

PURDUE UNIVERSITY

Building On Success

Purdue University United Way

Building on Success Newsletter, Vol. 3

September, 2008

Students Gear Up for United Way Campaign

“Black Out” Shirts are back!

Follett’s will again help support the United Way campaign by selling popular “black out shirts.”

The shirts are \$11.00 at Follett’s but \$12.00 on campus. Last year the students raised \$17,000 by selling these shirts (Proceeds from Follett’s sales went to United Way!) Their goal this year is \$20,000! This is a huge fundraiser for us! So get your shirt, and buy one for a friend!



**Pick up shirts at
These locations:**

Sept 15– 18

10:15-2:45 Stewart Center
Underneath mural

Sept 22– 26 10:15-2:45

Lilly Lawn & Cent Mall (Lion fountain)

Sept 29-Oct 1

10:15-2:45 Stewart & Class of 50

October 2-4

Sales at Follett’s and Team Pride!

Online Auction! BID NOW!

Our student chairs are also currently conducting a web auction to raise money for United Way!

**Going,
Going,
GONE!**

Items include original local artwork, Purdue sports and convocations tickets, Purdue sports memorabilia and food, hotel packages.

Thanks to: Morgan Burke, Todd Wetzell, Denver Sams, Elizabeth Diaz-Depew and several other businesses who have donated items.

Send this link to everyone you know!! Help the students help United Way!

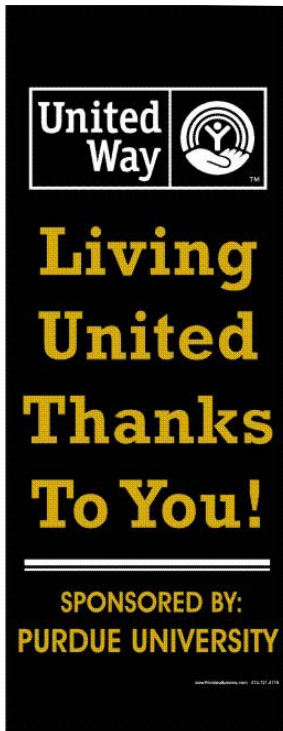
PurdueUnitedWay.cmarket.com



Inspired Fire
GLASS STUDIO & GALLERY

TOLL FREE
800-49-SPORT
PURDUE TICKETS

Kelly's
CUSTOM FRAMES



New United Way banners

New this year! Watch for these striking banners on the poles along Northwestern and State Streets in West Lafayette!

We hope these banners will help keep United Way in Top of Mind!

Purdue volunteers help out at agency

During the "Week of Caring" a group of Purdue employees took time out to help others! Purdue's team from Space Management helped landscape at the Lafayette Adult Resource Academy. (LARA)

Thanks so much Purdue volunteers!



The crew of Space Management and Academic Scheduling helping out at Lafayette Adult Resource Academy.

Mark your Calendar!



- **Online Auction! Bidding Begg.** Sept 18-Oct 2
www.PurdueUnitedWay.cmarket.com
- **Wednesday, October 15, 11:30 am, Hillenbrand Atrium Dining Court (Jr/Sr Chairs): Mid Campaign Report meeting and luncheon.** Guest Speaker, Katherine Braz, Purdue employee and volunteer .
- **November 12! GOAL DATE** to have all monies and pledge cards turned in to DAUCH!
- **Wednesday, November 19, 4:00 pm, Room 1010 Armstrong Hall: Victory Celebration!**

Spread the word, Your Gift Matters!

Every cent of every dollar donated to United Way of Greater Lafayette goes directly to the 25 member agencies. "The Vanguard", a group of leadership donors, directs a portion of their contributions to cover the administrative costs of United Way. This means that 100 percent of our employee contribution goes directly to support programs and services of our member agencies. Purdue currently has 260 Vandguards! **One in three people in Tippecanoe County use a service of United Way.**

Pledge Card returns....Get 'er Done!

Make your job easier, get those cards out to your co-workers as soon as you get them! The campaign has the most momentum at the beginning.

Remember, if there are any packets missing in your batch, you may either call Anne Washburn 494-9240 or have them go to purdue.edu/unitedway to print one off. Do not open any return envelopes.

Remember, put your name on the front of the outside envelope and ask your co-workers to write their name on the outside of the return envelope. If you do not have a card for someone, they may be a Vanguard. Please call Anne Washburn to confirm this.



Campus Mail

United Way
Gift Processing
DAUC

EMPLOYEE NAME	PUID NO.	HOME DEPT.	OFFICE PHONE	SORT LEVEL	POSITION CODE
PAYROLL DEDUCTION (Begins first pay check of 2008) Please deduct \$ _____ for _____ pay periods. For a total gift this year of \$ _____		OPTIONAL DESIGNATION An unesignated gift is the best way to help the most people as community needs are continually reviewed. If you would like to direct your donation to a specific county or local agency, indicate below. Please use the agency numbers from the "fact sheet."			
DIRECT PAYMENT Check/Cash Enclosed <input type="checkbox"/> Amount \$ _____ (Make checks payable to United Way)		BE A VANGUARD LEADERSHIP GIVER! Please consider giving at the Vanguard level of \$1,000 or more. If your spouse gives separately, you may combine your gifts. United Way recognizes gifts in the Vanguard Directory. (See Vanguard levels on back of card.)			
Direct Bill: Bill me <input type="checkbox"/> Once _____ <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly Billing address: _____		<input type="checkbox"/> YES! I will be Vanguard(s) <input type="checkbox"/> Please do not publish my/our name (s) If combining gift: Spouse's full name: _____ Spouse's contribution \$: _____ Spouse's employer: _____			
SIGNATURE (Signature required for direct bill and payroll) _____ Date: _____		<input type="checkbox"/> I wish to have my gift acknowledged by the agency.* * Please enclose current mailing address.			

