

United Way
of Greater Stark County



"Play a role in making winning
change in our community"

Campaign in a Box - Game Show



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WELCOME LETTER SAMPLE

Date

Dear <<Employee Name>>,

<<Company name>> partners with YOU and United Way of Greater Stark County in the fight to improve the health, education and financial stability of every person in our community. I encourage you to invest in our community by making a contribution to United Way.

Donating to United Way is the most effective and efficient way to provide help to our community and make it a better place to live and work. United Way brings together community volunteers who do the research on the needs of the community, raise and distribute the funds to programs at agencies who can meet those needs and most importantly, gather and measure the results from the programs to ensure funds are helping the community.

Those who benefit from programs supported by United Way of Greater Stark County may be friends, neighbors, co-workers or members of our families; people like Jeff -

*Years ago, Jeff and his wife didn't have much money and badly needed a reliable car. "We found the **Ways to Work** program through the United Way of Greater Stark County and did everything asked of us. With a few weeks, we were approved and found a vehicle meeting the program requirements. Payments were affordable. Because we had the reliability of the new vehicle, my wife was promoted and I found a new job paying more than I was currently earning. This has allowed us to buy a house and really improve the quality of life for our family. When we were down and thought we were out of options, the United Way was there to pick us up. We look at this as the turning point in our lives and will forever be grateful for the opportunity that we were given.*

Thanks," Jeff, Billie, Jo, JD and Jessica.

Please join me and support the community with a contribution to the campaign – no amount is too small. The climb out of poverty is scary. Together, we can play a role in making winning change in our community.

Thank you!

<<Company CEO>>

**United Way
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EVENTS



Help employees learn about the impact they make through a fun take on *Wheel of Fortune*.

- Instructions & Puzzles



In poverty, the simplest expenses are often insurmountable. Help your employees understand how far their donations go with this fun, yet educational, take on the television classic *The Price is Right*.

- Instructions and game materials



A fun way to add a dash of friendly competition to your campaign plans. Use United Way trivia, or fun facts about your own company!

- Instructions, sample questions and game materials



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INCENTIVES

Your top contestants can earn fabulous prizes!

RUNNER UP



Runners up receive coupons for employee perks such as extra vacation time, sleep in late, VIP parking etc.

- Download coupons and parking signs

GRAND PRIZE



Inspire employees by offering a high-value prize. This could be a corporate match of funds raised, a vacation, a spa weekend, concert/sports tickets etc.

THANK YOU IDEAS

- Thank you letter from the Host (aka Manager/CEO)
- Grand-prize pizza party





"Play a role in making winning change in our community."

THANK YOU EMAIL SAMPLE

Dear [Salutation],

Thank you for joining <Company> and United Way of Greater Stark County to be the reason Stark County is a stronger community. Whether you are giving your time, a monetary gift, your compassion, your interest or your desire to make the world a better place – we appreciate it.

Your contribution helps to create a healthy community where every child succeeds in school and every individual and family achieves financial independence. Each donor is integral to the success of innovative programs and initiatives getting at the heart of social issues such as quality child care, tutoring & mentoring, homelessness, substance abuse, domestic violence and emergency assistance.

The odds are often stacked against people experiencing poverty but you aren't afraid to take on the toughest challenges. You are a handraiser and gamechanger. You don't wait for problems to land in your lap. Instead, you dig for the challenges that need you the most. We have one life. We fight for our causes and LIVE UNITED against the crises that stand in our way. Thank you for all that you do and for living United.

Sincerely,

[Company CEO]

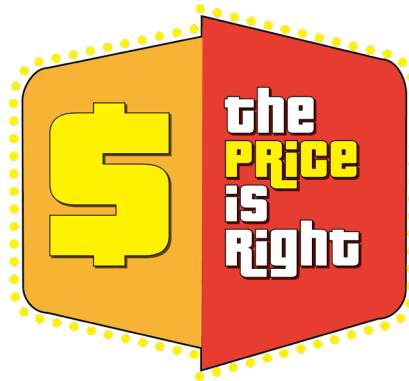
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GRAPHICS



Wheel of Fortune Logo



The Price is Right logo



Family Feud logo



Prize Wheel Wedges



The Price is Right
nametag



Family Feud notecards

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