Additional Campaign Information

All organizations that achieve a 10% increase or more with a minimum of a $1,000 campaign and turn in their reports to the Tulsa Area United Way by October 30th will be listed in a special ad in the Tulsa World following the campaign.

How to Conduct a 20 minute Campaign Meeting

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>RESPONSIBILITY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribute pledge cards and other information as employees enter the room</td>
<td>Employee Campaign Coordinator (ECC) or other committee member</td>
<td>4 minutes</td>
</tr>
<tr>
<td>Welcome the employees and give the United Way endorsement</td>
<td>CEO</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Introduce and show the United Way video</td>
<td>ECC</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Have a guest speaker Q &amp; A</td>
<td>TAUW staff, agency rep, ECC or other company rep</td>
<td>6 minutes</td>
</tr>
<tr>
<td>Ask employees to fill out pledge cards and turn them in</td>
<td>ECC or other committee member</td>
<td>2 minutes</td>
</tr>
</tbody>
</table>

Awards Criteria

**Best of the Best**
- Employee per capita giving (EPC): $250 or more
- Employee participation: 75% or more
- Campaign increase over last year: 5%
- Implementation of 8 of 10 steps listed

**Award of Excellence**
- EPC of $162 or more
- Employee participation: 75% or more

**Gold Award**
- EPC of $125

**Silver Award**
- EPC of $90 – $124

**Bronze Award**
- EPC of $55 – $89

**Achievement Award**
- EPC of $45 – $54

Sample CEO Letter

Dear (Company Name) Employee,

The 2009 United Way Campaign is gearing up and we will kickoff our employee campaign on (DATE). (ECC’s name) and (his/her) team have worked hard to make this a great campaign and we’re looking forward to not only having some fun, but more importantly, making a difference in the lives of our friends and neighbors. The campaign will end on (DATE), and you will be receiving details on the campaign activities soon.

More than 740,000 people this year will need the valuable assistance provided by the 63 Tulsa Area United Way (TAUW) partner agencies. The agencies’ programs vary from after-school childcare to emergency assistance; from health services to services for the disabled. We all have a stake in the health of this community. Your contributions, combined with others, make a difference in numerous lives. By giving to the Tulsa Area United Way, you can meet the needs of many, funding 170 programs at the 63 partner agencies.

Please consider a gift to the Tulsa Area United Way as your part in making our community a better place to live. Your donation amount is a personal decision. TAUW recommends guideline giving (one hour’s pay per month or 1%), but any amount is appreciated. Keep in mind that we allow you to spread your gift throughout the year with the convenient option of payroll deduction. (IF APPLICABLE) We also match your gift, so everything you give goes further!

Please review the enclosed brochure about the agencies and services of the Tulsa Area United Way. I hope you will join me in supporting the 2009 United Way campaign. There is no better way to help more people in need than by giving through the United Way.

Thank you,

Your CEO

Important Campaign Event Dates

- August 14 - Trailblazer 5K Run & Block Party
- September 11 - Day of Caring and Campaign Kickoff
- October 8 - “Rock the 918” with TAUW & TYPros
- November 10 - Unite!

Who to Contact

Here’s who to call: Your Loaned Executive or Tulsa Area United Way Staff

<table>
<thead>
<tr>
<th>Name:</th>
<th>Phone:</th>
</tr>
</thead>
</table>

Additional campaign materials or other questions, call 583-7171 and ask for the Campaign Department.

Last year, 2-1-1 Helpline responded to more than 109,729 calls giving information, referrals and crisis intervention services 24 hours, 7 days a week.

Dialing 2-1-1 connects callers to trained specialists with access to multi-lingual translations and a database of thousands of services.

10 Steps to a Successful United Way Campaign
10 Steps to a Successful United Way Campaign

1. **Recruit and Educate a Campaign Committee**
   - Your campaign committee should include employees from all divisions and levels of your organization.

2. **Confirm CEO Support and Ask Your CEO to:**
   - Help determine campaign objectives and goals to be an award-winning company
   - Support recruitment of campaign committee
   - Appoint a Leadership Giving Coordinator
   - Write a letter encouraging employees to join him or her in contributing (see sample letter)
   - Attend employee meetings to make a personal statement of support
   - Provide recognition to Campaign Committee members and write a thank you letter to all employees who participated in the campaign
   - Determine amount of corporate matching and donation

3. **Review Past Performance and Calculate Goal**
   - Amount raised last year _______ % of participation ________
   - # of employees Average gift ______
   - # of givers _______ # of Leadership Givers ________
   - % of campaign raised by Leadershi Givers ________
   - What are your company’s strengths? __________________
   - In what areas could your company improve? __________________
   - Identify any company changes since last year (new hires, reorganization, layoffs, etc.). Consider the effect of any changes in developing goals for this year’s campaign.

