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LIVE UNITED

united way of the virginia peninsula

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**2010 Campaign
Coordinator Toolkit**



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agency services

7000 United Way Community Care

United Way Community Care covers everything from basic human needs to programs for children, youth, the elderly and disabled.

7001 Alternatives

Youth development agency dedicated to improving the lives of young people and their community through creativity, leadership and service programs.

7005 American Red Cross, Hampton Roads

Provides relief to victims of disaster and helps people prevent, prepare for and respond to emergencies.

7006 American Red Cross, York-Poquoson

Provides 24-hour emergency services; disaster victims' relief; military & veterans services; blood collections; HIV/AIDS, CPR, First-Aid, Water Safety.

7026 Arc of the Virginia Peninsula, The

Helps individuals with developmental disabilities by providing early intervention, support, employment, recreation and community living services.

7008 Bacon Street (Drug Action Center)

Provides community and school-based service to address the prevention and treatment of youth substance abuse on the Virginia Peninsula.

7009 Big Brothers Big Sisters of the Virginia Peninsula

Matches an adult mentor with a child, creating an environment where vulnerable children learn to communicate better, make better decisions, and respect self and others.

7012 Boy Scouts of America

Works to instill the values found in the Scout Oath and Laws in order to help build character, citizenship, and fitness of our youth.

7011 Boys & Girls Clubs of the Virginia Peninsula

Helps boys and girls make appropriate, satisfying choices in their physical/educational/social lives while providing a safe, caring, supervised environment.

7013 Catholic Charities of Eastern Virginia

Provides compassionate, clinical counseling, adult guardianship, pregnancy counseling, adoptions, credit/housing counseling, mediation, education, prescription assistance, senior care.

7028 Center for Child & Family Services

Provides counseling services to children, adults and families; mental health, family violence counseling, youth violence prevention, financial debt counseling, childcare resource and referral.

7017 Downtown Hampton Child Development Center

Provides affordable, quality preschool programs that develop the "whole child" and foster school readiness, for children ages 6 weeks to 5 years.

7044 Edmarc Hospice for Children

Provides family-centered care of children with a catastrophic illness. Nursing, emotional support in child's home. Parent and sibling bereavement support.

7018 Foodbank of the Virginia Peninsula

Distributes food effectively through collaborative efforts that minimize hunger, promote nutrition and self-reliance through education.

7016 Girl Scout Council of Colonial Coast

Promotes leadership development for girls with emphasis on services to at-risk and under-represented members.

7021 Girls Inc. of the Greater Peninsula

Programs after-school that inspires girls ages pre-K-18 to be strong, smart and bold to achieve their full potential.

7045 Gloucester Housing Partnership

Recruits volunteers, materials, and donations to repair owner-occupied homes for low-income families and individuals living in Gloucester County.

7050 LINK of Hampton Roads

Protects children/adults with/without disabilities; promoting self-sufficiency, shelter for homeless, permanent supportive housing, basic needs, advocacy.

7041 Peninsula Agency on Aging

Supports independence/dignity of elderly by advocating, providing services including home-delivered/congregate meals, in-home care, care coordination, transportation, and information/referral.

7029 Peninsula READS

Reading, writing, English language instruction, assessment, referral, and support services free to eligible adults.

7032 Planned Parenthood of Southeastern VA

Promotes responsible reproductive decisions through education and access to affordable health care.

7055 Retired & Senior Volunteer Program

Recruits and supports volunteers aged 55 and older to assist non-profit organizations, health care facilities and government departments.

7035 Salvation Army, Peninsula Command

Christian ministry assists with food/rent/mortgage/utilities; shelters homeless veterans/families with children; provides youth programs.

7036 Transitions Family Violence Services

Provides shelter, hotline, crisis intervention, advocacy, counseling, self-sufficiency services to adult and child victims of family violence.

7037 USO of Hampton Roads

Enhances quality of life of the U.S. Armed Forces and their families and to create a relationship between the military and civilian communities.

7030 YMCA, Peninsula Metropolitan

Nurtures the healthy development of children, encourages positive behavior in teens, strengthens families and promotes active older adults.

