

United Way of Waco-McLennan County

A bi-weekly campaign briefing
June 29, 2010

Campaign Clips



Leadership in Giving: Oak Farms Dairy

Each year during the United Way employee campaign we encourage LEs to take certain steps which will help ensure a successful campaign. Combining the use of agency speakers, support from company leadership and fun campaign activities usually results in increased campaign totals and employee participation. Last year the Oak Farms employee campaign, led by UW board member Sheree Corn and LE Pat Organ, raised over \$7,000 with an employee participation of over 40%.

"Sheree and I have been working together to lead the campaign every October and this year we are bringing in Geneva Gross, our Safety Manager to help and get trained for the future," said Organ. "We have employee meetings at change of shifts and give out the pledge cards and show the video."

In addition to giving away prizes and having drawings, Oak Farms continues to set a fundraising goal which keeps employees focused and provides a sense of achievement when the goal is met or exceeded.

"We have drawings for fair share givers (3 Walmart gift cards - \$100, \$50, \$25) and we also give out small gifts at each employee meeting," said Organ. "We post the goal thermometer and talk it up constantly in the breakroom and we encourage all of our employees to give what they can afford and remind them that even \$2 per payday helps."

As we begin conducting summer campaigns, I would encourage you to incorporate new ideas the staff at United Way is here to help in any way we can. Thanks to Sheree Corn, Pat Organ and Oak Farms for your caring!

Homer's Corner

22 agencies serving over 40,000 working individuals annually who need some sort of help—most of the time the help is temporary; sometimes it will take a while to resolve. We often find that the needs are usually not simple, so we rely on the staff of each agency to sort out the complexity. Some services are immediate and others are a journey.

From emergency food and shelter to mental health issues to programs for disabled children and adults, our agencies are there. Please visit our website at www.unitedwaywaco.org for a detail listing of our agencies and their websites.

By the way, the Salvation Army, the largest comprehensive social service agency in our community, has relocated their social services and thrift store to 4721 W. Waco Dr. Their location on 4th and Webster will continue as a warehouse and is currently renovating some buildings to house women and children and families who are in need of temporary shelter. Additionally, they are remodeling their community kitchen.

Your continued support is very much appreciated.

United Way Baylor Football Donor Appreciation Day!!!

2010 Donor Appreciation Day will be held on Saturday September 4th from 3:30pm to 5:30pm and will be followed by the Baylor Bears football game at 6:00pm. Thanks to the generosity of Baylor Athletics, game ticket vouchers are available through the United Way office for a donation of \$2.00. Vouchers are available now so contact Keith Richardson at 254.752.2753 or keithrichardson@unitedwaywaco.org for more information.

Helping People Here

Campaign Clips comments or questions? Contact Keith Richardson
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