

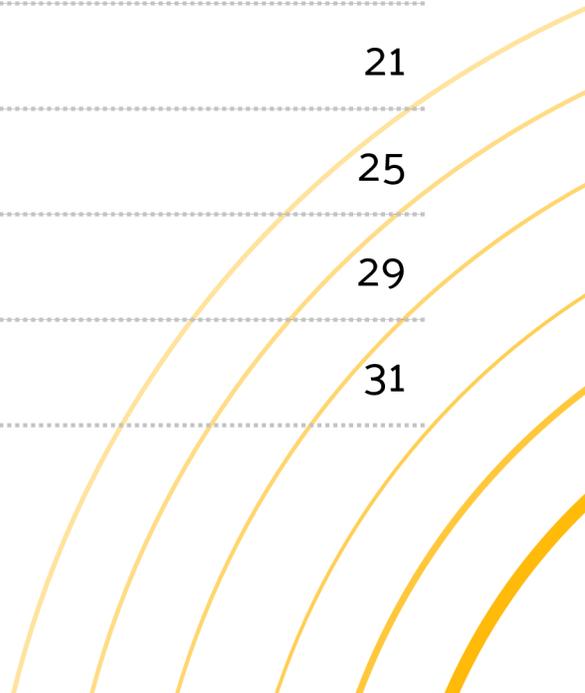
# LEAD THE WAY

**CAMPAIGN COORDINATOR GUIDE**

Revised 2025

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# CAMPAIGN ROADMAP



## REVIEW AND SET GOALS

Look back at previous years and set clear goals to make your campaign a success!



## PROMOTE AND ENGAGE

Spread the word, share success stories, and get your leadership team involved to have a strong launch at the very start.



## ORGANIZE EVENTS

Host an event to help raise proceeds or awareness, engage with your team, and offer volunteer opportunities to inspire others to take action!



## INVOLVE EVERY EMPLOYEE

Make sure everyone has a chance to give, share progress, and keep the energy high throughout the campaign.



## FINALIZE AND CELEBRATE

Wrap up strong, announce results, and thank everyone with a celebratory event to highlight appreciation.



# LEAD THE WAY

## HOW TO HAVE A SUCCESSFUL CAMPAIGN

Thank you for taking on the role of Campaign Coordinator for your workplace. As Campaign Coordinator, you will be LEADing the Way as your workplace promotes United Way of Henry County and Martinsville's mission to advance youth opportunity, financial security, and a healthy community right here at home.

We've created this guide to assist you on that journey. Be creative with your campaign approach. Do what you believe will work best for your workplace needs. Should you ever need any form of assistance, our staff member, Rebecca, is ready to help! Please contact her at [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org) or 276-638.3946 x110.

# L



### LAUNCH WITH PURPOSE

Start strong by setting clear fundraising goals and introducing the campaign theme. Connect your workplace to UWHCM's mission: Advancing youth opportunity, financial stability, and healthy communities so all can thrive.

# E



### ENGAGE YOUR AUDIENCE

Promote and energize your team around the cause. Use inspiring stories, leadership involvement, and campaign materials to build connection and excitement across the organization.

# A



### ADVOCATE FOR INVOLVEMENT

Encourage employees to be champions of the cause. Empower team members to share why they give, invite others to participate, and help spread awareness throughout the workplace.

# D



### DRIVE IT HOME

Track progress, recognize milestones, and show gratitude. Keep the momentum going with regular updates and celebrate your team's collective impact at the finish line.

# BEST PRACTICES



## CAMPAIGN KICK-OFF

Invite employees to a virtual or in-person kick-off (like our annual Day of Action) or record a video from a senior executive to distribute electronically to all employees. Campaign speakers are also available to join your kick-offs and share the impact of gifts made to the United Way of Henry County and Martinsville.

## UTILIZING RESOURCES

This guide and additional resources are available at: [UnitedWayofHCM.org/campaign](http://UnitedWayofHCM.org/campaign). Each of these tools are designed to help streamline your campaign. Plus, UWHCM staff is available to:

- Facilitate a Guest Speaker
- Create a Custom Pledge Form
- Create Landing Pages for Fundraisers
- Promote UWHCM Benefit Events
- Assist with any step along the way!

**Contact Us** day to get things rolling!

## COMMUNICATIONS

Consolidate and coordinate communications to avoid overwhelming employees.

Promote corporate matches, contributions, payroll programs and incentives to increase participation in employee giving.

Have your team make individual asks in their departments or divisions. Meet with folks face-to-face, showcase events, and promote the cause.

## INCENTIVES

Offering incentives significantly increases overall employee participation. Popular incentives may include: offering paid-time-off, VIP parking, denim days, raffle prizes, gift cards, lottery tickets, and much more!

## SPECIAL EVENTS

Find opportunities both inside and outside of your workplace to create in-person or virtual events. Host a bake sale, golf tournament, or silent auction. Have a company-wide Day of Giving.

Check with your leadership team and review company policies on gatherings. If possible, hold the event after a formal campaign kick-off to further promote donation options and really put the “fun” in fundraising.

See our **Event Ideas** on **page 29**.

## LEADERSHIP CIRCLE

Leadership Circles are a great way for employees to extend their impact and deepen their engagement with their local United Way. By donating \$600 or more each year, donors qualify for recognition as a Leadership Circle Member. In addition to regular updates from UWHCM and annual recognition in our Leadership Booklet, benefits include access to any locally organized Leadership Circle events.

