



Thank you for being a part of the 2021 United Way Campaign.  
We appreciate your continued support of our organization and the community as a whole.  
Your generosity and support makes all the difference!

Here's a quick overview of what you will find in this packet:

**Welcome Letter** – You will find a welcome letter from Jason Painley, Board President for United Way of Richland County.

**2021 Campaign Coordinator Action Guide** - Step-by-step instructions to plan your campaign, the best campaign tools to make the greatest impact and ideas and tips to make campaign more engaging

**Workplace Fundraising Ideas** - Fun ideas for your United Way Workplace Campaign.

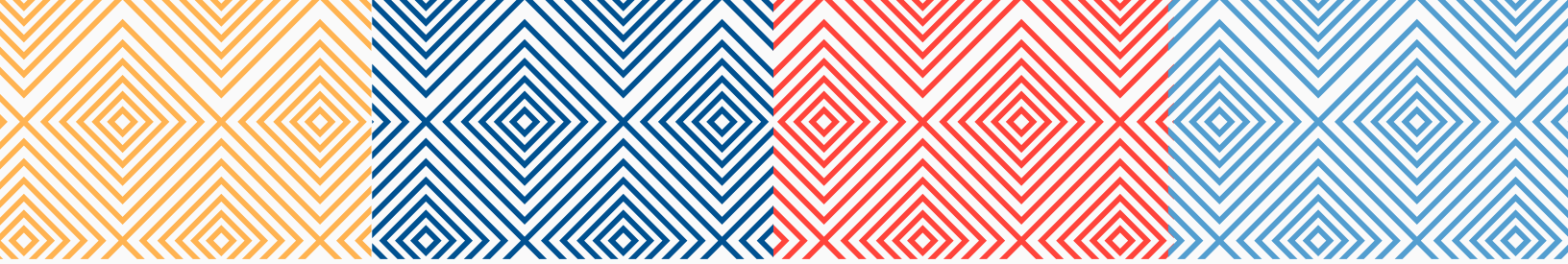
**Young Leaders Cornerstone Club** - Please make copies and deliver these to your 21-40 year old employees.

**Pledge Forms** – The pledge form is a three part document. Please make a pledge form available to each employee. Once completed, the top (white) copy should be put back into the envelope and returned to United Way. The second (yellow) copy goes to the payroll dept. for those employees who choose payroll deduction and the third (pink) copy is for the donor to keep for their records. Please be sure that the Yellow copies of all payroll deductions pledge forms or a copy of the electronic form are delivered to your payroll department.

**Payment Sheets** – \*\*\*We have changed this from past years. There is now only one sheet you need to fill out. On it you can denote all names and simply mark an "X" whether the gift is Payroll Deduction, Direct Bill, or Full Paid\*\*\*. Remember, we also accept credit cards (Visa, MasterCard and American Express) We have this in Microsoft Excel as well, You may also submit this information via email, if you are interested please e-mail the United Way for the file.

**United Way Brochure** – The 2021 United Way brochure details the impact areas that United Way of Richland County funds during the yearly allocation process including Health Services, Family Services, Emergency Services and Youth Development. The brochure also lists our partner agencies that donors can designate all or part their contribution to. Please note, designated contributions can be divided between Impact Areas, United Way Partner Agencies or any other verifiable 501(c)3. If anyone from your organization wishes their donation be designated, please be sure that they provide clear and specific instructions as to where they wish their donation directed on their pledge form.





**Once all employees have had a chance to fill out a pledge form please:**

1. Collect the top (white) copies or electronic version of the form.
2. Complete the payment sheets or Payroll Deduction, Direct Bill and Cash Gifts. If you prefer to submit an Excel spreadsheet in place of the forms, please e-mail [asnook@unitedwayofrichlandcounty.org](mailto:asnook@unitedwayofrichlandcounty.org) the form.
3. Complete the front of the yellow pledge envelope – Please be sure to include your name and contact phone number in case there are questions on totals, etc.
4. Deliver paper or electronic copies of pledge forms for payroll deduction pledges to your payroll department.
5. A member of the United Way Campaign Team will contact you about picking up your completed packet or you can call the United Way office at 419-525-2816 and let us know it's available for pick up.

**Please Know:**

If at any time, you need more pledge forms, brochures, pens, or just have a question please call the United Way office at 419-525-2816 and we'll be more than happy to help you.

If you would like a speaker either from United Way or one of our partner agencies to speak to your employees, call the United Way office to schedule a speaker. We have a group of ready and willing people excited to tell their story.

If you have extra materials left over such as blank pledge forms or brochures, please return them to the United Way office in the campaign envelope.

Thank you again and remember:

**The United Way fights for the Health, Education, and Financial Stability of  
EVERY person in OUR Richland Community  
That's what it means to "Live United".**