

CAMPAIGN COORDINATOR GUIDEBOOK



CONGRATULATIONS AND WELCOME TO UNITED WAY!

Have you ever wished you could change the course of a child's life? Or have you ever wish you could help an older adult have a full life? Well, your wish just came true! You are now part of a group of caring individuals who positively impact hundreds of people in need throughout Wells County.

How are you going to make an impact? By asking one simple question, "Will you please consider giving to United Way?" The number one reason people mention for not giving to United Way is that they are not asked. You can change that in your role as this year's In-House Campaign Coordinator for your company.

United Way of Wells County is in the business of improving lives by identifying and addressing critical needs. United Way programs helped hundreds of your friends and neighbors last year. Gifts to the Community Fund (an unrestricted gift) are focused on these community priorities: Childhood Development, Health & Safety, Self-Sufficiency for aging and vulnerable populations, and Diversity.

The resources and tips provided in this guidebook will help you plan an enjoyable, meaningful and efficient campaign. We want you to have a successful campaign, and we are here to help! If you have any questions, please call United Way at 824-5589.

Thank you for helping us focus on **what matters – improving lives!**



WHAT DOES AN IN-HOUSE CAMPAIGN COORDINATOR DO?

Job Description

Title: In-House Campaign Coordinator

Objective: Enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way workplace campaign within your company

Report to: Your CEO

Responsibilities:

- Promote the campaign throughout your company
- Encourage volunteerism among your co-workers
- Educate your co-workers about United Way
- Make a gift yourself. It is easier to ask others to give when you are giving
- Make your company campaign FUN!
- Report back to United Way any questions or concerns
- Attend an in-house campaign coordinator training
- Be open to having a rewarding professional development experience
- Complete the Report envelope and return to United Way
- Is sure that everyone that participates in the campaign is thanked

THANK YOU
FOR YOUR TIME AND COMMITMENT



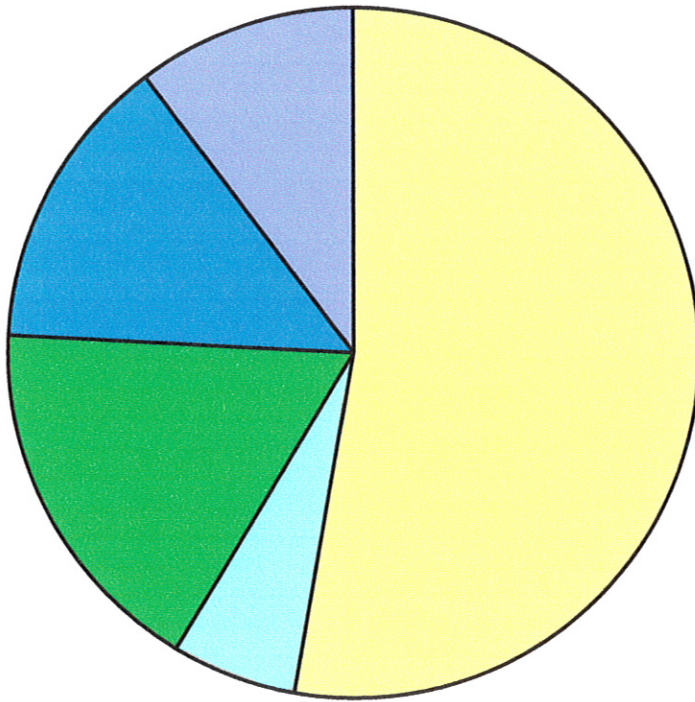
UNITED WAY OF WELLS COUNTY

- *United Way of Wells County is a locally governed, volunteer driven organization.*
- *The local board is comprised of 15 community leaders.*
- *United Way currently funds over 25 programs that serve Wells County.*
- *The focus of United Ways has shifted over the last few years from fund raisers and fund distributors to community impact. Our United Way has embraced this three-legged approach to doing business. We are in the business of improving lives with lasting changes in our community.*
- *The mission of the United Way of Wells County is “To provide and promote visionary leadership and positive solutions for the concerns of our Community.”*

United Way of Wells County
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Where does our funding come from?



- Industry
- Government/Social Services/Schools
- Commerce/Finance
- Medical/Professional
- Direct Mail



HOW ARE THE FUNDS USED?

Dollars raised support various programs and initiatives in the following areas. All of the programs that are supported are open to the entire county. In addition, special grants are given for various community initiatives and programs throughout the year.

Financial Stability—6 programs

2-1-1
Disaster Services—American Red Cross
In-Home Services—Wells County Council on Aging
Santa's Workshop
Transportation—Wells County Council on Aging
Traveler's Aid

Health—7 programs

Adams Wells Crisis Center
Agape Respite Care
Cancer Services of Northeast Indiana
Panos Free Clinic
Teen Court—Family Centered Services
Wells County Health Fair
YWCA

Childhood Development—10 programs

Boy Scouts
Child Care Provider Network
Community-Based Mentoring—Big Brothers Big Sisters of Northeast Indiana
Girl Scouts
Imagination Library
Lincoln Finance Park—Junior Achievement
Lunch Buddies—Big Brothers Big Sisters of Northeast Indiana
Mentor Moms—Family Centered Services
SOS (Students out of School) Program—Family Centered Services
Youth as Resources—Family Centered Services

United Way
of Wells County



HOW DO WE COMPARE?

Total Dollars Raised in 2008

County	2008 Population	# employees 2008	2008 \$ Raised	\$ PerCapita	\$ PerEmployee
LaGrange	37,172	17,710	\$ 62,002	1.67	3.50
Steuben	33,368	16,357	\$ 131,655	3.95	8.05
Adams	33,985	16,181	\$ 156,216	4.60	9.65
Noble	47,601	23,829	\$ 164,026	3.45	6.88
Jay	21,412	11,496	\$ 205,000	9.57	17.83
Whitley	32,667	17,947	\$ 222,007	6.80	12.37
Wabash	32,706	16,589	\$ 287,466	8.79	17.33
Miami	36,219	16,614	\$ 306,100	8.45	18.42
Wells	27,964	14,697	\$ 311,000	11.12	21.16
DeKalb	41,884	20,802	\$ 492,900	11.77	23.69
Grant	68,609	32,347	\$ 710,000	10.35	21.95
Huntington	37,570	20,343	\$ 780,000	20.76	38.34
Kosciusko	76,275	41,760	\$ 1,803,947	23.65	43.20
Allen	350,523	180,592	\$ 4,700,000	13.41	26.03

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Per Employee Giving

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FINAL CAMPAIGN TOTALS

1999 - \$306,363

Dianne Witwer, Campaign Chair

2000 - \$307,772

Doug Isch, Campaign Chair

2001 - \$333,622

Rick Singer, Campaign Chair

2002 - \$319,265

Greg Maxwell, Campaign Chair

2003 - \$331,700

Bob Plummer, Campaign Chair

2004 - \$322,046

Travis Holdman, Campaign Chair

2005 - \$300,000

Mayor Ted Ellis, Campaign Chair

2006 - \$280,852

Mark Miller, Campaign Chair

2007 - \$302,000

John Whicker – Campaign Chair

Alan Gunkel – Vice Chair

2008 - \$311,000

Alan Gunkel – Campaign Chair

Tom Kneller - Vice Chair

2009 - \$315,000 goal

Tom Kneller - Campaign Chair

Tamra Boucher - Vice Chair