



2016 Dartmouth College Campaign for Granite United Way

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2016 Dartmouth College Granite United Way Campaign Department Coordinator Packet

Kick-off October 11th

This year, your role is to *inspire* and *engage* your department in the work of Granite United Way. Building relationships and awareness within your area is crucial for a successful campaign. You will not be handing out pledge cards, as they will all be mailed from Hinman.

It is important that you learn about the work of Granite United Way. The Granite United Way is **local** (funds raised in the Upper Valley stay in the Upper Valley), **accountable**, and **effective**.

Please take the time to:

- Review this packet.
- Visit Dartmouth's website at http://www.dartmouth.edu/~unitedway/, or visit United Way's website at www.graniteuw.org.
- Familiarize yourself with this year's e-pledge option for employees.
- If this is your first time as a Department Coordinator, contact a veteran coordinator and ask what worked! You can also contact a member of the steering committee for guidance.
- Read Dartmouth News for United Way news and check out emails from the steering committee, President Hanlon, and others.

<u>Provided below are suggested activities during each week of the campaign. Prior to the start of each week, we will send a reminder email with your suggested tasks for the days ahead.</u>

Week 1 (October 10-14)

MAKE CONTACT WITH EVERYONE IN YOUR AREA OR DEPARTMENT.
 (See the sample "kick-off" email below.) Make sure they have received their pledge forms and are aware of the online giving option at giveunited.dartmouth.edu. The linked video is a fun visual that "follows the dollar" and illustrates the collective power of individuals investing any amount in the local community.

Hi All,

Dartmouth's annual United Way campaign kicked off Oct. 11th!

This year, please join me in supporting this wonderful organization. United Way works closely with volunteer leadership to invest donor dollars in the areas of the community with the most critical needs - education, income and health. A gift of any amount will make a difference in the lives of our neighbors.

You should have received your pledge forms in your Hinman Box. For more information on how to give through payroll deduction **online** visit giveunited.dartmouth.edu.





You will also be hearing periodically from me as your "Department Coordinator." My role is to answer any questions you may have about the United Way and to encourage everyone to take part. Thank you so much for your time and dedication to helping our local community!

To learn more about how your gift can make a difference in our community through the Dartmouth Community United Way Campaign, watch this short video: https://www.youtube.com/watch?v=STt -IXQGII

Thank you!

Week 2 (October 17-21)

- Engage 5 people on the work of the United Way. Brush up on facts here: http://www.graniteuw.org/
- Set up a mini division raffle. Some ideas for prizes: office swag, a gift card for Starbucks, or a cup of Morano Gelato. (sample raffle email below)

Hi All,

Dartmouth's annual United Way campaign kicked off last week!

I am pleased to announce that we are offering weekly raffle items for anyone who makes a gift to the United Way during the campaign. The prizes include: ______. To be entered into the weekly raffle, drop off your sealed envelope to me or send me an email to let me know you've made your gift. I will draw one name each week at random. (Alternative text: To maintain anonymity, the Upper Valley Granite United Way office will draw one name from all donors in our division at random.)

You should have received your pledge forms in your Hinman Box. For more information on how to give through payroll deduction **online** visit <u>giveunited.dartmouth.edu.</u>
Thank you!

Week 3 (October 24-28)

- Hang the attached poster in your office kitchen and around the public spaces in your area.
- Talk about the United Way campaign at a team meeting.

Week 4 (October 31-November 4)

- Check out the campaign <u>website</u> to see a list of non-profits and social service agencies located in the Upper Valley that are supported by Granite United Way. While you are there, be sure to visit the <u>FAQ page</u> for additional information about the campaign.
- Speak with your department members about the non-profits and social service agencies supported by GUW. If any of them have personal experience working with those agencies, ask them to share their experiences with the rest of the group!





Week 5 (November 7-11)

 Send a reminder email about campaign and THANK everyone for their donation, advocacy and support (sample email below).

Hi All,

Dartmouth's annual United Way campaign is at the halfway mark and we are at XX% of our goal! Thank you to all of you who have made a gift so far this year.

