United Way & YOU
United Way of Greater Oswego County, Inc.
GREAT THINGS HAPPEN WHEN YOU LIVE UNITED
United Way is a worldwide network of local organization that brings people together from neighborhoods, government, business, faith groups, nonprofits and schools to tackle community issues.
WHAT IS UNITED WAY?

Focus on outcomes – not just activities
Brings people together with a focus on underlying community causes

Not a short term charity, United Way strives for long lasting change. Looks at the bigger picture; what’s lacking? How do we address this?

What the campaign means...
The ground work to provide services to help reach the needs of the county
Creating opportunities for a good life for all:
Support the community; creates connections; drives successful results, increases common good of community
TRADITIONAL MODEL VS. COMMUNITY IMPACT MODEL

A Fundraising Organization
Focus on Treating Symptoms
What Do Agencies Need?
Funds Many Worthy Causes
Accountability by Individuals / Numbers Served
Talks to Donors Once a Year

Community Problem Solver
Treats Root Causes of Complex Issues.
What Does the Community Need?
Focuses on Top Priorities to Effect Lasting Change
Accountability by Measurable Results
Communicates Results and Invites Involvement Year-Round
## Allocations

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>Annually 2017-2018</th>
<th>Quarterly 2017-2018</th>
<th>PROGRAM</th>
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<td><strong>$350,000.00</strong></td>
<td><strong>$87,500.00</strong></td>
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Allocations

Agency List (2017-2018)

- **ARC OF OSWEGO COUNTY**  
  7 Morrill Place, Fulton, NY 13069  
  Tel: 315-598-3108  
  [www.arcofoswegocounty.org](http://www.arcofoswegocounty.org)  
  Advocacy and services for people with disabilities.

- **ARISE Child & Family Services**  
  9 Fourth Ave., Oswego, NY  
  Tel: 315-342-4088  
  [www.ariseln.org](http://www.ariseln.org)  
  Assisting with home modifications for physical needs, including ramps and durable medical equipment. Providing community support for resources and care.

- **AURORA**  
  518 James St./Suite 100 Syracuse, NY 13203  
  Tel: 315-422-7263  
  [www.auroraofcny.org](http://www.auroraofcny.org)  
  Dedicated to providing services for people with visual and hearing impairments.

- **BOY SCOUTS OF AMERICA, Longhouse Council**  
  2803 Brewerton Rd., Mattydale, NY 13211  
  Tel: 315-463-0201  
  [www.cnyscouts.org](http://www.cnyscouts.org)  
  The programs (Cub Scouts, Boy Scouts, Venturing, Sea Scouts

- **HUMAN CONCERNS CENTER, INC.**  
  85 East Fourth Street  
  Oswego, NY 13126  
  Tel: 315-342-7301  
  Provides emergency services by supplying a 3 day supply of food every 30 days for needy families and individuals in Oswego County.

- **INTEGRATED COMMUNITY PLANNING**  
  317 West 1st Street, Suite #111  
  Oswego, NY 13126  
  Tel: 315-543-2345  
  A community resource agency to support and improve the quality of life for youth and families of Oswego County by affecting change in behaviors, environments, and policy. This is provided through quality, accessible and affordable education, training, advocacy, technical assistance, and partnerships.

- **LEGAL AID SOCIETY OF Mid-NY**  
  108 West Bridge Street  
  Oswego, NY 13126  
  Tel: 315-532-6900  
  Domestic Violence Legal Services Program helps low income domestic violence victims and their children terminate abusive
CAMPAIGN

HOW ARE YOU COMMUNICATING WITH YOUR EMPLOYEES?
Workplace Campaigns

Corporate Engagement

Individual Engagement
Write down a few different ideas or initiatives that you as a coordinator do to get employee’s involved. How are you connecting and communicating with the employees throughout the campaign term? Do you ask for feedback?
Leadership

Strong campaigns start with strong leadership

- Meet with CEO, President, plant manager, etc to get commitment
- Evaluate what worked/what didn’t work
- Lead by example
- “Trickle down” support
- Strong network/team

- Plan events, meetings, etc
- Start early, follow up quickly
As coordinator, you should know some fundamental information about your company’s relationship with the United Way

- Why United Way is your company’s partner of choice?
- What community issues do they support or focus on?
- Do they have a volunteer program?
- If the company offers a corporate donation or match, what is it?
Strategies and Initiatives

Each campaign, take a look at new initiatives to put into play.

Strategize how you are going to reach more donors.

