

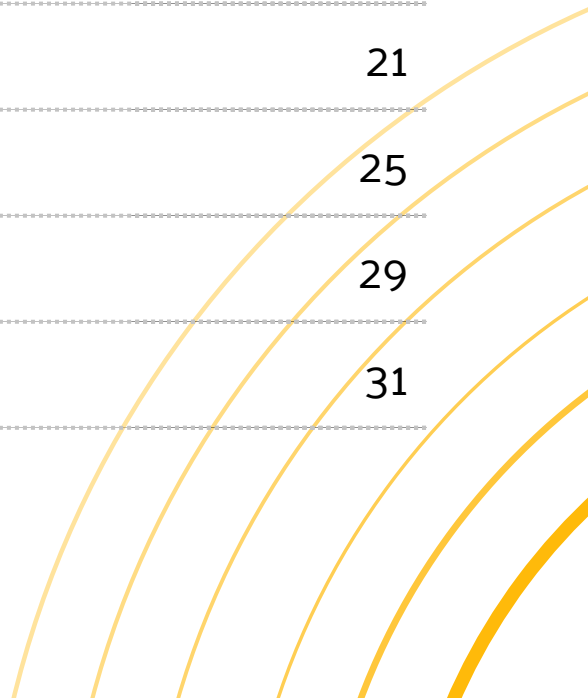
LEAD THE WAY

CAMPAIGN COORDINATOR GUIDE

Revised 2025

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CAMPAIGN ROADMAP



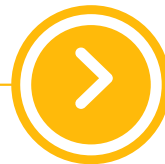
REVIEW AND SET GOALS

Look back at previous years and set clear goals to make your campaign a success!



PROMOTE AND ENGAGE

Spread the word, share success stories, and get your leadership team involved to have a strong launch at the very start.



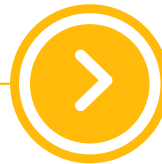
ORGANIZE EVENTS

Host an event to help raise proceeds or awareness, engage with your team, and offer volunteer opportunities to inspire others to take action!



INVOLVE EVERY EMPLOYEE

Make sure everyone has a chance to give, share progress, and keep the energy high throughout the campaign.



FINALIZE AND CELEBRATE

Wrap up strong, announce results, and thank everyone with a celebratory event to highlight appreciation.



LEAD THE WAY

HOW TO HAVE A SUCCESSFUL CAMPAIGN

Thank you for taking on the role of Campaign Coordinator for your workplace. As Campaign Coordinator, you will be LEADing the Way as your workplace 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. Be creative with your campaign approach. Do what you believe will work best for your workplace needs. Should you ever need any form of assistance, our staff member, Rebecca, is ready to help! Please contact her at Rebecca@UnitedWayofHCM.org or 276-638.3946 x110.

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 team around the cause. Use inspiring stories, leadership involvement, and campaign materials to build connection and excitement across the organization.

A



ADVOCATE FOR INVOLVEMENT

Encourage employees 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.

BEST PRACTICES



CAMPAIGN KICK-OFF

Invite employees to a virtual or in-person kick-off (like our annual Day of Action) or record a video from a senior executive to distribute electronically to all employees. Campaign speakers are also available to join your kick-offs and share the impact of gifts made to the United Way of Henry County and Martinsville.

UTILIZING RESOURCES

This guide and additional resources are available at: UnitedWayofHCM.org/campaign. Each of these tools are designed to help streamline your campaign. Plus, UWHCM staff is available to:

- Facilitate a Guest Speaker
- Create a Custom Pledge Form
- Create Landing Pages for Fundraisers
- Promote UWHCM Benefit Events
- Assist with any step along the way!

Contact Us day to get things rolling!

COMMUNICATIONS

Consolidate and coordinate communications to avoid overwhelming employees.

Promote corporate matches, contributions, payroll programs and incentives to increase participation in employee giving.

Have your team make individual asks in their departments or divisions. Meet with folks face-to-face, showcase events, and promote the cause.

INCENTIVES

Offering incentives significantly increases overall employee participation. Popular incentives may include: offering paid-time-off, VIP parking, denim days, raffle prizes, gift cards, lottery tickets, and much more!

SPECIAL EVENTS

Find opportunities both inside and outside of your workplace to create in-person or virtual events. Host a bake sale, golf tournament, or silent auction. Have a company-wide Day of Giving.

