United Way of North Central Florida fights for the health, education and financial stability of every person in our community and has been a staple in North Central Florida since 1957. We serve a six-county area that includes Alachua, Bradford, Dixie, Gilchrist, Levy and Union counties.

Since our inception, we have raised more than $100 million for the region. Our top priority is to create real social change that leads to better lives and healthier communities for North Central Florida.

Here are our strategic goals for the community:

HEALTH: Children and adults live a healthy lifestyle, live in and maintain a safe and healthy environment, and have access to healthcare and services.

We partner to promote wellness and prevention programs, substance abuse and mental health services, as well as increased access to healthcare and nutritious food.

EDUCATION: Children are born healthy and enter school ready to be successful and graduate from high school on time.

We partner to promote healthy developmental growth of children by strengthening caregivers and early learning/childcare centers. Ensuring school readiness and K-12 academic success with students graduating high school on time, and with the knowledge, skills and credentials to obtain family-sustaining employment.

FINANCIAL STABILITY: Reduce domestic impediments to education created by poverty; individuals and families build financial stability and obtain stable and affordable housing.

We partner to help individuals and families improve their socioeconomic status by providing increased access to education, workforce skills, financial literacy and the ability to secure and maintain safe and affordable housing.

We also collaborate with more than 36 nonprofit partners and other organizations to continue to increase the overall community impact. These partnerships include serving as fiscal agent for the University of Florida Campaign for Charities (UFCC), administering FEMA Emergency Food & Shelter Program (EFSP) funds in our service area, being the lead agency for the North Central Florida Alliance for the Homeless and Hungry and serving as the coordinator for the Campaign for Grade Level Reading.

Each of these partnerships support United Way’s overall mission to help the community thrive! We have one life. To live better, we must LIVE UNITED.
CAMPAIGN BASICS: 5 STRATEGIES FOR SUCCESS

United Way of North Central Florida provides all of the assistance and resources that Employee Campaign Coordinators need to implement strategies that will maximize their company’s campaign success. As you begin preparing for the campaign:

• Contact your United Way representative for assistance with planning and preparation.
• Visit our website at www.unitedwayncfl.org for ideas and resources including the Employee Campaign Coordinator Toolkit.

1. AFFIRM TOP MANAGEMENT SUPPORT
   • Host a meeting with your CEO/leadership and United Way representative.
   • Gain approval for recruiting a campaign committee, holding campaign meetings and activities on company time.
   • Ask for visible support from company leadership during the campaign.
   • Discuss strategies for corporate support, i.e. corporate gift/match.
   • Discuss options for engaging senior staff through a focused leadership campaign.
   • Discuss options for incentives that can be used to encourage participation and increase giving.

2. RECRUIT A CAMPAIGN COMMITTEE
   • Recruit a diverse team that includes people from different departments and levels (i.e., management, administrative, etc.) within the company.
   • Invite both new and previously involved committee members to participate.
   • Set a schedule of committee meetings and distribute to members.
3. DEVELOP A CAMPAIGN PLAN

- Invite your United Way representative to your campaign planning meetings to answer questions and offer ideas. Discuss campaign strategies that fit within your company culture.
- Determine the means of pledging best suited to your company: pledge forms or online pledging (e-Pledge). Work with your United Way representative to arrange for delivery of all your campaign materials.
- Determine the campaign timeline including the pledging time frame and any presentations and activities that will be taking place.
- Outline campaign activities and determine which team members will be responsible for implementing them, including organizing the campaign kickoff, distributing and collecting pledge forms, special events, securing incentives, etc.
- Evaluate past results and identify areas where potential for increases may exist—dollars raised, participation, etc.—and set a campaign goal that focuses on these areas.

4. IMPLEMENT THE CAMPAIGN PLAN

Promote the Campaign

- Place information (posters, flyers, thermometers, etc.) in high traffic areas around your office such as entryways and break rooms in the weeks leading up to the kickoff so employees have an opportunity to learn about United Way.
- Use multiple methods of communication to inform your team about the campaign: post information on your intranet, announce the campaign at staff meetings, use payroll stuffers, etc.

