DEAR CAMPAIGN LEADERS,

As the 2018/2019 Campaign Chair for United Way of Metro Chicago, I am excited to thank and welcome you to the United Way team as a Campaign Leader! This year, we're very excited to offer you new, refreshed tools that will help you facilitate a more effective and successful campaign.

As we continue with our Stronger Neighborhoods for a Stronger Chicago Region community impact plan, United Way of Metro Chicago remains more committed than ever to addressing the complex and intersectional issues that face our neighborhoods. We all win when neighborhoods are well-resourced, thriving places for all families across the Chicago region to live. We know that a strong regional economy is grounded in sufficient employment opportunities, quality education and access to healthcare for our residents. We are able to accomplish all of this by working with 175 best-in-class agencies that provide services and assistance in 60 neighborhoods around the six counties.

These efforts that you and your teams help drive on behalf of United Way are a tremendous responsibility. **We can’t thank you enough!** The need is greater than ever and, together, we will accomplish even more this year for the communities across our region.

Sincerely,

BOB SULLIVAN
2018/2019 Campaign Cabinet Chair

“...I am honored to continue as this year’s Campaign Cabinet Chair. As you may know, I have a long history with United Way and am very passionate about this organization’s mission and accomplishments. United Way has been an important part of my life and my family for many years. I began my involvement in United Way in 1976 as a Loan Executive in South Bend. From there I served on an Agency Board in Akron, Ohio; then on to Toledo where I served on the Board of Trustees and was set to chair the 2003 campaign when we moved to Cincinnati. As they say ‘no good deed goes unpunished’—I was asked to Chair the Cincinnati Campaign in 2008 and now again in Chicago. As you might be able to tell, I am a true believer in the power of United Way in being a change agent for communities and the lives of the people who live in them.”

BOB SULLIVAN
2018/2019 Campaign Cabinet Chair
Thank you for being a leader, volunteer and advocate for United Way of Metro Chicago and for our region. As a Campaign Leader, your extraordinary commitment to support United Way's mission makes a direct impact on thousands of lives. We are fortunate to have so many people, like you, working together to help stabilize neighborhoods and communities that are not thriving in our region.

As United Way's liaison at your company, you amplify our story and bring the work we do to life for people in your organization. Our workplace giving campaigns remain our largest source of fundraising and allows us to provide critical resources in education, financial stability, health and basic needs to the households and neighborhoods that need them the most. You are part of how we create sustainable and large-scale change.

Whether you have been a Campaign Leader for several years or this is your first time, this guide will offer helpful tools and tips to introduce your colleagues to United Way and maximize your workplace campaign. Your United Way representative will serve as your partner and support system throughout the campaign. Please don't hesitate to reach out to him or her with any questions you might have.

We thank you for your leadership, energy and support!
WHY UNITED WAY AND WHY NOW?

Too many individuals in our region do not have the resources to meet their most basic needs. A slow recovery from the recession, a state budget impasse, high unemployment and a shortage of affordable housing all contribute to people struggling for stability. The growth and development of the entire region is at risk when the residents in our neighborhoods are facing such extreme challenges.

- **25%** of African-American Chicagoans are unemployed (City of Chicago, Healthy Chicago, 2.0)
- **54%** of Illinois public school students are eligible for free or reduced cost lunch (National Center for Educational Statistics, 2014-2015)
- **65%** of Illinois 4th grade students are not proficiently reading at grade level (Annie E. Casey, Kids Count, 2015)
- **19%** of Chicago students drop out of high school (Chicago Public Schools)
- **91%** of DuPage County human service agencies are reducing number of clients served (800,000+ since 2016) (DuPage Federation, Who Are the New Neighbors 2016)
- **1 in 7** Cook County residents will experience food insecurity this year (Feeding America’s Map the Meal Gap Study, Chicago Food Depository)
- **12,000** eligible children in Chicago are not in early education settings (City of Chicago, Healthy Chicago, 2.0)
- **2 in 5** South-Southwest suburban children ages 0-12 are living in poverty (U.S. Census Bureau)
- **37%** of Evanston and Skokie residents ages 16+ are unemployed because they are not in the civic labor force (U.S. Census Bureau)
- **1 in 5** Highwood, IL residents have no healthcare coverage or medical home (2016 American Community Survey)
- **54%** of Illinois public school students are eligible for free or reduced cost lunch (National Center for Educational Statistics, 2014-2015)
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Strong households, family well-being, neighborhood stability and regional strength are inextricably linked. In response to the challenges that our communities are facing, we have launched a new community impact plan, **Stronger Neighborhoods for a Stronger Chicago Region**. This plan is comprehensive and strategic, bringing together resources for neighborhood leaders, residents, and organizations to create better communities for us all. A vital component of our Stronger Neighborhoods plan is our **Neighborhood Network Initiative**, which is now operating in six city and four suburban neighborhoods. This resident led, coordinated approach leverages United Way’s expertise and convening power to organize community stakeholders to work towards measurable goals that have been identified by them as key issues in their neighborhoods.