Check with your leadership team and review company policies on gatherings. If possible, hold the event after a formal campaign kick-off to further promote donation options and really put the “fun” in fundraising.

See our **Event Ideas** on **page 29**.

LEADERSHIP CIRCLE

Leadership Circles are a great way for employees to extend their impact and deepen their engagement with their local United Way. By donating \$600 or more each year, donors qualify for recognition as a Leadership Circle Member. In addition to regular updates from UWHCM and annual recognition in our Leadership Booklet, benefits include access to any locally organized Leadership Circle events.

RECOGNITION AND THANKS

It's important to thank every participant. Send thank you cards (physical or digital) from your CEO, Campaign Chair, Campaign Coordinator, or other UWHCM Campaign Volunteers.

Highlight donors of a certain level during team meetings or a monthly newsletter.

Host an event or hold a special “thank you” for donors who participated in your campaign. Publicize results and reiterate the impact of their gifts via your company newsletter, email, or intranet.

CAMPAIGN LAUNCH SCHEDULE

KICK-OFF PLAN

FIRST...

Confirm Leadership Attendance

Ensure that all members of your leadership team can attend the campaign launch. Pick a date and timeframe where they can all be present. This helps show the level of dedication your company has to the overall success of the campaign.

3-5 WEEKS PRIOR



Prepare All Resources & Materials

Draft invitations, confirm distribution lists, request key speakers, and prepare pledge forms. Check out the sample emails, flyers, and other campaign materials within this guide. Book time with Rebecca, our Workplace Engagement and Donor Services Coordinator to receive paper pledge forms and custom co-branded campaign materials. UWHCM staff members are also available to serve as guest speakers or offer local resources, depending on your event needs. Additional materials can be found at UnitedWayofHCM.org.

1 WEEK PRIOR

Reminders & Updates

Send reminders with calendar invitations. Make updates such as including a meeting agenda, presentation slides, list of key speakers, or other preparatory information.

EVENT DAY



It's Showtime!!

Showcase our UWHCM's cause and inspire your team to get involved. Highlight donor incentives and distribute pledge forms. Create friendly competition to help achieve your goals. Answer questions and start mobilizing.

2 WEEKS PRIOR



Invitations & RSVPs

Send out your invitations. If you are hosting your kickoff virtually, provide the web conference information in the booking link. Be sure to track your RSVPs. This will assist in tracking event attendance and gauge the response to your invitation. Your management team(s) may choose to make the event a mandatory meeting for their staff.

3 DAYS PRIOR



Trial Run & Verify Guests

Complete a test of any communication systems, presentation files, or other media. This can help troubleshoot any problems before your audience is present. Contact your guest speaker(s) and verify attendance. Keep communication open with UWHCM staff to ensure that we can help!

WRAP-UP

Thank Everyone

Send a follow-up thanking all staff for their help in making the event a success. Highlight all donors for their generosity and volunteers for committing time to the cause. Share the results compared to the goal and reward your team for their efforts.



ONE-WEEK CAMPAIGN

PLANNING TIMELINE

MONDAY

Campaign Launch / Kick-Off Event

Have United Way of Henry County and Martinsville visit and speak with staff, share a message 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.

Event Follow-Up

Send out Pledge Forms and a follow-up email. Be sure to include major details of participant incentives, pledge deadlines, and highlight any upcoming events or fundraisers.

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 CEO encourage 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 a trivia competition, chili cook-off, or bake sale. See our list of our Event Ideas (p. 28) for more inspiration!

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.



TWO-WEEK CAMPAIGN

PLANNING TIMELINE | WEEK 1

MONDAY

Campaign Launch / Kick-Off Event

Have United Way of Henry County and Martinsville visit and speak with staff, share a message 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.

Event Follow-Up

Send out Pledge Forms and a follow-up email. Be sure to include major details of participant incentives, pledge deadlines, and highlight any upcoming events or fundraisers.

TUESDAY

Do Nothing...

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

WEDNESDAY

Engage Your Community

Share United Way success stories, highlight campaign champions, remind staff of upcoming activities and encourage participation.

THURSDAY

FUNdraise

Host a virtual or in-person event fundraiser. Try a trivia competition, chili cook-off, or bake sale. See our list of our Event Ideas (p. 28) for more inspiration!

