer at agencies, employees helped by United Way, and key campaign dates and events.
- Show the campaign video.
- Request a speaker from the United Way Speakers Bureau to speak at an event. Complete the request at least two weeks in advance. Call Melinda Spence at 752-0370.
- Take employees on an Impact Tour of a United Way community partner. Ask those who take tours to share their experience by speaking at campaign meetings. Book tours at least two weeks in advance. Call Melinda Spence at 752-0370.
- Use e-mail and/or voice mail to send campaign messages and daily facts.
- Participate in United Way’s Kickoff on August 25. Register at [www.LiveUnitedChattanooga.org](http://www.LiveUnitedChattanooga.org)
- Find volunteer opportunities to engage your employees using United Way’s Volunteer Center, like DAY OF CARING

## Strategies to Increase the Average Gift

- Use United Way’s Online Pledge System. It makes giving easy, fast and private. It eliminates paperwork, provides real-time results and can be customized to fit your company.
- Hold a leadership giving campaign.
- Give the employees extra time off for increasing their gift by 10 percent
- Stress the ease of payroll deduction. Offer extra incentives for those who give that way.
- Ask employees to give \$1 more a week.

## Ways to Increase Participation

- Invite retirees to employee meetings. This keeps them involved with the company and serves as another source of campaign donations.
- Sponsor a volunteer event for employees. Call United Way’s Volunteer Center at 752-0316 for details.
- Award employees who give at the suggested giving level the day off on their birthday.
- Award plaques to divisions/departments that meet or exceed their goal.
- Hold a drawing at the end of each employee meeting for everyone who turns in a pledge card.
- Offer a company-wide incentive if the overall goal is achieved.



Find more at [www.LiveUnitedChattanooga.org/campaign](http://www.LiveUnitedChattanooga.org/campaign)

# Suggested Campaign Timetable



## 7-8 Weeks Before kickoff

- Establish a campaign committee.
- Review/analyze last year's campaign.
- Meet with United Way representative.
- Meet with CEO and obtain support of campaign.

## 6 Weeks Before kickoff

- Conduct meeting of campaign committee to set goals, establish campaign timeline, plan events and develop a leadership giving campaign.
- ORDER LIVE UNITED T-SHIRTS. Secure other incentives and prizes.
- Develop publicity and education plans.

## 3-4 Weeks Before kickoff

- Train campaign committee members.
- Confirm all meeting arrangements with department heads and United Way staff.
- Schedule speakers from United Way Speakers Bureau.
- Schedule tours of United Way member agency facilities.
- Request campaign supplies (brochures, posters, etc.).

## 1-2 Weeks Before kickoff

- Begin campaign promotion.
- Send CEO letter to all employees.
- Hold your leadership meeting/event for management.

## Day of kickoff

- Make sure all equipment is working.
- Distribute pledge forms and other materials.
- Ask for contributions. Collect pledge forms and say "thank you."
- Hold employee kickoff meeting with CEO remarks, video and agency speakers.

## During Your Campaign

- Identify people who missed the meeting and connect with them.
- Conduct employee group meetings - use Sample Meeting Agenda work sheet (page 26).
- Continue follow-up with each employee - 100 percent ASK!
- Report progress to employees.
- Give away prizes and incentives.
- Publicize results of leadership campaign.

## Campaign Wrap-up

- Follow-up on outstanding pledges.
- Submit final United Way campaign report to United Way office by OCTOBER 31.**
- Meet with CEO and report results.
- Announce final results to employees.
- Thank and recognize contributors.
- Conduct final meeting with campaign committee.
- Prepare written evaluation and recommendations for next year's Campaign Leader.



Find out more at [www.LiveUnitedChattanooga.org/campaign](http://www.LiveUnitedChattanooga.org/campaign)

# Campaign Strategy Worksheet



**Our total employee campaign goal is \$** \_\_\_\_\_

Our campaign planning will begin on \_\_\_\_\_ (NOTE: Include your United Way representative in the planning process)

Our campaign dates are from \_\_\_\_\_ to \_\_\_\_\_

Our campaign will focus on (check 2 to 3):

- Leadership giving
- Year-Round involvement
- Average Gift
- Participation
- UWGC Focus Area (Education/Stability/Support)

The first two things we will do for our campaign are:

---

---

One best practice we learned today that we will use in our campaign is:

---

## CHECK YOURSELF – Have you:

Date Scheduled/Completed

- Met with your United Way representative and ordered your supplies? \_\_\_\_\_
- Met with your CEO or senior leadership to get his/her support for the campaign? \_\_\_\_\_
- Recruited and trained a campaign team with representatives from major departments? \_\_\_\_\_
- Set specific goals for participation, average gift, and Leadership giving? \_\_\_\_\_
- Scheduled employee meetings and invited your United Way representative to speak? \_\_\_\_\_
- Obtained incentives that will help you reach your goal? \_\_\_\_\_
- Developed a campaign theme that encourages contributions to the work United Way? \_\_\_\_\_
- Discussed how pledges will be processed and reported to United Way throughout the campaign? \_\_\_\_\_
- Planned for your thank you gifts and events, including asking your CEO or senior leadership to personally thank donors? \_\_\_\_\_
- Discussed your year-round communications plan with your United Way representative? \_\_\_\_\_