Retain donors, grow campaign

- Turning in pledge form enters name into contest
- Create visual display to illustrate the gift equivalent
- Ask employees to share personal stories
- UW/Agency representation
- Use ambassadors to reach multiple locations/shifts
- One-on-one vs. group method

Results don’t have to be significantly increased to show results
Tools to Reach Employees

- Communication
- Publicizing the campaign and sharing successes
- Energizing Prospects
- Customizing the Campaign to your workplace
Effective Communication

- Raises visibility and resources
- Boost credibility
- Connects with donors
- Engages new supporters
One-on-one
Follows kick-off campaign, trained ambassadors meet with employees to discuss their donations, answer any questions, and receive pledge.

• Ability to tailor UW message to individual

• Opportunity for questions to be answered privately

• Affords greater opportunity to develop deeper relationships

Group
Strong endorsement from CEO, clear explanation of company campaign objectives, enthusiastic request for donations – pledge forms to be returned at meeting or at later date.

• Uniform exposure to UW

• Requires fewer training of individuals

• Efficient use of organizations time
Publicizing the Campaign

How are you communicating to your employees?

- Engaging vs. Media Relations
  - 1. Incentives
  - 2. Share stories
  - 3. Friendly competitions
  - 4. Campaign video
  - 5. Decorating break rooms, etc
  - 6. UW themed days
  - Brochures
  - Newsletters
  - Posters
  - Payroll stuffer
  - E-mail
  - Voicemail announcements
GET THE CONVERSATION STARTED

- What are you/your company doing to help raise money for this year’s campaign?
  - DSS Spring Fling Bowl-A-Thon
  - SUNY Oswego’s Hockey Team Toy Drive /Games
  - Novelis Garage Sale
  - Exelon Family & Friends Night

- How do you share your company’s efforts to support the local community?
  - Live Video
  - Pictures
  - Tagging
  - Checking – In
#UWGOC

- #ADayInTheLife
  - Who we are/what we do

- #GOLF16
  - Events/fundraisers
  - Volunteer Recognition

- #WhyILiveUnited
  - Get people involved – share your story
WHAT ARE WE UP TO AT UNITED WAY?

BURRITT MOTORS & EAGLE BEVERAGE PRESENTS:
A DAY OF CARING
in collaboration with
United Way
United Way of Greater Oswego County, Inc.
WEDNESDAY JUNE 14TH 2017
9AM—3PM
- Put In A Day's Work By Helping A Great Cause
- Employees of Burritt Motors and Eagle Beverage will be helping OCO's Minetto Group Home get ready for summer

Volunteer:
- Planting Flowers
- Wedding Raking

DINING SERIES
2016
Dine at the following restaurants and 10% of your meal purchase will be donated to United Way:
Saturday December 10th
Bistro 197
197 West Park St.
Oswego, NY

Save The Date
22nd Annual Golf Tournament
Monday July 10th, 2017
For sponsor or team info contact Ali at
(315) 393-1900 x 203 or ali@unitedwayoew.com

United Way

PAINT N’ SIP

United Way of Greater Oswego County

The Drive Is On For School Supplies!
Wednesday August 24, - 8:30 a.m. - 3:00 p.m.
You will be collecting General School Supplies for Oswego County’s Children in need.
Together we can make a difference in ensuring every child starts school with the necessary tools to learn.
A reminder that students are also in need of backpacks to carry their supplies to school.

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the 9th annual stone soup, too LUNCHEON
Sponsored by:
Chairman: John Davis - Johnson Honda
Co-Chairman: Dave Stock - Johnson Ford
Co-Chairman: Rich Eberly - Forristal's
Chairman: Dale Sighel - Forristal's
Sponsors: Forristal’s, Johnson Ford, Johnson Honda
Soup Provided by:
Forristal’s
FREE 1500 FREE5000
2500 FREE

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SPREADING THE WORD

- What are ways we can appeal to more people than we do – increase likes, shares, followers, etc.

- What makes you want to LIVE UNITED?

- Will you use social media to help your 2017-2018 campaign?
FIND US

Like, Follow, Retweet, Friend, Pin

Whatever it is, help us spread our mission to better impact your local community

@OswegoUnitedWay
ENERGIZE PROSPECTS

Keep the campaign time frame short
Ensure events are conducted for all employees on all shifts/locations
Make sure the theme, events, and communication supports the company’s goals
Questions

- What campaign tactics do you believe work well, and which can be improved or changed?

- How have campaign priorities changed over the years?

- Are you acknowledging employees that give time in the same ways you are the ones that give financially?

- In the coming campaign, what would you most hope to accomplish? Both from a bottom-line and an intangible perspective?
• Don’t assume people see how a solution makes a difference

• Include causal mechanisms, simple, common sense explanations on what the programs are providing for the community.

• EX: Kids can’t learn when they are hungry, their teeth hurt from cavities, or when they move from school to school.
WHAT CAN YOU DO?

GIVE  ADVOCATE  VOLUNTEER