**WHAT YOUR DOLLAR SUPPORTS**

- **$2 A WEEK or $100 A YEAR**
  Provides a **mental health visit** at a Federally Qualified Health Clinic

- **$5 A WEEK or $250 A YEAR**
  Provides an individual with **financial literacy coaching** and the ability to open a savings account

- **$10 A WEEK or $500 A YEAR**
  Provides a month of **home visiting services** for a child under the age of 3

- **$20 A WEEK or $1,000 A YEAR**
  (a Leadership level gift)
  Provides **legal services** for a survivor of domestic violence or elder abuse

- **$100 A WEEK or $5,000 A YEAR**
  Provides a year of **after-school programming** for a middle school student
Talking Points

United Way has likely helped someone you know in a time of need, it might have been a friend or family member:

1. struggling to get access to healthcare
2. providing support for an elderly parent
3. trying to address developmental challenges with a young child

United Way funds these types of agencies around a comprehensive neighborhood strategy that fights for healthcare, education and financial stability for every person in every neighborhood.

United Way is the largest private funder of human services and the most effective organizer of human service agencies in the region. We have a collaborative and transparent process for accountability and results, and we work with 175 vetted, best-in-class agencies across six Chicago-region counties that have the staff and resources to deliver on their mission.

With more than 85 years of experience—we know the people, politics and players in each neighborhood and how to best coordinate them.

United Way of Metro Chicago has developed a comprehensive strategy and integrated approach to solve the Chicago region’s most pressing issues.

When you give a donation directly to United Way, you do the most good for the most people because United Way does what no one agency can do alone—which is get your dollars to where they’re needed most.

Sample Speech

Thank you for being here today. I know that each of you gives of yourself in numerous ways every day. We all work hard at our professions. Many of you have families who rely upon you, and you support organizations near and dear to you with your time and treasure. With so many opportunities to give back, it’s important to be smart about our giving so we can make the most profound impact where help is needed most.

[OPTIONAL ADDITIONAL SUPPORT POINTS]

I am going to talk to you about an organization that I volunteer for and financially support, that is United Way of Metro Chicago. I am a committed volunteer of United Way for these reasons:

1. United Way is better than any organization in the Chicago region at leveraging EXPERTISE, CONNECTIONS and RESOURCES to transform individual lives, households and whole neighborhoods.

2. United Way of Metro Chicago is the largest private funder of human services in the state and they fund 175 best-in-class agencies and programs in the Chicago region that focus on the foundations to a good life—education, financial stability and good health. No one agency can do what many agencies aligned around the right strategies can do—ensure that individuals, families and communities are strong and self-sufficient. They know the issues. They know the agencies and they know the communities. And United Way gets results. They helped nearly a million people last year in the Chicago region with life-changing resources in education, income, health and basic needs.

3. United Way can drive large-scale change. United Way connects businesses, nonprofits, volunteers and policy-makers working in a variety of disciplines. Together, they build the infrastructure in neighborhoods that lead to better outcomes for families and the entire community. Because of their coordinated efforts, when you donate to United Way, they are able to leverage each dollar to do even more.

To put it simply, when you let United Way put your contribution to work in the community, your support helps when, where and how it is needed most. United Way is structured to ensure your gift has the greatest possible impact, while giving you choice among the issues we know you care about.

