

Answering frequently asked questions

How is United Way really different from other charities? United Way exists to help us come together as one community to identify and work on issues that affect all of us. United Way is the only local charity that has, at the core of its mission, the obligation to determine where the greatest needs lie and how to distribute funds to best serve the people of Walton County.

Will United Way let me give directly to my favorite agency? United Way is more than a fund raiser for agencies. By giving to United Way and allowing trained volunteers to make funding decisions based on a solid allocation process, you are assured that your pledge is being used where it is needed most.

How do people get help from United Way? The thirteen United Way Agencies are United Way's "hands and feet" in the community. Individuals and families are assisted by seeking the services of the Agencies to address a variety of needs from emergency financial assistance, counseling, and disaster relief, to programs for youth, the elderly and the handicapped. By dialing 211 (just dial 2-1-1 or (706) 353-2824) Walton County residents can access free, confidential referrals for a wide variety of human services.

How much of the money raised by United Way is used for administrative purposes? Less than ten cents of every dollar raised by our United Way is used for fund raising and administration - one of the lowest overhead costs of any charity in the nation.

Does our United Way fund Planned Parenthood? No. Your pledge exclusively funds thirteen agencies that serve Walton County. No part of your pledge is distributed to outside agencies. Each United Way is governed locally and makes local decisions about the agencies it funds.

How do troubles at other United Ways and other non-profit organizations affect our United Way? They don't. Each one of the 1,200 United Way in the country is separate and autonomous, run by local volunteers. Our United Way is not a chapter of a state or national United Way, instead we pay small membership dues to associate with United Way of America to share information and resources.

Is my pledge tax deductible? United Way of Walton County is a 501(c)3 non-profit charity. Contributions are tax deductible. Please see your tax advisor for more information.



what matters.™

2009 Employee Campaign Team Member Handbook

A Child's Voice Child Advocacy Center
The Alcove
Boys and Girls Clubs of Walton County
Community Connection 211
Faith in Serving Humanity
Girl Scouts Council of Historic Georgia
Healing Angels Medical Clinic
Northeast Georgia Council Boy Scouts of America
Project ReNeWal
Shepherd's Staff
Unlimited Services
Northeast Georgia Chapter American Red Cross
Walton Senior Citizens Council

Congratulations! And thank you.

The United Way Campaign is all about people coming together to build a stronger, safer community and help people in need. It can't happen without you because you are a point of contact with others in your company. This guide will help you take on that important role and succeed!

Four Steps to being a great United Way Team Member

1. Prepare for the ask

Donors who hear, touch and understand United Way are more eager to get involved and give.

- Learn as much as you can. Become familiar with the United Way agencies by reading their profiles in the campaign brochure.
- Begin educating employees at least one week before pledge cards are distributed. Post your campaign poster and goal thermometer in the break room and distribute campaign literature.
- Use the FAQ Guide on page 4 to prepare yourself to answer questions.

2. Make personal contact with assigned people

- Set aside time to meet face to face, even for only a moment, to let people know that you are their United Way contact.
- Don't be afraid to "ask for the order." People give to people, and the number one reason they don't give is because they were never asked.

3. Collect pledge cards and say thank you

- Make sure employees have returned their pledge cards to the designated place. Try to collect a pledge form from each employee, even from those who have decided not to give.
- Create innovative ways to thank employees. People need to be thanked several times before they feel thanked.

4. Respond to questions and concerns with candor

- Be positive, confident and honest.
- If you need more information, follow up with your Employee Campaign Manager.
- Encourage employees to talk and listen carefully.
- Do not take concerns personally and avoid arguments.

The United Way Message

The United Way message is simple, but often misunderstood. While most people see United Way as a fund raiser for great non-profit organizations, it's really much more than that. These message points can help you see and share just how powerful and unique United Way is.

Three things that are critical when talking about United Way

1. Differentiate United Way. How is United Way different from other charities that raise funds in Walton County? United Way supports ten local agencies that work in Walton County to strengthen our community by developing youth, assisting families in crisis and serving the elderly and handicapped. Only United Way is about supporting the community and addressing issues that affect all of us.

2. Demonstrate your commitment. Remember, it's OUR United Way, governed and managed locally, serving the people of Walton County.

3. Touch the head and the heart. United Way is the smart way to give. Payroll deduction makes it easy and trained volunteers conduct a rigorous process to determine where the funds can help the most. But United Way is also the kind way to give because it helps so many with one contribution.

United Way is about what matters.

Right now, people in Walton County are struggling with issues that affect their families. Poverty, abuse, handicap, and disaster, affect families and children all over our community. Our United Way Agencies are here to meet their needs, but the Agencies need community support to succeed. Your United Way gift helps fund the Agencies that make our community stronger by serving people right here in Walton County and providing tangible results.