

Team Leader Guide

TEAM LEADER RESPONSIBILITIES

- Make your gift first. Before asking others to give, please fill out your own pledge card.
- Give everyone a personalized pledge card and a Valley of the Sun United Way brochure.
- Hold an employee meeting for everyone assigned to you.
 - Promote meetings and provide incentives for attendance.
 - Ensure that everyone has the opportunity to give. Remember that the number one reason why people don't give to Valley of the Sun United Way is that they were never asked.
 - Explain what it means to be a Leadership Giver.
 - Show the campaign video.
 - Invite your Valley of the Sun United Way representative and an Agency Speaker to the meeting to talk about how United Way is improving lives in our community.
 - Explain the value of an investment in Results That Matter, our Community Fund.
 - Follow-up with those who were not able to attend a meeting.
- Collect pledge cards, cash and checks immediately following the meeting – Strive for 100% return. Check pledge cards for accuracy. Be sure that:
 - All pledge cards are signed.
 - Total gift is calculated.
 - Results That Matter, Focus Areas and restricted gifts equal total gift.
 - All cash and checks are attached to the corresponding pledge card.
 - Names and addresses are provided to Valley of the Sun United Way for all those requesting acknowledgement or designating to the Helping the Working Poor/ Financial Stability fund.
- Thank everyone for attending the meeting.
- Put pledges in report envelope and give them to your Employee Campaign Manager.

Need Help?

If you have questions at any time during the campaign, contact your Employee Campaign Manager or United Way representative. You may call Valley of the Sun United Way at 602.631.4800, visit our website at vsuw.org and click on Resource Center or email your questions to information@vsuw.org.

LIVE UNITED™

Key Messages

Valley of the Sun United Way is working to advance the common good by focusing on education, income and health through Results That Matter, our Community Fund. These are the building blocks for a good life – a quality education that leads to a stable job, enough income to support a family through retirement and good health. Our goal is to create long-lasting and measurable changes that improve quality of life for struggling individuals, families and children throughout the Valley.

We invite you to be a part of the change by giving back. Your investment in our community will deliver results that make a difference, and together, we can LIVE UNITED by inspiring hope for a better tomorrow.

Sample Campaign Meeting Agenda

Ideal time is 30 minutes

Welcome and Thank You

- Campaign Manager welcomes employees, thanks them for coming and explains the purpose of the meeting.

Understanding United Way

- United Way representative outlines our Community Fund and discusses the benefits of giving.

Campaign Video

- United Way representative introduces video.

Agency Speaker

- Work with your United Way representative at least two weeks ahead of time to schedule an Agency Speaker for your presentation.

Ask Employees to Give

- United Way representative will summarize the key points, review the pledge card and ask employees to give.
- Campaign Manager or Team Leader should add in their personal reasons for giving.

Collect Pledge Cards and say Thank You

- Campaign Manager or Team Leader collects completed pledge cards and sets a time to pick-up cards not completed at the meeting.

The “Ask” – Please help make our community stronger by contributing to Valley of the Sun United Way. A Gift to the Community Fund will help improve the most lives and deliver lasting, meaningful results.

\$2 per week	Assists food banks in purchasing 12 meals for individuals and families experiencing financial difficulties.	\$30 per week	Provides one low-income family with a pool fence to keep their children safe.
\$5 per week	Provides a victim of domestic violence six nights of safety and shelter.	\$50 per week	Helps nine families access free financial services to increase their financial stability and move out of poverty.
\$10 per week	Provides 35 at-risk teens with job training and placement to help prepare them for a successful future.	\$100 per week	Provides 693 children with dental screenings and fluoride varnish services; healthy kids are able to learn better in school.
\$20 per week	Provides a full year of professionally supported mentoring to youth in our community, assisting them in becoming confident, competent and caring adults.	\$200 per week	Provides school readiness kits to 420 families, helping them to prepare their preschooler for kindergarten.

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