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!

United Way
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
Pamela Beckford, Executive Director
122 LaMar Street, Suite 118
Bluffton, IN 46714
260-824-5589
pamela@unitedwaywells.org
www.unitedwaywells.org
Where does our funding come from?

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

United Way
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
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## HOW DO WE COMPARE?

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*United Way of Wells County*
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