7031 YWCA Virginia Peninsula

Programs for girls to promote strong, confident, healthy behaviors, educational goals, economic improvement and leadership in the community.



sample letters & e-mails

SAMPLE CEO SUPPORT LETTER

We are fortunate that in ever-changing times like these, there are some things of which we can always be certain—the love of family; the strength of friendships; and the critical community services provided through your contributions to United Way.

Whether you realize it or not, at one time or another, we have probably all depended on United Way. Last year our employees helped raise more than \$ _____ for our community, and this year, your generosity and spirit can help United Way do even more.

Please join me in keeping the (company name) tradition of caring for our community. I encourage you to take a minute of your time to support the things that matter most. Please join me in giving to United Way.

Sincerely, CEO Name

SAMPLE E-MAILS

Mark your calendars for a special (Name of Kick-off Event) to celebrate the kick-off of the United Way Campaign. United Way provides the opportunity for all of us to give back to our community and to the things that matter most to us. Don't miss out! Join us on (Repeat the date, place & time).

This is a busy time for all of us, but please remember the United Way Campaign is going on right now and will conclude on (Date). If you haven't already done so, please complete your pledge form and give it to your department coordinator as soon as possible. United Way makes it easy to give to the things that matter most. Please take a moment to help ensure that our community services are there when we need them.

We're almost there! The United Way Campaign is almost completed and so far our employees have raised (Dollar Amount)! This is great news, but I know we can raise even more with your help. If you haven't already done so, please take a minute to complete your pledge form and give it to your department coordinator. Remember that United Way makes it easy to give to the things that matter most to you. Please take a moment to give from your heart!

SAMPLE THANK YOU CORRESPONDENCE & E-MAIL

You've done it again! I am proud to announce that in a magnificent display of community spirit, our employees have raised a total of (dollar amount) for the United Way Campaign. Thanks to all of you, hundreds of people on the Virginia Peninsula will receive help, hope, and the opportunity for a better life. Thank you for your kindness, your generosity, and your caring commitment to the things that matter most in our community.

—Sincerely, CEO Name

As your United Way Campaign Coordinator, I sincerely thank everyone who worked hard to make this year's effort so successful. Your generosity was truly inspirational! Thanks for making my job as coordinator so gratifying. It is great to be working with a group of people who care so much for our community. Thank you.

—Sincerely, Coordinator Name

Congratulations! Thanks to your generous support, we were able to raise a total of (Dollar Amount) for this year's United Way Campaign! Your kindness is overwhelming and I thank everyone who took the time to make a pledge. Your dollars really do make a difference in the lives of others and, on their behalf, I sincerely thank you.

—Sincerely, Coordinator Name



welcome

Thank you for agreeing to lead your organization's 2010 United Way Campaign. Your personal commitment to this effort is important and we appreciate your assistance.

As an ambassador for United Way, you are one of our most important campaign volunteers. You play a key role in helping to educate co-workers about the impact United Way is making on issues facing the Virginia Peninsula.

This toolkit provides the information you need to build upon last year's success—whether you are a first-time coordinator or a veteran. Of course the United Way staff is available whenever you need them, to answer questions and help make your job easier.

On behalf of the many people who will be helped by your service to our campaign—thank you!

Ty Joubert

President
United Way of the Virginia Peninsula



the united way difference

United Way changes lives by:

Identifying Needs.

United Way works year-round in collaboration with other stakeholders in our community—municipalities, faith-based groups, other funders, and health and human service organizations—to help identify our area’s most critical needs.

■ Finding Answers.

Ensuring the adequate funding of effective human service programs in our community is one way United Way helps solve critical issues. Another large part of United Way’s work is the way we involve all sectors of the community in our fund distribution decision-making. Our staff, along with volunteers—your friends and neighbors—thoroughly research agency programs, study program goals and make visits to agencies to see programs in action. Then together they make recommendations. United Way believes it’s important for the people living in the community to make the decisions that affect the community.

■ Measuring Results.