FRIDAY

Highlight Progress

Send a recap of Week 1's best moments, thank current participants, relay information regarding your progress towards the final goal. Drive friendly competition between departments to keep things interesting. Reward participants for their progress so far.

TWO-WEEK CAMPAIGN

PLANNING TIMELINE | WEEK 2



MONDAY

Campaign Follow-Up

If possible, have leadership, such as the CEO encourage everyone to pledge before Friday, or the last day of your campaign (as applicable). Encourage participation in any remaining events

TUESDAY

Do Nothing... Again.

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

WEDNESDAY

Round-Two Fundraiser

Host another virtual or in-person event fundraiser. Make it different than the first one to expand on employee interests. For example, if your first event was very hands-on, make this one more casual, or vice versa.

THURSDAY

Showcase the Cause

Invite staff to share their stories as to why they chose to give back to Martinsville and Henry County through United Way. Encourage peer-to-peer fundraising. Highlight goal progress and communicate the final push.

FRIDAY

Thank and Celebrate

Showcase the best moments of your two-week campaign. Celebrate accomplished goals and thank every participant for their part in helping this campaign be a success. Follow through on donor incentives and reward those who went the extra-mile to make things happen.

ONE-WEEK VIRTUAL CAMPAIGN

CAMPAIGN GUIDE



MONDAY

Campaign Launch / Kick-Off Event

Have United Way of Henry County and Martinsville conduct a virtual visit to speak with staff, share a message highlighting the cause. Share your Pledge Forms virtually and discuss plans for the upcoming week. Encourage participation by offering incentives, such as rewards like a team party for completing a high-level of participation.

Event Follow-Up

Send out digital Pledge Forms and a follow-up email. Be sure to include major details of participant incentives, pledge deadlines, and highlight any upcoming events or fundraisers.

TUESDAY

Do Nothing...

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

WEDNESDAY

Engage Your Community

Share videos on your intranet that showcase United Way success stories, highlight internal campaign champions, remind staff of upcoming activities and encourage participation.

THURSDAY

FUNdraise

Host a virtual event fundraiser. Try an online escape-room, virtual talent show, pet parade, or lunch and learn. Check out our Event Ideas (p. 28) for more inspiration.

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.

FREQUENTLY ASKED QUESTIONS

UNITED WAY OF HENRY COUNTY AND MARTINSVILLE

WHAT IS A WORKPLACE CAMPAIGN?

A workplace campaign is an easy way for companies to get their employees involved in giving back to their community. Often times, employers advocate for a charity of their choosing and encourage participants to give through payroll deduction, one-time gifts, or fundraising events that benefit local programs and initiatives.

HOW MUCH TIME WILL IT TAKE?

Campaigns can be tailored to meet your business needs. Some can run in a single-day, but the most successful campaigns run over the course of one or two weeks. United Way of Henry County and Martinsville offers planning support and campaign materials to make the overall process smooth and efficient for your team.

HOW DO WE GET OUR EMPLOYEES ENGAGED?

Generate a “buzz” around the campaign: plan themed days and offer prize drawings. Encourage team or department competitions and participate in volunteer events, like our annual Day of Action. Showcase win-win options like our local Community Care Cards.

CAN WE DESIGNATE DONATIONS?

Yes, absolutely! While giving to the United Way of Henry County and Martinsville General Fund has the most benefit, we offer the option for donors to designate any portion (or all) of their gift to an organization of their choosing. We have over 25 vetted local agencies listed on our pledge forms and do our best to honor unlisted agency requests.

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 the United Way of Henry County and Martinsville General Fund. To check unlisted agency eligibility, or request an agency to add, please contact Donor Services at 276.638.3946 x110, or email Rebecca@UnitedWayofHCM.org.

WHAT KIND OF SUPPORT DO YOU PROVIDE?

We can provide every essential material needed for you to have a successful campaign. We offer: Pledge Forms (digital & print), Flyers, Television Slides, Virtual and In-Person Presentations, Campaign Guides, Planning Timelines, Email Templates, Co-Branded Flyers, Event Volunteers, Special Event Plans, Campaign Envelope Reports, and custom-tailored materials to fit your business needs. Contact Rebecca@UnitedWayofHCM.org for assistance.

