

# United Way of Waco-McLennan County

A bi-weekly campaign briefing  
April 30, 2010

## Campaign Clips



### Leadership in Giving: Insurors of Texas

When conducting an employee giving campaign, there are certain key elements that can help achieve successful results. Among these are conducting the campaign in a timely and concise manner as well as implementing fun activities to encourage employees to get involved. United Way board member Joe Brooks and Loaned Executive Sherri Whitehouse used these steps to raise \$8,812 from their 45 employees. In addition, Insurors of Texas matches employee giving dollar for dollar.

"We start with a Monday morning breakfast and speaker," said Whitehouse. "We end with a pizza party, door prizes, silent auction and balloon pop."

Finding the right time to conduct the employee campaign is another way to make sure employees stay involved and running a summer campaign works well for Insurors of Texas.

"We have a week long campaign in the summer," said Whitehouse. "Our participation has grown each year and everyone seems to have a good time."

As a leader in giving to our 22 partner agencies, Insurors of Texas helped over 40,000 receive much needed aid and human services within our community.

### Homer's Corner

Sarah Collins, Executive Director, Big Brothers Big Sisters, was a guest at the United Way board meeting on April 30th. She shared information about the Big Brothers Big Sisters program and the value of this program to a community. Some of the information I found interesting: researchers have found that after 18 months of spending time with their "Bigs", the Little Brothers and Sisters were:

- 46% less likely to begin using illegal drugs
- 27% less likely to begin using alcohol
- 52% less likely to skip school
- 37% less likely to skip a class
- more confident of their performance in schoolwork
- 1/3 less likely to hit someone
- getting along better with their families



We are always grateful for your generous contributions to support programs like Big Brothers Big Sisters. If you would like more information about Big Brothers Big Sisters or to volunteer please contact Sarah Collins at 254.776.2824.

### Mark your calendars!

#### •Loaned Executive training

Sessions will be held on June 8<sup>th</sup>, June 15<sup>th</sup> and June 22<sup>nd</sup> with each session running from 8:00am to 9:30am. Keep an eye on your inbox for invitation and locations.

#### •Pacesetter Campaigns

Pacesetter campaigns begin on June 8<sup>th</sup> and will run until August 15<sup>th</sup>. If you would like more information about becoming a pacesetter or if you want to sign up please contact Keith Richardson at 254.752.2753 or [keithrichardson@unitedwaywaco.org](mailto:keithrichardson@unitedwaywaco.org)

helping people here.

Campaign Clips comments or questions? Contact Keith Richardson  
At 254.752.2753 or [keithrichardson@unitedwaywaco.org](mailto:keithrichardson@unitedwaywaco.org)

Proudly Sponsored By:

