

HOW TO HAVE A SUCCESSFUL CAMPAIGN

Thank you for taking on the role of Campaign Coordinator for Henry County Public Schools (HCPS). As Campaign Coordinator, you will be LEADing the Way as HCPS promotes United Way of Henry County and Martinsville's mission to advance youth opportunity, financial security, and a healthy community right here at home.

We've created this guide to assist you on that journey. Should you ever need any form of assistance, our local United Way staff member, Rebecca, is ready to help! Please contact her at Rebecca@UnitedWayofHCM.org or 276-790-9243.

L



LAUNCH WITH PURPOSE

Start strong by setting clear fundraising goals and introducing the campaign theme. Connect your workplace to UWHCM's mission: Advancing youth opportunity, financial stability, and healthy communities so all can thrive.

E



ENGAGE YOUR AUDIENCE

Promote and energize your school around the cause. Use inspiring stories, leadership involvement, and campaign materials to build connection and excitement across the organization.

A



ADVOCATE FOR INVOLVEMENT

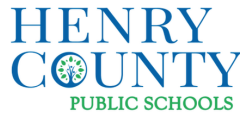
Encourage faculty and staff to be champions of the cause. Empower team members to share why they give, invite others to participate, and help spread awareness throughout the workplace.

D



DRIVE IT HOME

Track progress, recognize milestones, and show gratitude. Keep the momentum going with regular updates and celebrate your team's collective impact at the finish line.



ONE-WEEK CAMPAIGN

RECOMMENDED TIMELINE

MONDAY

Campaign Launch

Have United Way of Henry County and Martinsville visit and speak with staff, or share a morning announcement highlighting the cause. Share your Pledge Forms (virtually or paper) and discuss plans for the upcoming week. Encourage participation through incentives, such as rewards for a percentage level of participation. Send out a follow-up email right before lunch so faculty and staff have time to read the message.

TUESDAY

Do Nothing...

Take a break from messaging to prevent donor fatigue. Allow time for yesterday's message to settle in.

WEDNESDAY

Follow-Up

Send a follow-up email. If possible, have leadership, such as the Principal or Administrative team, make a special morning announcement to the school encouraging everyone to pledge before Friday, or the last day of your campaign (as applicable).

THURSDAY

FUNdraise

Host a virtual or in-person event fundraiser. Try hosting a trivia competition, lunch & learn, or a game tournament. Maybe do a "silly hat day" where faculty and staff can wear a silly hats to encourage a minimum payroll pledge / one-time donation amount.

FRIDAY

Final Push + Thank you

Send a final push reminder in the morning encouraging any last-minute pledges. Highlight the progress towards your campaign goal and announce totals in real-time. Thank every volunteer, donor, and participant for their part in making the campaign a success. Praise impact at all levels.

☐ **PREPARE MATERIALS**

- ☐ Pledge Forms (Digital or Paper)
- ☐ Define School Fundraising Goal:
- ☐ Plan Campaign Messages / Announcement(s)

☐ **LAUNCH**

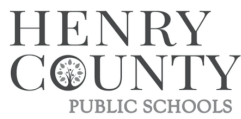
- ☐ Share Kick-Off Message / Morning Announcement
- ☐ Distribute Pledge Forms + Email Message Mirroring Announcement
- ☐ Highlight School Goal / Giving Incentives

☐ **MID CAMPAIGN**

- ☐ Mid-Week Announcement / Send Follow-Up Reminder
- ☐ Answer Questions
- ☐ Optional: Host Simple/Fun Event
Ex: Crazy Hat Day, Spirit Day, Faculty Competition, Lunch & Learn

☐ **WRAP-UP**

- ☐ Send Final Reminder
- ☐ Collect Completed Pledge Forms
- ☐ Organize Pledges + Payments Based on Payment Type
 - ☐ One-Time (Cash/Check) ☐ Payroll Deductions
 - ☐ Bill Me / Online Payments ☐ Special Event Totals
- ☐ Complete Campaign Envelope Report with Location Totals
- ☐ Return All Campaign Materials to Garrett Dillard
(All Pledge Forms, Cash / Check Payments, w/ Completed Location Envelope Report)



WORKPLACE CAMPAIGN ENVELOPE REPORT

☐ Final Report ☐ Partial Report

Date: ____ / ____ / ____

School Name / Location

Campaign Chair

Mailing Address

City, State

Zip Code

Email Address

Phone Number

☐ Office

☐ Mobile

Preparer's Name

Preparer's Phone Number

Preparer's Signature

Payment Information

- The date you will begin withholding for Payroll Deduction Pledges: ____ / ____ (mm/yy)
- How will your company remit Payroll Deductions?
(Please Check One) ☐ Monthly ☐ Quarterly

Campaign Fundraising Envelope Summary

To ensure that every pledge and donation designation is accounted for, please share your location's fundraising totals below. Attach this form to the front of an envelope containing all completed pledge forms, and the checks / cash raised.