Hold the Campaign Kickoff

- Start the campaign with your company’s leadership team and campaign committee a week prior to the general kickoff.
- Make the kickoff event fun and engaging for employees and be sure to communicate campaign goals, time frame, activities and incentives.
- Invite a member of the leadership team to the general kickoff meeting(s) to communicate management support of the campaign.
- Invite your United Way representative to speak at the meeting(s).
Make the Ask

- Make sure that everyone is given the opportunity to make a contribution to the campaign. Use the campaign kickoff, department meetings and one-on-one conversations to encourage participation. The number one reason people say they didn’t give is because they weren’t asked!
- Personally distribute and collect pledge forms. Ask everyone to return their pledge form, even if they choose not to give.
- Be prepared to answer questions about United Way. Many commonly asked questions are answered in this guide, and your United Way representative can answer any other questions employees may have.
- Show employees the impact their contributions can make. Giving goes up when people know their gift is making a real difference.
- Inform employees about opportunities such as United Way’s Leadership Societies: Women United, Emerging Leaders United, and de Tocqueville Society and donor choice program.

Monitor and Report Progress

- Send out reminders to encourage employees to turn in their pledges.
- Keep a running total of dollars raised as pledges are collected.
- Provide regular updates to employees, i.e. send out email blasts, update thermometers, etc.
- Make personal follow-ups with individuals who have not turned in their pledge as the campaign nears the end.

Wrap-Up the Campaign

- Ensure all pledges are turned in. Collect payment for those who opted to make a one-time gift with a check or cash.
- Schedule a meeting with your United Way representative to finalize the campaign, i.e. pick up the campaign envelope, extra campaign supplies, etc.
- Report your final campaign results to employees and leadership.
- Thank everyone! Send thank you emails, ask the CEO for a thank you message to communicate to employees, and hang thank you posters. And don’t forget to thank the committee for all their help!
- Hold a final campaign committee meeting to evaluate your efforts and make recommendations for next year.

5. YEAR-ROUND ENGAGEMENT

- Sign up for our e-newsletter to stay up-to-date on what’s going on at United Way.
- Share United Way updates and news with employees on a regular basis throughout the year so they can see the impact of their contributions.
- Organize group volunteer projects for employees and provide information about opportunities they can take advantage of on their own.
- Encourage Leadership givers to participate in our Leadership Societies: Women United, Emerging Leaders United, and de Tocqueville Society.
- Join us on our United Way Express Bus Tours where we visit some of our funded partners to give you an exclusive view of where your donation goes.
- Conduct a donation drive, such as food and toiletries.
CAMPAIGN MATERIALS & RESOURCES

We understand that you’re busy and running a United Way campaign is in addition to your other job responsibilities. With that in mind we want to give you all the tools, resources and help you need to make your campaign a success without becoming a burden.

1. **Pledge forms**
   Paper pledge forms are formatted in carbon-copy triplicates with the bottom pink sheet staying with the donor, yellow for the employer and top white sheet returned to United Way.

2. **e-Pledge**
   An online pledge system that can reduce paperwork and increase the ease of conducting your campaign.

3. **United Way Brochures**
   Offers a brief United Way overview and highlights our main areas of focus.

4. **Flyers**
   Use to promote the campaign, educate donors and decorate for employee meetings and special events.

5. **Videos**
   Our YouTube channel contains our most recent campaign productions, along with historical videos for use in your communications.

6. **LIVE UNITED success stories**
   These quick success stories can be printed or sent via email to demonstrate United Way’s success in the areas of health, education and financial stability.
CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN
☐ Meet with your United Way representative.
☐ Complete and return the "United Way Campaign Payroll Contact" sheet.
☐ Secure CEO/Senior Management support.
☐ Review campaign history and set your goals.
☐ Recruit a campaign committee to help with the campaign.
☐ Determine your campaign plan, time frame and any incentives.
☐ Gather your campaign communications and any campaign materials.
☐ Schedule your kickoff, United Way speaker and any special events.
☐ Promote the campaign with an announcement.

DURING THE CAMPAIGN
☐ Distribute pledge forms and campaign materials to every employee.
☐ Promote the campaign, kickoff and special events through numerous channels.
☐ Hold a mid-campaign committee meeting to review the progress towards the goal.
☐ Send regular progress reports to employees.
☐ Follow-up with individuals who have yet to turn in their pledge form.
☐ Send reminders about campaign events, incentives and deadlines.

