

Solicitor's **GUIDE**



UNITED WAY AT A GLANCE

THE 6-STEPSTO SUCCESS

ANSWERS TO MOST COMMON QUESTIONS

UNITED WAY AT A GLANCE...

STRATEGY:

The Sheboygan & Plymouth Area United Way is a non-profit organization that conducts a single, community-wide fund raising campaign once a year to provide monies for local health and human service agencies, addressing the greatest needs within our community. Essential needs in Sheboygan County include: helping children and youth, strengthening families and individuals, providing for the elderly and people with special needs, meeting basic needs and providing information and outreach.

ADMINISTRATIVE & FUND-RAISING COSTS (OVERHEAD):

Eighty-five percent of each dollar contributed to the Sheboygan & Plymouth Area United Way goes directly to fund local agencies, making us one of the most efficiently operating non-profit organizations in the country.

WHERE THE MONEY COMES FROM:

The United Way raises money in Sheboygan County by conducting workplace campaigns, and through campaigning to individual givers, foundations, groups and organizations.

DECIDING WHERE THE MONEY GOES:

The Planning and Allocations Committee represented by volunteers, individuals like you and me, work diligently throughout the entire year, making certain your dollars support the greatest needs within Sheboygan County. Annually, the committee receives applications from area agencies and reviews those applications to determine funding for the coming year.

THE AREAS OF NEED WITHIN THE COMMUNITY:

Agencies funded meet the greatest needs within the community including helping children and youth, strengthening families and individuals, providing for the elderly and people with special needs, meeting basic needs and providing information and outreach.

Campaign Results Due to United Way: November 30th

Watch for an invitation announcing our wrap-up event in December.



THE 6-STEPS TO SUCCESS

1 Learn as Much as You Can About United Way

Read United Way materials

View the local United Way video

Read the “United Way at a Glance” section

Attend the Solicitor Training meeting scheduled by your company campaign coordinator

Read the “Answers to the Most Common Questions” section

3 Explain the “Fair Share” Guideline

This guideline was developed for those to follow who don’t know what to give.

Recommend using payroll deduction (if applicable); it’s easier to give when payments are spread throughout the year.

If they don’t feel they can give at this level, ask if they can increase over last year.

5 Ask for the Pledge

The single biggest reason cited for not giving to United Way is not being asked. This makes your role as a solicitor vital.

Return pledge cards of contributors and non-contributors to your campaign coordinator.

2 Make your Introduction Positive

Solicit face-to-face. Talk to your fellow employees and tell them all about the United Way and the funded agencies.

Call on employees you know best first. This will help build a pattern of success.

Explain why you support the United Way. Lead by example.

4 Answer Questions & Concerns

If you don’t know the answer, call your company coordinator or the United Way office at 458-3425.

Read the “Answers to Most Common Questions” section for additional help.

6 Say “Thank You”

Always, always, always say thanks for any contribution and cooperation you receive, as well as say thank you to those who choose not to contribute this year...perhaps they’ll decide to give next year.

ANSWERS TO MOST COMMON QUESTIONS

WHAT IS THE UNITED WAY?

The Sheboygan & Plymouth Area United Way is a non-profit organization that conducts a single, community-wide fund-raising campaign once a year to provide monies for local health and human service agencies, addressing the greatest needs within our community. Essential to Sheboygan include helping children and youth, strengthening families and individuals, providing for the elderly and people with special needs, meeting basic needs and providing information and outreach.

WHAT ARE THE UNITED WAY MEMBER AGENCIES?

The health and human service member agencies that currently receive funding on a year-round basis are listed in our current campaign brochure.

WHO DETERMINES HOW MY MONEY IS SPENT?

Volunteers. Individuals, like you, who represent a broad spectrum of the Sheboygan County area, serving on the United Way Planning and Allocations Committee. The Sheboygan & Plymouth Area United Way is a local, autonomous organization, making local decisions on how monies are raised and how monies are spent. We are not governed by a national organization, nor do we follow mandated policies and procedures.

DOES MY MONEY STAY IN SHEBOYGAN COUNTY?

Yes. The major part of your contribution always has and always will stay in Sheboygan County, helping to address the greatest community needs, aiding thousands of people annually. All United Way member agencies provide service in Sheboygan County.

WHY SHOULD I GIVE; I DON'T USE THE SERVICE?

Chances are, you will use a United Way member agency sometime in your life. When you consider the tremendous range of services provided by United Way agencies, you or a family member at some point in time will probably use one of the services. Perhaps your son will become a Boy Scout or your daughter a Girl Scout. Or perhaps you'll need a child care reference, a financial assistance course, or a family member may need a hot meal delivered by a Meals on Wheels volunteer. Whatever the occasion, the United Way member agencies meet the needs of thousands of people in our area, assuring all of us a better place to live and work.

WHY DO SOME AGENCIES CHARGE FEES?

The majority of United Way agencies receive only a portion of their support from the annual United Way Campaign. United Way allocations are made to agencies based on the difference between what is collected in fees, memberships, rentals, government contracts, and the true operating costs of the agency. Fees are based on ability to pay.

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COMMON QUESTIONS, *continued*

HOW MUCH OF MY DOLLAR GOES TOWARD ADMINISTRATION AND FUNDRAISING EXPENSES?

Fifteen cents. The Sheboygan & Plymouth Area United Way is extremely proud of its efficiency and accountability. Of every dollar raised, 85 percent goes toward funding services. Only 15 cents on each dollar funds our campaign costs and administrative expenses.

WHAT IS THE STATUS OF FUNDING THE UNITED WAY OF AMERICA?

The local Board has decided to pay dues to United Way of America. We are satisfied that major restructuring and reorganization have occurred within United Way of America during the past couple of years; safeguards appear to be in place. We are pleased with their work with national companies, national public relations, campaign analysis, training, etc.

WHAT'S THE EASIEST WAY TO CONTRIBUTE?

Payroll deduction is by far the most convenient method of contribution. A small amount is taken from your paycheck per payday, allowing you to continue meeting your already established financial obligations.

CAN I DESIGNATE MY CONTRIBUTION TO A SINGLE AGENCY OR TO ANOTHER SHEBOYGAN COUNTY UNITED WAY?

Hopefully you would contribute to the United Way general campaign, leaving the allocations to the discretion of the Planning and Allocations Committee's already determined allocations for the year. However, we do have a space on the bottom of the pledge form for contributors who prefer to designate their gift to member agencies, non-member agencies or other United Ways.

WHAT IF I HAVE ANOTHER QUESTION?

Call the United Way office at 458-3425 or you can e-mail us at sauw@sauw.org. You may call any of the United Way agencies directly if you wish. You will be pleased to find that they are anxious to be of service.

NOTES

Taking Care of What Matters



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