



**“IT’S SUPER IMPORTANT TO LOOK AT UNITED WAY WHEN YOU’RE THINKING ABOUT GIVING TO YOUR COMMUNITY BECAUSE IT’S SUCH A HUB OF SO MANY DIFFERENT ORGANIZATIONS THAT REALLY ALLEVIATE SO MANY OF THE STRESSES LOCAL FAMILIES FACE.”**

**BRITTANY SAXTON, OWNER SIX HUNDRED DOWNTOWN  
2023 UNITED WAY CAMPAIGN CHAIR**

# 2023 CHAMPIONS GUIDE

## HOW TO RUN A UNITED WAY CAMPAIGN AT WORK

**THANK YOU** for serving as the United Way Champion in your workplace and joining our fight for the health, education, and financial stability of every person in Logan County. As the “champion” of our cause, you’ll be your organization’s main liaison to United Way for the annual campaign in your workplace.

Your role is critical and far-reaching, with the potential to impact thousands of lives in our community.

“I love the energy this community has,” says Brittany Saxton, United Way’s 2023 Campaign Chair. “Logan County is so alive and everybody is so generous and thoughtful of one another. It’s a good place to call home.”

**UNITED WAY OF LOGAN COUNTY**  
653 S. Main St.  
Bellefontaine, OH 43311  
(937) 592-2886  
[WWW.UWLOGAN.ORG](http://WWW.UWLOGAN.ORG)

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**United Way  
of Logan County**



## THE BIGGEST DIFFERENCE MAKERS

HOW YOU IMPLEMENT THESE STRATEGIES (OR NOT) MAKES A HUGE DIFFERENCE IN YOUR RESULTS



ROB UNDERWOOD, SUPERINTENDENT OF INDIAN LAKE SCHOOLS, IS ALSO THE UNITED WAY BOARD PRESIDENT, HERE ADDRESSING THE CROWD AT THE 2023 CAMPAIGN KICKOFF.

# #1

## VOCAL SUPPORT AND PUBLIC ENDORSEMENT FROM UPPER MANAGEMENT

ASK YOUR CEO / MANAGEMENT TEAM TO SHARE IMPORTANCE OF UNITED WAY



**19% DIFFERENCE!**

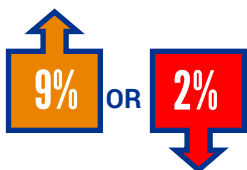
Logan County workplaces in which upper management publicly endorsed the UW campaign and encouraged giving had collective increases of **9% increase in giving** last year. But in Logan County workplaces where the CEO / upper management DID NOT publicly endorse the campaign in a high profile manner, there was a **10% decrease in giving!**

- IS UW a priority for CEO/management?
- Have you met with them to discuss your plan?
- **Is there an authorized corporate gift / match?**
- Send letter/E-mail to staff about importance of United Way and how it meets your company's philanthropic mission.
- Are there authorized incentives for giving?
- Will they speak/endorse at employee kickoff?

# #2

## HOW WILL YOU "MAKE THE ASK?"

CONSIDER VERY CAREFULLY HOW YOU WILL DISTRIBUTE AND COLLECT PLEDGE FORMS, INCLUDING WHAT IS ON THEM.



**11% DIFFERENCE!**








- HOW and WHEN will you promote and launch your campaign? Please consider:
  - **Will you use online pledge forms, paper pledge forms, or some of both?** If you have employees that don't use computers, how can you distribute the link to the pledge form? Last year, workplaces that utilized a hybrid of paper and online pledging had a **9% increase in giving**. Workplaces that went online only had a **2% decrease in giving**. So maintaining a paper copy option continues to be important.
  - Again in 2023, we will be **customizing the pledge form for every workplace**. We'll work with you to maximize giving levels and incentives.
  - The need for multiple asks / touch points during your campaign window.

