## 2019 Spirit of North Carolina Application

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>City of Wilson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address</td>
<td>112 Goldsboro St E</td>
</tr>
<tr>
<td>United Way Name</td>
<td>United Way of Wilson County</td>
</tr>
<tr>
<td>Application Contact</td>
<td>Name: Matt Shaw</td>
</tr>
<tr>
<td></td>
<td>Email: <a href="mailto:mshaw@wilsonnc.org">mshaw@wilsonnc.org</a></td>
</tr>
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<table>
<thead>
<tr>
<th>Organization – Employee Size</th>
<th>Type of Organization</th>
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<tbody>
<tr>
<td>Up to 25 Employees</td>
<td>Financial/Banking Institutions</td>
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<tr>
<td>26-50 Employees</td>
<td>Manufacturing</td>
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<tr>
<td>51-100 Employees</td>
<td>Business Campaign</td>
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<td>101-200 Employees</td>
<td>City/County Municipality</td>
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<td>201-300 Employees</td>
<td>Higher Education</td>
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<td>301-500 Employees</td>
<td>Hospital/Health System</td>
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<td>X 501-750 Employees</td>
<td>Retail</td>
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<tr>
<td>751-1000 Employees</td>
<td>Not-for-Profit – 501(c)3</td>
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<tr>
<td>1001-1500 Employees</td>
<td>Professional Services (small business, partnerships, LLC, accounting, architect, engineering firm, physician practices, attorneys, etc.)</td>
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<tr>
<td>1501-2000 Employees</td>
<td>Gated Communities, or other unique groups</td>
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<td>2001-2500 Employees</td>
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<td>2501-3500 Employees</td>
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<td>3501-4000+ Employees</td>
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## Standards of Excellence Checklist

1. Community engagement and volunteer culture – OUTSIDE OF UW RELATIONSHIP  
   Up to 5 Points

2. Partnership WITH UW to raise community awareness of needs & foster a spirit of giving  
   Up to 5 Points

3. CEO, Senior, and General Leadership Involvement and Giving  
   Up to 10 Points

4. Corporate or Foundation Contributions & Other Non-traditional and In-kind Gifts  
   Up to 5 Points

5. Employee Campaign Coordination, Recognition and Incentive  
   Up to 5 Points

6. Participation Level  
   Up to 10 Points

7. Special Events  
   Up to 10 Points

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Signature of the nominating United Way CPO or his/her designee:

Judi Thurston

Printed Name

Signature
Organization Overview

If selected as a Spirit Winner, comments will make during the Awards Ceremony which highlight your organization’s culture and creative strategies that led to increased community engagement, impact and resources.

 Briefly describe the philanthropic culture of the organization.

People generally don’t work for the City of Wilson because they simply need a paycheck. They work for us because they want to help protect people from crime, fires, bad water or downed electrical lines. They want to help their kids have soccer or baseball to play. You have to have a servant’s heart to work in local government as you are typically working to improve the lives of your family, friends and neighbors.

At the City of Wilson, our employees always step up when asked. Both the City Council and City Manager Grant Goings have encouraged our employees to be intensely involved in the community, and we have dozens of projects annually, everything from sports camps for at-risk youth to school supply drives to food banks to help any family in need. We are involved with several non-profits, detailed more in depth in Standard 1.

But as an organization, our biggest commitment is to the United Way. 2020 will be our 60th employee drive and it is the only one we allow to be done with payroll deduction. Nearly 30 employees serve on our campaign committee. Currently we have three employees who serve on United Way’s Campaign Cabinet, including Board President Scott Biddle and 2019 Campaign Chairman Harry Tyson.

Our campaigns have been recognized as some of the most creative at a regional and even state level. We have won the Nancy Sellenger Spirit Award from the United Way of Wilson County for six consecutive years. We also have won a Spirit of North Carolina Award from the United Way of North Carolina and were asked to present at the 2015 conference.

Share ONE creative strategy, engagement opportunity, volunteer activity OR special event that ignited campaign success

We decided to take a "back to the basics" approach to the 2019 campaign. Over two days the city's co-chairs met individually with representatives of the city's 20-plus departments to discuss goals and results for the past three years. We were trying to discover the challenges and opportunities in each part of the city. What we discovered was that many departments had long-donating employees who had retired or their spouses had retired and that impacted their contributions. We needed to recruit new leadership and Fair Share contributors from an increasingly younger workforce.

