

# ELIGIBLE EVENTS 2011

## DAY OF CARING – SEPTEMBER 2011

**TOTAL COST: \$9,000**

Reach: Valley-Wide

United Way's Day of Caring is an annual one day event focused on connecting nearly 1,000 volunteers with community projects. Day of Caring provides individuals and companies with the opportunity to make a difference in the Lehigh Valley community and understand the impact of volunteerism. Projects include building playgrounds, painting, cleaning or stocking shelves, and helping build an agencies' capacity to implement a specific program. Benefits are based on sponsorship level and include but are not limited to: logos on t-shirts as well as other promotional pieces, logo on UWGLV and Volunteer Center websites, social media recognition, and inclusion in any media.

## COMMUNITY CELEBRATION – MAY 2012

**TOTAL COST: \$30,000**

Reach: Valley-Wide

Each year, the United Way holds a Community Celebration as an opportunity to bring together more than 250 dedicated volunteers, community leaders, campaign coordinators, and elected officials who contribute to the outstanding efforts of the Campaign as well as highlight the results of our program investments. The date for the 2012 is yet to be determined. Benefits are based on sponsorship level and include but are not limited to: logos on invitations, inclusion in a newspaper recognition ad, tickets, preferred parking, etc.

## TV AND RADIO

**TOTAL COST: \$10,000**

Reach: Valley-Wide

TV and Radio coverage is an area that United Way aims to expand. Increasing visibility through tv and radio helps us to reach a broader, more diverse audience. We plan to have a series of spots that highlight local agencies and donors in a way that is consistent with our brand. Benefits include but are not limited to: logo on ads, verbal recognition on radio, logo on United Way website.

## PRINT COVERAGE

**TOTAL COST: \$12,500**

Reach: Valley-Wide

It is important for United Way to have a presence in print mediums, including local magazines and newspapers. This year's plan includes a series of print advertisements highlighting our community investments and donors. Benefits include but are not limited to: corporate logo on all ads and logo on United Way website.

## MGIVE

**TOTAL COST: \$7,500**

Reach: 10,000

mGive is our new mobile network allowing us to raise money and stay better connected with the community. Supporters can give by texting UNITED to 27722 or receive updates y texting LIVE to 27722. Benefits are based on sponsorship level and include but are not limited to: visibility through UW's Sponsor of the Night with the Iron Pigs, recognition on social media, and corporate logo on t-shirts.

## LEADERSHIP CIRCLE PROGRAM

**TOTAL COST: \$6,000**

Reach: 2,500

Leadership level donors contribute between \$500-\$9,999 each year. There are more than 2,500 donors that give more than \$3 million annually. The Leadership Circle Program is designed to make these donors feel special and connected to United Way and one another through targeted communications, an annual event, and incentives to encourage new and increased giving. Sample benefits include: logo on all Leadership Circle materials, logo on the Leadership Circle webpage, opportunity to address donors at the event, etc.



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### LOYAL CONTRIBUTOR EVENT

**TOTAL COST: \$5,000**

Reach: 1,200

Loyal Contributors are individuals who have given to the United Way for 25 or more years. During 2011, United Way plans to hold its first Loyal Contributor event to bring together the more than 1,200 members of our most dedicated donor group. Sample benefits include: logos on invitations, web recognition etc.

### CAMPUS ENGAGEMENT PROGRAM

**TOTAL COST: \$2,500**

Reach: 500

Developing young leadership is critical to the future success of communities. Today, young adults are volunteers, advocates, and donors. Tomorrow, they will be the employees, leaders, and investors who are essential to our community's success. The Campus Engagement Program informs college students about the United Way's work. We attend civic engagement fairs and meet with student to inform college students about United Way's work. Each student receives a LIVE UNITED t-shirt.

### LIVE UNITED T-SHIRTS

**TOTAL COST: \$2,500** for 500

Reach: varies

Who doesn't like a t-shirt? This is one of easiest vehicles for increasing visibility in the community. United Way gives LIVE UNITED t-shirts to volunteers, stakeholders, and donors as a way of building and maintaining relationships while getting some priceless advertising. Sponsor some t-shirts and you'll get your corporate logo on the back.

### EMPLOYEE CAMPAIGN COORDINATOR (ECC) PROGRAM

**TOTAL COST: \$1,500**

Reach: 400

An excellent professional development and networking opportunity, this newly revamped program provides employees from local businesses that run a United Way campaign with training and orientation on our work and Campaign strategies. United Way provides three orientations to maximize attendance and participation as well as off-site training to accommodate businesses. Includes recognition activities. Sample benefits include logo on all ECC materials, on all ECC electronic communications, opportunity to distribute corporate materials through orientation packets, etc.

### WOMEN'S LEADERSHIP INITIATIVE (WLI) POWER OF THE PURSE

**TOTAL COST: \$5,000**

Reach: 300

United Way's Women's Leadership Initiative mobilizes women to become powerful leaders through philanthropy and advocacy and promote positive change for women and children in the Valley. WLI activities raise funds and visibility to provide scholarships for women interested in careers in health and human services/early childhood education to obtain Bachelors or Associates degrees, and to provide high quality after-school and summer programs. Designed to marry two of women's favorite things purses and philanthropy, the Power of the Purse is one of two fundraisers hosted by WLI each year.

### WLI 2012 WOMEN'S SUMMIT

**TOTAL COST: \$10,000**

Reach: 1,000

The United Way of the Greater Lehigh Valley's WLI will partner with the Chamber of Commerce's Women's Business Council to jointly present the 2012 Lehigh Valley Women's Summit. Attendees will enjoy lively breakout sessions providing the opportunity to learn about how the synergy of business, philanthropy, government, education, healthcare, and the arts can empower us to make a difference in our community.