# THANKS A MILLION! THE 2022 TOP 25

## COMBINED CORPORATE & EMPLOYEE SUPPORT

# United Way of Logan County



|   |                                 |           |  |          |
|---|---------------------------------|-----------|--|----------|
|   | 1. NX AUTOMOTIVE LOGISTICS, USA | \$209,106 | 11. BENJAMIN LOGAN SCHOOLS               | \$22,012 |
|   | 2. AMERICAN HONDA MOTOR COMPANY | \$100,000 | 12. INDIAN LAKE SCHOOLS                  | \$21,943 |
|   | 3. MARKER, INC.                 | \$87,929  | 13. CITIZENS FEDERAL SAVINGS & LOAN      | \$21,037 |
|   | 4. MARY RUTAN HEALTH            | \$44,814  | 14. POWERBUILT                           | \$20,690 |
|   | 5. PCPI PLASTICS                | \$42,859  | 15. TRANSPORTATION RESEARCH CENTER       | \$20,532 |
|   | 6. AGC AUTOMOTIVE               | \$39,220  | 16. LEWIS & DOROTHY TAMPLIN TRUST        | \$20,000 |
|   | 7. RV WHOLESALERS               | \$34,700  | 17. BELLETECH                            | \$16,573 |
|   | 8. LOGAN COUNTY GOVERNMENT      | \$30,244  | 18. COVERLINK INSURANCE                  | \$15,000 |
|  | 9. BELLEFONTAINE CITY SCHOOLS   | \$26,272  | 19. COMMUNITY HEALTH & WELLNESS PARTNERS | \$12,703 |
|  | 10. ROBINSON INVESTMENTS        | \$25,316  | 20. TDH LAW                              | \$12,516 |
|   |                                 |           | 21. RIVERSIDE SCHOOLS                    | \$11,866 |
|   |                                 |           | 22. CITY OF BELLEFONTAINE                | \$11,142 |
|   |                                 |           | 23. PEAK PROPANE                         | \$11,000 |
|   |                                 |           | 24. RTC SERVICES                         | \$10,048 |
|   |                                 |           | 25. GREEN HILLS COMMUNITY                | \$9,017  |

## BEYOND DOLLARS RAISED, THERE ARE TWO IMPORTANT METRICS FOR A SUCCESSFUL CAMPAIGN.

1. PARTICIPATION RATES - set the bar for 60% or higher
2. AVERAGE DONOR GIFT - set the bar for \$200 or more

THESE WORKPLACES DO IT BETTER THAN ANYONE IN TOWN!

## TOP PARTICIPATION RATES

|                                      |      |
|--------------------------------------|------|
| 1. Citizens Federal Savings & Loan   | 100% |
| Logan County Chamber of Commerce     | 100% |
| Logan County Electric Cooperative    | 100% |
| Lutheran Community Services          | 100% |
| Smith Smith Montgomery & Chamberlain | 100% |
| Steve Austin's Auto Group            | 100% |
| United Way of Logan County           | 100% |
| 8. PCPI Plastics                     | 96%  |
| 9. NX Automotive Logistics           | 95%  |
| 10. City of Bellefontaine            | 79%  |
| 11. Marker, Inc.                     | 74%  |
| 12. RTC Industries                   | 62%  |
| 13. Benjamin Logan Schools           | 60%  |
| 14. Robinson Investments             | 59%  |
| 15. Bellefontaine City Schools       | 51%  |

## HIGHEST AVERAGE DONOR GIFTS

|  |       |
|--|-------|
| 1. PCPI Plastics                         | \$860 |
| 2. PowerBuilt                            | \$649 |
| 3. TDH Law                               | \$574 |
| 4. Smith Smith Montgomery & Chamberlain  | \$465 |
| 5. Marker, Inc.                          | \$439 |
| 6. Citizens Federal Savings & Loan       | \$434 |
| 7. Belletech                             | \$381 |
| 8. Daido Metal, USA                      | \$370 |
| 9. Riverside Schools                     | \$359 |
| 10. Civista Bank                         | \$329 |
| 11. Robinson Investments                 | \$324 |
| 12. AGC Automotive                       | \$317 |
| 13. NX Automotive Logistics              | \$283 |
| 14. Transportation Research Center       | \$269 |
| 15. Community Health & Wellness Partners | \$265 |



## TIPS TO INCREASE GIVING LEVELS

LIVE UNITED

REALLY THINK ABOUT THIS!

HOW WILL YOU USE THE 3 "I'S" TO INCREASE GIVING?

1. INFORM
2. INSPIRE
3. INCENTIVIZE

Implement these strategies to increase your *participation rates* and *average giving levels*, and the dollars will follow.