**Our United Way representative is** \_\_\_\_\_

**Phone #** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

# Sample Meeting Agenda Worksheet



## Ideal meeting time is 20-30 minutes.

**Opening Remarks** (Company CEO or senior leadership / Employee Campaign Manager / Team Leader)

**Explain the purpose of the meeting**

- Discuss results from previous year
- Discuss why YOU support United Way
- Recognize 25+ year givers

**Understanding United Way** (United Way Representative / Loaned Executive)

- The value of giving to the work of United Way of Greater Chattanooga
- Impact Speaker (United Way Representative)
- Q&A

**Show Campaign Video** (Provided by United Way)

**Pledge Card Review** (Employee Campaign Manager / United Way Representative)

**The “Ask”** (Employee Campaign Manager / Team Leader)

- Encourage payroll deduction
- Ask for a pledge

**Collect Pledge Forms** (Employee Campaign Manager / Team Leader)

- Collect ALL pledge forms to ensure 100% contact and aid in tracking
- If a person chooses not to complete the pledge form at the meeting set a time to collect it
- Thank and recognize participants

**Closing Comments** (Company CEO or senior leadership / Employee Campaign Manager / Team Leader / United Way Representative)

- Thank everyone for their attention and attendance

**Follow-up in person with those who missed meeting** (Employee Campaign Manager / Team Leader)

- Double-check that anyone on vacation or leave of absence was asked to give
- Send e-mail or voice mail reminder to those that have not turned in pledge forms

# WEB, FACE, TWEET, TUBE! IT'S EASY TO LIVE UNITED ONLINE!

Get engaged in your community by joining our online communities! Become an advocate or be a volunteer for education, stability and support for our most vulnerable.

We encourage you to get involved, get informed, and get active. Log on and join one of the online groups below:

**JOIN US ON FACEBOOK:** [facebook.com/UnitedWayofGreaterChattanooga](https://facebook.com/UnitedWayofGreaterChattanooga)

**FOLLOW US ON TWITTER:** [twitter.com/UnitedWayChatt](https://twitter.com/UnitedWayChatt)

**SUBSCRIBE TO YOUTUBE:** [youtube.com/user/unitedwaychattanooga](https://youtube.com/user/unitedwaychattanooga)

**SUBSCRIBE TO FLICKR:** [flickr.com/photos/unitedwaychattanooga](https://flickr.com/photos/unitedwaychattanooga)



facebook

twitter

You Tube

flickr™

OR VISIT: [LiveUnitedChattanooga.org](https://LiveUnitedChattanooga.org)

United Way of  
Greater Chattanooga



# LIVE UNITED IN BLACK OR WHITE!

NEW FOR 2010! Order official **LIVE UNITED T-shirts** for your co-workers and choose your color—traditional white, or the reverse! Both are high-quality, 100% cotton, customizable with YOUR company's black & white logo (and the United Way logo) on back! The LIVE UNITED trademark will be printed on front of the shirt

## Only \$7.00 each!

(To imprint your company logo on the back, a setup fee of \$35 and a minimum order of 30 shirts is required.)

To order, fill out the form following this page and send it, along with your payment, to United Way. Questions? Call your account representative!

BOOST EMPLOYEE MORALE  
AND PARTICIPATION! MAKES A  
GREAT GIVING INCENTIVE!

USE AS SPECIAL EVENT PRIZES.  
PRICED RIGHT FOR YOUR  
CAMPAIGN BUDGET!

LET EVERYONE SHOW THEIR  
UNITED WAY  
TEAM SPIRIT!



Sure, WDEF News12's Brian Smith is just wearing the shirt here, but he also LIVES IT! Check out his story online at [LiveUnitedChattanooga.org](http://LiveUnitedChattanooga.org).

# LIVE UNITED T-SHIRT ORDER FORM

**PLEASE SEND COMPLETED FORM TO UNITED WAY.**  
**E-MAIL:** waynecollins@uwchatt.org **FAX:** 423-752-0350  
**MAIL:** United Way of Greater Chattanooga, P.O. Box 4027, Chattanooga, TN 37405-0027

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please make sure all above information is complete so that you can be contacted when your shirts are ready.

.....

## SHIRT INFORMATION

(Please write down the number of each size you need.)

S \_\_\_\_\_ M \_\_\_\_\_ L \_\_\_\_\_ XL \_\_\_\_\_ XXL \_\_\_\_\_ XXXL \_\_\_\_\_

Setup fee if you choose to add your company's logo: **\$35.00**

TOTAL # SHIRTS: \_\_\_\_\_ @ \$7.00 each +  SETUP FEE (\$35) = TOTAL AMOUNT DUE: \$ \_\_\_\_\_

.....

### COLOR:

- WHITE
- BLACK

## PAYMENT METHOD

**CHECK ENCLOSED:** Check # \_\_\_\_\_ Amount \_\_\_\_\_

**CREDIT CARD:**

VISA     MC     DISCOVER     AMEX

Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_ Security Code (3 or 4 digits on back of card) \_\_\_\_\_

Name on Card: \_\_\_\_\_

.....

## LOGO INFORMATION:

**You must order a minimum of 30 shirts to have logo or company name printed on shirt.**

**Please e-mail a black & white version of your company logo in EPS or JPG format to waynecollins@uwchatt.org or kelleynave@uwchatt.org**