CAMPAIGN MATERIALS



Henry County
and Martinsville
UNITED WAY

WORKPLACE CAMPAIGN ENVELOPE REPORT

☐ Final Report ☐ Partial Report

Date: / /

Company / Organization Name

Campaign Coordinator

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

Company Award Qualifying Information

In order to determine your company's eligibility for workplace campaign award recognition, please complete **all** of the following information:

**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

Employer: _____

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

Street Address _____ 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)



DAY OF ACTION SPONSOR FORM

SUBMISSION DEADLINE: AUGUST 15, 2025

Thank you for considering an annual sponsorship supporting the United Way of Henry County and Martinsville. Your generosity helps create measurable lasting solutions to our area's greatest challenges. All business contributions pledged 20 business days prior to our Day of Action are considered Pacesetter gifts and may be recognized as such during our Annual Campaign Kick-Off Ceremony.

COMPANY INFORMATION

Business Name: _____

Contact Name: _____ Phone Number: _____

Mailing Address: _____

City / State: _____ ZIP Code: _____

Email Address: _____

Number of Employees: _____

Are you interested in having your employees engage with us? ☐ Yes ☐ No ☐ Need More Info

DONATION LEVELS

We invite you to choose a sponsorship level that reflects your company's commitment to strengthening our community. Please specify your total donation below. See back for recognition level benefits.

- ☐ Community Builder: \$50,000+ annually
- ☐ Impact Leader: \$25,000-\$49,999 annually
- ☐ Change Maker: \$10,000-\$24,999 annually
- ☐ Neighborhood Supporter: \$5,000-\$9,999 annually
- ☐ Friend of the Community: \$1,000-\$4,999 annually
- ☐ Other Amount

SCAN TO SEE OUR IMPACT



PAYMENT OPTIONS

☐ 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.

TOTAL SPONSORSHIP AMOUNT (USD):

\$ _____

UNITED WAY OF HENRY COUNTY AND MARTINSVILLE, INC. EIN: 54-0753318

Please Note: we will not be able to recognize Sponsorships submitted after the August 15, 2025, deadline for the 2025-2026 season. Sponsorships submitted after the August 15, 2025, deadline will be honored as such during the 2026-2027 Campaign Season.

Authorizing Signature: _____ Date: _____

We invite you to choose a level that reflects your company's commitment to strengthening our community. Each sponsorship level includes all benefits from the lower tiers, along with additional recognition for your generosity. The following outlines how we acknowledge your support at each level. Please specify your total sponsorship on the front of this form. Thank you.

COMMUNITY BUILDER: \$50,000+

- Public "thank you" on UnitedWayofHCM.org with your business name or logo listed under "Community Builder" and all other lower tiered recognitions, plus:
- Recognition as a headlining sponsor during our annual Day of Action
- Name or logo included on Day of Action signage, programs/flyers, event page(s)
- Premium placement on Day of Action T-shirts

IMPACT LEADER: \$25,000-\$49,999

- Public "thank you" on UnitedWayofHCM.org with your business name or logo (when provided) listed under "Impact Leader" and all other lower tiered recognitions, plus:
- Featured as an "Impact Leader" in a block at the bottom of "Our Impact" for a year
- Exclusive article in our Annual Report highlighting your impact on our organization
- Priority logo or name placements on Day of Action t-shirts

CHANGE MAKER: \$10,000-\$24,999

- Public "thank you" on UnitedWayofHCM.org with your business name or logo (when provided) listed under "Change Makers" and all other lower tiered recognitions, plus:
- A video feature about your partnership posted on UWHCM's social media channel(s) and on UnitedWayofHCM.org
- Opportunities to share co-branded materials at the UWHCM's office(s) or event booth(s)
- Logo or name placed on the year's Day of Action t-shirts

NEIGHBORHOOD SUPPORTER: \$5,000-\$9,999

- Public "thank you" on UnitedWayofHCM.org with your business name listed under "Neighborhood Supporters" and all other lower tiered recognitions, plus:
- Business Recognition as a thank you post on UWHCM's social media channel(s)
- Invitation to showcase your support in an article about your business in our End-of-Month newsletter: "Our Impact" (parameters: 250 words or less, plus a photo-op or logo placement)
- Name placed on the year's Day of Action t-shirts

FRIEND OF THE COMMUNITY: \$1,000-\$4,999

- Public "thank you" on UnitedWayofHCM.org with your business name listed under "Friends of the Community"
- Recognition at our Annual Day of Action during our kick-off event



BUSINESS PLEDGE FORM

Thank you for considering a business donation to support the United Way of Henry County and Martinsville. Your generosity helps create measurable lasting solutions to our areas greatest challenges. Business donations pledged prior to our Day of Action are considered Pacesetter gifts and may be recognized as such during our Annual Campaign Kick-Off Ceremony. United is the Way we help others thrive.

