Steps to Success!

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

- Set a United Way presentation
- 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/ 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 Representative who schedules a United Way presentation or event will qualify to be in a drawing for a new iPad!!!

Step 3. Send Friendly Reminders About:
- Weekly raffle for donors!
- The deadline for pledge forms to be turned in.

Step 4. Report Results
- Collect all pledge cards and turn into: Business and Financial Services – Attn: United Way, Mail Code 2040
  *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 done a great job, plan a special ice cream social or thank you party for all employees!
The 1% Club.

What does membership entail?
The UC Santa Barbara 1% Club contributes at least 1% of their annual salaries to our local community through our United Way Campaign.

Why give 1%?

- The 1% Club is achievable and accessible to all employees. The size of the gift will be different for each employee, but our goal is the same across the University.

- The 1% Club brings us together as a University to achieve a common goal. Together we can make a significant and meaningful impact in Santa Barbara because all funds raised during our campaign will stay in our local community. Funds will support thousands of local families from Isla Vista all the way down the coast through Santa Ynez, Goleta, Santa Barbara, and Carpinteria.

- The 1% Club means Gaucho Pride. We, as Gauchos, can unite to provide scholarships to students to enhance summer learning, provide monthly children’s books to young families, increase financial support for seniors and so much more. 1% makes a difference!

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, 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!

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