## RECOGNITION AND THANKS

It’s important to thank every participant. Send thank you cards (physical or digital) from your CEO, Campaign Chair, Campaign Coordinator, or other UWHCM Campaign Volunteers.

Highlight donors of a certain level during team meetings or a monthly newsletter.

Host an event or hold a special “thank you” for donors who participated in your campaign. Publicize results and reiterate the impact of their gifts via your company newsletter, email, or intranet.

# CAMPAIGN LAUNCH SCHEDULE

## KICK-OFF PLAN

### FIRST...

#### Confirm Leadership Attendance

Ensure that all members of your leadership team can attend the campaign launch. Pick a date and timeframe where they can all be present. This helps show the level of dedication your company has to the overall success of the campaign.

### 3-5 WEEKS PRIOR



#### Prepare All Resources & Materials

Draft invitations, confirm distribution lists, request key speakers, and prepare pledge forms. Check out the sample emails, flyers, and other campaign materials within this guide. Book time with Rebecca, our Workplace Engagement and Donor Services Coordinator to receive paper pledge forms and custom co-branded campaign materials. UWHCM staff members are also available to serve as guest speakers or offer local resources, depending on your event needs. Additional materials can be found at [UnitedWayofHCM.org](http://UnitedWayofHCM.org).

### 1 WEEK PRIOR

#### Reminders & Updates

Send reminders with calendar invitations. Make updates such as including a meeting agenda, presentation slides, list of key speakers, or other preparatory information.

### EVENT DAY



#### It's Showtime!!

Showcase our UWHCM's cause and inspire your team to get involved. Highlight donor incentives and distribute pledge forms. Create friendly competition to help achieve your goals. Answer questions and start mobilizing.

### 2 WEEKS PRIOR



#### Invitations & RSVPs

Send out your invitations. If you are hosting your kickoff virtually, provide the web conference information in the booking link. Be sure to track your RSVPs. This will assist in tracking event attendance and gauge the response to your invitation. Your management team(s) may choose to make the event a mandatory meeting for their staff.

### 3 DAYS PRIOR



#### Trial Run & Verify Guests

Complete a test of any communication systems, presentation files, or other media. This can help troubleshoot any problems before your audience is present. Contact your guest speaker(s) and verify attendance. Keep communication open with UWHCM staff to ensure that we can help!

### WRAP-UP

#### Thank Everyone

Send a follow-up thanking all staff for their help in making the event a success. Highlight all donors for their generosity and volunteers for committing time to the cause. Share the results compared to the goal and reward your team for their efforts.



# ONE-WEEK CAMPAIGN

## PLANNING TIMELINE

### MONDAY

#### **Campaign Launch / Kick-Off Event**

Have United Way of Henry County and Martinsville visit and speak with staff, share a message highlighting the cause. Share your Pledge Forms (virtually or paper) and discuss plans for the upcoming week. Encourage participation through incentives, such as rewards for a percentage level of participation.

#### **Event Follow-Up**

Send out Pledge Forms and a follow-up email. Be sure to include major details of participant incentives, pledge deadlines, and highlight any upcoming events or fundraisers.

### TUESDAY

#### **Do Nothing...**

Take a break from messaging to prevent donor fatigue. Allow time for yesterday's message to settle in.

### WEDNESDAY

#### **Follow-Up**

Send a follow-up email. If possible, have leadership, such as the CEO encourage everyone to pledge before Friday, or the last day of your campaign (as applicable).

### THURSDAY

#### **FUNdraise**

Host a virtual or in-person event fundraiser. Try a trivia competition, chili cook-off, or bake sale. See our list of our Event Ideas (p. 28) for more inspiration!

### FRIDAY

#### **Final Push + Thank you**

Send a final push reminder in the morning encouraging any last-minute pledges. Highlight the progress towards your campaign goal and announce totals in real-time. Thank every volunteer, donor, and participant for their part in making the campaign a success. Praise impact at all levels.



# TWO-WEEK CAMPAIGN

## PLANNING TIMELINE | WEEK 1

### MONDAY

#### **Campaign Launch / Kick-Off Event**

Have United Way of Henry County and Martinsville visit and speak with staff, share a message highlighting the cause. Share your Pledge Forms (virtually or paper) and discuss plans for the upcoming week. Encourage participation through incentives, such as rewards for a percentage level of participation.

#### **Event Follow-Up**

Send out Pledge Forms and a follow-up email. Be sure to include major details of participant incentives, pledge deadlines, and highlight any upcoming events or fundraisers.

### TUESDAY

#### **Do Nothing...**

Take a break from messaging to prevent donor fatigue. Allow time for yesterday's message to settle in.

### WEDNESDAY

#### **Engage Your Community**

Share United Way success stories, highlight campaign champions, remind staff of upcoming activities and encourage participation.

### THURSDAY

#### **FUNdraise**

Host a virtual or in-person event fundraiser. Try a trivia competition, chili cook-off, or bake sale. See our list of our Event Ideas (p. 28) for more inspiration!

### FRIDAY

#### **Highlight Progress**

Send a recap of Week 1's best moments, thank current participants, relay information regarding your progress towards the final goal. Drive friendly competition between departments to keep things interesting. Reward participants for their progress so far.