### IF DONOR PARTICIPATION IS BELOW 60%...

- Fully implement the Difference Makers on Page 2.
- **Set a goal of 100% ASK.** This is different than 100% participation. Collect a completed pledge form from EVERY employee, even if the pledge is \$0.
- **Send daily reminders to turn in pledge forms, especially on the last day of your campaign.** Hang posters. Borrow our UW banners and flags. Send internal e-mail and all-call messages. Share on social media.
- **TEXT the message.** Consider how many employees use their phones instead of computers / e-mail. Text the giving link to them so they can give on their phone.
- **Contests and Incentives.** Virtual contests, Bingo, or a United Way scavenger hunt can inform and inspire people to give. Set up tiered giving deadlines, encouraging people to fill out the form earlier.
- **On the last day, review your list of past donors and cross-reference it with those who've already given.** Follow-up with those past donors and invite them to give again.
- **Extend the giving opportunity to new hires throughout the year.** Give pledge forms at orientation.

### IF YOUR AVERAGE GIFT IS BELOW \$200...

- Fully implement the Difference Makers on Page 2.
- **Customized Pledge Forms.** We will work with you to determine suggested giving options specific to your workplace highlight giving incentives on the form itself.
- **Stress giving via payroll deduction.** People tend to give more when spreading their gift out week-to-week rather than making a one-time gift via cash or check.
- **Include attractive incentives (see next page) to help motivate giving.** They don't have to cost you a lot (or anything). Then use those incentives for tiered levels of giving. For example, \$5/pay, gets you one benefit or maybe you are entered into a raffle with five ticket. If you give \$10/week, you get two benefits or get 10 raffle tickets.
- **Leverage "fun-raisers."** Ask for a completed pledge form, rather than a small cash donation. For example, instead of "selling" Jeans Day passes for \$5, ask that they pledge a certain amount via payroll deduction. Conduct your United Way campaign apart from other internal fundraisers.
- **Promote membership in United Way's Peak Givers Society.** Membership begins with a \$1,000 annual gift. It includes recognition and invitations to social networking events.

2022 TRAVELING TROPHY—LARGE BUSINESS DIVISION

# MARKER



## TAKING IT TO THE NEXT LEVEL

### SETTING AND ACHIEVING GOALS

2022 TRAVELING TROPHY—SMALL BUSINESS DIVISION

# pcpii Plastics, LLC



IN ADDITION TO THE GOLD, SILVER, AND BRONZE, AWARDS, THE COVETED TRAVELING TROPHIES ARE PRESENTED TO THE WORKPLACES WITH THE HIGHEST GIVING PER CAPITA, LARGE (100 EMPLOYEES OR MORE) AND SMALL (FEWER THAN 100). A THIRD TRAVELING TROPHY IS AWARDED TO THE OVERALL TOP-GIVING WORKPLACE.

## GOLD CAMPAIGN AWARDS

60% EMPLOYEE PARTICIPATION OR  
\$200 AVERAGE GIFT OR  
100% CORPORATE GIFT

## SILVER CAMPAIGN AWARDS

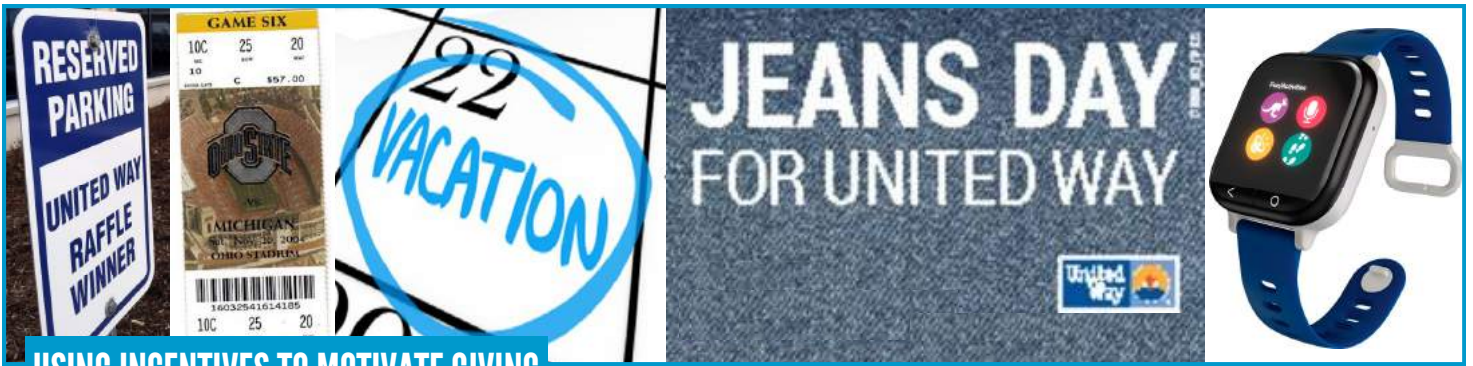
50% EMPLOYEE PARTICIPATION OR  
\$150 AVERAGE GIFT