**Total Number of Pledge Forms
Enclosed/Attached:**

**Total Number of Employees at
Time of Campaign:**

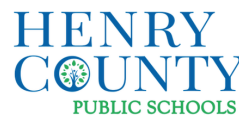
	Total Contributions	Number of Donors
Employee Payroll Deductions	\$ _____	_____
Check Contributions	\$ _____	_____
Cash Contributions	\$ _____	_____
Special Event / Fundraisers	\$ _____	_____
Direct Billing / Invoice / Stocks	\$ _____	_____
Total Employee Giving	\$ _____	_____

Corporate Gift	\$ _____	_____
Corporate Match	\$ _____	_____
Total Corporate Giving	\$ _____	_____

Envelope Total \$ _____

PLEDGE FORM

(Please Print Clearly)



PARTICIPANT'S INFORMATION

School / Loc. _____

First Name _____ M.I. _____ Last Name _____ Suffix _____

Street Address (Personal - UWHCM does **not** share this info with 3rd parties) _____ Apartment / Unit # _____

City _____ State _____ ZIP Code _____

Phone ☐ Home ☐ Mobile SMS Opt-in ☐ Y / ☐ N Email Address _____

PLEDGE

Pledge to donate \$600 or more to be recognized as a Leadership Circle Member!

☐ **Support United Way of Henry County and Martinsville General Fund** \$ _____
(UWHCM General Fund) AND/OR UWHCM Initiatives

☐ Youth Opportunity \$ _____ ☐ Financial Security \$ _____

☐ Healthy Community \$ _____ ☐ Other: \$ _____

☐ **I would like to sponsor a local child (up to age 5) to receive FREE** \$ _____
books for a year through Dolly Parton's Imagination Library. (\$31 per child)

☐ **I wish to forward my gift to*:** (optional) \$ _____

Agency Code(s): _____

*Please refer to the back of this form for the 3-letter designated agency codes.

For unlisted agencies: We make every effort to ensure a donor's gift is received by the intended agency; however, if we cannot verify the existence or eligibility of an agency designated to receive funds, and are unable to contact the donor for alternative arrangements, the monies designated will be directed to United Way of Henry County and Martinsville General Fund. To check unlisted agency eligibility, please contact Donor Services at 276.638.3946 x110, or email Rebecca@UnitedWayofHCM.org.

☐ Please recognize this gift. List my/our name(s) as follows: _____

☐ Please keep my gift anonymous.

SIGNATURE: _____ **DATE:** _____

Tax Year _____ EIN: 54-0753318

TOTAL: \$

Community Care Card Eligibility - \$150+

PAYMENT METHOD

☐ **Payroll Deduction** (_____ x _____) Example: Bi-Weekly pay is 26 x \$ 5.77
pay periods installments for a Pledge Total of \$150

☐ **Enclosed Cash /** ☐ **Check** (Payable to United Way of HCM) Check # _____

☐ **Credit Card or Bank Transfer** (Go to: UnitedWayofHCM.org, Click "DONATE") Payment Date: ____ / ____ / ____

☐ **Bill Me** First Billing Date: _____ (mm/yy) ☐ One-Time ☐ Semi-Annually ☐ Quarterly

☐ **Stock / Securities** Please notify Rebecca@UnitedWayofHCM.org of Transfer.

LEADERSHIP LEVELS

- ☐ Tocqueville Society I \$10,000+
- ☐ Platinum Circle I \$9,999 - \$6,000
- ☐ Gold Circle I \$5,999 - \$3,000
- ☐ Silver Circle I \$2,999 - \$1,200
- ☐ Bronze Circle I \$1,199 - \$600

Thank you for your contribution to United Way of Henry County and Martinsville!

No Goods or Services were exchanged for this gift. We do not rent, trade, or sell our list of contributors. Please keep a copy for your records.

IMPACT AREAS

UNITED WAY OF HCM GENERAL FUND

The most powerful way to invest your gift. We invest your contribution through annual Community Impact Grants that support programming focused on youth opportunity, financial security, and a healthy community. Recipients of these grants are vetted each year by a team of 15-30 local volunteers to ensure that your gift only goes to Martinsville and Henry County's most current needs.



OUR IN-HOUSE INITIATIVES

Youth Opportunity

MHC Partners for Children ensures that all children (birth to age 5) have supportive adults with the resources necessary for healthy development and kindergarten readiness.

Financial Security

Programming includes individual support such as: **VITA** free tax prep, **VIDA**, financial education programs, including **Getting Ahead**, and our semi-annual **Dollars & Sense Reality Fair**.

Healthy Community

Includes programs that encourage healthier habits and lifestyles with personalized care and community workshops led by our team of certified **Community Health Workers**.



For just **\$31**, you can provide a **year** of books to a local child. **Dolly Parton's Imagination Library**, in partnership with UWHCM, delivers a monthly age-appropriate, high-quality book to children from birth to age five. For more details, contact **Erica** at 276.638.3946 x113, or Erica@UnitedWayofHCM.org.

DESIGNATED AGENCY CODES

ARC American Red Cross - Martinsville

ANC ANCHOR Commission

AFD Axton Volunteer Fire Department

BRS Bassett Rescue Squad

BSA Boy Scouts

BGC Boys and Girls Club of the Blue Ridge

CDC Community Dream Center

CHW Connect Health + Wellness

DRC Disability Rights & Resource Center

EAD Edwards Adult Day Center

FCR Fieldale-Collinsville Rescue Squad

FIA Friends of Infinity Acres Ranch

FMY MHC Family YMCA

FOY FOCUS on Youth

GSS Girls Scouts

GNW Grace Network

HFP Henry County Food Pantry

HRS Horsepasture Rescue Squad

PCS Piedmont Community Services

RRS Ridgeway Rescue Squad

SAM Salvation Army

SSR Southside Survivor Response Center

SSS Stepping Stones

STP Step, Inc.

VLA Virginia Legal Aid

WRM MHC Warming Center

OUW Other United Way (write locality)