# TWO-WEEK CAMPAIGN

## PLANNING TIMELINE | WEEK 2



### MONDAY

#### Campaign Follow-Up

If possible, have leadership, such as the CEO encourage everyone to pledge before Friday, or the last day of your campaign (as applicable). Encourage participation in any remaining events

### TUESDAY

#### Do Nothing... Again.

Take a break from messaging to prevent donor fatigue. Allow time for yesterday's message to settle in.

### WEDNESDAY

#### Round-Two Fundraiser

Host another virtual or in-person event fundraiser. Make it different than the first one to expand on employee interests. For example, if your first event was very hands-on, make this one more casual, or vice versa.

### THURSDAY

#### Showcase the Cause

Invite staff to share their stories as to why they chose to give back to Martinsville and Henry County through United Way. Encourage peer-to-peer fundraising. Highlight goal progress and communicate the final push.

### FRIDAY

#### Thank and Celebrate

Showcase the best moments of your two-week campaign. Celebrate accomplished goals and thank every participant for their part in helping this campaign be a success. Follow through on donor incentives and reward those who went the extra-mile to make things happen.

# ONE-WEEK VIRTUAL CAMPAIGN

## CAMPAIGN GUIDE



### MONDAY

#### Campaign Launch / Kick-Off Event

Have United Way of Henry County and Martinsville conduct a virtual visit to speak with staff, share a message highlighting the cause. Share your Pledge Forms virtually and discuss plans for the upcoming week. Encourage participation by offering incentives, such as rewards like a team party for completing a high-level of participation.

#### Event Follow-Up

Send out digital Pledge Forms and a follow-up email. Be sure to include major details of participant incentives, pledge deadlines, and highlight any upcoming events or fundraisers.

### TUESDAY

#### Do Nothing...

Take a break from messaging to prevent donor fatigue. Allow time for yesterday's message to settle in.

### WEDNESDAY

#### Engage Your Community

Share videos on your intranet that showcase United Way success stories, highlight internal campaign champions, remind staff of upcoming activities and encourage participation.

### THURSDAY

#### FUNdraise

Host a virtual event fundraiser. Try an online escape-room, virtual talent show, pet parade, or lunch and learn. Check out our Event Ideas (p. 28) for more inspiration.

### FRIDAY

#### Final Push + Thank you

Send a final push reminder in the morning encouraging any last-minute pledges. Highlight the progress towards your campaign goal and announce totals in real-time. Thank every volunteer, donor, and participant for their part in making the campaign a success. Praise impact at all levels.

# FREQUENTLY ASKED QUESTIONS

## UNITED WAY OF HENRY COUNTY AND MARTINSVILLE

### WHAT IS A WORKPLACE CAMPAIGN?

A workplace campaign is an easy way for companies to get their employees involved in giving back to their community. Often times, employers advocate for a charity of their choosing and encourage participants to give through payroll deduction, one-time gifts, or fundraising events that benefit local programs and initiatives.

### HOW MUCH TIME WILL IT TAKE?

Campaigns can be tailored to meet your business needs. Some can run in a single-day, but the most successful campaigns run over the course of one or two weeks. United Way of Henry County and Martinsville offers planning support and campaign materials to make the overall process smooth and efficient for your team.

### HOW DO WE GET OUR EMPLOYEES ENGAGED?

Generate a “buzz” around the campaign: plan themed days and offer prize drawings. Encourage team or department competitions and participate in volunteer events, like our annual Day of Action. Showcase win-win options like our local Community Care Cards.

### CAN WE DESIGNATE DONATIONS?

Yes, absolutely! While giving to the United Way of Henry County and Martinsville General Fund has the most benefit, we offer the option for donors to designate any portion (or all) of their gift to an organization of their choosing. We have over 25 vetted local agencies listed on our pledge forms and do our best to honor unlisted agency requests.

For unlisted agencies: We make every effort to ensure a donor’s gift is received by the intended agency; however, if we cannot verify the existence or eligibility of an agency designated to receive funds, and are unable to contact the donor for alternative arrangements, the monies designated will be directed to the United Way of Henry County and Martinsville General Fund. To check unlisted agency eligibility, or request an agency to add, please contact Donor Services at 276.638.3946 x110, or email [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org).

### WHAT KIND OF SUPPORT DO YOU PROVIDE?

We can provide every essential material needed for you to have a successful campaign. We offer: Pledge Forms (digital & print), Flyers, Television Slides, Virtual and In-Person Presentations, Campaign Guides, Planning Timelines, Email Templates, Co-Branded Flyers, Event Volunteers, Special Event Plans, Campaign Envelope Reports, and custom-tailored materials to fit your business needs. Contact [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org) for assistance.

# CAMPAIGN MATERIALS



# WORKPLACE CAMPAIGN ENVELOPE REPORT

Final Report       Partial Report

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

Company / Organization Name

Campaign Coordinator

Mailing Address

City, State

Zip Code

Email Address

Phone Number

Office

Mobile

Preparer's Name

Preparer's Phone Number

Preparer's Signature

## Payment Information

- The date you will begin withholding for Payroll Deduction Pledges: \_\_\_\_\_ / \_\_\_\_\_ (mm/yy)
- How will your company remit Payroll Deductions?  
(Please Check One)       Monthly       Quarterly

## Company Award Qualifying Information

In order to determine your company's eligibility for workplace campaign award recognition, please complete **all** of the following information:

