



# TEAM LEADER GUIDE

## TEAM LEADER RESPONSIBILITIES

- Make your gift first. Before asking others to give, please fill out your own pledge card.
- Give everyone a personalized pledge card and a Valley of the Sun United Way brochure.
- Hold an employee meeting for everyone assigned to you.
  - Promote meetings and provide incentives for attendance.
  - Ensure that everyone has the opportunity to give. Remember that the number one reason why people don't give to Valley of the Sun United Way is that they were never asked.
  - Explain what it means to be a Leadership Giver.
  - Show the campaign video.
  - Invite your Valley of the Sun United Way representative and an Agency Speaker to the meeting to talk about how United Way is improving lives in our community.
  - Explain the value of an investment in the work of Valley of the Sun United Way.
  - Follow-up with those who were not able to attend a meeting.
- Collect pledge cards, cash and checks immediately following the meeting – Strive for 100% return. Check pledge cards for accuracy. Be sure that:
  - All pledge cards are signed.
  - Total gift is calculated.
  - Gifts to Valley of the Sun United Way, VSUW key focus areas, and designations to specific organizations equal total amount.
  - All cash and checks are attached to the corresponding pledge card.
  - Names and addresses are provided to Valley of the Sun United Way for all those requesting acknowledgement or designating to the Helping the Working Poor/ Financial Stability fund.
- Thank everyone for attending the meeting.
- Put pledges in report envelope and give them to your Employee Campaign Manager.

## KEY MESSAGE:

Valley of the Sun United Way develops and supports hundreds of health and human service programs that address our community's most pressing needs. Focusing in the areas of education, income and health, VSUW partners with Valley leaders, volunteers, donors and other nonprofit organizations to find innovative solutions to address short-term individual needs and create long-term community results. A donation to VSUW is the best way to have the greatest impact in our community. Consider becoming a partner in the work of Valley of the Sun United Way.

VISIT VSUW.ORG TO  
MAKE A DIFFERENCE.



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Valley of the Sun United Way  
1515 East Osborn Road  
Phoenix, Arizona 85014  
602.631.4800  
Fax: 602.631.4809

## NEED HELP?

If you have questions at any time during the campaign, contact your Employee Campaign Manager or United Way representative. You may call Valley of the Sun United Way at 602.631.4800, visit our website at [vsuw.org](http://vsuw.org) and click on Resource Center or email your questions to [information@vsuw.org](mailto:information@vsuw.org).

## SAMPLE CAMPAIGN MEETING AGENDA Ideal time is 30 minutes

### Welcome and Thank You

- Campaign Manager welcomes employees, thanks them for coming and explains the purpose of the meeting.

### Understanding United Way

- United Way representative outlines the work of VSUW and discusses the benefits of giving.

### Campaign Video

- United Way representative introduces video.

### Agency Speaker

- Work with your United Way representative at least two weeks ahead of time to schedule an Agency Speaker for your presentation.

### Ask Employees to Give

- United Way representative will summarize the key points, review the pledge card and ask employees to give.
- Campaign Manager or Team Leader should add in their personal reasons for giving.

### Collect Pledge Cards and say Thank You

- Campaign Manager or Team Leader collects completed pledge cards and sets a time to pick-up cards not completed at the meeting.

**THE "ASK"** Please help make our community stronger by contributing to Valley of the Sun United Way. A Gift to the Community Fund will help improve the most lives and deliver lasting, meaningful results.

<b>\$2</b> per week	Provides 42 young children with an age appropriate book of their own; access to books helps children develop their reading skills as well as promote imagination and creativity.	<b>\$30</b> per week	Provides 52 individuals who are participating in education and employment courses with monthly bus passes.
<b>\$5</b> per week	Assists food banks in purchasing more than 1,500 meals for individuals experiencing financial difficulties.	<b>\$50</b> per week	Allows more than 20 families to attend financial education courses, helping them to become more financially stable and move out of poverty.
<b>\$10</b> per week	Provides a victim of domestic violence with 12 nights of safety and shelter.	<b>\$100</b> per week	Provides 48 children with early learning developmental assessments to prepare them to enter school ready to succeed.
<b>\$20</b> per week	Provides 70 individuals experiencing homelessness with the proper identification to apply for benefits, employment and education.	<b>\$200</b> per week	Provide 65 young adults with educational courses that prepare them to enter the workforce.