Why should you give to United Way?

A gift to Dartmouth's United Way drive invests in the needs of the greater community, including vital but lesser-known agencies that may not have high visibility or be in the public eye. And a United Way board of community volunteers reviews all requests for funding through a rigorous process that stresses accountability and proven results.

Learn more about the United Way and why Dartmouth leaders support this wonderful organization: https://www.youtube.com/watch?v=h OIEnMGo-E

Making a gift is easy. Visit <u>giveunited.dartmouth.edu</u> and give online or make a payroll deduction.

Thank you!

Week 6 (November 14-18)

- Hang the attached poster in your office kitchen and around the public spaces in your area.
- Be on the lookout for a check-in email from your Steering Committee member contact to see how things are going with the campaign effort.

Week 7 (November 21-November 25)

Send a Thanksgiving email (sample email below).

Hi All,

Did you know that 1 in 4 households in the Upper Valley are identified as financially unstable? In this season of giving, please consider a gift to the United Way and help support our neighbors in need.

Making a gift is easy. Visit <u>giveunited.dartmouth.edu</u> and give online or make a payroll deduction.

Thank you!

Week 8 (November 28-December 2)

 Share an email with an update on the division's progress (with matching gift info, if it applies). (sample email below)





Hi All,

Dartmouth's annual United Way campaign is still underway and we are at XX% of our goal! Thank you to all of you who have made a gift so far this year.

Why is your gift important?

Your contribution, no matter what size, has an impact on services in our community. The Dartmouth Granite United Way campaign aims to cultivate a culture in which everyone has a voice, whether they have one dollar or a million, hours of time to contribute or hardly a moment. Taking up the "Live United" challenge, at any level, means being a part of positive change.

Making a gift is easy. Visit <u>giveunited.dartmouth.edu</u> and give online or make a payroll deduction.

Thank you!

Week 9 (December 5-December 9)

- Hang the attached poster in your office kitchen and around the public spaces in your area.
- Send a holiday email and remind your department that the campaign ends on December 16th this year (sample email below).

Hi All,

There's just over one week to go for Dartmouth's annual United Way campaign! We need XX gifts to reach our department's goal of XX%. Thank you to everyone who has made a gift so far this year. If you have not yet made a gift, I hope you will consider a gift in support of our neighbors in the Upper Valley.

Making a gift is easy. Visit <u>giveunited.dartmouth.edu</u> and give online or make a payroll deduction.

Thank you!

Week 10 (December 12-December 16)

• Send out a final push for gifts (sample email below).

Hi All,

There are just a few days left for Dartmouth's annual United Way campaign! Thank you to all of you who have supported the campaign so far this year.

Many local charities rely heavily on the Dartmouth campaign to help fund their programs. The United Way supports areas of the community with the most critical needs - education, income and health.

Please visit <u>giveunited.dartmouth.edu</u> and give online or make a payroll deduction and help us reach our goal. Thank you!





Please check your preferred Granite United Way region or the region that you would like to support with your donation.

If you wish to support another United Way, please see the Ontional Section below.

Z	□Southern (Manchester/Salem/Derry)	□Merrimack County	□Upper Valle	ey .	□North Country (Littleton/Lisbon/Lincoln)	□ Northern (Northern Carroll/Coos Counti	Central NH (Laconia/Plymouth/So. Carroll Co	
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Z ≻ ∑		Street or P.O. Box			City	State	Zip	
	/				□Personal □Work		□Cell □Home □Work	
	Birthday (optional)	Employer				Dep	artment	
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	My TOTAL Annual Pledge \$							
		equired)				Date		
	□ I am a first time donor! I am a Loyal Contributor! (I have contributed to United Way for 10 years or more) I have been giving since							
OPTIONAL	(Option A) I wou □ Education \$ (Option B) Design □ Agency name & 3	J! YOU'RE DONE. Id like my gift to be dire	cted to the follo come \$ gift \$	wing impact to a	area: Health \$ nother United Way or	the non-profit agency b	Indicate initiative name	





Frequently Asked Questions

How do I give?