Plus, we realized that we needed to tailor our message to many departments.

Our chairs worked closely with the department representatives to strategize how to reach younger employees. For example, many firefighters are young parents so we matched them an agency speakers providing youth sport. Our campaign also featured employees with their favorite United Way agencies to explain their Fair Share gifts. (see attachment A)

This focused attention helped us make fantastic gains overall (see the three points below), but the results were more dramatic at a department level: fire/rescue, up 80% over 2018; Wilson Energy, over 76%; and natural gas, 27 percent. We recruited more than 30 new or lapsed Fair Share contributors, with a net gain of nearly 20, accounting for retirements.

Three NUMERICAL successes you wish to highlight:

- A record $131,333 total, up nearly $18,000 (or 16%) from 2018
- Almost a 10-percent increase in the total number of employees giving
- Nearly a 13-percent increase in Fair Share contributors
Standard 1 – Up to 5 Points

Community engagement and volunteer culture within the community footprint. Exclude UW partnership and focus on other organizations that the company works with to build a stronger community.

For example:

- Describe how the organization works in tandem with community stakeholders to problem solve and create solutions that build stronger communities.
- Does the organization have a social responsibility policy or statement? If so, provide some highlights of the mission.
- Is the organization seen as a community philanthropic leader and why?
- How does the organization benefit from being involved in serving the community?
- Are there specific ways the organization builds a volunteer culture?
- What % of employees are engaged in volunteer work in the community?

City of Wilson employees work hand-in-hand with other governmental agencies and many of the nonprofit organizations in Wilson County to solve problems. That's because many issues facing our citizens do not have simple answers; they need a holistic approach.

Our city does not currently have a social responsibility policy or statement per se, although our mission statement calls for us “to strive for a better quality of life for our diverse citizenship.” It's difficult to track volunteer hours over a large agency with more than 20 departments, many staffed around the clock.

That said, here are some of our partnerships with community stakeholders:

The Wilson Police Department accumulated 15,755 man hours of community service and outreach projects in 2019, including Christmas in the South providing gifts, clothing, and even bicycles to 600 children this past December; 32 camps and activities including PAL’s sports camps, school supply drives, mentorship programs for ages 9-21 reaching 800 kids; PAL’s Polar Express theme day including an Amtrak train ride from Selma to Wilson, a Christmas party and showing of the Polar Express movie and reading of the book; PAL’s wrestling club; the Police Explorers Post 557 for youth exploring a career in law enforcement; PAL’s 30 foot mobile kitchen giving back to neighborhoods in need and serving hundreds of meals for free; a partnership with the Housing Authority also doing a Polar Express Night for 30 public housing children at Wilson Recreation Park involving their mini train; field trips for public housing senior citizens to Nahunta Pork Center, Smithfield Outlets and the African American History Museum in Raleigh; a food pantry to help supplement grocery needs for families who ask police for help; a partnership with Wells Elementary to do an annual food drive with the students, rewarding the top donating class with a pizza party; a clothing and shoe closet for those in need, and their WPD Citizens Police Academy.

Wilson Fire/Rescue Services installs free smoke alarms to senior citizen homes and works with the N.C. Office of the State Fire Marshall once a year to canvas neighborhoods in the community to see if smoke alarms are working. In 2019 the Fire Department adopted six families for Thanksgiving providing dinners and adopted 18 individuals at the Wilson Assisted Living Facility for Christmas. They also give free CPR training to any resident of the City, and work to canvas neighborhoods after a fire to do free safety surveys so other citizens will not have to suffer from the same type of disaster. They also install car seats when requested.

Greenlight, our broadband services network, partners with Barton College in its new Esports Program providing both funding and technology; provides free public wireless internet access in public spaces like our parks and recreation facilities, throughout downtown, and at the public library; provides Wilson Housing Authority with computer labs and reduced internet rates for its residents; partners and sponsoring events for Mulligans for Kids, the Wilson YMCA, the Arts Council, Imagination Station, Wilson Tobs, CHEW, Shriner's and Rotary Club, the ARC, Wilson Preparatory Academy, Wilson Community College, the Wesley Shelter, Kiwanis Club, Youth of Wilson, Rotary Club, Breakfast Optimists, the Shriner's, Wilson Education Partnership, the Whirligig, and Little League teams.