Last year, in support of United Way, our organization raised [INSERT YOUR COMPANY’S CAMPAIGN TOTAL]. If you gave, thank you. If you’re able, please consider increasing your commitment, whether it’s an extra $5 per pay period, or volunteering for an additional morning or afternoon. If you could not give last year, I hope we can count on you this time.

I am happy to answer any questions you might have or talk with you more about the impact of your gift. Or visit LIVEUNITEDchicago.org to learn more about United Way’s work.

Thank you.
5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN

1 | LEARN

Before planning, we want to understand you and your goals and tell you more about our impact.

- Call your United Way representative to get started. They will help you create and manage a successful campaign.
- If you don’t know who that is, contact us at 312.906.2350 or unitedwaymetrochicago@uw-mc.org.

2 | PLAN

The keys to campaign success are preparation and teamwork. Having the right team of campaign volunteers will increase the success of your campaign and make your role much easier.

- Set campaign goals, objectives and timeline.
- Identify and recruit your team.
- Learn about various strategies to make your campaign a success. Call us, we have lots of ideas!

3 | INSPIRE

United Way is engaged in innovative and impactful work across the region. Your campaign impacts real lives, and we can help you share those stories.

- Promote your campaign. Get your Marketing and Communications team involved! It may take more than an all-staff email.
- Help staff see the impact their gift creates by hosting a United Way Day of Caring or an onsite “kit”-building event; or ask us about United Way Affinity Group opportunities.
- Share your own personal story about why you support United Way.

4 | ASK

The number one reason people don’t give is that they were never asked.

- Kick off your campaign with a fun event featuring an energetic and inspiring ask to give! Have your company CEO participate by writing a letter or making a speech.
- Emails work, but in-person is still the best way to ask for a gift. Talk to us about asks that feel right for your team.

- Let us help you thank your donors. Remember, we can’t thank them if we don’t know them!
- Review campaign results with your United Way team.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channels or a message from the CEO.

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United Way of Metro Chicago offers numerous resources to run an effective campaign. From success stories to videos to brochures, these tools can help you make your United Way campaign your own. Visit LIVEUNITEDchicago.org/Campaign-Toolkit to check out the materials and connect with your United Way representative to discuss creating the best campaign for your company.

E-CAMPAIGNS

Replace paper pledge forms with electronic campaign tools. E-campaigns are customized pledging and campaign reporting systems for your workplace campaign that securely process and track donations according to industry standards. This website allows for online pledging and enables you to track the results with ease. Contact your United Way representative for more details.

**Personalized Donor Experience**

- Personalized campaign emails and site messaging to highlight your organization’s campaign and goals
- Opportunity to inform donors about United Way’s strategies and impact in the community
- Printable pledge confirmation and acknowledgment email

**Organizational Convenience**

- Eliminate the need to manually coordinate paper pledge form distribution/collection and reporting
- Easily coordinate data across multiple locations and/or business units
- Send targeted email messages to specific users or entire business units

**Reporting and Monitoring**

- Monitor campaign progress securely via easy-to-view dashboards and online reports
- Compare activity across groups or offices
- Easily export campaign results to populate company payroll
PRINT AND DIGITAL MATERIALS

United Way has a variety of brochures, email and social media campaigns and videos that explain our impact in the region. Your United Way representative can help you decide which materials would best meet your needs.

Materials include:

- Campaign and training videos
- Posters and donor guides
- Flyers about our impact
- Profiles of clients and neighborhoods
- Sample emails
- Employee activity guides
- Pledge forms
- United Way swag

For a full list of materials, visit the online toolkit at LIVEUNITEDchicago.org/Campaign-Toolkit

CONNECT WITH US ON SOCIAL MEDIA!

Share your campaign successes by connecting with us on social media!

Amplify the lasting impact you’re making across the Chicago region by tagging or mentioning United Way of Metro Chicago when you post on your company and individual social media accounts.

Examples of opportunities to connect and share include:

- Campaign kickoff events
- Days of Caring
- Affinity group events
- Partner agency presentations
- Big campaign milestones

EMPLOYEE ENGAGEMENT

Learn more about how to engage your employees through a variety of volunteer opportunities:

Sign up for projects on our Day of Caring Volunteer Calendar. Projects can range from beautifying a community center to conducting mock interviews for job seekers.