COMPANY INFORMATION

Business Name: _____

Contact Name: _____ **Phone Number:** _____

Mailing Address: _____

City / State: _____ **ZIP Code:** _____

Email Address: _____

Number of Employees: _____

Are you interested in having your employees engage with us? ☐ Yes ☐ No ☐ Need More Info

BUSINESS PLEDGE

We invite you to choose a donation amount that reflects your company's commitment to strengthening our community. Please specify your total donation below.

Total Donation Amount (USD): \$ _____

PAYMENT OPTIONS

☐ **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.

PLEDGE AUTHORIZATION

By signing this form, I acknowledge that this donation is given freely and without expectation of goods, services, or benefits in return. I confirm that I am authorized to make this donation on behalf of the above-named business/organization.

Authorizing Signature: _____ **Date:** _____

United Way of Henry County and Martinsville, Inc. EIN: 54-0753318

Physical Address: 149 East Main Street, Martinsville, VA 24112 | Mailing Address: P. O. Box 951, Martinsville, VA 24114

Phone: 276.638.3946 x110 | Rebecca@UnitedWayofHCM.org | UnitedWayofHCM.org | Follow us on Instagram

Leadership Pledge Form



Your Information (Please Print Clearly)

Employer: _____

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

Street Address _____ Apartment / Unit # _____

City _____ State _____ ZIP Code _____

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

Your Generous Contribution

☐ **Support United Way of Henry County and Martinsville's General Fund:** \$ _____

or designate your gift to individual UWHCM Programs:

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

☐ Heathy 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)**

☐ \$31 (1 child) ☐ \$62 (2 children) ☐ \$96 (3 children)

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

☐ In Honor of... ☐ In Memorium...

☐ **Please keep my/our gift anonymous.**

Does your employer have a matching gift program? Y ☐ N ☐

Signature: _____ Date: _____

Leadership Levels

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

Total: \$ _____

Payment Method EIN: 54-0753318

☐ **Payroll Deduction** (_____ x _____) Example: Bi-Weekly pay is 26 x \$23.08
pay periods installments for a Pledge Total of \$600.08

☐ **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.

SCAN TO DONATE



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

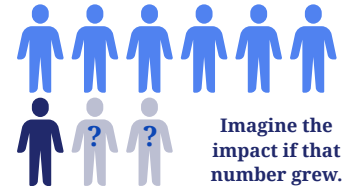
In compliance with the Internal Revenue Code: United Way of Henry County and Martinsville Inc. certifies that no goods or services were exchanged for this gift. We do not rent, trade, or sell our list of contributors. Please keep a copy for your records. EIN: 54-0753318

Your Leadership

Since 1937, United Way of Henry County and Martinsville (UWHCM) has mobilized the caring power of our peers to advance youth opportunity, financial security, and a healthy community. Last year 1,440 donors raised \$482,222.16 to support these efforts, with 226 leadership donors - like you - contributing \$205,371.95 (or 42%) of the total funds raised.

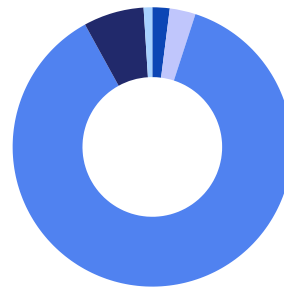
Your generosity drives real change, but leadership donors make up just one in seven UWHCM supporters. Imagine the impact if that number grew...

1 in 7 United Way of HCM
DONORS
Give at the Leadership Level



For 2025, we ask you to inspire two (2) peers to join us. When leadership donors expand their reach, they strengthen our community, lift others up, and secure sustainable opportunities for all to thrive.

Will you accept our challenge?



Where the dollars go...

- UWHCM General Fund (87%)
- UWHCM Initiatives (2%)
- Local Donor-Designated Agencies (7%)
- Designated Out-of-Area United Way (1%)
- United Way Worldwide Dues (3%)

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.



Scan the QR to
Learn More!

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 one 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.