Wilson Downtown Development partners with Imagination Station, the Arts Council, the Boykin Center and the Whirligig Park to provide community concerts and other free events downtown. They also work with high schools for AIG students needing volunteer hours as well as Barton. They are creating a “Town and Gown” partnership with Barton to devise programs that will involve students volunteering in the community.

Human Relations Youth Council has 150 teenagers—all from public, private, charter and home schools—do around 35 service projects a year. They accumulate 5,000 hours of community service each year. Human Relations’ two other commissions, Wilson Committee for Persons with Disabilities and the Human Relations Commission, volunteer at Special Olympics and First Fridays on the Lawn, a free downtown concert series that promotes diversity through music.

The city has several departments that adopt families during the holidays. It also works with Barton Students during the Barton Day of Service.
Standard 2 – Up to 5 Points

Organization’s partnership **WITH UNITED WAY** to raise community awareness of needs and foster a spirit of giving.

- How does this organization’s philanthropic priorities align with the local United Way mission or initiative work? Where is synergy created because of United Way partnership?
- What innovative process, product, or programs were used to elevate community engagement and increase volunteer or giving action?
- Comment on year-round engagement that exists, if applicable.

Our city has a long history with United Way. We have held employee campaigns for nearly 60 years. Today we are a Pacesetter company, which typically means we are working closely with United Way staff and campaign cabinet for at least six months a year.

Our city manager, Grant Goings, has been involved with the United Way throughout his career and served in every board position with United Way of Wilson County over 12 years, including campaign chairman (2012) and two years as president (2014-15).

Currently we have three city employees serving on United Way’s board -- Deputy City Manager Harry Tyson, Human Relations Officer Renee Smith, and Police Maj. Scott Biddle. Harry is the 2019 campaign chairman, and Scott is the board president, having served as campaign chairman in 2018. A fourth city employee, Greenlight Marketing Manager Jerry Stancil, serves on the campaign committee and works with major firms. These four loaned executives give a lot of time to United Way, especially during the campaign.

Many city employees also serve roles with United Way agencies. Wesley Shelter, the SPOT, Mental Health America in Wilson County, Meals on Wheels and other agencies all have city employees on their board or in key spots. Grant has always encouraged this volunteerism as a way to lift our community and create synergy for our community.

The United Way’s 2019 campaign video focused on these partnerships; https://vimeo.com/383589929

That video was created by the City of Wilson’s communications and marketing committee as an in-kind donation to the United Way in 2019.

We always invite United Way personnel to our kickoff events. Typically, both City Manager Grant Goings and United Way Executive Director Judi Thurston speak to our employees about the importance of United Way. We also invite United Way agency directors and United Way committees from other companies to our kickoff luncheons.

We always sponsor the Innovation Breakfast, the annual report luncheon and the annual meeting. Typically, we share ideas at the breakfast and make ourselves available to other companies if they want to use anything we do.

United Way staff usually shares pictures of our campaign events on its social media pages, which we also see as part of our role as Pacesetters.

Every year we ask our departments to have agency directors come and speak to their employees as we distribute pledge cards. One year we asked all employees to do an agency tour, which had the unexpected effect of our employees continuing to be involved as volunteers. One group has been delivering a Meals on Wheels route for four years. Others have been assisting with a school reading program.

United Way staff and agency officials were also invited to our final campaign report.

Our city has seen major increases in the percentage of our employees contributing, per capita gift, and our total gift over several years. We have won both the Nancy Sallenger Spirit Award for six consecutive years from our local United Way and also the Spirit of North Carolina award for our 2015 campaign.
Standard 3 – Total Possible Points = 10
Up to 5 points for description and specific event details 
Up to 5 points for increase in % of leadership giving or consistent/stable giving by leadership

CEO/Sr. Leadership & General Leadership Involvement & Giving
- Define leadership giving – company and/or united way criteria
- Describe role that senior leadership plays in “influencing” philanthropy, community support, & campaign activities
- List any specific events that are directed by the leadership team

Up to 5 Points:

Leadership giving is defined by the United Way of Wilson County as an annual gift of $500 or more. The City of Wilson is proud that 16% (or about one of every six) of all our contributors give at this level.