Many programs claim they are changing lives—but, programs that receive United Way funding are required to prove it. Simply reporting the number of people served isn’t enough. United Way’s outcome measurement requires that funded programs show HOW they are making a difference, and they must be able to demonstrate measurable results.

■ Funding Solutions—Not Agencies.

What’s the difference?

With agency funding, an organization is awarded funds that it can use for whatever it may need, including operating costs or building expenses. Program funding—which is what United Way provides—means that funds go only to specific programs offered by an agency. In this way, United Way can ensure that agencies are being accountable for the monies they receive. Each program must have a clear set of objectives and the effectiveness of each program, or its outcomes, must be measurable. Agencies are required to provide United Way with program outcomes on a scheduled basis. This ensures that donated funds are being used efficiently and effectively, and that those contributions are having an impact on critical issues in our community.



a day in the life

*A Typical Day in the Life of
Your Community Investment*

7AM - Vans from The Arc pick-up individuals at their homes for transport to job training programs for the mentally and physically disabled.

8AM -Three and four-year olds arrive at Downtown Hampton Child Development Center for affordable daycare programs for low-income families.

10:30AM - Representatives from food pantries at local churches, community centers and area non-profits arrive at the Foodbank to pick-up nutritious food items to feed hungry families throughout the Peninsula.

11AM - A MedTran van from Peninsula Agency on Aging transports an elderly woman living alone to her doctor’s appointment.

1:45PM - The regularly-scheduled blood drive begins at The American Red Cross.

2:30PM - Students begin to arrive for after-school programs at the Boys & Girls Clubs.

5PM - A mother and her three children gather at 29th Street in Newport News for arrival of the Salvation Army’s Food Van. Like most of the others waiting, they are homeless and this will be the only meal they have all day.

7PM - A middle-aged man celebrates with his tutor at Peninsula READS. He has been working hard to learn to read and has finally completed a program that has changed his life forever.

9:30PM - A volunteer answers a hotline call at Transitions Family Violence Services. The caller needs emergency shelter for herself and her two children and receives instructions on how to proceed.

12 Midnight - A homeless father and his children are fast asleep at an area church. The church participates in LINK’s PORT program, which provides overnight housing for the homeless during the cold winter months. The family was able to get a hot meal and warm shelter for at least one night.



follow the dollar

What path does a United Way donation take on its way to making a difference in our community?



Funds are donated during the United Way Campaign through the convenience of payroll deduction.



Donors give to “Community Care,” which offers a wide variety of health and human services to the community. Some donors choose to also designate a portion of their gifts to a specific human service agency.



Certified Partner Agencies submit requests for funding of specific programs.



Volunteers from the community review each agency’s funding request. They conduct personal site visits to each agency and look closely at program goals, budgets, and results. After all programs have been evaluated, volunteers make tough decisions about which programs will receive United Way funds.



What do the dollars do? They fund programs that target everything from basic needs—like food and shelter—to after-school programs, affordable daycare, transportation for the elderly, job training for the disabled, and much more.



Your gifts are used efficiently and effectively. United Way must meet stringent accountability standards set forth by United Way of America and the local United Way Board of Directors. Agencies must meet certification standards and be able to prove they are making a difference through the programs they offer.



It doesn’t stop there—contributions are hard at work in the community all year long. By collaborating with local business, government, other non-profits and funders, United Way helps ensure that services are not duplicated and programs are producing the results our community needs.

All of this means that when you give to United Way, you’re making a sound investment in a stronger, healthier community.



coordinator job description

You were chosen from among your co-workers to assume responsibility for leading the United Way Campaign in your company. You now play a critical role in bringing together the necessary resources to conduct an effort that will ultimately have a significant impact on the lives of people in need in our community. It’s an important job—and we’re here to help.