Set up a United Way Care Project in your office, which includes assembling resource kits that benefit Chicago-area residents, such as kids in a Neighborhood Network school or families served by our agency partners.

Host a drive to help an agency partner meet their material needs, such as school supplies, diapers or other basic necessities. By donating these items to our partners, you ensure they get to where they’re needed most.

Support United for the Holidays, our annual family resource fair and holiday event, with a coat drive or a gift card drive, then come volunteer at the event.

Individual volunteers welcome! Connect online with an available opportunity during our seasonal Recruitment Campaigns.

Talk to your United Way representative about the best way to engage your employees. Visit LIVEUNITEDchicago.org/Volunteer to get started!
The Tocqueville Society is a powerful group of more than 650 business, professional and civic leaders passionate about improving greater Chicago and helping families and neighborhoods thrive. Member gifts of $10,000 are investments in our community that also afford members exclusive opportunities for networking, socializing and volunteering. To increase giving and promote Tocqueville's new member opportunities and benefits:

- **Recruit a Tocqueville Society Chair for your campaign** and put them in contact with United Way’s resource development team, who will support them in asking for higher level gifts of community investment.

- **Promote the “Step-Up to Tocqueville” program**, which allows donors to be recognized as Tocqueville Society members and receive member benefits immediately by committing to a giving program that will result in Tocqueville-level giving over four years or less.

Learn more about the Tocqueville Society, including exclusive membership benefits, at LIVEUNITEDchicago.org/Tocqueville or contact your United Way representative.

The Leadership Giving Society is a group of more than 5,000 individuals throughout greater Chicago who support United Way with gifts of $1,000 or more. These donors also support United Way’s mission by volunteering and through advocacy efforts that provide critical resources to families and neighborhoods.

- **Establish** a specific Leadership Giving goal for your organization.

- **Create and promote** a special challenge grant or matching program for Leadership-level donors.

- **Create incentives** for employees who give at and above the Leadership level.

- **Send a pre-campaign kick-off letter** to Leadership level donors and prospects. Follow-up with a thank you letter after your campaign with campaign results and donor recognition on your company intranet.

Learn more about the Leadership Giving Society, including exclusive membership benefits, at LIVEUNITEDchicago.org/Leadership or contact your United Way representative.
Women United
is our affinity group of extraordinary women leaders dedicated to furthering United Way’s mission through fundraising, volunteering and advocacy. Women United members contribute gifts of $1,000 or more annually to United Way. Members have the opportunity to connect through exclusive networking, social and volunteer events while creating a continuously growing community of highly-engaged women leaders.

To build a strong WU cohort at your workplace:

► Host an individual WU Lunch & Learn information session featuring a speaker from United Way to help your employees learn more about how WU supports particular issues.
► Introduce your women’s business resource group to WU as a way to foster engagement.

Learn more about Women United at LIVEUNITEDchicago.org/WomenUnited or contact your United Way representative.

Young Leaders United
is our affinity group for young professionals (age 40 and under) dedicated to fundraising, volunteering and advocating for United Way. YLU membership gifts start at $250. YLU members are compassionate and committed individuals on a mission to encourage philanthropy and volunteerism amongst their peers in order to create a vibrant region in which to live, learn, work and prosper.

To encourage membership:

► Reach out to young employees at your company and share information on how to become a member.
► Combine YLU with your Business Resource Groups to host a CEO Chat, happy hour or volunteer effort for YLU members and your young professionals to network with other young professionals.

Learn more about YLU at LIVEUNITEDchicago.org/YoungLeadersUnited or contact your United Way representative.

United Pride
is our affinity group that serves as a Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) liaison to United Way supporters. United Pride connects individuals and groups to and raises awareness for the diverse needs of the metropolitan LGBTQ community.

United Pride partners with LGBTQ thought leaders, allies and organizations to affect positive change through philanthropy, advocacy and volunteerism.

To encourage membership:

► Host a UP Lunch & Learn or town hall meeting where attendees may network and engage with community and corporate leaders resulting in raised awareness for United Pride’s work.
► Invite your employees to volunteer at a UP event to help fulfill the diverse needs of our LGBTQ community.