**Total Number of Pledge Forms  
Enclosed/Attached:**

**Total Number of Employees at  
Time of Campaign:**

	Total Contributions	Number of Donors
Employee Payroll Deductions	\$ _____	_____
Check Contributions	\$ _____	_____
Cash Contributions	\$ _____	_____
Special Event / Fundraisers	\$ _____	_____
Direct Billing / Invoice / Stocks	\$ _____	_____
<b>Total Employee Giving</b>	<b>\$ _____</b>	<b>_____</b>
Corporate Gift	\$ _____	_____
Corporate Match	\$ _____	_____
<b>Total Corporate Giving</b>	<b>\$ _____</b>	<b>_____</b>
<b>Envelope Total</b>	<b>\$ _____</b>	<b>_____</b>

# PLEDGE FORM (Please Print Clearly)



## PARTICIPANT'S INFORMATION

Employer: \_\_\_\_\_

First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_ Suffix \_\_\_\_\_

Street Address \_\_\_\_\_ Apartment / Unit # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone  Home  Mobile SMS Opt-in  Y /  N Email Address \_\_\_\_\_

## PLEDGE Pledge to donate \$600 or more to be recognized as a Leadership Circle Member!

**Support United Way of Henry County and Martinsville General Fund** \$ \_\_\_\_\_  
(UWHCM General Fund) AND/OR UWHCM Initiatives

Youth Opportunity ..... \$ \_\_\_\_\_  Financial Security ..... \$ \_\_\_\_\_

Heathy Community ..... \$ \_\_\_\_\_  Other: ..... \$ \_\_\_\_\_

**I would like to sponsor a local child (up to age 5) to receive FREE** ..... \$ \_\_\_\_\_  
**books for a year through Dolly Parton's Imagination Library.** ( \$31 per child)

**I wish to forward my gift to\*:** (optional) ..... \$ \_\_\_\_\_

**Agency Code(s):** \_\_\_\_\_

\*Please refer to the back of this form for the 3-letter designated agency codes.

For unlisted agencies: We make every effort to ensure a donor's gift is received by the intended agency; however, if we cannot verify the existence or eligibility of an agency designated to receive funds, and are unable to contact the donor for alternative arrangements, the monies designated will be directed to United Way of Henry County and Martinsville General Fund. To check unlisted agency eligibility, please contact Donor Services at 276.638.3946 x110, or email Rebecca@UnitedWayofHCM.org.

Please recognize this gift. List my/our name(s) as follows: \_\_\_\_\_

Please keep my gift anonymous.

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Tax Year \_\_\_\_\_ EIN: 54-0753318

**TOTAL: \$** \_\_\_\_\_

Community Care Card Eligibility - \$150+

## PAYMENT METHOD

- Payroll Deduction** ( \_\_\_\_\_ x \_\_\_\_\_ ) Example: Bi-Weekly pay is 26 x \$5.77  
# pay periods installments for a Pledge Total of \$150
- Enclosed Cash /**  **Check** (Payable to United Way of HCM) Check # \_\_\_\_\_
- Credit Card or Bank Transfer** (Go to: UnitedWayofHCM.org, Click "DONATE") Payment Date: \_\_\_/\_\_\_/\_\_\_\_
- Bill Me** First Billing Date: \_\_\_\_\_ (mm/yy)  One-Time  Semi-Annually  Quarterly
- Stock / Securities** Please notify [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org) of Transfer.

## LEADERSHIP LEVELS

- Tocqueville Society I \$10,000+
- Platinum Circle I \$9,999 - \$6,000
- Gold Circle I \$5,999 - \$3,000
- Silver Circle I \$2,999 - \$1,200
- Bronze Circle I \$1,199 - \$600

**Thank you for your contribution to United Way of Henry County and Martinsville!**

No Goods or Services were exchanged for this gift. We do not rent, trade, or sell our list of contributors. Please keep a copy for your records.

# IMPACT AREAS



## UNITED WAY OF HCM GENERAL FUND

The most powerful way to invest your gift. We invest your contribution through annual Community Impact Grants that support programming focused on youth opportunity, financial security, and a healthy community. Recipients of these grants are vetted each year by a team of 15-30 local volunteers to ensure that your gift only goes to Martinsville and Henry County's most current needs.



## OUR IN-HOUSE INITIATIVES

### Youth Opportunity

**MHC Partners for Children** ensures that all children (birth to age 5) have supportive adults with the resources necessary for healthy development and kindergarten readiness.

### Financial Security

Programming includes individual support such as: **VITA** free tax prep, **VIDA**, financial education programs, including **Getting Ahead**, and our semi-annual **Dollars & Sense Reality Fair**.

### Healthy Community

Includes programs that encourage healthier habits and lifestyles with personalized care and community workshops led by our team of certified **Community Health Workers**.



For just **\$31**, you can provide a year of books to a local child. **Dolly Parton's Imagination Library**, in partnership with UWHCM, delivers a monthly age-appropriate, high-quality book to children from birth to age five. For more details, contact **Erica** at 276.638.3946 x113, or [Erica@UnitedWayofHCM.org](mailto:Erica@UnitedWayofHCM.org).

