



“Chip in fore our neighbors in need”

2023-2024 United Way Company Chair Resource Page

Thank you for choosing to serve as a Company Campaign Chair for the 2023-2024 Rowan County United Way campaign. Rowan County United Way’s annual campaign strengthens our community by funding programs that address critical health and human services. Your efforts support a healthy, thriving, and equitable community, and we are grateful for your leadership within your organization.

The following resources and links are designed to support you as you lead your organization’s United Way campaign. Please know that if you need any assistance as you prepare, implement, and complete your company’s United Way campaign, please reach out to your division’s cabinet member or the United Way staff. We can help!

Campaign Resource Table of Contents:

- [Key Campaign Events](#)
- [Successful Campaign Training \(PowerPoint\)](#)
- [Campaign Ideas and Messaging Materials](#)
- [Campaign Forms and Instructions](#)

Key Contacts:

Campaign Cabinet — [Click here](#) to see the Campaign Cabinet members representing each division. The United Way campaign cabinet is a volunteer group that is divided into various divisions and supports individual companies within their division. If you are unsure of your division, check with United Way staff.

United Way Staff — [Click here](#) for contact information for staff members of YOUR United Way! The United Way staff serves all companies and can help answer any questions you might have.

Key Campaign Events and Dates:

Event	Date	Start Time	Location
Official Campaign Kickoff ADD TO CALENDAR	9/13/2023	12:00 PM	Salisbury Country Club
First Report Meeting ADD TO CALENDAR	9/27/2023	12:00 PM	Ben Mynatt
Second Report Meeting ADD TO CALENDAR	10/11/2023	12:00 PM	Team Auto Group
Signup: Into The Light Suicide & Mental Health Awareness Walk ADD TO CALENDAR 8.5 x 11 Flyer 11 x 17 Poster	10/14/2023	7:20 AM	Catawba College Shuford Stadium
Third Report Meeting ADD TO CALENDAR	10/25/2023	12:00 PM	Randy Marion Honda
Fourth Report Meeting ADD TO CALENDAR	11/8/2023	12:00 PM	Cloninger Toyota
Campaign Finale ADD TO CALENDAR	11/17/2023	11:30 AM	F&M Trolley Barn

Successful Campaign Training for Company Chairs:

We are in this campaign together, and United Way staff members as well as Campaign Cabinet members are available to support you! There are also training materials to support the Company Chair in implementing a successful campaign. If you attended the Company Chair training, these look familiar. If you have any questions, please ask! Suggestions on how we can improve our materials? Please share!!

[PowerPoint](#)

[Recording](#)

[Handout](#)

Campaign Ideas and Messaging Materials:

[Campaign Core Messaging](#)

Testimonials and Agency Speakers

Our research indicates that donors are more likely to participate in United Way fundraising when they are able to see and hear how their contribution impacts the community. Therefore, we offer a variety of testimonials and speakers for company campaigns such as in-person agency testimonials, Zoom agency testimonials, or pre-recorded agency testimonials.

If you would like to arrange for an in-person or virtual testimonial, please contact Audrey Eudy, Philanthropy Director, at aeudy@rcunitedway.org.

↓SEE NEXT PAGE ↓

There are a few handouts that are used throughout the County in our campaign. Here are resources to help you explain the purpose of the United Way campaign and the value of participation:

[Driving For The Green Logo](#)

NEW: [Auto Giveaway Flyer](#)

[Grant Outcomes Flyer \(English\)](#) [Grant Outcomes Flyer \(Spanish\)](#)

[Email/Letter Template From Grant Outcomes Sheet](#) [Campaign Ideas and Incentives](#)

[Email/Letter Template: Why Give To United Way?](#) [Video Testimonials](#)

[Thank you Poster \(8.5 x 11\)](#) [Thank You Poster \(11 x 17\)](#)

NEW: [Goal Thermometer Template](#)

Campaign Forms and Instructions:

These are specific forms and processes you will use in the campaign. You may develop some specific to your organization, such as a special flyer about incentives for participation that you have established for your campaign.

[Report Envelope Template](#)

[Donate Through Our Website](#)

[Electronic Pledge Form & Car Giveaway Form](#)

[How Car Giveaway Works](#)