SAMPLE MESSAGING



SAMPLE MESSAGING

EMAIL TEMPLATES

PRE-CAMPAIGN MESSAGING

CAMPAIGN LAUNCH / KICK-OFF ANNOUNCEMENT

Purpose: Generate excitement and notify employees about the official campaign launch.

Recommended Timing: Two (2) Weeks prior to campaign kick-off event.

From: [Campaign Coordinator / Executives / HR]

To: [All Employees]

Subject: United is the Way We Grow

Greetings,

Our company believes in helping the most vulnerable members of our community so that all can thrive. This is why we have partnered with United Way to help advance youth opportunity, financial security, and a healthy community in Henry County and Martinsville. Since 1937, our local United Way has invested in programs that produce measurable and lasting change in our community. They rely on companies like us to help strengthen our community and make lasting change. We hope you can join us on [launch date] to help make Henry County and Martinsville a better place to work, live, and thrive! More details are on the way.

Thank you,

[Campaign Coordinator / Executives / HR]

CAMPAIGN INTRODUCTION / GUEST SPEAKER EVENT

Purpose: Invite employees to the campaign launch and generate event expectations.

Recommended Timing: Three (3) days before the campaign launch.

From: [Campaign Coordinator / Executives / HR]

To: [All Employees]

Subject: Join us on [event date]

Good morning everyone,

We are proud to announce that we will be launching our United Way campaign on [event date / time]. Please join us [at location / "via zoom"] to learn more about the United Way of Henry County and Martinsville, and how we can work together to improve lives and strengthen our community.

[meeting links / additional details / participation incentives]

Thank you,

[Campaign Coordinator / Executives / HR]



SAMPLE MESSAGING

EMAIL TEMPLATES

ACTIVE CAMPAIGN MESSAGING

AFTER LAUNCH EVENT - PLEDGE OR DONATE

Purpose: Follow-up after launch to notify employees of your company's campaign goal.

Recommended Timing: Immediately following the campaign kickoff event.

Subject: Our United Way Goals

[Salutation],

Thank you for joining our campaign launch! This year, we aim to raise [\$x,xxx] to support United Way of Henry County and Martinsville. To participate, complete the attached pledge form and return it to [contact] by [deadline].

Payroll deductions are the easiest way to give. Individuals who pledge at least \$150 (\$12.50/month) are eligible to get a Community Care Card. [Include additional incentives: raffle tickets, parking perks, company match, etc.]

Your support helps build a thriving community. Together, we make a difference.

Thank you,

[Campaign Coordinator / Executives / HR]

UNITED IS THE WAY WE MAKE A DIFFERENCE

Purpose: Showcase how United Way of Henry County and Martinsville uses donor funding.

Recommended Timing: Mid-campaign. Halfway before the pledge/donation deadline.

Subject: United is the Way

We make a difference. Each year, United Way of Henry County and Martinsville (UWHCM) is able to distribute over \$250,000 to local programs and services that advance youth opportunity, financial security, and a healthy community. These distributed funds come directly from donors like us. When you give to UWHCM, you're investing in a community-wide commitment for there to always be help to those who need it most.

Every gift counts, no matter the size. If you have not yet made a gift, please consider joining our cause. To participate, please complete the attached pledge form and return it to [contact] by [deadline].

Thank you,

[Campaign Coordinator / Executives / HR]



SAMPLE MESSAGING

EMAIL TEMPLATES

POST CAMPAIGN MESSAGING

CELEBRATION / THANK YOU

Purpose: Follow-up after campaign to thank employees for their participation and share results

Recommended Timing: Immediately following the campaign wrap-up.

Subject: Thank you!

[Salutation],

Thank you for joining our United Way campaign! This year, we aimed to raise [\$x,xxx] to support United Way of Henry County and Martinsville. We are proud to announce that we raised [\$x,xxx]! Thank you to everyone who contributed to this year's campaign. If you are interested in participating more with United Way of Henry County and Martinsville, please let us know and we will help get you connected!

[Include additional announcements, staff celebration event details, reward info, feedback survey, etc.]

Thank you,

[Campaign Coordinator / Executives / HR]

POST CAMPAIGN MESSAGING (ALT)

CELEBRATION / THANK YOU

Purpose: Follow-up after campaign to thank employees for their participation and share results

Recommended Timing: Immediately following the campaign wrap-up.

Subject: Thank you!