## DESIGNATED AGENCY CODES

<b>ARC</b> American Red Cross - Martinsville	<b>EAD</b> Edwards Adult Day Center	<b>PCS</b> Piedmont Community Services
<b>ANC</b> ANCHOR Commission	<b>FCR</b> Fieldale-Collinsville Rescue Squad	<b>RRS</b> Ridgeway Rescue Squad
<b>AFD</b> Axton Volunteer Fire Department	<b>FIA</b> Friends of Infinity Acres Ranch	<b>SAM</b> Salvation Army
<b>BRS</b> Bassett Rescue Squad	<b>FMY</b> MHC Family YMCA	<b>SSR</b> Southside Survivor Response Center
<b>BSA</b> Boy Scouts	<b>FOY</b> FOCUS on Youth	<b>SSS</b> Stepping Stones
<b>BGC</b> Boys and Girls Club of the Blue Ridge	<b>GSS</b> Girls Scouts	<b>STP</b> Step, Inc.
<b>CDC</b> Community Dream Center	<b>GNW</b> Grace Network	<b>VLA</b> Virginia Legal Aid
<b>CHW</b> Connect Health + Wellness	<b>HFP</b> Henry County Food Pantry	<b>WRM</b> MHC Warming Center
<b>DRC</b> Disability Rights & Resource Center	<b>HRS</b> Horsepasture Rescue Squad	<b>Ouw</b> Other United Way (write locality)



# DAY OF ACTION SPONSOR FORM

SUBMISSION DEADLINE: AUGUST 15, 2025

Thank you for considering an annual sponsorship supporting the United Way of Henry County and Martinsville. Your generosity helps create measurable lasting solutions to our area's greatest challenges. All business contributions pledged 20 business days prior to our Day of Action are considered Pacesetter gifts and may be recognized as such during our Annual Campaign Kick-Off Ceremony.

## COMPANY INFORMATION

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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

City / State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

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

Number of Employees: \_\_\_\_\_

Are you interested in having your employees engage with us?  Yes  No  Need More Info

## DONATION LEVELS

We invite you to choose a sponsorship level that reflects your company's commitment to strengthening our community. Please specify your total donation below. See back for recognition level benefits.

- Community Builder: \$50,000+ annually
- Impact Leader: \$25,000-\$49,999 annually
- Change Maker: \$10,000-\$24,999 annually
- Neighborhood Supporter: \$5,000-\$9,999 annually
- Friend of the Community: \$1,000-\$4,999 annually
- Other Amount

SCAN TO SEE OUR IMPACT



## PAYMENT OPTIONS

Enclosed Cash /  Check  
(Payable to United Way of HCM) Check # \_\_\_\_\_

Credit Card or Bank Transfer  
(Go to: UnitedWayofHCM.org, Click "DONATE") Payment Date: \_\_\_ / \_\_\_ / \_\_\_\_

Bill Me  
First Billing Date: \_\_\_ / \_\_\_ (mm/yy)  One-Time  Semi-Annually  Quarterly

Stock / Securities Please notify Rebecca@UnitedWayofHCM.org of Transfer.

**TOTAL SPONSORSHIP AMOUNT (USD):**  
\$ \_\_\_\_\_

UNITED WAY OF HENRY COUNTY AND MARTINSVILLE, INC. EIN: 54-0753318

Please Note: we will not be able to recognize Sponsorships submitted after the August 15, 2025, deadline for the 2025-2026 season. Sponsorships submitted after the August 15, 2025, deadline will be honored as such during the 2026-2027 Campaign Season.

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We invite you to choose a level that reflects your company's commitment to strengthening our community. Each sponsorship level includes all benefits from the lower tiers, along with additional recognition for your generosity. The following outlines how we acknowledge your support at each level. Please specify your total sponsorship on the front of this form. Thank you.

## **COMMUNITY BUILDER: \$50,000+**

- Public “thank you” on UnitedWayofHCM.org with your business name or logo listed under “Community Builder” and all other lower tiered recognitions, plus:
- Recognition as a headlining sponsor during our annual Day of Action
- Name or logo included on Day of Action signage, programs/flyers, event page(s)
- Premium placement on Day of Action T-shirts

## **IMPACT LEADER: \$25,000-\$49,999**

- Public “thank you” on UnitedWayofHCM.org with your business name or logo (when provided) listed under “Impact Leader” and all other lower tiered recognitions, plus:
- Featured as an “Impact Leader” in a block at the bottom of “Our Impact” for a year
- Exclusive article in our Annual Report highlighting your impact on our organization
- Priority logo or name placements on Day of Action t-shirts

## **CHANGE MAKER: \$10,000-\$24,999**

- Public “thank you” on UnitedWayofHCM.org with your business name or logo (when provided) listed under “Change Makers” and all other lower tiered recognitions, plus:
- A video feature about your partnership posted on UWHCM’s social media channel(s) and on UnitedWayofHCM.org
- Opportunities to share co-branded materials at the UWHCM’s office(s) or event booth(s)
- Logo or name placed on the year’s Day of Action t-shirts

## **NEIGHBORHOOD SUPPORTER: \$5,000-\$9,999**

- Public “thank you” on UnitedWayofHCM.org with your business name listed under “Neighborhood Supporters” and all other lower tiered recognitions, plus:
- Business Recognition as a thank you post on UWHCM’s social media channel(s)
- Invitation to showcase your support in an article about your business in our End-of-Month newsletter: “Our Impact” (parameters: 250 words or less, plus a photo-op or logo placement)
- Name placed on the year’s Day of Action t-shirts

## **FRIEND OF THE COMMUNITY: \$1,000-\$4,999**

- Public “thank you” on UnitedWayofHCM.org with your business name listed under “Friends of the Community”
- Recognition at our Annual Day of Action during our kick-off event



# BUSINESS PLEDGE FORM

Thank you for considering a business donation to support the United Way of Henry County and Martinsville. Your generosity helps create measurable lasting solutions to our areas greatest challenges. Business donations pledged prior to our Day of Action are considered Pacesetter gifts and may be recognized as such during our Annual Campaign Kick-Off Ceremony. United is the Way we help others thrive.