We also use Fair Share -- 1% of annual salary -- as a standard that we all hope to meet. Of our United Way contributors, 27% are Fair Share givers. That number includes our city’s senior leadership and around 75% of our top management.

Our Fair Share contributors are supported by what United Way officials have described as one of the most generous leave polices they have seen. Our leadership allows us to give every Fair Share contributor eight hours of leave time as an automatic reward for their gift. Then we enter all Fair Share contributors in drawings for prizes, including a grand prize of 40 hours and two awards of 16 hours.

We also have had departments that awarded their employees two hours of comp time if and when they reached 100% participation.

Our Leadership Team takes a visible role in our kickoff luncheon, serving lunch to our employees. We have had Leadership Team members provide entertainment. We also try to involve them in department meetings and to share reasons for their own support of United Way agencies. Our Leadership Team provides generous support to our annual United Way Campaigns. They select our campaign chairs and department representatives, they provide these people time to plan the campaign, and they serve in whatever roles they are asked to do.

City Manager Grant Goings has been a long-time partner with United Way. He speaks during our campaign and writes messages to our employees during the campaign. He has served for many years on the United Way of Wilson County’s Campaign Cabinet, including two years as board president and two as campaign chairman. Deputy City Manager Harry Tyson is the 2019 Campaign Chairman and Police Maj. Scott Biddle is the 2019-20 Board of Directors President.

Complete the chart below. Up to 5 Points
2.5 points awarded for any positive % change in number of leadership givers.
First, determine % of leadership givers for 2019 = # of leadership givers in 2019 divided by 2019 total # of givers
Compare 2019% to 2018% and record % change in # of Leadership Givers
Any positive change in % of leadership givers is awarded 2.5 points.
An additional 2.5 points is awarded for 10% or greater increase in % change of leadership givers.
Judge’s discretion - Points awarded for consistent leadership giving for companies less than 100 employees - 2.5 points

<table>
<thead>
<tr>
<th>Year</th>
<th>Total # of Givers</th>
<th># of Leadership Givers</th>
<th>% of Leadership Givers</th>
<th>% Change in # of Leadership Givers</th>
<th>Pts Awarded for positive % change</th>
<th>Pts Awarded 10% increase or greater</th>
<th>Pts Awarded Judge’s Discretion</th>
<th>Total Points</th>
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<tbody>
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<td>2018</td>
<td>497</td>
<td>77</td>
<td>15%</td>
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</table>

Provide comments regarding small companies (less than 100 employees) who have no change in % of Leadership Givers
Standard 4 – Up to 5 Points

Corporate or Foundation Contributions and Non-traditional/In-kind Support

- List specific sponsorships, resources, materials, loaned executives, advertisements, videos, etc. that support the United Way campaign.

Nonprofits and Federal organizations who cannot participate in corporate giving will be judged separately and the point value of this standard removed from the total possible earned points. Consideration will be given to small organizations whose employees participate but due to size are unable to also provide a corporate gift.

<table>
<thead>
<tr>
<th>Year</th>
<th>Corporate Gift</th>
</tr>
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<tbody>
<tr>
<td>2019</td>
<td>$0</td>
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</table>
Standard 5 – Up to 5 Points

Employee campaign coordination, recognition, and incentive

- Describe the work of the campaign coordinator and/or committee, listing successful planning tools, specific activities, and strategies that propelled the campaign to success
- Detail how the employees were recognized within the workforce for their investment of time and resources
- Share any specific incentives used that proved to be effective in building motivation and resolve to give
- Share any “social media” communication that propelled momentum and increased participation

The city’s United Way campaign was designed for a large organization that has employees with widely different jobs and schedules. We have two campaign co-chairs, a planning committee of 8-10 people and then about 20-25 department representatives. Most of these are suggested, if not selected, by our Leadership Team.

The co-chairs are responsible for all aspects of the campaign, from receiving materials from United Way to recruiting team members to running events to helping with departmental meetings to doing the accounting and returning pledge cards, calculation sheets, cash and checks to United Way. They typically begin planning for the campaign in January.