[Salutation],

Join me in celebrating the success of the 2025 [Company Name] employee giving campaign. I'm thrilled to report...[Customize your overview impact remarks. Specific metrics are suggested below.]

- [Company Name] employees gave [\$x,xxx.xx] to United Way of HCM
- [% Participation Rate] of [Company Name] Employees gave to United Way of HCM
- [Total Number of Donors] of [Company Name] employees gave to United Way of HCM
- [Company Name] employees contributed [estimate # of hrs] volunteer hours during the campaign.

Thank you for changing lives and transforming our community in Henry County and Martinsville!

[Campaign Coordinator / Executives / HR]

CAMPAIGN FLYERS

UNITED IS THE WAY WE WORK TOGETHER.

OUR WORKPLACE PROUDLY SUPPORTS UNITED WAY OF HENRY COUNTY AND MARTINSVILLE



Henry County
and Martinsville
UNITED WAY



SCAN TO DONATE

UNITED IS THE WAY WE WORK TOGETHER.

OUR WORKPLACE PROUDLY SUPPORTS UNITED WAY OF HENRY COUNTY AND MARTINSVILLE



Henry County
and Martinsville
UNITED WAY



SCAN TO DONATE

UNITED IS THE WAY

From advancing health, youth opportunity, and financial security to strengthening local resilience, United Way of Henry County and Martinsville is mobilizing our community to action so all can thrive. Together, we're creating a future where even the most vulnerable can reach their full potential.

**GIVE BACK.
GET INVOLVED.
TAKE ACTION.**



Henry County
and Martinsville
UNITED WAY



SCAN TO DONATE

IN-PERSON OR VIRTUAL EVENT IDEAS

THEMED CHARITY AUCTION

SINGLE-DAY EVENT | IN-PERSON OR VIRTUAL

Employees donate items or services and participants bid on them. Get creative with a theme that suits your team-building needs. This event could be held in-person or virtual. You can make it interactive with live bidding rounds and a final celebration.

TEAM CHALLENGE FUNDRAISER

SINGLE-DAY OR MULTI-DAY EVENT | IN-PERSON OR VIRTUAL

Organize a workplace-wide challenge, such as a trivia tournament or escape-room event. Charge participants an entry fee or offer the event to any employee who meets a specified pledge amount. Incentivize participation by offering prizes to winning teams or individuals.

COMPANY CARNIVAL OR GAME NIGHT

SINGLE-DAY OR MULTI-DAY EVENT | IN-PERSON

Set up stations with games such as ring toss, CEO dunk booth, or mini-golf. Charge a small fee for participation. Drive competition by encouraging various departments to “sponsor” a booth and see whose game can raise the most funds throughout the event. Offer prizes at each game for winners and reward the department that raises the most funds.

LUNCH & LEARN FUNDRAISER

SINGLE-DAY EVENT | IN-PERSON OR VIRTUAL

Host a workshop where employees pay a small fee to attend a session led by a special guest speaker. Topics could range from professional development to creative hobbies. This event could be held in-person, or virtually.

RELAY EVENT

MULTI-DAY EVENT | IN-PERSON OR VIRTUAL

Employees form teams for a relay, such as a walk-a-thon or read-a-thon, pledging to complete a set distance or number of books. Sponsors donate based on progress, motivating participation. Track results online or in person.

CONTACT US

REBECCA CONTER

WORKPLACE ENGAGEMENT & DONOR SERVICES COORDINATOR

Your primary point-of-contact for all things campaign. No matter your company's size, Rebecca can help you create a custom-tailored plan to fit your team building needs. Reach out to her today for assistance creating custom pledge forms, co-branded fundraising flyers, campaign slide decks, and so much more! Need a guest speaker for your event? No problem! Connect with Rebecca today and she will help.

Email: Rebecca@UnitedWayofHCM.org
Office: (276) 638-3946 x110
Direct: (276) 790-9243

ELIZABETH CARTER BAILEY

COMMUNICATIONS & OUTREACH COORDINATOR

Your primary point-of-contact for all things marketing. Contact her to help promote your next United Way of Henry County and Martinsville event. Need help with co-branded promotional items? Interested in sharing a local United Way success story? Curious about our Social Media or Website channels? Have a UWHCM photo-op? Reach out to her today and she will be happy to discuss your messaging and promotional needs.

Email: Elizabeth@UnitedWayofHCM.org
Office: (276) 638-3946 x117
Direct: (276) 336-0231