Resources Assure Successful Campaign

Sr. Chairs: Have a meeting with your Team Captains! Go over last year's results and this year's goals. Make sure each knows the depts. for which they are responsible. Hand out information and get to know your team! If you talk to co-workers **in person** the results of your campaign will be better. If you give them an "experience" you'll have a better chance of a donation.

Please encourage your captains to hand out and gather cards in person.

Sr. Chairs were given a "Thumb Drive" at the kick off. This is full of resources!

Use an LCR! For dept. meetings!

Spread the word! Along with the PU poster, there are posters available from United Way for you to place in your departments! (These are on the Thumb Drive.)

Team Captains: put your name and location on bottom, and also indicate that **NOVEMBER 12** is the goal to have pledge cards in.



About the Vanguard

Purdue conducts our VANGUARD campaign in August (Pacesetter Campaign). Many staff are sent their pledge packets during this time and either asked to renew their vanguard membership, or become a vanguard.

Vanguards are sent their United Way materials at this earlier date through campus and regular mail.

The Vanguard Leadership Giving Program is a tradition of support that recognizes contributors of \$1,000 or more to the United Way. Purdue had 260 Vanguards in 2006, topping the list of all companies in Greater Lafayette.

Anyone individually or as a combined household contributing \$1,000 or more to United Way is eligible for Vanguard membership. There are six levels of Vanguard giving:

- **Pearl** \$1,000 - 1,499
- **Topaz** \$1,500 - 1,999
- **Sapphire** \$2,000 - 3,499
- **Ruby** \$3,500 - 4,999
- **Emerald** \$5,000 - 9,999
- **Diamond** \$10,000 and up

Vanguard contributors may designate their contributions to underwrite the United Way budget so all other gifts may go directly to the agencies. Vanguards donate much more than is needed to fund the United Way. The excess goes to the agencies to fund unmet needs.

Fun ideas for building campaign momentum

Baby Picture Match Game-Invite employees to try their luck at matching baby and/or pet pictures to pictures of the management. Award the entry with the most correct answers for a prize or some other fun incentive. Charge employees per ballot.

Balloon Pop- a variation of traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay for a balloon and pop it to find out what prize they've won.

Book/Video Sale-Employees donate old books, videos, CD's and cassette tapes for an employee book sale.

Casual Day-Sell Casual Day stickers allowing employees purchasing them to dress casually on certain days. Designate certain casual days as "Crazy Days" and encourage

your employees to show their wild side: *Tuesday=Stupid Hat Day, Wednesday=Outrageous Socks Day, Thursday=Sports Team Day.*

Manager Car Wash- Employees donate to have their car washed by their "boss" in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for Polaroid photos of the employees and the boss washing their cars.

Chili Cook-Off Contest- Employees cook their favorite chili recipe and enter it into a cook-off contest. A panel of "chili experts" selects the Official Chili Champion.

Coin War-Each department/floor has a LARGE empty bottle. Employees drop their spare dimes,

nickels and pennies into the bottle. These coins are counted as positive. Paper money counts as negative. Employees may "sabotage" another department's bottle by dropping dollars into their bottle. At the end of the Campaign, both positive and negative coins are counted, and the group with the most money raised wins.

Executive Chair Race (or "Exec-U-Glide")-Set up a relay course for executives to go through sitting in chairs or riding tricycles. Use a stopwatch to time contestants, with the best time winning a prize. Observers wager \$1 on their favorite contestants.

White Elephant Sale - Employees donate unique "white elephant" gifts that others can buy at affordable prices. This is especially popular at carnivals.

Why United Way?

1) Gives Purdue employees the opportunity to participate in creating a stronger community, 2) Purdue recognized as a leader in positively impacting people's lives, 3) Purdue regarded as a caring community employer, 4) helps Purdue build relationships with other community leaders, 5) Employees are educated about community needs and United Way's impact, 6) builds employee morale and pride, 7) Communicates availability of services for employees in need, 8) Provides leadership and development opportunities for employee committee volunteers, 9) Builds a healthier, stronger community, and.... 10) Improves quality of life for everyone!

Team Captain's Corner: Tips That Make Asking Easy!

Know the facts. Read about United Way. The more you know, the easier your job will be. Prepare a solicitation case. Check out United Way's website at uwlafayette.org.

Be positive. Explain the benefits of giving to United Way. Stress the importance of each person's contribution to our community. Emphasize that you're raising funds for urgently needed programs to help children succeed in life, help individuals get jobs and stable housing, strengthen families and neighborhoods, and put people on the road to becoming socially, emotionally and economically self-sufficient.

Be prepared for questions and concerns. People deserve to know that their money is being used wisely. If you don't know the answer to a question, find out by call-

ing on United Way staff and get back to your colleague.

The strength of the United Way is people. This mission of the United Way is to increase the organized capacity of people to care for one another. Our United Way provides the means by which a cross section of citizens and agencies join in a community-wide effort to deliver efficient human service programs that meet the needs of our community.

The United Way is an autonomous, not-for-profit corporation formed by the people of Tippecanoe County to:

- Stimulate interest and mobilize citizen-action on behalf of worthy member agencies whose purpose is to provide

human services to the Greater Lafayette community.

- Conduct a single annual campaign to raise funds for specific programs selected for investment by United Way Citizen Review process.
- Administer those funds raised and distribute them through member agencies with the expertise to provide quality services to those in need.
- Encourage the efficiency of agency administration and monitor or coordinate any possible duplication of services by member agencies.
- Determine standards for agency participation in the United Way and consistently review agencies based on those standards.