AFTER THE CAMPAIGN
☐ Collect all pledge forms and campaign materials.
☐ Schedule a time with your United Way representative to complete the envelope.
☐ Take care of any corporate contributions or matches on employee giving.
☐ Send a thank you letter to everyone including the campaign committee and the CEO.
☐ Publish a short story, photo and the results of your campaign in the company newsletter.
☐ Hold a post-campaign committee meeting to evaluate the challenges and successes of the campaign. Keep the notes handy for next year!
☐ Talk to your United Way representative so that we can continue to improve our service.

YEAR ROUND
☐ Keep employees updated on the activities of United Way, such as United Way Express Bus Tours and donation drives.
☐ Promote volunteer opportunities to employees.
I'M NOT SURE WHAT UNITED WAY DOES.
United Way of North Central Florida (UWNCFL) is a local health and human services organization. We work to serve those living in Alachua, Bradford, Dixie, Gilchrist, Levy and Union counties. We are a part of a larger worldwide organization known as United Way Worldwide. We are one of 1,400 independent local United Way organizations across the country.

We are governed by our own local Board of Directors and led by our local President and CEO. We are not managed, controlled or directed by United Way Worldwide. We are North Central Florida's single largest funder of human services and non-governmental funder of education initiatives. Since 1957, we have raised nearly $100 million for programs that demonstrate a lasting impact in the community and help to change people's lives for the better.

I GET PRESSURE TO CONTRIBUTE. DO YOU ENDORSE THIS?
Absolutely not. Giving to UWNCFL is strictly voluntary. Your gift does make a difference, and we want you to make an informed and willing decision when you give.

WHO DECIDES HOW MUCH MONEY EACH PROGRAM RECEIVES?
Community Investment Council volunteers - people who live and work in our community - spend thousands of hours researching, visiting and discussing how best to invest your gift to United Way agencies. These volunteers participate in extensive reviews of program plans, budgets and agency fiscal responsibility. Approximately, 82 percent of United Way of North Central Florida’s Community Investment Fund goes to health, education and financial stability. Approximately, 18 percent goes towards immediate needs, such as emergency food and shelter.

I DON’T NEED TO GIVE LOCALLY, BECAUSE I ALREADY SUPPORT A NUMBER OF NATIONAL CHARITIES.
While we all have our favorite charities, United Way of North Central Florida is your community solutions provider and is uniquely positioned to both identify current and emerging needs in our area and provide targeted solutions. We help a range of programs and services that help our entire community for the better.

MY SPOUSE OR PARENTS ALREADY GIVE, SO I DON’T NEED TO.
United Way depends on the generous support of everyone in the community. Many couples choose to give at both workplaces because they want to participate with their coworkers. It's also a great way to support your individual company's efforts in building community. By everyone doing their part, we can continue to provide critical services to those in need. Additionally, combined gifts of $1,000 or more are recognized as Leadership donors.
UNITED WAY DONATIONS SUPPORT CHURCH-RELATED ACTIVITIES.
United Way funds only health and human service programs, not religious activities. United Way does fund programs provided by agencies that offer a wide range of services including some that are affiliated with local churches. However, these programs are supported because they meet a critical community need and are not religious in nature or approach.

HOW IS UNITED WAY DIFFERENT FROM OTHER NONPROFIT ORGANIZATIONS?
No other single organization meets the broad range of needs addressed by United Way. United Way goes beyond fundraising by researching the needs of the community and bringing the right resources and people together to solve tough local issues. It works with business, government and partner agencies to develop regional health and human service policies and strategies. It funds programs that are meeting people's needs today, and we are working on innovative solutions for lasting change. United Way monitors the performance of grant-funded projects and reports results to donors. It also recruits volunteers for nonprofit agencies and provides volunteer resources. And to top it off, United Way makes it easy for everyone to get involved.

