



United Way of
Greater Lorain County



How to Incorporate the Caring Club Into Your Campaign

Promoting the *Caring Club* recognition program as a “thank you” from the community during your campaign is a terrific way to build excitement. The *Caring Club* will attract new donors as well as help increase gifts from your employees giving below the *Caring Club* minimum gift of \$120 (\$10/month) annually.

- Share and post the *Caring Club* list of retailers providing discounts in common areas in the workplace such as a break room. Ask each department to post or distribute lists where their employees will see it.
- Include *Caring Club* promotional piece in all pledge packets.
- Include messages about the *Caring Club* in emails sent during the campaign to remind employees about the criteria and the opportunity for membership. Have them visit uwglc.net to view the list of participating merchants, as they are updated regularly. Generate awareness.
- Discuss the 2 eligibility requirements for membership in scheduled group meetings.
 1. Must donate a minimum gift of \$120 annually (\$10/month). Must direct at least 50% of gift to United Way of Greater Lorain County.
 2. Donor must provide their home and email address on their pledge form and complete the other requirements to become a *Caring Club* member. If your company uses their own pledge form, then donors must complete the *Caring Club* registration form and turn it in to United Way to qualify. **(Note: Cards will not be mailed to the workplace.)**
- Turn in the pledge form to United Way for processing of the *Caring Club* cards and inform employees that their *Caring Club* card will be mailed at the end of January 31, 2007.

Remember that United Way does not sell trade or disclose its donors' personal information.

Thank you and have fun!

For more information on the *Caring Club* contact jwillis@uwglc.net or call 277-6530/324-2898 Ext. 26
Visit us online at www.LorainCountyUnitedWay.org