



## **2017 United Way Campaign Participate as a Department Representative**

A Department Representative is critical to the support and success of the UC Merced United Way campaign!

Here is how department representatives can help:

Department Representatives will attend a **Kick-off Lunch on Monday, January 9** where they will learn about United Way and this year's campaign.

Coordinate the timing of the campaign within the department. This includes scheduling a United Way presentation, distribution of pledge cards and/or follow-up of campaign materials, and reporting of results.

Help publicize the campaign and related fundraising events by posting flyers, sending e-mails, selling See's Candy and spreading the word that the campaign is underway.

Find ways to customize campaign implementation that fit with their particular department. Introduce unique and fun approaches that will motivate employees to get involved.

Provide current, accurate information on United Way.

### **Some of the benefits of participating as a Department Representative include:**

Involvement in a campus-wide effort to help the Merced community.

The opportunity to educate fellow employees (both staff and faculty) about United Way and Merced's non-profit community while offering everyone the chance to give.

Eligible for drawings for prizes at events and the chance to win special prizes for holding a department meeting, selling the most See's Candy, and others.



## UC MERCED UNITED WAY 2017 CAMPAIGN

# Steps To Success

*Live United!*

### UC Merced's Goal this year is *Participation...*

As a Department Representative, your **three main responsibilities** are to:

**Set a departmental meeting** to tell co-workers about United Way Programs

**Publicize events** such as the “**See's** Candy Grams and Chocolate Bars”

Direct co-workers to the UC Merced United Way website to participate: <http://unitedway.ucmerced.edu/>

These 4 steps will help you be a successful Department Representative:

#### **Step 1. Publicize**

- Send out kick-off emails or fliers to let everyone know about the upcoming event
- Put up United Way posters and fliers around your department
- Plug [unitedwaymerced.org](http://unitedwaymerced.org) where they can learn more about United Way

#### **Step 2. Encourage Involvement**

- Secure 10-15 minutes for United Way at an upcoming meeting and coordinate with Jess Johnston on potential speakers
- Plan a special event promoting United Way

#### **Step 3. Send Friendly Reminders About:**

- Upcoming “candy gram” deadline
- Incentives for participation

#### **Step 4. Say “Thank you”**

**\*\*The best tip for success – Be proud of your service to the community and have fun!!**

*Attitude is contagious. As the liaison for UC Merced's United Way Campaign, your leadership and enthusiasm makes all the difference.*

*So have fun with potlucks, crazy hat contests and whatever else you might come up with! You can even invite other departments to take part in what you are doing. You can also choose to keep it low-key and relevant and just make sure to share information.*

*Whatever you decide to do, remember that it's all going back to help your friends and neighbors in the community. That is something you can truly be proud of.*



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**LIVE UNITED**™ 

## UC MERCED UNITED WAY 2017 CAMPAIGN

# Talking Points:

*Live United!*

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### History of UC and United Way

Mandated by The Regent's that each campus select a charity that reaches many in the campus community. UW was chosen because of its far-reaching support. Since 2001, UC Merced has raised over \$290,000 for United Way.

### United Way

Volunteers review each organization's request for funding and evaluate that request's effectiveness. United Way funds *programs* - not organizations in general. Only those *programs* that meet the needs of the community and the standards of United Way are funded.

You can donate to the Community Fund, which allows UW to put the money where the immediate need is; you may wish to donate to a specific Community Partner; or you can donate to any organization thru United Way, including schools, churches, etc. Each of these choices are available online. *(If asked, UW administrative fees are 18%)*

### Payroll deduction is available

Consistent giving until changed by you. UW is flexible, as your financial situation changes, your contribution can change, too. Talk about how far your money goes.

### Valentine's Day **See's** Candy Grams!

Surprise co-workers and support UW. Purchase \$6 candy-grams or \$2 chocolate bars by January 27<sup>th</sup> at noon. Send your personal message, along with the candy-gram and bars. They will be delivered on Tuesday, February 14<sup>th</sup> to employees in Merced and Fresno. *(Use the delivery of candy-grams to remind people to turn in their pledge card)*

Campaign ends: **February 17<sup>th</sup>**



## **TOP TEN REASONS TO SUPPORT UNITED WAY OF MERCED COUNTY:**

### **Local Impact**

Contributions are raised and used locally to help meet the needs of the citizens. United Way is here to help individuals and organizations make positive, long-lasting change in the Merced County community.

### **Payroll Deduction Available for UC Merced Employees**

Payroll deduction allows for consistent giving until changed by you. United Way is flexible; as your financial situation changes, your contribution can change too.

### **Tax Deductibility**

All gifts are tax deductible for those who itemize their federal tax returns.

### **Efficiency**

United Way combines the financial needs of 20 programs into one effort, helping to eliminate multiple appeals and reducing fundraising expenses for many agencies.

### **Accountability**

Funds distribution committees composed of community volunteers ensure that agencies are spending allocated dollars wisely.

### **Accessibility**

United Way ensures that vital programs are available to those throughout Merced County, should you, your family, or a fellow community member ever need them.

### **Dependability**

United Way of Merced County has been in existence for 60 years and will continue to be here helping the community for the next 60 years.

### **Flexibility**

United Way supports many programs which provide timely crisis intervention to help sustain families until more permanent solutions can be put in place.

