Steps to Success!

Last year, UCSB raised $110,426 for its community—This year, our goal is to raise **$120,000** with the help of **40 Employee Presentations**.

As a Department Representative, your **three main responsibilities** are to:

- **Set a presentation** to tell co-workers about United Way programs
- **Distribute and collect pledge forms**
- **Publicize events** such as Candy Grams and Horse Race

These 5 steps will help you be a successful Department Representative:

**Step 1. Publicize**
- Send out kick-off emails or fliers to let everyone know about upcoming events
- Put up United Way posters and fliers around your department.
- Plug [www.ia.ucsb.edu/uw/](http://www.ia.ucsb.edu/uw/) where they can learn more about the campaign.

**Step 2. Encourage Involvement**
- Secure 10-15 minutes for United Way at an upcoming meeting and request a speaker. If there is food, they will come!
- Distribute United Way pledge forms to everyone. If you pass out pledge forms at your presentation, they are easier to collect!

**WIN A PRIZE.** Every Rep. who schedules a United Way presentation or a United Way department event will qualify to be in a drawing for a **new iPad!!!**

**Step 3. Send Friendly Reminders About:**
- Weekly raffle for donors! Pledge early for more chances to win.
- The deadline for pledge forms to be turned in.

**Step 4. Report Results**
- Collect all pledge cards and turn into:
  - Accounting Services – Attn: United Way, Mail Code 2041
  - *Label “United Way” on the outside of your envelope.*
- Share results with your department!

**Step 5. Say “Thank You”**
- Send a letter to all that contributed and thank them for participating.
- If your department has really done a great job, plan a special ice cream social or thank you party for all employees!
The best tip for success:
Be proud of your service to the community and have fun!

Attitude is contagious. As the liaison for UCSB’s United Way campaign, your leadership and enthusiasm makes all the difference.

So have fun with potlucks, tricycle races, crazy hat contests and whatever else you might come up with! You can even invite other departments to take part in what you are doing. You can also choose keep it low-key and relevant, and just make sure to share information.

Whatever you decide to do, remember that it’s all going back to help your friends and neighbors in our community. That is something you can truly be proud of!

January

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February

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Questions? Contact United Way at 965-8591 or email ngessler@unitedwaysb.org. Visit www.ia.ucsb.edu/uw/. 