Our campaign is built to rotate its leadership over a three- or four-year period. We generally try to have people first join our planning committee for a year, then serve two years as a co-chair, and then at least one year as a former co-chair but still serving on the planning committee. By staggering those terms, we hope to always have at least a co-chair in his or her first year mentored by a co-chair in her or his second year, plus a third person with co-chair experience.

We are tremendous believers in checklists. Whenever we complete a task for the first time, we create a list for the second. See Attachment C for an example of one year’s lists for a co-chair.

Our co-chairs are supported by an organizing committee that primarily helps plan our kickoff luncheon (more details in Standard 7). We have been lucky to have several people on this group for multiple years, which is helpful because we have developed a shorthand for how we conducted our campaign. One person usually serves as our talent wrangler and emcee for our show, others typically decorate, while others are mainly involved with food. The organizing committee typically begins meeting 2-3 months before the campaign.

Then we have around 25 “Key” people, who are the people who distribute and collect pledge cards, who organize departmental meetings, put up posters and fliers, sell tickets, and who help with many other tasks. Since the City employees are spread out across different buildings and locations, it is very important to have contacts across the City. The key volunteers meet about two months before the campaign.

The city supports our volunteers for their work with leave time. Typically, the Key people receive 8 hours. We also try to arrange 8 hours for our organizing committee members as well.

The City utilizes various incentives to encourage employees to contribute. All fair share givers (1% of their annual salary) are given 8 hours of leave time and their names are entered into a raffle for gifts donated by local vendors. For those who donated over $100, their names are also entered into the raffle for some of the smaller gifts donated.

The volunteers are recognized by City Manager Grant Goings in a letter that can be added to their employee file.

At the campaign’s end, we take a picture of our employees holding a banner with our total. We include United Way personnel and agency directors. We then share that picture on social media, on our website and in a press release sent to the newspaper. Here is a copy: https://www.wilsonnc.org/Home/Components/News/News/19616?arch=1
Standard 6 – Total Possible Points = 10
Up to 5 points for description
5 points awarded for growth in number of givers

Participation Level
How does the organization ensure that all employees have an opportunity to participate in the United Way campaign? List specific steps taken to reach and educate all employees.
- Describe any efforts for outreach with specific groups such as new hires, seasonal employees, retirees, etc.

Up to 5 Points

Reaching all our employees is a major challenge. We have more than 700 employees in more than 20 departments at nearly 20 locations around our city. Many work at night, many don’t have email accounts, all are extremely busy.

Our organization uses a large Key volunteer committee – 25 people selected from throughout the organization by their managers and supervisors for their ability to get the United Way message out to coworkers. These people volunteer for what is essentially the hardest part of our campaign -- distributing and collecting pledge cards -- in exchange for additional eight hours of leave time a year.

Our co-chairs meet each spring individually with the Key people to discuss past results and to set the next year’s goals. (See Attachment D): This is a collaborative process that allows us to identify challenges and opportunities. We tailor our campaign then to try to improve our performance in areas that have underperformed.

For example, our fire department operates on three shifts. When we did their United Way presentation in 2019, we had to schedule it three days in a row, all at the same time, to reach the entire department. We also had two agencies that serve youth do presentations, which helped because many firefighters here are parents. As a net result, our contributions in that department increased more than 80% over the previous year.

We also made videos at five United Way agencies that work closely with city departments. We posted those online and shared them with our employees via email and also at some department meetings.

We featured our employees with United Way agencies in a poster campaign. (See Attachment A).

We also reach out to retirees who have been United Way supporters and ask them for contributions. We send them letters and pledge cards. We typically receive more than $1,000 a year in these gifts.

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<tr>
<th>Year</th>
<th>Total # of Givers</th>
<th>Total # of Employees</th>
<th>% Participation</th>
<th>% Increase Participation 2019 over 2018</th>
<th>5 pts awarded for any increase in % participation</th>
<th>2.5 pts awarded if Participation Level remained flat 2019 over 2018</th>
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Standard 7 – Up to 10 Points

Special Event

- Successful special events are often the catalysts that educate and energize campaigns. Share creative event details on ONE outstanding special event used to motivate/excite/reach employees and community.
- How did the event attract or impact potential and ongoing donors/volunteers?
- Describe event/impact results (quantitative and qualitative, if possible)

The City of Wilson has traditionally held a luncheon show every year to kick off our two-week United Way signup period. We have done many different things -- womenless beauty pageants, talent shows, lip-syncing competitions -- all with the common goal of making our employees excited about our campaign.