## BRONZE CAMPAIGN AWARDS

40% EMPLOYEE PARTICIPATION OR  
\$100 AVERAGE GIFT

**\*\* MINIMUM 20% EMPLOYEE PARTICIPATION NEEDED TO ACHIEVE A CAMPAIGN AWARD.**

| STATISTIC   | BENCHMARK                             | LAST YEAR (Get data from UW) | THIS YEAR'S GOAL |
|---|---------------------------------------|------------------------------|------------------|
| <b>Total Employees</b>  |                                       |                              |                  |
| <b>Set a Participation Goal</b><br>(We NEVER recommend 100%.<br>Not everyone can/will give.)    | 60% or higher                         |                              |                  |
| <b>Total GIVING Employees</b><br>(Multiply your total employees<br>by your participation goal.) |                                       |                              |                  |
| <b>Set an "Average Gift" Goal</b>   | \$200 or higher                       |                              |                  |
| <b>Total Employee Goal</b><br>(Multiply your total GIVING<br>employees by your average gift.)   |                                       |                              |                  |
| <b>Corporate Giving</b><br>(Discuss with your team how<br>the company will participate.)        | (IF a corporate gift<br>is possible.) |                              |                  |
| <b>Other "Fun-Raisers"</b>  |                                       |                              |                  |
| <b>TOTAL WORKPLACE GOAL</b>   |                                       |                              |                  |



## USING INCENTIVES TO MOTIVATE GIVING

LIVE UNITED

If **only everyone were 100% altruistic**. What inspires giving? Sometimes providing an extra incentive is one of the most sure-fire ways to increase participation rates and average gifts in your workplace. You don't have to go over the top on these either. There are many low-cost / no-cost ways to obtain items as incentives.

#1

### IF YOU CAN SWING IT, THE BEST INCENTIVE YOU CAN OFFER IS EXTRA PAID TIME OFF!

Vacation Days, "Sleep-in" passes, or leave work early passes all work well for this.

??

### WHERE DO I GET THESE INCENTIVES?

Talk with your management team to procure corporate items. **Ask your vendors.** Contact United Way Champions at other businesses and trade YOUR "corporate swag" with them. Spend unused corporate Credit Card rewards. Or use a portion of your corporate gift to incentive employee giving.

### NO-COST / LOW-COST INCENTIVES

- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Free meals in company cafeteria
- Pizza party / Free lunch
- Boss does your job for half day
- Use of company car

Log onto [www.uwlogan.org/2021campaign](http://www.uwlogan.org/2021campaign) for samples from other local workplaces.

### INCENTIVE IDEAS

- Restaurant/Carryout gift certificates
- Cooking / baking prizes
- "Outdoor" activities / prizes
- Gaming packages (xBox/Playstation)
- Sports Tickets
- Gifts for home / car
- Streaming video subscriptions
- Home improvement / Gardening
- Trendy electronics / Big screen TV's
- Gift cards (Downtown Businesses / Marie's Candies / Grocery store "shopping spree")
- Admission to Local / Regional Attractions (Zoo, Cedar Point, Mad River Mtn.)
- Unique Experiences (Ax throwing, Escape Room, Wine Tastings)

### HERE COMES THE CRITICAL PART. CUSTOMIZE THOSE PLEDGE FORMS!!!

To get the most out of incentives, consider how best to structure them for your campaign. Let us confer with you to discern what you want to accomplish, then decide how to set your incentives. We can share example pledge forms from other workplaces. Some strategies to think about to maximize incentives include:

**By individual participation:** Anyone who gives via payroll deduction is eligible for a prize / drawing.

IDEA: For each dollar someone gives/week, that's how many chances they have.