WHY GIVE TO UNITED WAY?
You make a difference. You are making an investment that benefits the entire community, not just one program, issue or population, and this leads to a stronger, more sustainable place to live and work. It is a smart investment. United Way provides expert management of donor investments and brings the right people, ideas and resources together to solve the most pressing needs of our community and finds innovative solutions for lasting change. United Way leverages your contribution by combining it with others and strategically invests in results-driven programs and initiatives to maximize the impact we have in the community. It is easy and convenient. With online pledging, payroll deduction and donor designations it is easy to give back in a way that matters to you. Spreading your giving throughout the year makes it easier to increase your giving while still staying within your budget.
WHAT IF I DON’T THINK I CAN AFFORD TO GIVE?
By using United Way’s payroll deduction plan, you can invest a small amount each pay period, and see it add up to a significant gift by year’s end. Your investment combined with thousands of others will have a real, measurable impact in the community. Skipping just one latte a week can add up to more than $180, which could provide legal services and eviction prevention in order to avoid the trauma of homelessness for one household.

WHY CHOOSE UNITED WAY’S COMMUNITY INVESTMENT FUND?
Making significant progress on community-wide problems requires a community-wide effort. Resources of nonprofit service providers are most effectively used if they are aligned and collectively deployed. Contributing to the Community Investment Fund supports an effort of “collective impact,” with your dollars being strategically allocated to a variety of organizations, programs and partnerships that work together toward better health, education and financial stability of our residents. We know that community issues don’t stand alone. Financial stability of a family depends on education, and health relates to both financial stability and education. The problems are interrelated and it makes sense that the solutions are interrelated. Through the Community Investment Fund, the contributions of thousands of individual donors become a force for change in the community.

WHERE DOES THE MONEY GO?
Your contributions fund large scale local collaborations, and specific programs focused on the most significant community needs in the areas of education, health and financial stability in North Central Florida. Your contributions to the Community Investment Fund stay within our six-county service area. For a complete list of United Way’s currently funded programs, please visit our website.

CAN I GIVE DIRECTLY TO MY FAVORITE AGENCY?
Our donor choice program allows designations to our three impact areas, as well as any 501(c)3 in the state of Florida.

WHAT ELSE DOES UNITED WAY DO BESIDES FUND AGENCY PROGRAMS?
In addition to raising and investing dollars, United Way brings together community stakeholders, contributors and agency partners to create collaborative and innovative approaches to help solve community issues. United Way also coordinates a variety of initiatives and programs such as B.O.O.S.T. (Better Out of School Time) and the Campaign for Grade-Level Reading. United Way also serves as fiscal agent for UFCC (University of Florida’s Campaign for Charities), administers Emergency Food and Shelter program funding and is the lead agency for the North Central Florida Alliance for the Homeless and Hungry’s Continuum of Care (CoC).

HOW DO PEOPLE GET HELP FROM UNITED WAY?
United Way funds and supports more than 30 programs throughout North Central Florida that help people every day. A list of these programs and our partner agencies can be found on our website. People looking for assistance should contact 2-1-1 for free referral services or visit www.unitedwayncfl.org/211.
CAMPAIGN CONTACTS

Team United Way is here to assist your campaign efforts along every step of the way. Your United Way representatives can be a great resource to offer ideas and suggestions to take your campaign to the next level. Please review the list below and feel free to contact us if you have questions, comments or concerns.

Mona Gil de Gibaja  
President & CEO  
(352) 333-0845  
MGildeGibaja@unitedwayncfl.org

Dana Clayton  
Vice President of Resource Development  
(352) 333-0846  
DClayton@unitedwayncfl.org

Amber Miller  
Senior Director of Business & Community Partnerships  
(352) 333-0856  
AMiller@unitedwayncfl.org

Amy Azoulay  
Director of Communications  
(352) 333-0854  
AAzoulay@unitedwayncfl.org

Rhonda Johnson  
Director of Operations  
(352) 333-0843  
RJohnson@unitedwayncfl.org

Lauri Schiffbauer  
Director of Housing & Volunteer Partnerships  
(352) 333-0850  
LSchiffbauer@unitedwayncfl.org

United Way of North Central Florida  
6031 NW 1st Place  
Gainesville, Florida 32601  
Phone: (352) 331-2800 | Fax: (352) 331-2111  
www.unitedwayncfl.org

Social Media:  
Facebook: @unitedwayncfl  
Twitter: @unitedwayncfl  
Instagram: @unitedwayofncfl