LIVE UNITED®

United Way of Greater Cincinnati

Pacesetter Program

Companies can be recognized as a Pacesetter Company by:

- Committing to a corporate gift, reflecting a 5% increase over the previous year's campaign and submitting a signed corporate pledge card by the Pacesetter deadline, August 17, 2012.
- Conducting an employee campaign and submitting final results by the Pacesetter deadline.
- New Businesses that conduct a first-time employee campaign *or* submit a first-time Corporate Gift by the Pacesetter deadline
- Existing companies who gives either a first-time corporate gift *or* runs a first-time employee campaign, submitting final results by the Pacesetter deadline.

Benefits of Running a Pacesetter Campaign

- Be distinguished as a leader in the community
- Help set the tone for the entire campaign
- Access to more United Way resources
- Receive recognition at the community-wide United Way Campaign Kickoff based on any one of the following criteria:
  - Greatest percentage increase based on total dollars raised or percentage of participation
  - Highest per capita giving
  - Top performing, first-time campaigns

Key Elements of a Successful Pacesetter Campaign

- Top leadership commits to a successful campaign through its visibility, involvement and support
- Campaign objectives and strategies are identified through a Corporate Campaign Analysis supporting a Pacesetter timeline
- Employee campaign committee and solicitors are identified, trained, and assigned duties
- Employee Campaign Coordinator (ECC) attends early ECC training and recruits an active and engaged steering committee
- Conduct a model leadership giving campaign led by a senior executive, or leadership chair
- Educate employees through distribution of marketing campaign materials, utilizing agency speakers, supporting agency tours and conducting special events
- Suggest leadership circle giving to all employees, with an emphasis on payroll deduction
- Conduct a formal Thank-You program for donors
- Report final results to United Way by the August 17th Pacesetter deadline

Key Dates to Remember:

- Pacesetter Deadline: Friday, August 17, 2012
- Campaign Kickoff: Wednesday, August 22, 2012
- Campaign Finale: Friday, October 26, 2012