4. **Establish a Campaign Timetable**
   - Notify Campaign Committee and CEO of dates for Tulsa Area United Way events
   - Establish employee campaign group meeting dates
   - Schedule speakers from agencies for employee meetings or tours of agencies
   - Set campaign end date and schedule a time to turn in your final report to TAUW

5. **Take Tours, Use Agency Speakers**
   - A great way to engage employees in the United Way campaign is to offer tours of United Way partner agencies to see firsthand how their money makes an impact in the Tulsa area.
   - Agency speakers also allow your employees to hear from those providing services.
   - Setting up a tour or speaker is easy. Just let your United Way staff member or Loaned Executive know the date(s) you need and how many employees will be going on the tour. Please give two weeks notice, if possible.
   - Testimonials from employees who have either received help or volunteered with an agency are very helpful when educating people about the importance of giving.

6. **Publicize the Campaign**
   - Emails and employee publications
   - United Way posters (available online) and materials
   - Live United goal poster to keep track of your campaign’s progress
   - Promotional items can be ordered from United Way of America at unitedwaystore.com
   - Incentives to encourage giving
   - Promote Leadership Giving - an annual gift of $500 or more, only $1.37 per day or $20.84 when paid twice a month
   - Encourage employees to visit the Tulsa Area United Way website at www.tauw.org

7. **Conduct Employee Campaign**
   - 1-2 weeks prior to date of employee campaign, send out the CEO letter (See sample CEO letter)
   - Secure incentives from local restaurants, museums, etc.
   - Personalize pledge cards
   - Schedule and conduct employee meetings or all-employee kickoff (See sample meeting agenda)
   - Show the campaign video
   - Use guest speakers (agency representatives, company employees who have used agency services, TAUW staff)
   - Encourage Leadership Giving and share gift amount information with all employees
   - Conduct follow-up with employees, to ensure every employee has been given the opportunity to contribute

8. **Inform Employees about Leadership Giving**
   - Leadership Giving through the Key Club and the Tocqueville Society exemplifies the spirit that makes our community a great place to live and work. Leadership Givers receive recognition throughout the year and are listed in the Leaders in Giving Registry.
   - Bronze: $500–$749
   - Gold: $2,500–$4,999
   - Bronze Plus: $750–$999
   - Platinum: $5,000–$9,999
   - Silver: $1,000–$1,499
   - Tocqueville Society: $1,500–$2,499
   - Silver Plus: $2,500–$4,999
   - Gold Plus: $5,000 or more
   - Ask the CEO to personally lead an informational briefing or send a letter explaining Leadership Giving to all employees before the regular campaign starts
   - Be sure to let them know of all the levels and if possible, offer an incentive or prize to employees that give early
   - Identify employees whose current giving level is close to the next Level, and encourage them to contribute at the next level, using incentives whenever possible

9. **Report Results to the United Way**
   - Complete the Leadership Giving Roster and request any needed recognition items from the United Way at www.tauw.org
   - Carefully complete the Campaign Report
   - Be sure to note the number of employees, billing information and frequency of employee payroll payments
   - Put all cash, checks, credit card forms, special event money, and “bill me” pledge forms in the Campaign Report Envelope
   - Put the Leadership Giving Roster in the envelope
   - Retain the third copy of the Campaign Report and give payroll pledge cards to your payroll office: staple the first two copies to the front of the Campaign Report Envelope
   - Seal the Campaign Report Envelope and return to your United Way staff person or to your Loaned Executive
   - Incentives to encourage giving
   - Promote Leadership Giving - an annual gift of $500 or more, only $1.37 per day or $20.84 when paid twice a month
   - Encourage employees to visit the Tulsa Area United Way website at www.tauw.org

10. **Wrap Up and Say Thanks**
    - Report final results and thank employees through department meetings, company newsletter, “Thank You” poster and/or email messages
    - Distribute CEO thank you letter to all employees and donors
    - Provide Leadership Giving recognition items to all Leadership Giving Donors
    - Recognize and thank your Campaign Committee
    - Evaluate your campaign results and prepare recommendations for next year’s ECC