UCSB Department Rep Cheat Sheet

YOUR CHECKLIST

☐ Schedule a United Way presentation
☐ Distribute pledge forms
☐ Remind your co-workers every week to pledge (online or paper)
☐ Help your co-workers turn in their paper forms
☐ Publicize candy grams
☐ Focus on the GOALS = $105,000 and 100% awareness!

STEPS TO SUCCESS

1. Promote
   a. Promote the campaign & candy grams
   b. Distribute pledge forms and share www.ia.ucsb.edu/uw
   c. Put up United Way & candy gram posters
   d. Schedule United Way presentation(s)

2. Engage
   a. Share with employees the impact of their gift
   b. Promote the campaign video
   c. Remind employees about prizes/incentives for donating
   d. Organize a special event (with permission and approval)
   e. Share your story—WHY you give

3. Ask
   a. Send reminder emails and ask employees if they have submitted their pledge—give a DEADLINE
   b. Promote online giving at www.ia.ucsb.edu/uw/
   c. Help employees turn in paper pledge forms by collecting them or instructing employees to them send to: Business and Financial Services – Attn: United Way, Mail Code 2040

4. Thank
   a. Send an email to say thank you to your department
   b. Share results & celebrate!
CANDY GRAM CALENDAR

January
- January 17 – Sales Begin
- January 30 – Sales End

February
- February 1 – Payments DUE
- February 13 – Pick Up (UCen Santa Barbara Mission Room)

REMINDERS
- Campaign ends on February 23!
- Schedule a presentation by using the sign up form on www.ia.ucsb.edu/uw
- Special events require permission and approval
- Employees can see their previous year pledge online or printed on their pledge form
- Don’t hold on to pledge forms—send them to Business and Financial Services – Attn: United Way, Mail Code 2040 so that United Way can pick them up
- We have prizes!
  - For all donors: a chance to win an iPad or weekly prizes such as gift cards
  - For any new or lapsed donor: a chance to win a one night stay + lunch for 2 at The Club & Guest House on campus

Questions? Contact Seth Vaughan at United Way (svaughan@unitedwaysb.org) or Carmela Arstill (carmela.arstill@ucsb.edu) or visit www.ia.ucsb.edu/uw