## COMPANY INFORMATION

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City / State:** \_\_\_\_\_ **ZIP Code:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Number of Employees:** \_\_\_\_\_

Are you interested in having your employees engage with us?  Yes  No  Need More Info

## BUSINESS PLEDGE

We invite you to choose a donation amount that reflects your company’s commitment to strengthening our community. Please specify your total donation below.

**Total Donation Amount (USD):** \$ \_\_\_\_\_

## PAYMENT OPTIONS

**Enclosed Cash /**  **Check** (Payable to United Way of HCM) Check # \_\_\_\_\_

**Credit Card or Bank Transfer** (Go to: [UnitedWayofHCM.org](http://UnitedWayofHCM.org), Click “DONATE”) Payment Date: \_\_\_ / \_\_\_ / \_\_\_\_

**Bill Me** First Billing Date: \_\_\_\_\_ ( mm/yy)  One-Time  Semi-Annually  Quarterly

**Stock / Securities** Please notify [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org) of Transfer.

## PLEDGE AUTHORIZATION

By signing this form, I acknowledge that this donation is given freely and without expectation of goods, services, or benefits in return. I confirm that I am authorized to make this donation on behalf of the above-named business/organization.

**Authorizing Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**United Way of Henry County and Martinsville, Inc. EIN: 54-0753318**

Physical Address: 149 East Main Street, Martinsville, VA 24112 | Mailing Address: P. O. Box 951, Martinsville, VA 24114

Phone: 276.638.3946 x110 | [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org) | [UnitedWayofHCM.org](http://UnitedWayofHCM.org) | Follow us on Instagram

# Leadership Pledge Form



## Your Information (Please Print Clearly)

Employer: \_\_\_\_\_

First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_ Suffix \_\_\_\_\_

Street Address \_\_\_\_\_ Apartment / Unit # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone  Home  Mobile SMS Opt-in  Y /  N Email Address \_\_\_\_\_

## Your Generous Contribution

Support United Way of Henry County and Martinsville's General Fund: \$ \_\_\_\_\_

or designate your gift to individual UWHCM Programs:

Youth Opportunity ..... \$ \_\_\_\_\_  Financial Security ..... \$ \_\_\_\_\_

Heathy Community ..... \$ \_\_\_\_\_  Other: \_\_\_\_\_ \$ \_\_\_\_\_

I would like to sponsor a local child (up to age 5) to receive FREE ..... \$ \_\_\_\_\_ books for a year through Dolly Parton's Imagination Library. (\$31 per child)

\$31 (1 child)  \$62 (2 children)  \$96 (3 children)

Please recognize this gift. List my/our name(s) as follows:

In Honor of...  In Memorium...

Please keep my/our gift anonymous.

Does your employer have a matching gift program? Y  N

### Leadership Levels

- Tocqueville Society | \$10,000+
- Platinum Circle | \$9,999 - \$6,000
- Gold Circle | \$5,999 - \$3,000
- Silver Circle | \$2,999 - \$1,200
- Bronze Circle | \$1,199 - \$600

Total: \$ \_\_\_\_\_

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

## Payment Method EIN: 54-0753318

Payroll Deduction ( \_\_\_\_\_ x \_\_\_\_\_ ) Example: Bi-Weekly pay is 26 x \$23.08  
# pay periods installments for a Pledge Total of \$600.08

Enclosed Cash /  Check (Payable to United Way of HCM) Check # \_\_\_\_\_

Credit Card or Bank Transfer (Go to: UnitedWayofHCM.org, Click "DONATE") Payment Date: \_\_/\_\_/\_\_\_\_

Bill Me First Billing Date: \_\_\_\_\_ (mm/yy)  One-Time  Semi-Annually  Quarterly

Stock / Securities Please notify Rebecca@UnitedWayofHCM.org of Transfer.

SCAN TO DONATE



**Thank you for your contribution to United Way of Henry County and Martinsville!**

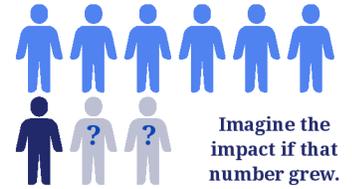
In compliance with the Internal Revenue Code: United Way of Henry County and Martinsville Inc. certifies that no goods or services were exchanged for this gift. We do not rent, trade, or sell our list of contributors. Please keep a copy for your records. EIN: 54-0753318

# Your Leadership

Since 1937, United Way of Henry County and Martinsville (UWHCM) has mobilized the caring power of our peers to advance youth opportunity, financial security, and a healthy community. Last year 1,440 donors raised \$482,222.16 to support these efforts, with 226 leadership donors - like you - contributing \$205,371.95 (or 42%) of the total funds raised.

Your generosity drives real change, but leadership donors make up just one in seven UWHCM supporters. Imagine the impact if that number grew...

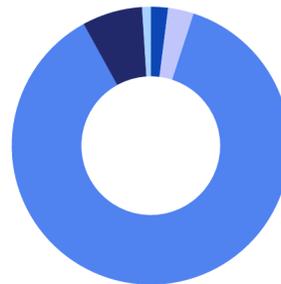
1 in 7 United Way of HCM  
**DONORS**  
 Give at the Leadership Level



For 2025, we ask you to inspire two (2) peers to join us. When leadership donors expand their reach, they strengthen our community, lift others up, and secure sustainable opportunities for all to thrive.

