



United Way of the Brown County Area

Dear Campaign Coordinator:

August 30th, 2018

Thank you for accepting the role as United Way of the Brown County Area's Campaign Coordinator and representing your business in our 2018 Campaign. As a Campaign Coordinator, you play a critical role in achieving your company's goal and encouraging your co-workers to GIVE UNITED, so Brown County can LIVE UNITED! You are the leader –the one blazing the trail for a successful campaign, and we are here to help you succeed from beginning to end. Whether you are a new coordinator or a seasoned veteran, the United Way staff can help you and your business to succeed in making Brown County a better place to work and live.

**Check out our Campaign Coordinator Guide- Building Blocks for Success:
(also online at UnitedWayBrownCountyArea.org)**

**Setting a Plan & Building a Team
Gathering Materials & Resources
Ways to Make it Fun, Share & Say Thank You**

Our theme, "GIVE UNITED, so Brown County can LIVE UNITED", speaks to the heart of what the United Way, with your employee and business contributions do. Without the donations and pledges from your co-workers and business, the United Way could not begin to meet the financial need in Brown County! With your contributions last year, the United Way was able to grant \$207,000 to 30 non-profit organizations. The unfortunate reality is that these 30 organizations requested \$255,000 to meet their needs. This is why we are asking each of our donors to increase their donation or pledge, in any dollar amount, to help us reach our goal to fully fund the need in 2018!

Why the United Way? What might happen if you or your staff choose not to donate or pledge? A senior citizen might not get a warm meal today, a middle school student may be unable to afford the fees to participate in a character and confidence building sport this school year, and a mother and her children may have to sleep in their car tonight instead of a bed. So please give what you can.

We want you to share how you and your staff GIVE UNITED, so Brown County can LIVE UNITED, by sharing your 2018 Campaign photos on our United Way of the Brown County Area, Inc. Facebook page. Just share your photo with the #GIVEUNITED, from September 1st-December 31st and you and your staff could win a free pizza party! The business that gets the most likes and shares will be our winner! (see enclosed poster for more details)

Good luck and thank you for your support!



Executive Director of the United Way of the Brown County Area