

# Campaign Materials and Tools

## Individual Pledge Cards

Personalized pledge cards are recommended for each employee. You may also find it helpful to organize them by department. Once the cards are completed with an amount, payment choice and donor signature, collect the cards and include them in your Report Envelope.

## Loyal Donor Program

Monadnock United Way is implementing a Loyal Donor Program to recognize our long time donors and supporters. Remind your employees that there's a place on their pledge card to indicate the number of years they have consistently been donating to United Way.

## Corporate Giving Card

Ask your CEO to complete the blue Corporate Pledge Card you received in your packet. Include the completed, signed card in your Report Envelope.

## Campaign Posters

Place these in high traffic areas like entrances, break room, cafeteria, etc. to publicize your campaign and track your progress. Additional posters are available by calling 352-4209.

## Monadnock United Way T-Shirts

*"And the Winner Is...ALL OF US!"* campaign T-Shirts are available for purchase at the United Way office in the following sizes: S, M, L, XL and XXL. Call 352-4209 today to place your order!

## Monadnock United Way Campaign & Service Program Brochures

Learn why giving to Monadnock United Way is the best way to help the most people in our community. Place the Service Program in your telephone book at work or at home for a quick reference of the services provided everyday by our partner agencies.

## Campaign Video

*"And the Winner Is...ALL OF US!"* - this short video combines local community agency scenes and dialogue to provide ways in which everyone in the Monadnock Region can be a star and help build a better future for our friends and neighbors in need. This is a great tool to promote or kick-off your company campaign!

## Leadership Giving Recognition Program

Invite employees to become a member of The Grand Monadnock Rappelling Team - Monadnock United Way's leadership giving recognition program. Membership is made up of **individuals or couples/partners who contribute \$500 or more to the annual campaign**. Members are listed annually in our donor register and are invited to a member reception each spring. Leadership pledge forms are available at the United Way office and additional details can be found on page 16 of this booklet.