Will you accept our challenge?

## Where the dollars go...



- UWHCM General Fund (87%)
- UWHCM Initiatives (2%)
- Local Donor-Designated Agencies (7%)
- Designated Out-of-Area United Way (1%)
- United Way Worldwide Dues (3%)

## United Way of HCM General Fund

The most powerful way to invest your gift. We invest your contribution through annual **Community Impact Grants** that support programming focused on youth opportunity, financial security, and a healthy community. Recipients of these grants are vetted **each year** by a team of **15-30 local volunteers** to ensure that your gift only goes to Martinsville and Henry County's most current needs.



Scan the QR to  
 Learn More!

## Our In-House Initiatives

### Youth Opportunity

**MHC Partners for Children** ensures that all children (birth to age 5) have supportive adults with the resources necessary for healthy development and kindergarten readiness.

### Financial Security

Programming includes individual support such as: **VITA** free tax prep, **VIDA**, financial education programs, including **Getting Ahead**, and our semi-annual **Dollars & Sense Reality Fair**.

### Healthy Community

Includes programs that encourage healthier habits and lifestyles with personalized care and community workshops led by our team of certified **Community Health Workers**.



For just \$31, you can provide a year of books to one local child. **Dolly Parton's Imagination Library**, in partnership with UWHCM, delivers a monthly age-appropriate, high-quality book to children from birth to age five. For more details, contact **Erica** at 276.638.3946 x113, or [Erica@UnitedWayofHCM.org](mailto:Erica@UnitedWayofHCM.org).

# SAMPLE MESSAGING



# SAMPLE MESSAGING

## EMAIL TEMPLATES

### PRE-CAMPAIGN MESSAGING

#### CAMPAIGN LAUNCH / KICK-OFF ANNOUNCEMENT

**Purpose:** Generate excitement and notify employees about the official campaign launch.

**Recommended Timing:** Two (2) Weeks prior to campaign kick-off event.

From: [Campaign Coordinator / Executives / HR]  
To: [All Employees]  
Subject: United is the Way We Grow

Greetings,

Our company believes in helping the most vulnerable members of our community so that all can thrive. This is why we have partnered with United Way to help advance youth opportunity, financial security, and a healthy community in Henry County and Martinsville. Since 1937, our local United Way has invested in programs that produce measurable and lasting change in our community. They rely on companies like us to help strengthen our community and make lasting change. We hope you can join us on [launch date] to help make Henry County and Martinsville a better place to work, live, and thrive! More details are on the way.

Thank you,

[Campaign Coordinator / Executives / HR]

#### CAMPAIGN INTRODUCTION / GUEST SPEAKER EVENT

**Purpose:** Invite employees to the campaign launch and generate event expectations.

**Recommended Timing:** Three (3) days before the campaign launch.

From: [Campaign Coordinator / Executives / HR]  
To: [All Employees]  
Subject: Join us on [event date]

Good morning everyone,

We are proud to announce that we will be launching our United Way campaign on [event date / time]. Please join us [at location / "via zoom"] to learn more about the United Way of Henry County and Martinsville, and how we can work together to improve lives and strengthen our community.

[meeting links / additional details / participation incentives]

Thank you,

[Campaign Coordinator / Executives / HR]



# SAMPLE MESSAGING

## EMAIL TEMPLATES

### ACTIVE CAMPAIGN MESSAGING

#### AFTER LAUNCH EVENT - PLEDGE OR DONATE

**Purpose:** Follow-up after launch to notify employees of your company's campaign goal.

**Recommended Timing:** Immediately following the campaign kickoff event.

Subject: Our United Way Goals

[Salutation],

Thank you for joining our campaign launch! This year, we aim to raise [\$x,xxx] to support United Way of Henry County and Martinsville. To participate, complete the attached pledge form and return it to [contact] by [deadline].

Payroll deductions are the easiest way to give. Individuals who pledge at least \$150 (\$12.50/month) are eligible to get a Community Care Card. [Include additional incentives: raffle tickets, parking perks, company match, etc.]

Your support helps build a thriving community. Together, we make a difference.

Thank you,

[Campaign Coordinator / Executives / HR]

### UNITED IS THE WAY WE MAKE A DIFFERENCE

**Purpose:** Showcase how United Way of Henry County and Martinsville uses donor funding.

**Recommended Timing:** Mid-campaign. Halfway before the pledge/donation deadline.

Subject: United is the Way

We make a difference. Each year, United Way of Henry County and Martinsville (UWHCM) is able to distribute over \$250,000 to local programs and services that advance youth opportunity, financial security, and a healthy community. These distributed funds come directly from donors like us. When you give to UWHCM, you're investing in a community-wide commitment for there to always be help to those who need it most.

Every gift counts, no matter the size. If you have not yet made a gift, please consider joining our cause. To participate, please complete the attached pledge form and return it to [contact] by [deadline].

Thank you,

[Campaign Coordinator / Executives / HR]



# SAMPLE MESSAGING

## EMAIL TEMPLATES

### POST CAMPAIGN MESSAGING

#### CELEBRATION / THANK YOU

**Purpose:** Follow-up after campaign to thank employees for their participation and share results

**Recommended Timing:** Immediately following the campaign wrap-up.

Subject: Thank you!