It’s not an easy thing to do -- to ask people to give a few bucks a week, as much as 1% of their salaries. It’s serious business so we try to start with some laughter.

We typically have city retirees who volunteer to cook our lunches. They grilled chicken breasts and blackbean burgers for sandwiches. We sold plates with potato chips, cole slaw, drink and dessert for $5 apiece. It was a big meal for a small price. We typically have around half our workforce attend. The city paid for the cost of the food so all the proceeds -- $1,538 in 2019 -- went to United Way. We also work to secure the donation of condiments, plates and other items to reduce our costs.

We then provided a program of musical acts performed by our employees, interspersed with United Way information. Although the themes and formats change, it is always our employees performing to entertain our coworkers. That’s what makes it work. We are willing to get up on stage, sing, dance, maybe wear silly costumes or even look ridiculous, all so that we can bring attention to our campaign.

In 2019, we included an employee selfie booth that created pictures for social media. We encouraged all our employees to participate, post pictures on their accounts and spread word about our campaign. You can see a photo taken by our United Way staff, plus other pictures from the luncheon in Attachment E.

In 2019, we had a special event to headline our luncheon. Our Parks & Recreation employees had performed several years ago as Guns ‘N’ Roses. They agreed this year to recreate the experience. Ahead of the concert, we filmed them around town in various park facilities and we shared a few pictures to drum up expectations for the kickoff. Then we filmed them in concert and cut the whole thing into a music video that we shared on social media.

You can see the Parks ‘N’ Roses video here: https://vimeo.com/353425925

In 2019, we produced the United Way of Wilson County’s campaign video. We premiered it during our luncheon and then share it on the city’s social media accounts. The video had around 500 views on our Facebook page.

The campaign video can be seen here: https://vimeo.com/383589929
United We Lift Up the Community

"Without United Way, we wouldn’t be as successful as we are. It would take us longer to find necessary services."

Maj. Scott Biddle, right, with Nancy Sallinger, Wilson Crisis Center and, from left, Destiny Kuewa, Shannon Nichols and Robin Stine
United We Lift Up the Community

"Diversified Opportunities ensures that ALL in Wilson have the skills they need to gain independence and overcome adversity."

Kellianne Davis, left, Downtown Development, with Cindy Harrell, Diversified Opportunities Inc., and trainees

WILSON NORTH CAROLINA

United Way of Wilson County, Inc.

United Way

TM
United We Lift Up the Community

Mental Health America in Wilson County

"Mental Health America in Wilson County is working to help people find help, hope and happier futures."
Gronna Jones, Transit, right, with Janelle Clevinger, MHA
United We Lift Up the Community

“I support Wilson Police Athletic League through United Way. They are making a difference for our local youth.”
Ben Smith, WFRS, left, with PAL’s Daniel Johnson
Stronger Together

For 60 years, the City of Wilson has partnered with the United Way of Wilson County. Our employees are dedicated to a stronger, healthier, better community. We see the impact that United Way agencies make here. We want to be a part of that.

Every year we run one of the largest campaigns in the Wilson County. We are proud to have won the Nancy Sallenger Spirit Award several times, including 2018.

Many employees also volunteer in the member agencies and serve on boards and committees. And this year we have two members of the 2019 Campaign Cabinet – Deputy City Manager Harry Tyson, left, Campaign Chair, and Police Major Scott Biddle, United Way Board President.

Thanks, Harry and Scott, for your willingness to bear the load for the good of United Way and ultimately Wilson County!

We support United Way;
United Way supports Wilson.
Co-Chair Task List for United Way Campaign

Secure Planning committee (early May)

Secure Key People (early May, after planning)

Set Goal — campaign sheet
  • Compare to previous years to see what seems reasonable — this will determine overall, as well as, division goals