**By timeframe:** Anyone who contributes by X day is eligible for a prize/drawing.

IDEA: If you turn in your pledge form at the UW presentation meeting.

**By increase:** Anyone who increases their gift over the previous year by \_\_\_ % or to next giving level is eligible.

IDEA: Promote "Fair Share" giving, which would be equivalent to 1% of your annual salary.

**By gift level:** Anyone who gives \$XX dollars or more is entered into a special drawing.

IDEA: Set tiers of incentives. Those who give \$10/week are eligible for more than those who give \$1/week.

**By company goal:** If the company achieves its participation goal, all employees can wear jeans on Friday.

IDEA: Do NOT set goal for 100% participation.

**TIP:** To get more mileage out of your incentives, spread them out so more people win. For example, if you are raffling off a "United Way parking space" near the front door, get 12 winners (one for each month).



**BELLEFONTAINE MAYOR BEN STAHLER GIVES A PRESENTATION ABOUT UNITED WAY.**

# UNITED WAY CAMPAIGN 101

**LIVE UNITED**

**New to United Way campaigns?** This page is for you. Since 1955, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns. Why?

**Because United Way works.** United Way fights for the health, education, and financial stability of every person in Logan County.

**Because giving to United Way is easy.** Most people give via payroll deduction, pledging in the fall to have a certain amount taken out of each paycheck the following year. United Way’s materials are easy to distribute and collect. After some planning and a brief 1-2 week solicitation period (your internal workplace campaign), you’re done!

**Because there’s something for everyone.** Donors can choose to designate their gift to United Way programs of their choice in Logan County or to United Ways in their home communities. With more than 30 community partners, there’s a cause that fits everyone’s personal mission.

**Because United Way is effective.** Money raised here stays here and 93 cents of every dollar given goes directly to someone who needs it. United Way meets all 20 Standards of Charitable Accountability established by the Better Business Bureau.



## THE TYPICAL WORKPLACE CAMPAIGN...

- Runs actively for 1-2 weeks.
- Runs sometime between September 1 and Thanksgiving. (But you can run anytime. Pick the dates that best serve you.)
- Uses United Way information and pledge forms that we provide.
- Most donors give via payroll deduction, pledging to give \$\_\_\_ per pay period during the following year (Jan. 1 to December 31).

## YOUR ROLE AS WORKPLACE CHAMPION...

- Serve as main contact between United Way and your workplace.
- Lead the planning and coordination for a successful internal campaign.
- Recruit others to help with your internal effort.
- Collect and submit all pledge forms and monetary donations to United Way in a timely manner. Includes completion of the Workplace Giving Form completed at the end of your internal campaign.

## OUR ROLE AS UW STAFF & VOLUNTEERS...

- **TO HELP YOU IN ANY WAY POSSIBLE! Never hesitate to call with questions or to help with campaign strategies. PLEASE reach out for ALL of your campaign needs.**
- **DAVE BEZUSKO or MELODY COUCHMAN (937) 592-2886**  
[dave@uwlogan.org](mailto:dave@uwlogan.org)  
[melody@uwlogan.org](mailto:melody@uwlogan.org)

# 2023 CORPORATE PLEDGE FORM

United Way  
of Logan County



UNITED WAY OF LOGAN COUNTY, 653 S. MAIN STREET, SUITE 109, BELLEFONTAINE, OHIO, 43311

[WWW.UWLOGAN.ORG](http://WWW.UWLOGAN.ORG)

(937) 592-2886.

**YES! WE WILL MAKE A CORPORATE GIFT IN SUPPORT OF THE 2023 UNITED WAY CAMPAIGN!**

## CONTACT INFORMATION

Company: \_\_\_\_\_ Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## CORPORATE GIVING OPTIONS NO GIFT IS TOO LARGE OR TOO SMALL. PLEDGE MAY BE PAID IN EITHER 2022 OR 2023.

