HOW TO RUN A GREAT CAMPAIGN

SEVEN EASY STEPS

1. PLAN
   - Involve your principal.
   - Secure approval for plans and dates. (Don't forget about other school activities.)
   - Ask the principal to endorse campaign at faculty meetings.

2. RECRUIT
   - Ask at least one student per grade along with teachers for the campaign committee
   - Select dates and locations for activities.
   - Train students on pressing community issues as well as principals and teachers through United Way of Weld County education resources.

3. SET AN OVERALL SCHOOL GOAL
   Methods to increase participation:
   - Raise the average donation per student, or per school, increasing the percentage of total dollars, aiming for a higher percentage of participation, or encourage contributions by giving up a particular item ($1 for a soft drink) helps determine your goal.
   - Hang a goal poster to chart your school’s progress—available from United Way.
   - Encourage faculty to do a challenge event.

4. EDUCATE
   - Provide students with information about community needs and available services for youth:
     - Show a United Way video from our YouTube Channel: www.youtube.com/user/UnitedWayWeld
     - Invite a student or United Way speaker (provide time, location and possible topics the presenter can address).
     - Distribute 2-1-1 cards to all teachers, staff and high school students.
     - Encourage discussion among students to generate ideas on how to solve community needs.
     - Involve your high school students to serve on Youth Allocations Committee which distributes money raised in the youth campaign to agencies.

5. PUBLICIZE, PUBLICIZE, PUBLICIZE!
   - Alert faculty members about the United Way Youth Campaign.
   - Display posters and flyers all over your school promoting special fundraisers and events.
   - Make announcements on the school PA system.
   - Write an article for your school newspaper.

6. COLLECT CONTRIBUTIONS
   - Display coin jars in your classrooms.
   - Ask students for a contribution immediately following school assemblies or classroom presentations.
   - Be creative! Plan a special event to raise additional funds. Some schools have held a dance, sold concessions, signed bulletin boards—"wall of names," and a talent show that were a huge success.
   - Take photos of the students with the coin jars and share with United Way.

7. THANK EVERYONE!
   Thank students for their contribution as well as faculty and administration who assisted with running your school’s campaign.

PUBLICIZE, PUBLICIZE, PUBLICIZE!

YOUTH CAMPAIGN
COORDINATORS GUIDE
Building a successful campaign

• Educate and heighten awareness of youth and their capabilities to help improve lives of others.
• Acquaint youth with available community services.
• Develop leadership, citizen skills and instill values of caring, sharing, giving and helping through their participation in the youth campaign.
• Encourage community service by contributing through youth campaign.
• Foster long-term commitment to our community by giving through the United Way.
• Support and empowerment of youth decision making on how the funds will be distributed through the Youth Leadership Council process
WHERE THE DOLLARS GO

The money donated supports your students’ families. It helps to provide support for homeless children and their families, like food and housing, after school programs, like tutoring and mentoring, help in cases of child abuse and neglect and sexual assault awareness.

Each year, the Youth Leadership Council (YLC) invests funds from the previous year’s youth campaign held at local schools by Weld County elementary and secondary students. The YLC high school students are recruited and trained to review proposals from nonprofit agencies for funding. The students on the council review written proposals, visit with the agencies and make recommendations for funding to the United Way of Weld County board of directors.

Ideas to foster a spirit of giving in our youth. Make it fun!

- Competitions between different classrooms.
- Have a “Quarter Back” campaign where students donate a quarter for their favorite football quarterback or for each year they are in school.
- Have teachers bring in their baby picture and have students make a donation to guess who.
- Car wash, used book sale, bake sale, popcorn sale, pizza by the slice sale, or hotdog sale.
- Pie in face or kiss the pig to principal or teacher for “x” amount raised by students.
- Hold a dance with proceeds going to United Way of Weld County.
- Teacher / nurse / principal for a day: the largest donation for each area can perform that role as a career choice.
- Favorite hat day: for a donation (and approval of the principal) students can wear their favorite hat for the day.
- Volunteer-a-thon: students solicit “sponsors” who pledge money for each hour of volunteer work the student provides.
- Conduct a “Fear Factor” event.
- Conduct a Mr. Congeniality event.

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Program Funded</th>
<th>Requested</th>
<th>Decision</th>
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<tbody>
<tr>
<td>Boys and Girls Clubs of Weld County</td>
<td>Keystone Club</td>
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<td>Catholic Charities</td>
<td>Homeless Prevention Program and Emergency Assistance</td>
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<td>Greeley Dream Team</td>
<td>Summer Program</td>
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<td>Greeley Transitional House</td>
<td>Case Management Services</td>
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<td>Greeley-Weld Habitat for Humanity</td>
<td>Jefferson High School Construction Pathway Program</td>
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<td>Habitat for Humanity of the St. Vrain Valley</td>
<td>Neighborhood Revitalization</td>
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<td>Immigrant and Refugee Center of Northern Colorado</td>
<td>Summer English Academy</td>
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<td>Life Stories Child &amp; Family Advocacy</td>
<td>Needs and Activity Fund</td>
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<td>Lutheran Family Services Rocky Mountains</td>
<td>SafeTouch: Body Safety Program</td>
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<td>NCYFC - Turn Around Bikes</td>
<td>Youth Mechanic Certificate Workshops</td>
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<td>Partners Mentoring Youth</td>
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<td>SART Peers Program</td>
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<td>The Arc of Weld County</td>
<td>Families in Action</td>
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<td>Weld Food Bank</td>
<td>Kids Backpack Program</td>
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<td><strong>Total</strong></td>
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