Your primary responsibilities include:

- Organizing and managing an educational campaign that teaches employees about community needs and services.
- Selecting and training a Campaign Committee.
- Assisting in making the campaign fun by creating enthusiasm and getting the entire organization involved.
- Developing objectives, themes and strategies for success along with your committee.
- Developing a partnership with your most valuable resource—your United Way representative.
- Ensuring that everyone in the organization has the opportunity to give. Make sure everyone is asked to participate.
- Reporting campaign progress and final results to the employees in your organization.
- Reporting results to United Way by November 1st.
- Thanking your Campaign Committee and donors in your company.
- Evaluating your campaign’s effectiveness.
- Encouraging appointment of a coordinator for next year.



dates to remember

SEPTEMBER 10 — Day of Caring and Official Start of Campaign

NOVEMBER 1 — All Campaigns End

FEBRUARY 2011—Campaign Recognition



the campaign step-by-step

1. Train with a United Way representative.

Get to know your United Way staff representative as you go over the campaign materials and timeline. Also, talk with last year's coordinator to review what ideas worked within your company. Learn about your company's giving history.

MY STAFF REP IS: _____ PHONE: 873-9328, Ext. _____

2. Enlist the help of your CEO.

The support of your CEO is key to a successful campaign. Here are the best ways your CEO can help the campaign:

- Have him determine a generous corporate gift, perhaps matching the employees' total contributions.
- Establish payroll deduction at your company, if it is not already in place. This makes it most convenient for employees to give.
- Have the CEO send a letter to employees telling them why he supports United Way and why it is the most effective way to give back to the community.
- Have him personally solicit top management in the company through an effective leadership campaign.
- Allow United Way representatives to hold brief meetings with employees to talk about community issues and have your CEO attend those meetings.
- Encourage employees to make visits to local agencies to tour facilities and learn more about how United Way contributions are helping the community.

3. Choose your campaign team.

Select a representative from each department to be part of a Campaign Committee. These individuals will assist in planning and executing your campaign. The most successful campaigns use a "Plan of Succession" in their campaigns. A coordinator is chosen for the next year and that person "shadows" the current coordinator. This ensures that every coordinator is well-trained, well-versed on the needs of the community, and that he has the support of the Campaign Committee.

4. Set your goal.

Review last year's performance and consider increasing your goal for this year. Identify any changes, such as reorganization or changes in the number of employees. Next, look at how many people gave last year and divide that by the total number of employees. This will determine your percent participation in the campaign. Finally, calculate your average gift by dividing the total employee gift by the total number of givers. By working to increase the average gift or the percent participation, you can achieve a higher goal (see example below). You can also set non-financial goals, such as achieving a specific goal for participation or setting a goal to have a certain number of employees visit United Way agencies. Consider setting divisional or departmental goals, too, that enhance competition among departments and, when added together, boost the overall company goal.

$$\frac{\text{Total Gift}}{\text{\# of Employees}} \times \frac{\text{\% Participation}}{100} = \text{Average Gift} \times \text{Goal}$$



www.uwvp.org & facebook

United Way's Web site and United Way's FACEBOOK presence are both wonderful resources for information you can use to enhance your workplace campaign.

ON OUR WEB SITE YOU' LL FIND—

- Downloadable campaign materials, including this toolkit, posters, thermometers, and flyers.
- Links to partner agency Web sites.
- A calendar of events that are either sponsored by, or for the benefit of, our partner agencies.
- A searchable, online database of community services through our First Call Information & Referral.
- A comprehensive listing of SmartCard participating businesses, including the locations and offers.
- Links to The Volunteer Center for participation in the Day of Caring or to secure other volunteer opportunities.

AND ON FACEBOOK—

- Become a fan and follow us on a day-to-day basis as we share the latest information about how United Way is at work in the community.
- Learn about United Way Worldwide's global efforts.
- Share your campaign successes with others in the community.



the smartcard



This popular “thank you” from United Way is distributed by coordinators at the conclusion of the campaign to those who pledge \$150 or more to United Way. The SmartCard includes dozens of deals and discounts at area businesses and eateries.

Best of all, the SmartCard is good for 15 months, from October 15, 2010—December 31, 2011.



first call information & referral 757.594.4636

For more than 20 years United Way’s First Call Information and Referral Service has provided area residents with referral to hundreds of health and human service programs throughout the Peninsula and Middle Peninsula. Today First Call also serves as the central clearing-house of information and shelter referral for the homeless in our area.