Please consider extending the giving opportunity to all of your employees this year via payroll deduction. See the enclosed Workplace Campaign Planning Form.

YES! I am interested in extending the giving opportunity to our associates. Please send me information about conducting a United Way workplace campaign.

### MATCHING GIFT OPTIONS

WE WILL PROVIDE A 100% MATCH ALL EMPLOYEE PLEDGES DURING OUR 2023-24 UNITED WAY CAMPAIGN. \$ \_\_\_\_\_

WE WILL PROVIDE A \_\_\_\_\_% MATCH OF ALL EMPLOYEE PLEDGES DURING OUR 2023-24 UNITED WAY CAMPAIGN. \$ \_\_\_\_\_

### STRAIGHT GIFT OPTIONS

ALEXIS DE TOCQUEVILLE SOCIETY: \$10,000  
 ELLEN B. BLAIR SOCIETY: \$5,000  
 GOLD: \$2,500  
 SILVER: \$1,750  
 BRONZE: \$1,000  
 COMMUNITY PARTNER: \$500  
 OTHER AMOUNT : \$ \_\_\_\_\_

## PAYMENT OPTIONS

Payment is Enclosed. Please send check and form to: United Way of Logan County  
653 S. Main St. Suite 109, Bellefontaine, OH 43311

Pay via Credit Card. Visit [www.uwlogan.org](http://www.uwlogan.org) and click the DONATE button.

Please invoice our company. (Select a payment timeline below.)

Invoice upon receipt for entire pledge, to be paid by 12/31/23.  
 Invoice quarterly throughout 2024.

United Way of Logan County  
653 S. Main St. Suite 109  
Bellefontaine, OH 43311

PHONE: (937) 592-2886  
WEB: [www.uwlogan.org](http://www.uwlogan.org)

United Way  
of Logan County





# WORKPLACE CAMPAIGN REPORTING FORM



Please fill out this form completely. It is important for audit purposes and for the efficiency of the campaign. Upon completion of the campaign, attach copies of all completed pledge forms and all gifts of cash and checks. Return this form and any unused campaign materials to the United Way office or call us for pickup. Thank you so much for helping to coordinate this project. Know that your efforts are going a long way toward improving lives here in Logan County!

**www.uwlogan.org**  
 653 S. Main St.  
 Bellefontaine, OH 43311  
 (937) 592-2886

Business Name: \_\_\_\_\_ Number of Employees: \_\_\_\_\_  
 Address: \_\_\_\_\_ Donors: \_\_\_\_\_  
 City & Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_  
 Campaign Coordinator: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**\*\* PLEASE MAKE SURE THAT A COPY OF ALL PLEDGE FORMS IS ALSO SUBMITTED TO YOUR PAYROLL DEPARTMENT SO THEY CAN PROCESS THE DEDUCTIONS. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_**

| Donation Method             | Number of Pledges | Total Amount Pledged | Total Amount Enclosed | Balance to be Paid |
|-----------------------------|-------------------|----------------------|-----------------------|--------------------|
| Payroll Deductions (Paper)  |                   |                      | _____                 |                    |
| Payroll Deductions (Online) |                   |                      | _____                 |                    |
| One-Time Cash donations     |                   |                      |                       |                    |
| One-Time Check donations    |                   |                      |                       |                    |
| Credit Card donations       |                   |                      |                       |                    |
| Campaign Fundraisers        |                   |                      | _____                 |                    |
| Corporate Gift              |                   |                      |                       |                    |
| <b>Grand Total</b>          |                   |                      |                       |                    |

**PAYROLL DEDUCTION START DATE FOR THESE PLEDGES: \_\_\_\_/\_\_\_\_/\_\_\_\_**

**HOW WILL YOU PAYOUT YOUR BALANCE?:** Does your company allow new hires to enroll in payroll deduction for United Way year-round?  
 \_\_\_\_\_ We automatically pay UW bi-weekly  
 \_\_\_\_\_ We automatically pay UW monthly  
 \_\_\_\_\_ We automatically pay UW quarterly  
 \_\_\_\_\_ UW should bill us quarterly  
 \_\_\_\_\_ Other \_\_\_\_\_

Authorized Signature: \_\_\_\_\_  
 2nd Signature: \_\_\_\_\_