Learn more about United Pride at LIVEUNITEDchicago.org/UnitedPride or contact your United Way ambassador.
**Frequently Asked Questions**

**What does United Way do?**
United Way of Metro Chicago fights for the health, education, financial stability and safety of every person in every neighborhood across the Chicagoland region.

**Why should I donate to United Way?**
By allowing United Way of Metro Chicago to put your donation to work supporting proven programs in communities of need, you’re helping improve lives for individuals and families. Donating to (not through) United Way supports coordinated action and lasting solutions.

**What are some of United Way’s results?**
Some recent impact made by United Way of Metro Chicago’s agency partners in Chicago-region communities includes:

- 85% of youth participating in middle school programs met social and emotional learning standards.*
- 11,329 children received regular, comprehensive developmental screenings, as part of pre-school and home visiting programs.*
- 25,353 health coverage enrollments facilitated by health navigators since 2013.
- 61,559 individuals received behavioral and mental health services.*
- 30,333 people provided with volunteer income tax assistance.*
- Housing provided to 97,935 people.*
- Meals provided to 394,725 people.*
- 13,529 infants and toddlers and their families participated in vital early care and education programs, like Home Visiting and pre-school.*
- 85% of infants and toddlers improved across all developmental domains.*

*July 2016–June 2017

**Where does my money go?**
Based on both community need and significant research, investments are made in the Chicago region in these service categories:

- **Safety Net**: 29%
- **Health**: 20%
- **Education**: 32%
- **Income**: 19%

**Does my money stay in Chicagoland?**
Yes, it absolutely does! When you make a donation to United Way of Metro Chicago, it goes to support the 175 best-in-class agencies that work in the six counties of the Chicago metro area and the suburbs.

**What is a United Way Neighborhood Network?**
United Way of Metro Chicago’s Neighborhood Networks are coalitions of community partners providing neighborhood-specific solutions to challenges like educational success, employment, health or related issues facing community members. United Way works with a lead partner in the community to coordinate and implement new and enhanced programming to achieve neighborhood goals.

United Way of Metro Chicago has Neighborhood Networks in Auburn Gresham, Austin, Brighton Park, Bronzeville, Cicero, Evanston, Little Village, Robbins/Blue Island, South Chicago and West Chicago.

**What is United Way’s overhead/operating expenses?**
United Way of Metro Chicago’s operating expenses are 15.5% of total revenue. This is competitive with the top 100 nonprofits in the U.S. and is well below the industry standard and recommendations from the Better Business Bureau Wise Giving Alliance and Charity Navigator. United Way keeps a close eye on expenses, while making sure we have the talent, expertise and systems to raise and invest resources for maximum impact.

**How is United Way different?**
United Way of Metro Chicago knows how to drive lasting change. With more than 80 years of experience, we are strategic community partners who have in-depth knowledge of the communities we serve, the issues that affect them and the organizations and programs having the most impact. We bring the right parties together from across the region and within neighborhoods to address the big challenges facing individuals, families and communities.
**How can I make the biggest impact with my donation?**

Your investment made directly to United Way of Metro Chicago (rather than to an agency) supports coordinated action, proven strategies and solutions at scale.

- Support our education work and Exelon will match your gift $1 to $1, up to $150,000.
- Donate to United Way of Metro Chicago’s Strong Neighborhoods Impact Plan (rather than designating to an agency) and Nicor Gas will provide a $1 to $1 match, up to $65,000.

**Exelon. Nicor Gas**

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**How can I get involved with United Way?**

There are many ways to be part of United Way of Metro Chicago’s work. You can **GIVE, ADVOCATE and VOLUNTEER**.

- Visit [LIVEUNITEDchicago.org](http://LIVEUNITEDchicago.org) and **GIVE** today!
- **ADVOCATE** for United Way with friends and coworkers
- **VOLUNTEER** at your company Day of Caring event!
- Get social with us! Like us on Facebook, follow us on Twitter, check out our impact on Instagram, connect with us on LinkedIn and see our work in action on YouTube!
- Get involved with our Women United, Young Leaders United or United Pride affinity groups.

