## Volunteering Opportunities

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</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>
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<tr>
<td>March</td>
<td>Read Across America</td>
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<tr>
<td>May</td>
<td>Community Baby Shower</td>
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<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>
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<tr>
<td>November</td>
<td>Food drive for local emergency food pantries</td>
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<tr>
<td>December</td>
<td>Toy drive to benefit Early Head Start</td>
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<tr>
<td>Ongoing</td>
<td>Day of Caring Projects customized for your company or organization</td>
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</tbody>
</table>

### Contact Information

- **Volunteer Opportunities**: volunteer@uwgnh.org
- **Address**: 370 James Street Suite 403, New Haven, CT 06513
- **Website**: uwgnh.org
- **Phone**: 203.772.2010

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**United We Fight. United We Win.**

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**Live United**

**Campaign Coordinator Guide**
BEFORE CAMPAIGN
- Get support from your CEO 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.
- Follow-up personally with those who missed your employee meeting and direct them to the campaign video.
- 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 CEO; handwritten 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@UWGNH.ORG
203-772-2010

“I see how much United Way does for the city. I’m proud to be from New Haven, and I love to see the city get better. I love the fact that I can pick what percentage of my donation can go to a specific area. I give most to education because I think education is really important, it takes you far.”

JALIL CHARLES
Yale University School of Medicine

“We continue to serve as co-chairs for our United Way campaign because we know that by supporting the United Way campaign we support agencies that allow people to regain their confidence and overcome obstacles, and as needed, provide for their families and themselves, to give them control and pride—and bring joy to their lives.”

KATHY BRUEN & LYNDA PASQUARELLA
Yale New Haven Health