

# Welcome to the Monadnock United Way Campaign Team!

On behalf of the thousands of individuals who will receive help throughout 2012 from Monadnock United Way agencies, I am both pleased and proud to thank you for taking on the responsibility of managing an important piece of this year's Monadnock United Way community campaign. By working together with other key volunteers throughout the region, you will play a vital role in helping to ensure that everyone throughout the Monadnock Region receives the help they need – when they need it – all year long.

To learn more about how Monadnock United Way is changing lives and building a stronger community, I encourage you to enhance your knowledge by taking advantage of the excellent tools we provide. You'll find a complete volunteer tool-kit at [muw.org](http://muw.org).

I look forward to the opportunity to share our United Way message with you and other members of our community.

Best regards,



John Hoffman  
General Campaign Chair  
2011-2012

## Campaign Tips

### #1 Reason People Don't Give...

They are not asked! Personally contact everyone on your list - early in the campaign - and invite them to participate!

### Know the Facts

Read this brochure carefully and refer to the Volunteer Campaign Toolkit on our website ([muw.org](http://muw.org)); be familiar with the facts about Monadnock United Way and the agencies we fund.

### Visit one (or more) of our Partner Agencies

Contact Ellen at Monadnock United Way (352-4209 or [ellen@muw.org](mailto:ellen@muw.org)) to schedule an agency tour.

### Make Your Own Pledge First!

It is easier to ask others to "join you" in making a pledge after first making your own.

### Call the People You Know and Current Donors First

This will build your self-confidence and give you an opportunity to see how well you know your information. It will also give you some positive examples of giving that you can refer to later.

### Be Yourself

In your own words, explain why you are volunteering, talk about the critical need for the services that are provided each year and how important Monadnock United Way funding is to these agencies.

### Share your story

When talking with a donor, share your story... why is Monadnock United Way important to you? How has it touched your life or the life of someone you know?

### Follow-up in Person

People give to people! Visit each donor in person.

### Make it easy

Invite businesses to consider making their pledge today – and pay their pledge on a monthly or quarterly basis in 2012. Monadnock United Way can bill a company at an interval that's convenient for their business cycle.

Campaign Tips Continued...

### Educate and Communicate

Every question is an opportunity to communicate the many positive aspects of Monadnock United Way and the agencies and programs it funds

### Say Thank You!

## Campaign Materials and Tools

### United Way Campaign Postcard and Agency Brochure

Use "The Power of U" postcard and the Agency brochure to explain why giving to Monadnock United Way is the best way to help the most people in our community.

### Corporate Pledge Card

The blue corporate pledge card is to be completed by the business owner. Return the completed card to the Monadnock United Way office as soon as possible.

### Individual Pledge Forms

For employee campaign groups and professionals, individual pledge forms offer payroll deduction, billing, credit card or electronic funds transfer payment options. Once these forms are completed, return them to the Monadnock United Way office in the Report Envelope provided.

Important: remind all donors that they must keep a copy of their United Way corporate pledge form for IRS tax purposes.

### Pumpelly Trail Club

Invite small businesses (those with less than 50 employees) to become a member of the "Pumpelly Trail Club" – Monadnock United Way's small employer recognition program. They achieve this by contributing a corporate gift of \$500 or more to the annual campaign. Members are featured in the full-page thank-you ad in the newspaper at the end of the campaign.