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**How do I get a tax receipt for my donation to United Way?**

In accordance with IRS guidelines, United Way of Metro Chicago sends tax receipts to donors who give one-time gifts of $250 or more.

To request a duplicate receipt or a receipt for donations under $250, please contact Customer Service at 312.906.2204 or unitedwayhelp@uw-mc.org.

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**Where can I refer someone who needs help?**

Anyone in need of human service support in the Chicagoland region can call one of the following numbers:

- Chicago ................................................................................... 311
- DuPage County .................................................................... 800.942.9412 or .......................................................... www.dupagecrisis.org
- Kane County ......................................................................... 630.966.9393
- Lake County .......................................................................... 847.775.1000 or .......................................................... www.findhelplinecounty.org
- McHenry County ................................................................... 815.338.0234
- Will County .............................................................................. 815.722.3344 or .......................................................... www.crisisline247.org
- South Suburban Cook County .......................................... 708.966.9HUB(9482) or .......................................................... www.hubrelief.org
- Homeless Prevention Services ......................................... 877.426.6515
- Find a food pantry .............................................................. 773.247.3663

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**How can I find a full list of communities that United Way serves?**

United Way of Metro Chicago serves the six county region (primarily Cook and DuPage) from the North-Northwest suburbs to the Western suburbs to the South-Southwest suburbs.

For a full list, visit our website at [LIVEUNITEDchicago.org](http://LIVEUNITEDchicago.org).

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**Where can I find the latest United Way materials?**

Visit [LIVEUNITEDchicago.org/Campaign-Toolkit](http://LIVEUNITEDchicago.org/Campaign-Toolkit) to download materials from our Online Campaign Toolkit. The site is updated frequently, so check back often.

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**Which non-profits does United Way fund?**

Through a competitive grant process, United Way of Metro Chicago funds 175 agencies serving six Chicago-area counties. For a complete list of nonprofit organizations that receive funding to help improve lives in our region, visit [LIVEUNITEDchicago.org/Our-Partners](http://LIVEUNITEDchicago.org/Our-Partners).
# Top 25 Corporate Citizens 2017/2018

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CAMPAIGN LEADER CHECKLIST

12 WEEKS
- Meet with previous campaign team to review successes and challenges
- Determine campaign dates, length, locations and fundraising goals
- Finalize campaign committee leaders and structure
- Choose Giving Society and Affinity Group Ambassadors
- Meet with your United Way representative to confirm dates, goals and annual objectives

9 WEEKS
- Develop theme and calendar of events
- Recruit additional campaign committee members
- Brief executive leadership on campaign key objectives
- Develop Giving Society strategy, identify prospects and set events
- Configure United Way eCampaign platform

6 WEEKS
- Develop communications plan and order campaign marketing materials through your United Way representative
- Visit the Campaign Toolkit at LIVEUNITEDchicago.org/Campaign-Toolkit to check out additional campaign resources
- Develop plan to host a Day of Caring and recruit volunteers. Learn more online at LIVEUNITEDchicago.org/Volunteer

4 WEEKS
- Train campaign volunteers and ambassadors. Your United Way representative can assist.
- Build excitement! Share United Way impact stories and videos on your intranet

2 WEEKS
- Share calendar of events with all staff
- Host Giving Society and Affinity Group events
- Ask ambassadors to follow up with prospects

KICKOFF!
- Host a kickoff event!
- Invite your CEO and United Way representative to talk about United Way’s impact
- Send a welcome eCampaign email

ONGOING
- Send daily campaign tracking reports
- Send eCampaign reminders
- Host business unit events and kickoffs to raise awareness and increase participation
- Continue sharing United Way impact stories
- Host a Day of Caring

AFTER YOUR CAMPAIGN
- Conduct a closeout meeting with your United Way representative
- Send out final campaign fundraising total
- Thank and show appreciation to employees
United Way of Metro Chicago invests in basic needs support—food, shelter and safety from violence or abuse—for the whole region; focuses on proven strategies in education, financial stability and health in 60 high-need communities; and coordinates community action toward common goals in United Way Neighborhood Networks, improving individual lives, neighborhoods and our entire region.