You may either use the pledge form provided by your coordinator or give online by clicking the "Donate Now" button at www.dartmouth.edu/~unitedway. You can make a one-time donation or give throughout the year via a payroll deduction.

Why should I give?

Because Granite United Way is:

- LOCAL Funds raised here, stay here.
- ACCOUNTABLE Community investment volunteers from Dartmouth and the Upper Valley spend **thousands of hours** reviewing programs, making site visits, and analyzing budgets before making a funding decision.
- EFFICIENT Hundreds of volunteers share the fundraising work, taking some of the burden off local programs and allowing them to **dedicate more funds to the people they serve**.
- EFFECTIVE Granite United Way is committed to creating long-lasting change by **addressing the underlying causes** of our community's problems in three critical areas education and lifelong learning, health and wellness, and housing and economic self-sufficiency.

Why should I give to United Way in addition to other charities?

A gift to Dartmouth's United Way drive invests in the needs of the greater community, including **vital but lesser-known agencies** that may not have high visibility or be in the public eye. And a United Way board of community volunteers reviews all requests for funding through a rigorous process that stresses **accountability** and **proven results**.

Can I still designate my United Way gift for a specific agency?

Yes. United Way will **honor all donor designations** intended for any United Way and/or health or human services agency having 501(c)(3) tax-exempt status.

Does United Way sell or trade list information about its donors?

No. They will **never sell or trade list data** to any individual or organization, public or private.

Why is my pledge important?

Your contribution, **no matter what size**, has an impact on services in our community. The Dartmouth Granite United Way campaign aims to cultivate a culture in which everyone has a voice, whether they have one dollar or a million, hours of time to contribute or hardly a moment. Taking up the "Live United" challenge, at any level, means **being a part of positive change**.

2016 GRANITE UNITED WAY FUNDED PROGRAMS

AGENCY	PROGRAM
Alice Peck Day Memorial Hospital	<u>Upper Valley Smiles School Dental Program</u>
Child and Family Services of New Hampshire	Behavioral Health
Child and Family Services of New Hampshire	Safe Visitation Program
Child Care Center in Norwich	Infant and Child Day Care
Child Care Resource	Child Care Food Network
Community Action Program Belknap-Merrimack Counties, Inc.	WIC Program
Copper Cannon Camp	Today's Youth Tomorrow's Leaders
COVER Home Repair	Home Repair & Weatherization
Dismas of Vermont Inc.	Hartford Dismas House
Girls Incorporated of New Hampshire	Girls Inc. Empowerment and Prevention Programs
Global Campuses Foundation	Upper Valley GCF Campuses
Good Neighbor Health Clinic, Inc./Red Logan Dental Clinic	Good Neighbor and Red Logan Clinics
Grafton County Senior Citizens Council, Inc.	Chore Corps
Grafton County Senior Citizens Council, Inc.	Supporting Older Adults
Grafton County Senior Citizens Council, Inc.	ServiceLink
Green Mountain Children's Center	Low to Moderate Income Scholarships
Health Connections of the Upper Valley	Build Healthy Kids Nutritional Program
HIV/HCV Resource Center (formerly ACoRN)	Syringe Services Program
New Hampshire Legal Assistance	Civil Legal Services
Safeline Inc	Support Through The Legal Maze
Second Wind Foundation	Education and Advocacy
Second Wind Foundation	Turning Point
Second Wind Foundation	Willow Grove
Southeastern Vermont Community Action	Emergency Fuel and Housing Assistance
Special Needs Support Center	Educational Advocacy
Springfield Warming Shelter	Warming Shelter Operations
The Children's Center of the Upper Valley (CCUV)	Closing The Gap
The Children's Center of the Upper Valley (CCUV)	Increasing Literacy Opportunities
The Family Place	CAC at The Family Place
The Mayhew Program	The Mayhew Program
Twin Pines Housing Trust	Affordable Housing
Twin Pines Housing Trust	SASH - Support & Services at Home
Upper Valley Haven, Inc.	Shelter Services Program
Upper Valley Haven, Inc.	Community Services Program
Valley Court Diversion Programs	NH Adult Restorative Court Diversion Program
Valley Court Diversion Programs	NH/VT Restorative Court Diversion Program
Vermont Law School	South Royalton Legal Clinic
Windsor County Partners	Let's Do Lunch Program
Windsor County Partners	PALS Program
Windsor Hospital Corp (d/b/a Mt. Ascutney Hospital)	Support for Windsor Connection Resource Center
Willing Hands Enterprises	Feeding Hungry Neighbors
Windham & Windsor Housing Trust	SASH - Support & Services at Home
Windham & Windsor Housing Trust	Financial Capabilities
WISE	Crisis & Advocacy Center
WISE	Emergency Housing Program
WISE	Prevention and Education Program