Meetings

  • Planning Committee
    o Approximately 7-8 meetings beginning in May through August
    o Provide lunch and refreshments for some of the meetings
      ▪ Lunch — 2 times
      ▪ Refreshments — 1 to 2 times
  • Key People
    o Meet in June to discuss campaign and lunch event
    o Provide refreshments or lunch
    o Hand out packets — either at a separate meeting, or take them to each personally
  • Leadership Team
    o Meet in July at their regularly scheduled meeting (call Tonya for dates and to get on schedule), talk about what we are doing with the campaign this year (Co-Chairs; and Jerry usually talks about the event)
  • Cultivation breakfast — sometime in July
    o United Way will ask you to do a brief presentation about our best practices...it helps to have a video or slideshow of the event to take up some of the time (Co-chairs; Jerry usually assists with this one as well)
  • Final Planning Meeting/Drawing for prizes & raffle (mid to late August — after all pledge cards are collected and tallied)

City Manager
  • Need approval for:
    o Leave time for drawing (40 hours, 16 hours, 8 hours(3))
    o 8 hours Leave time as Incentive for fair share givers
    o 24 hours Leave for Raffle
    o 8 hours comp time for key people
  • Need to ask him to speak at the fundraiser lunch, if not available, find another leadership team member to assist, or United Way director
  • He sends out an email/memo about the campaign when it begins — coordinate with Tonya
  • He announces campaign results via email
Campaign

- Packet Materials
  - Arrange with United Way:
    - Bags
    - Cards
    - Worksheets (electronic available also)
    - Summary sheets (electronic available also)
    - Leadership circle sheet
    - Brochures
    - Thermometer posters
    - Video about UW – they make one every year, offer to key people to show at their meetings
  - City takes care of:
    - Labels for: worksheets, bags, summary sheets, pledge cards, envelopes, raffle envelopes
      - *Copy Employee label sheets* for use when tallying to account for each card and write in any new employees to account for department totals
      - T-shirt sheet
      - Confidentiality sheet (from CFO)
      - Instructions/enclosed
      - Sample cards/worksheets
      - Flyers for lunch and raffle (Print shop designs and prints)
      - Raffle tickets (Print shop designs and prints)
      - Important dates
      - Sample meeting agenda
      - Pledge card checklist
      - Helpful hints
    - Ask Francine to print labels for pledge cards
    - Take blank labels to her for her to use
  - Distribute to Key People

- Send out emails about the campaign to the Key People and City wide during the campaign

- Kickoff Lunch
  - Coordinate with planning committee
  - Communicate dates to United Way

- Packet collection and tally
  - Record all information on the campaign spreadsheet
  - May have to chase divisions down past deadline
  - Within each packet:
    - Account for all cards based on copy of labels printed originally
    - Check all cards are filed out completely
    - All checks and cash are attached to the individual card that they go with
- Pull out all zero cards
  - Results
    - Email to Grant and Harry first followed by Judi and Betty at United Way (include spreadsheet)
    - Grant will write a city wide email to announce the results

Drawing
- Keep track and coordinate gift card collection
- Draw names when campaign is finished – with planning committee
- Draw fair share leave days first, followed by fair share parking spots to avoid running out of eligible names

Key People Department Meetings/Speakers
- Keep track of meetings by division/dept. on spreadsheet
- Coordinate speakers for these meetings with United Way (Betty Baker)
  - We vary each year – sometimes a speaker is mandatory, sometimes it is mandatory only for new key people

Tours
- Work with United Way to schedule tours of agencies for employees to attend
  - Video tours
- Coordinate attendance by division/department with Key People at these tours
  - Send out reminders to departments about tours they signed up for
  - We found it was better not to schedule tours on Monday’s since those can be easily missed and reminders may be forgotten over the weekend
  - Consider scheduling fewer tours and aiming for more attendance at each
Division: 1001, 1002, 1004, 1020 (City Council, Administration, Communications, Human Relations)

Key person: Matt Shaw

<table>
<thead>
<tr>
<th>2016 results</th>
<th>2017 goal</th>
<th>Pledge</th>
<th>2018 Goal</th>
<th>Pledge</th>
<th># emp</th>
<th>Giving</th>
<th>FS</th>
<th>Per capita</th>
<th>2019 goal</th>
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Division: 2001 (Finance)

Key person: Wanda Raper

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Division: 2004, 2008 (Purchasing, Print Services)

Key person: Kim Burress

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Division: 6301, 6302, 6303, 6306, 1006, 6307 (Broadband, IT, Facility Services, Dispatch)

Key person: Ashley Harris & Jerry Stancil

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United Way Stall @ the City of Wilson's kickoff