### **Diversity**

Local citizens, representing a wide range of cultures and economic backgrounds, are brought together in the spirit of volunteerism through United Way opportunities.

### **Unity**

We can accomplish more together than we can alone. United Way volunteers research community needs and solutions, and then invest resources, dollars and manpower where they will have the greatest impact.

For more information on how your local United Way is making a difference in your community please go to [www.unitedwaymerced.org](http://www.unitedwaymerced.org).



UC MERCED UNITED WAY 2017 CAMPAIGN

# What Does Your Dollar Buy?

*I Don't Just Wear the Shirt, I Live It!*

Just a little from your paycheck DOES make a BIG difference

- \$5 Monthly: Pays for toiletries for 2 students
- \$5 Monthly: Pays for food for a family in shelter for two weeks
- \$10 Monthly: Pays for crisis response to an emergency sexual assault call
- \$10 Monthly: Pays for four (4) individual grief support counseling sessions
- \$20 Monthly: Pays for hand controls for a vehicle or materials for a wheelchair ramp
- \$20 Monthly: Will provide 24 meals per month
- \$50 Monthly: Pays for school supplies for 10 students
- \$50 Monthly: \$600 per year will adopt ten seniors on the Brown Bag Program
- \$100 Monthly: Will provide 121 meals per month

You can make a difference through giving to support our community!



## UC MERCED UNITED WAY 2017 CAMPAIGN

# See's CANDIES® *Heart Candy-Gram* Instruction/Information Sheet

*Live United!*

### 1) ABOUT CANDY GRAMS:

- ♥ Candy Grams are a 3 oz, individually wrapped Milk Chocolate Butter Heart, with a personalized message to the recipient, deliver on Tuesday, February 14<sup>th</sup>. (Milk chocolate deliciousness!)
- ♥ Candy Grams are a great way to send a personal greeting to your UCM friends and co-workers (while supporting United Way of Merced County!)

### 2) WHEN:

- ♥ Sales begin **Tuesday, January 10<sup>th</sup>** and end on **Tuesday, January 27<sup>th</sup> at noon.**
- ♥ All money must be turned in by the Department Representative NO LATER than **12:00 pm on Friday, January 27<sup>th</sup>.**

Department Representatives are invited to a “label party” on Monday, February 13<sup>th</sup> from 10 am to 12 pm in Conference Room 232 in the Kolligian Library. Labels will be sorted and attached to the candy grams. Department Representatives can take the candy grams going to their unit/building with them for delivery on Tuesday. Fresno candy grams will be sent FedEx for arrival on Friday.

- ♥ Candy Grams will be available for pick up by the Department Representative for delivery, for those who were unable to attend the “label party”, **Monday, February 13<sup>th</sup>** in Conference Room 232 in the Kolligian Library from 12 pm to 4 pm.

### 3) COST:

- ♥ \$ 6.00 each
- ♥ Pay with cash or checks made payable to **UC Regents**



### 4) SELLING CANDY GRAMS:

- ♥ 32 Candy Gram labels are included in your Department Representative folder. Additional labels can be obtained from Hugo Lopez.
- ♥ Purchasers will complete the Candy Gram labels.
- ♥ All Candy Gram payments **MUST** be made in full at time of purchase. (i.e.: Do **NOT** accept this: Susie buys \$12.00 worth of candy grams, but only gives you \$6.00 one day and says she will give you the rest before January 27<sup>th</sup>)
- ♥ Any unused labels (not that you will have any) are to be returned to Hugo Lopez (Please call (209) 355-9221 or email hlopez22@ucmerced.edu) Please **do not return through campus mail!**

### 5) DELIVERING MONEY:

- ♥ Deliver all money to Hugo Lopez by calling (209) 355-9221 for a pick-up.
- ♥ **Please do not send cash or checks through campus mail!**

### 6) QUESTIONS:

- ♥ Any questions regarding Candy Grams can be directed to Hugo Lopez at (209) 355-9221.



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*Live United!*



**See's CANDIES** *Heart Candy-Gram*

Surprise co-workers or campus friends by sending them a  
**See's CANDIES** Milk Chocolate Butter Heart  
Candy Gram for Valentine's Day.

United Way Departmental Representatives will be selling them  
starting January 10<sup>th</sup>. Sales end January 27<sup>th</sup> at noon.  
Candy Grams will be delivered on Tuesday, February 14<sup>th</sup>.

See's Hearts are \$6.00 each with proceeds going to  
The United Way of Merced County.

So, let someone know they are appreciated by buying your Candy Grams  
today and contribute to the United Way Campaign!!

If you don't know who your representative is, you can contact  
Hugo Lopez at (209) 355-9221 or [hlopez22@ucmerced.edu](mailto:hlopez22@ucmerced.edu)



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UC MERCED UNITED WAY 2017 CAMPAIGN

*Live United!*

**See's CANDIES** *Milk Chocolate Candy Bars &  
Dark Chocolate with Almonds*

**GET YOURS NOW!!**

**Online: [unitedway.ucmerced.edu](http://unitedway.ucmerced.edu)**

**Bars \$2.00 each**



*Benefits United Way of  
Merced County*



UC Merced United Way Coordinator:  
Hugo Lopez  
(209) 355-9221  
[hlopez22@ucmerced.edu](mailto:hlopez22@ucmerced.edu)



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