Upper Valley Investments

COLLABORATING for **SUCCESS**



Granite United Way fights for the Health, Education and Financial Stability of every person in every community. In Upper Valley, we're partnering together with local volunteers and agencies to deliver more than \$881,000 of support to this community in these areas.

KEEPING KIDS ON TRACK



- Supporting efforts to help nearly 800 kids be ready to learn when entering kindergarten
- Engaging dozens of youth in academically enriching out-of-school programs
- Providing education and support to nearly 150 parents whose children face barriers to learning in the traditional classroom

FINANCIAL STABILITY



- Preparing free tax returns for over 160 households in the Upper Valley, bringing nearly \$200,000 back to our community
- Partnering with five local employers to connect hundreds of employees to services and driving down employee turnover
- Coordinating a nationally-recognized model with four local non-profits to provide financial education and coaching to residents

COMMUNITY HEALTH



- Supporting nearly 1,200 individuals experiencing mental health and substance misuse disorders through access to high quality treatment
- Leveraging nearly \$170,000 in prescription drug assistance to individuals in need of life-saving medications
- Increasing access to oral health services for over 2,500 Upper Valley residents

CARING COMMUNITY



- Engaging over 100 volunteers and 15 companies to complete more than 20 projects at local nonprofits in the Upper Valley during our annual Day of Caring
- Utilizing the time and talents of over 170 volunteers to provide nearly 1,000 hours of in-kind support to local organizations

Upper Valley Community Highlights





Top 5 UV 2-1-1- Calls

- 1. Tax prep assistance
- 2. Housing / Shelter
- 3. Information services
- 4. Utilities
- 5. Individual & family supportive services



ITA Returns \$200,000 in TOTAL REFUNDS back to Upper Valley families



170 volunteers provided more than 1,000 hours of volunteer support throughout the year.



Help nearly 800 kids be prepared to enter kindergarten this year

Providing support to 150 parents whose children face barriers to learning in the traditional classroom



Support Upper Valley workforce

through highly effective programs like Working Bridges that works with employees to break through financial barriers.

Working collaboratively

Coordinating a nationally-recognized model with four local non-profits to provide financial education and coaching to 260 individuals.



Supporting nearly 1,200 individuals

experiencing mental health and substance misuse disorders through acces to high quality treament



Leveraging \$170K+ prescription drug assistance Increasing access to oral health

services for over 2,500 Upper Valley residents





2016 Dartmouth United Way Coordinators

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Danielle Sparks Development Alumni Relations
Theodosia Cook Alumni Relations Alumni Relations

Lesley Thompson Alumni Relations IMS Information Management Systems & New Management

Nicole Losavio Alumni Relations Class Activities

Vincent Wilson Development Dartmouth College Fund
Amy Martin Development Donor Engagement

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Sherry Finnemore Arts and Sciences Biological Sciences

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Margaret Devine-Sullivan Arts and Sciences Theater, music Andrea Symonds Dean of Faculty Dean of Faculty

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John SteidlFinance and AdminProject ManagementDave FosterFinance and AdminRisk ManagementBrooke SullivanHuman ResourcesHuman Resources

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Laura Barrett Library Lib-Admin

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