Our Web site (www.uwvp.org) provides the First Call Directory. This searchable, online database of health and human service organizations in our area is updated regularly and includes full contact information, explanation of agency services and fees, and even a “wish list” of agency needs.

Flyers and posters are also available to post at your workplace to help inform employees of this important service. Your United Way representative will be happy to provide them for you upon request.



step-by-step (continued)

5. Develop a schedule.

Design a campaign timeline that best suits the needs of your employees. Your United Way representative can help you develop your campaign schedule and deadlines.

6. Plan your approach.

Group solicitation is fast and efficient for larger companies. Employees are brought together to hear about community services from a United Way representative. Pledge forms are distributed and employees are asked to return completed forms as they leave the meeting. One-to-one solicitation (one employee asking another to contribute peer-to-peer) works well for small organizations. You can decide which approach will be most successful for you. If you have an online campaign, be sure to distribute instructions on how the online giving campaign works so everyone has the opportunity to contribute.

7. Visit United Way agencies.

Tour several United Way agencies with your committee members to get a firsthand view of how United Way works. If your company permits, employees should be encouraged to take tours as well.

8. Offer incentives.

Some companies encourage participation by offering prizes to departments that reach or exceed their goals. Prizes can include prime parking spaces, lunch with the boss, paid days off, gift certificates, or you can solicit local businesses for donations of goods or services. Please note, however, that you are strictly prohibited from using United Way’s name or landmark when asking for a donation. Businesses will get the false impression that donations to your company are tax-deductible and that is not the case.

9. Have a fun campaign and build awareness.

Schedule a short, intensive, FUN campaign! Brief campaigns keep enthusiasm high and offer quick results. Help build awareness of your campaign through payroll stuffers, company newsletters, e-mails, posters and bulletin boards. Let employees know how gifts are being used to help people in need. Highlight campaign dates and goals, feature United Way agency testimonials, and share your success.

10. Turn in results by November 1st.

Report Envelopes are part of your campaign supplies and it is important that you report the results accurately to United Way. United Way representatives are here to help you every step of the way. If you need assistance in completing your Report Envelope, please do not hesitate to contact United Way. Be sure to submit copies of the pledge forms and final reports to your payroll department, as well.

11. Say “thank you.”

Thank your campaign team and, most important, your contributors. Send a “thank you” letter from the CEO to your committee members and to all donors expressing personal appreciation for their participation and success in helping the community. Post a special “thank you” message in your company newsletter or intranet.

12. Conduct a post-campaign evaluation.

After you’ve completed your company campaign, evaluate its effectiveness. A critique will help determine strengths and challenges. Ask your Campaign Committee to discuss what did or didn’t work and recommendations for improvement. Keep notes in a folder to pass along to next year’s Campaign Team.



speakers, tours, & fairs

WHY HAVE A SPEAKER?

Inviting a speaker from a United Way Partner Agency to address your employee groups is one of the most effective ways to communicate how United Way helps the community. Speakers help put a “human face” on the issues facing our community and allow employees to better understand the programs offered.

WHO ARE THE SPEAKERS?

Our Speaker’s Bureau participants include staff, and sometimes volunteers, from United Way Partner Agencies. All participants in the Speaker’s Bureau are well-informed about the programs their respective agencies offer and the needs served.

WHAT ARE AGENCY TOURS AND FAIRS?

Agency Tours can be arranged for groups of employees. A tour can help illustrate how United Way contributions are hard at work improving the community and changing lives. Tours can also help acquaint employees with the inner-workings of local human service programs and it may inspire some people to consider volunteering.

An Agency Fair is an easy way to expose employees to a number of different agencies and the programs they offer. Fairs are usually set-up in a large conference room or cafeteria area where employees can casually gather. Selected agencies set-up individual booths and provide printed materials and displays that offer information about their programs.

HOW DO WE SCHEDULE SPEAKERS, TOURS OR FAIRS?

