



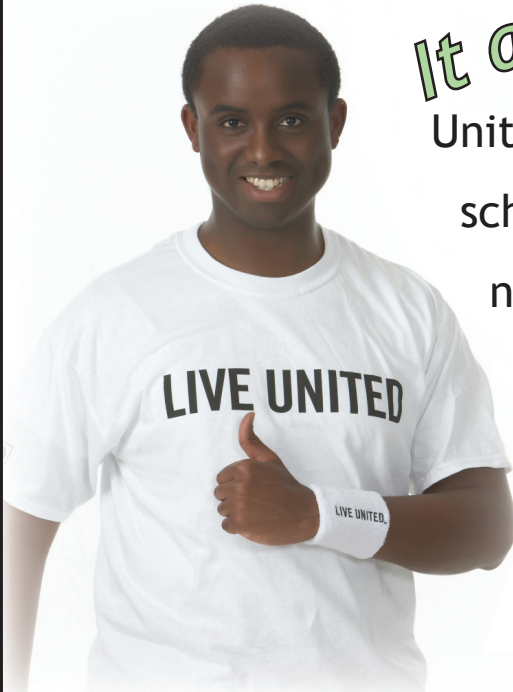
United Way of the Virginia Peninsula
Student & Faculty Coordinator Guide

United Way @School



To LIVE UNITED means that young people really CAN make a difference in our community!

It all begins with you!



United Way@School gives students in our local schools a chance to offer help to those in need and to have a voice in helping to solve community problems. Over the past several years, students have raised more than \$100,000 to help people right here in our Peninsula communities!

Coordinators Are the Key to Success!

As coordinator for your school's campaign, you play a key role in making the campaign a success. You not only help raise money for important community programs, you also help students understand that:

- ▶ It takes all of us—adults and kids—to make our community a better place to live and work.
- ▶ Young people are an important part of our community and have the power to help solve community problems.
- ▶ We all have a responsibility to help others and to support the organizations that provide important services to our community.
- ▶ Every individual can make a difference—not just by giving money, but by volunteering time and talent to help others, too.

STEPS for a Successful Campaign

1. Develop a Student Campaign Committee.
2. Keep the principal apprised of the activities of the Student Campaign Committee.
3. Set dates for the campaign to run within a brief timeframe.
4. Set a goal for the school and, if desired, choose a fun or interesting theme.
5. Schedule meetings for all classroom coordinators to plan the campaign for each classroom.
6. Assist with displaying posters around the building, doing announcements, and planning other publicity and fun activities.
7. Periodically check on the status of the campaign in each classroom and help collect money.
8. Plan a United Way Assembly to “kick off” the campaign and ask United Way to provide a speaker.
9. Announce the school’s goal through posters, flyers, notes home, weekly newsletters, or daily announcements.

Student campaigns should be conducted quickly, have an element of fun and help students learn about the needs in our community.

10. Choose fun activities to help raise money. A list of fun ideas is enclosed.
11. Keep the excitement going by keeping the Campaign visible to students.
 - a) Daily: Make announcements over the intercom or TV about how students did the day before; about how the campaign is progressing toward the goal; special activities, etc.
 - b) Weekly: Decorate halls with a special theme, with photos from the newspaper or student drawings of people helping others.
 - c) Have the class “adopt” a community issue, such as hunger or homelessness, and have United Way provide an agency speaker to discuss it.
12. Supply each class with an envelope or container to turn-in money collected each day.
13. Provide closure at the end of the Campaign through a special Recognition Assembly.

Here are a few ideas on how to put FUN into your campaign!

SCHOOL DANCE - Hold a school dance and donate the admission fees to United Way.

WALK-A-THON - These events are lots of fun and are very effective! Make it a family affair with hot dogs and drinks after the walk.

BABY FACE - Get the teachers in on this one! Place baby pictures on a central bulletin board. For a donation, students try to guess which faculty member belongs to each picture. The person with the most correct guesses wins a prize.

GUESSING GAME - Fill a jar or container with jelly beans or M&Ms. Sell chances and the student with the closest guess gets the jar of candy.

AFTER-SCHOOL MOVIE FESTIVAL - Choose a popular video and show it after school. Sell tickets, popcorn and sodas.

CARE-GRAMS - Students can purchase care-grams for a quarter and send them to other students or teachers.

COIN WARS - Each grade level competes with the others to see which grade can collect the most for United Way. Prizes can be donated by the PTA or local vendors.

BALLOON POP - Before filling a balloon with helium, put a note inside with the name of a prize. Students pay \$1.00 to buy a balloon and pop it to find out what prize they've won. The school may also donate prizes, such as t-shirts, pencils, folders, etc. with the school logo.

LAFF OLYMPICS - Students compete for silly prizes in crazy "athletic" events, such as egg toss, tricycle race, sack race, etc. Participants donate \$1.00 to enter.

BOOK/VIDEO SALE - Students donate old books or videos and sell them for up to \$5.00 each.

GIFT BASKET AUCTION - Create a gift basket to be won by the class or grade level raising the most for our community. Items in the basket can be shared by the entire class, i.e. candy bars, popcorn, party favors, restaurant coupons, extra recess time, etc.

BAKE SALE - Students bring in goodies to sell during lunch.

KISS THE PIG - Set up jars in the cafeteria for each teacher willing to participate. Students drop money into the jar of the teacher they want to kiss the pig. The teacher with the most money in his/her jar at the end of the campaign must kiss a pig at the next school assembly.

TALENT SHOW - Students put on a talent show for parents. Parents pay a fee at the door and get a raffle ticket in return. Prizes are drawn throughout the performance. Have a "Meet the Stars" party after the show with refreshments.

It's also FUN to volunteer in our community. Your class may be able to take time to help a local agency—or you could collect things like food, clothing, or household items to help those in need.

If you have questions
about the
“United Way@School”
Campaign, please call:

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