[Salutation],

Thank you for joining our United Way campaign! This year, we aimed to raise [\$x,xxx] to support United Way of Henry County and Martinsville. We are proud to announce that we raised [\$x,xxx]! Thank you to everyone who contributed to this year's campaign. If you are interested in participating more with United Way of Henry County and Martinsville, please let us know and we will help get you connected!

[Include additional announcements, staff celebration event details, reward info, feedback survey, etc.]

Thank you,

[Campaign Coordinator / Executives / HR]

### POST CAMPAIGN MESSAGING (ALT)

#### CELEBRATION / THANK YOU

**Purpose:** Follow-up after campaign to thank employees for their participation and share results

**Recommended Timing:** Immediately following the campaign wrap-up.

Subject: Thank you!

[Salutation],

Join me in celebrating the success of the 2025 [Company Name] employee giving campaign. I'm thrilled to report...[Customize your overview impact remarks. Specific metrics are suggested below.]

- [Company Name] employees gave [\$x,xxx.xx] to United Way of HCM
- [% Participation Rate] of [Company Name] Employees gave to United Way of HCM
- [Total Number of Donors] of [Company Name] employees gave to United Way of HCM
- [Company Name] employees contributed [estimate # of hrs] volunteer hours during the campaign.

Thank you for changing lives and transforming our community in Henry County and Martinsville!

[Campaign Coordinator / Executives / HR]



# CAMPAIGN FLYERS

Revised 2025

# UNITED IS THE WAY WE WORK TOGETHER.

OUR WORKPLACE PROUDLY SUPPORTS UNITED WAY OF HENRY COUNTY AND MARTINSVILLE



Henry County  
and Martinsville  
**UNITED WAY**



**SCAN TO DONATE**

# UNITED IS THE WAY WE WORK TOGETHER.

OUR WORKPLACE PROUDLY SUPPORTS UNITED WAY OF HENRY COUNTY AND MARTINSVILLE



SCAN TO DONATE



Henry County  
and Martinsville  
**UNITED WAY**

# UNITED IS THE WAY

From advancing health, youth opportunity, and financial security to strengthening local resilience, United Way of Henry County and Martinsville is mobilizing our community to action so all can thrive. Together, we're creating a future where even the most vulnerable can reach their full potential.

**GIVE BACK.  
GET INVOLVED.  
TAKE ACTION.**



Henry County  
and Martinsville  
**UNITED WAY**



**SCAN TO DONATE**

# IN-PERSON OR VIRTUAL EVENT IDEAS

## THEMED CHARITY AUCTION

### SINGLE-DAY EVENT | IN-PERSON OR VIRTUAL

Employees donate items or services and participants bid on them. Get creative with a theme that suits your team-building needs. This event could be held in-person or virtual. You can make it interactive with live bidding rounds and a final celebration.

## TEAM CHALLENGE FUNDRAISER

### SINGLE-DAY OR MULTI-DAY EVENT | IN-PERSON OR VIRTUAL

Organize a workplace-wide challenge, such as a trivia tournament or escape-room event. Charge participants an entry fee or offer the event to any employee who meets a specified pledge amount. Incentivize participation by offering prizes to winning teams or individuals.

## COMPANY CARNIVAL OR GAME NIGHT

### SINGLE-DAY OR MULTI-DAY EVENT | IN-PERSON

Set up stations with games such as ring toss, CEO dunk booth, or mini-golf. Charge a small fee for participation. Drive competition by encouraging various departments to “sponsor” a booth and see whose game can raise the most funds throughout the event. Offer prizes at each game for winners and reward the department that raises the most funds.

## LUNCH & LEARN FUNDRAISER

### SINGLE-DAY EVENT | IN-PERSON OR VIRTUAL

Host a workshop where employees pay a small fee to attend a session led by a special guest speaker. Topics could range from professional development to creative hobbies. This event could be held in-person, or virtually.

## RELAY EVENT

### MULTI-DAY EVENT | IN-PERSON OR VIRTUAL

Employees form teams for a relay, such as a walk-a-thon or read-a-thon, pledging to complete a set distance or number of books. Sponsors donate based on progress, motivating participation. Track results online or in person.

# CONTACT US

## REBECCA CONTER

### WORKPLACE ENGAGEMENT & DONOR SERVICES COORDINATOR

Your primary point-of-contact for all things campaign. No matter your company's size, Rebecca can help you create a custom-tailored plan to fit your team building needs. Reach out to her today for assistance creating custom pledge forms, co-branded fundraising flyers, campaign slide decks, and so much more! Need a guest speaker for your event? No problem! Connect with Rebecca today and she will help.

Email: [Rebecca@UnitedWayofHCM.org](mailto:Rebecca@UnitedWayofHCM.org)  
Office: (276) 638-3946 x110  
Direct: (276) 790-9243

## ELIZABETH CARTER BAILEY

### COMMUNICATIONS & OUTREACH COORDINATOR

Your primary point-of-contact for all things marketing. Contact her to help promote your next United Way of Henry County and Martinsville event. Need help with co-branded promotional items? Interested in sharing a local United Way success story? Curious about our Social Media or Website channels? Have a UWHCM photo-op? Reach out to her today and she will be happy to discuss your messaging and promotional needs.

Email: [Elizabeth@UnitedWayofHCM.org](mailto:Elizabeth@UnitedWayofHCM.org)  
Office: (276) 638-3946 x117  
Direct: (276) 336-0231

