United Way Campaign

• Primary source of revenue
• Supports local programs
• Largest fundraising campaign in community
Fundraising Channels

- Workplace Campaigns
  - Learning opportunity
  - Payroll deduction
  - Improves morale and fun

- Individual Gifts

- Corporate Gifts

225 COMPANIES
130 WORKPLACE CAMPAIGNS
5,700 DONORS
4,300 UNITED WAY DONORS
2017 Campaign Giving by Source

Campaign Revenue

70.3% Payroll Deduction/Special Events
22.9% Corporate Support
6.8% Individual Gifts
2017 Campaign Overview

• Campaign Total - $2,430,730
  • Decrease of 5.8%
  • Proportional across designations

Top Twenty Accounts

• $1,734,000
  • Stable support
2017 Campaign Overview

Leadership Support

- Leaders Guild - $658,000 (increase)
- Community Builders - $205,000 (decrease)

Decrease from smaller campaigns and smaller donors!
United Way Challenges

- Large companies changing giving priorities
- Global marketplace
- Nonprofits slow to adapt
- Staff capacity
United Way Opportunities

- Strong volunteer network
- Strong local support
- Strong leadership support
- Focused on community
- Stable local economy
2018 Campaign

Campaign Cabinet
United Way of Central Illinois

Campaign Chairs

TEAM BUNN
Hy Bunn
Bob Bunn
Angela Comstock
Desiree Logsdon
John Voss
Role of Loaned Executive
Role of Loaned Executive
# Role of Loaned Executive

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<td>8-12 Companies</td>
<td>2-10 Presentations</td>
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<td>Planning, execution, wrap-up</td>
<td>Small groups</td>
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Availability Questionnaire
What role do you fit?
Do You Know?
People who give, give MORE or MORE people give!
Perfect Workplace Campaign

United Way Inside
Committee – Transition Plan
Volunteers Excited, Get It
Data Driven Goal
Communicate Early and Often
Incentives Tied to Goals

Special Events to Engage, Enhance, and Pledge Ask
Leadership Engagement Plan
Employee Presentations
Forgotten Donor Strategy in Place
Year-round plan/calendar for engagement
Loaned Executive Account Planning

- Loaned Executive Binder –
  - Checklist
  - Calendar
  - Sample Meeting Agenda
  - Account Questionnaire
  - Questions to ask ECC
  - Five measures
  - Ways to increase campaign
  - Amazing Tool
Loaned Executive Account Planning

United Way provides:

• List of companies
• Company profile and info
• Company analysis
• Review companies with LE
Initial Contact

• 6 Weeks in Advance
• Schedule Appointment
• Provide materials

Overcoming Objections
Loaned Executive Account Planning

Initial Meeting

• Warm up
• Review campaign
• Questionnaire

Identify Opportunities
Loaned Executive Account Planning

Areas of Guidance

- Goal
- Committee/Team
- Incentives
- Special Events
- Leadership Giving
- Extended Pledge Form Acceptance
Information is Invaluable
Retirements • Leadership Changes • Company Changes • Benefits
100% SOLICITATION

COMMUNICATION
Next Steps

• ECC Training
• LE Follow-up opportunities/information
• Supply Order
• Presentations
Loaned Executive Account Planning

Details to United Way
• Align donor communications

Mitch is the Man
• Scheduler
• Supplies
• Pretty much anything
FOLLOW UP
2 Weeks • Mid-Week • After
After the campaign

Report Envelopes

Thank You

Extended pledges

Schedule Post-Campaign Meeting
Campaign Coordinator Resources

ECC Campaign Guide
Campaign Toolkit
Next Steps…