Your United Way representative can help you book a Speaker’s Bureau presentation for your employee group. You will need to provide information on where the meeting will be, how many people will be in attendance, and explicit directions on how to get to your business.

Tours and fairs are scheduled in much the same manner. For more information about all of these methods of communication, contact your United Way representative.



tools for success

CAMPAIGN MATERIALS

You will be provided with all the materials you need to conduct a successful campaign, including pledge forms, report envelopes, flyers, and posters. If you find you are in need of additional campaign materials, call your United Way representative and materials will be delivered to you.

UNITED WAY REPRESENTATIVES

United Way representatives are one of your greatest tools because they are here to help you through every facet of your campaign. They provide information about how United Way works, arrange for agency speakers or agency tours, and are at your disposal to do everything possible to make your campaign a success.

AGENCY SPEAKERS

Hearing firsthand from a United Way agency speaker is a great way to let people know how their contributions are helping the community. Through our Speaker’s Bureau, a brief presentation can be arranged for your employee campaign meetings. To arrange for an agency speaker, talk with your United Way representative.

AGENCY TOURS

One of the best ways to learn more about the service providers in our community is to tour a United Way agency. We can help you arrange a tour for your campaign committee, your leadership givers, or your managers.

EMPLOYEE TESTIMONIALS

Someone in your organization may have been personally helped by a specific United Way agency. These individuals can be very effective when they share their stories with other employees. Consider sending an e-mail to employees asking if they would be willing to share personal stories.

BROWN BAG LUNCH SERIES

Agency speakers are now available year-round through United Way’s “Brown Bag Lunch Series.” Agency representatives can visit your company at lunchtime and speak informally about their programs and services.

UNITED WAY’S WEB SITE

www.uwvp.org provides a wealth of information, including PDFs of campaign materials, latest United Way news, and information on how contributions are being used in the community. Our First Call Information & Referral listings are also searchable from the Web site.



group presentations

The Number One reason most people don't give to United Way is because they have not been asked. Make it a priority to educate employees and provide everyone with the opportunity to "give back" to the community.

The brief presentation has proven to be the most efficient and effective way to reach employees in your organization—and it can be accomplished in LESS than 15 minutes! Here is a sample agenda with responsibilities and timeframes:

AGENDA ITEM	PRESENTED BY	ESTIMATED TIME
Greeting/Opening remarks (Announce company goal, incentives, events, etc.)	Coordinator	1 minute
CEO Endorsement	Company CEO/Manager	1 minute
United Way Overview	United Way Rep	7 minutes
Participation request	Coordinator	2 minutes
Collect pledges/Thank you	Coordinator	1 minute

TOTAL TIME: 12 minutes!

If you have additional time...

you may want to ask your United Way representative to arrange for a speaker from one of the partner agencies. An agency speaker offers a "front line" perspective on issues in the community.



achievement awards

Campaign of the Year Awards

United Way of the Virginia Peninsula annually honors three companies with a special award based on outstanding performance in all aspects of campaign involvement. These awards are presented at our recognition event in February and are given to one large organization (300 or more employees); one mid-sized organization (51-299 employees); and one small organization (1-50 employees). Awards are based on the following criteria:

QUANTITATIVE CRITERIA	CAMPAIGN CRITERIA
Total processed dollars	Training with UW representative
Total dollar increase	Establishment of goals
Corporate gift	CEO support
Special event collections	Involvement of campaign team
Percent participation	Development of a schedule/plan
Employee per capita	In-house campaign promotion
Total leadership dollars	Kick-off event
Leadership dollar increase	Workplace campaign with meetings
Number of leadership givers	Meetings including United Way reps
Leadership participation increase	Putting fun into the campaign
Number of Employees	Sharing success with employees
Number of Givers	Reporting results by November 2nd
	Providing a corporate gift
	Thanking employees at end of campaign

Last year's "Campaign of the Year" award winners were:



SMALLER ORGANIZATIONS

AAA of TIDEWATER



MID-SIZED ORGANIZATIONS

DOMINION TERMINAL ASSOCIATES



LARGE ORGANIZATIONS

THE CITY OF HAMPTON