## Volunteer Opportunities

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Homeless Point-in-Time Count</td>
</tr>
<tr>
<td>January-April</td>
<td>Volunteer Income Tax Assistance (VITA)</td>
</tr>
<tr>
<td>March</td>
<td>Read Across America</td>
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<tr>
<td>May</td>
<td>Community Baby Shower</td>
</tr>
<tr>
<td>June</td>
<td>United Way Day of Action</td>
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<tr>
<td>July-August</td>
<td>Food and Books Volunteer Program</td>
</tr>
<tr>
<td>August</td>
<td>Back to School Drive</td>
</tr>
<tr>
<td>November</td>
<td>Food Drive for Local Emergency Food Pantries</td>
</tr>
<tr>
<td>December</td>
<td>Toy Drive to Benefit Early Head Start</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Day of Caring Projects Customized for Your Company or Organization</td>
</tr>
</tbody>
</table>

Contact volunteer@uwgnh.org for more info.

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**Yale in Action**

@uwgnh

370 James Street, Suite 403
New Haven, CT 06513
uwgnh.org
203.772.2010
**Before Campaign**

- Get support from your Senior Leader and leadership team.
- Recruit and train your campaign team.
- Work with your UW account manager to develop a campaign plan and timeline, and set goals.
- Promote the benefits of leadership giving (gifts of $1,000 or more).
- Promote and publicize your campaign. If you need something, please ask us—we’re happy to help!
- Use social media to generate excitement and follow United Way of Greater New Haven!

**During Campaign**

- Hold a kick-off event and schedule employee meetings with United Way staff to talk about our work. Check out our 15 minute sample agenda.
- Host special events to help build enthusiasm (see the “Fun’draising flyer on USB for ideas)
- Distribute pledge forms and inform everyone when and where to return them.
- Run a special solicitation for those who are—or have the potential to be—leadership donors.
- Promote incentives for various levels of giving and/or increase in giving.
- Continue promoting your campaign using tools and materials from your United Way USB drive.
- Share the success and report results as you get them so everyone can see how the campaign is going.

**After Campaign**

- Collect all pledge forms and complete United Way reporting envelope.
  - Turn in white copies of pledge forms with cash and checks to your United Way account manager.
  - Submit yellow copies of pledge forms to your company HR department.
- Wrap up your campaign and share results both within your company/organization and to United Way.
- Celebrate success with an event that recognizes donors. This is a great time to thank new supporters and loyal contributors in person.
- SAY THANK YOU! Send thank you letters from your Senior Leader; hand-written thank you notes signed by you or your department heads; post a message on your company’s intranet; or send a general email sharing results and thanking participants.

**Questions?** [CAMPAIGN@UWGHN.ORG](mailto:CAMPAIGN@UWGHN.ORG) 203-772-2010

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**JENNIFER MULLIGAN**
Communications Officer
Yale School of Medicine

**PATRICK CLARK O’BRIEN**
Communications Officer
Yale University Center for Teaching and Learning

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**15 MINUTE AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Min</td>
<td>Opening Remarks</td>
<td>Employee Coordinator</td>
</tr>
<tr>
<td>1 Min</td>
<td>Endorsement</td>
<td>Senior Leader</td>
</tr>
<tr>
<td>5 Min</td>
<td>United Way Overview</td>
<td>UW Representative</td>
</tr>
<tr>
<td>4 Min</td>
<td>Campaign Video</td>
<td>Employee Coordinator</td>
</tr>
<tr>
<td>2 Min</td>
<td>Ask for the Gift</td>
<td>Employee Coordinator</td>
</tr>
<tr>
<td>1 Min</td>
<td>Closing Comments</td>
<td>Employee Coordinator</td>
</tr>
</tbody>
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**INSPIRE OTHERS TO GIVE TO THE YALE-UNITED WAY CAMPAIGN**

- Review United Way materials and website and be familiar with our work.
- Invite questions and share stories about how people are “Living United.” Share your own story, too!
- Make your own pledge first. It’s easier to ask for donations when you’re a donor too.
- Encourage payroll deduction. It’s the easiest way to give.
- Make giving personal and relevant. For instance, ask employees how many cups of coffee they purchase in a week. Would they consider donating a portion of that money to United Way to help change lives?
- Often people don’t give simply because they were never asked. Personal contact and a positive attitude are critical to your campaign’s success!
- Start off with people who have already donated, then ask your co-workers and those you know best.
- Challenge donors to increase their giving by small amounts. Communicate that gifts may be given to another non-profit.
- Provide incentives for giving. Not all incentives cost money. Consider offering a VIP parking spot as a raffle prize or organizing a Jeans Day. Make it fun!