

Campaign Success- *Trinity Muscatine*

There are numerous examples of organizations stepping up their fundraising support in this tough economic climate. Trinity Muscatine greatly increased their giving by nearly doubling total support from 2010 to 2011. Their campaign utilizes numerous best practices to inform employees and ensure a quality ask.

Dr. Manasi Nadkar was responsible for asking physicians and other medical staff to give to United Way's 2011 campaign. She attributes her success to her personal ask to each individual. She made appointments with staff members to speak to them about the importance of giving back to the community through United Way of Muscatine. She also checked in with colleagues to ensure that they followed through with their pledge.

Results:

- 96% increase in overall giving
- Average employee gift increase from \$210 to \$505

Top 10 Accounts

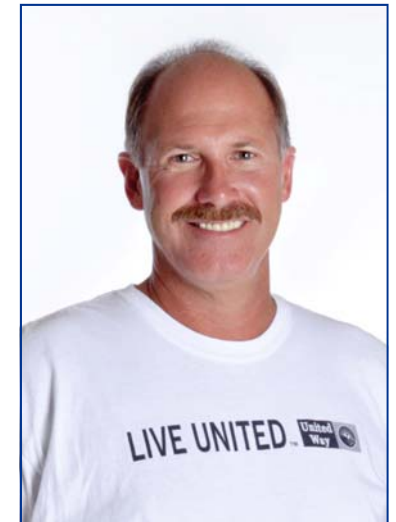
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|--------------------------------|------------------|
| HNI Corp/HON Co./Allsteel..... | \$181,835 |
| SSAB Iowa..... | \$115,815 |
| Monsanto..... | \$115,154 |
| Muscatine Foods..... | \$94,687 |
| Bridgestone Bandag..... | \$53,079 |
| Musco Lighting..... | \$51,100 |
| Stanley Consultants..... | \$49,415 |
| Central State Bank..... | \$47,665 |
| First National Bank..... | \$43,682 |
| MidAmerican Energy..... | \$26,364 |
| Total..... | \$778,796 |



2011 CEO CASE FOR GIVING



Jim Hayes
President and CEO
Trinity Muscatine
2012 Campaign Chair



Greg Kistler
President and CEO
Central State Bank
2011 Campaign Chair



Strategic Plan

Mission

The Mission of United Way of Muscatine is to strengthen the collective capacity of the people of the Greater Muscatine area to care for one another

Vision

United Way of Muscatine will provide focused, strategic and responsive leadership to address the health and human service needs of the Greater Muscatine area.

Strategies

Strategy 1: Build strong relationships with stakeholders through actions and behaviors consistent with our values

Strategy 2: Understand and anticipate community needs

Strategy 3: Connecting donors and volunteers to the needs of the community

Strategy 4: Linking those in need to the services within the community

Strategy 5: Energizing and enriching the capabilities of health and human service providers

Strategy 6: Promote awareness of UWM mission & increase involvement

Strategy 7: Ensuring adequate funding and operating efficiently to achieve our mission

Value of the United Way Brand

- Ranked #1 in “The Philanthropy 400” in *The Chronicle of Philanthropy* as the most successful charity.
- Ranked at No. 26 in the Top 50 of most valuable brands according to *Forbes* magazine with a brand value of \$14.3 billion. United Way was the only non-profit included in the list.
- LIVE UNITED now has 43% public recognition since launching in the spring of 2008.

- Nearly \$50 million worth of donated media made possible through our unique partnership with the Ad Council, who embraced the LIVE UNITED message.
- Ranked in top 10 of all Ad Council campaigns.

Top 5 Ways You Can Help

1. **MAKE A CORPORATE GIFT** Show your organization’s community support with an increased gift
2. **SET AN EXAMPLE** Lead the way with an exemplary personal gift and personally invite managers to give
3. **ENCOURAGE YOUR TEAM** Select an energetic campaign coordinator or team of employees to run the campaign
4. **ENGAGE YOUR EMPLOYEES** Actively endorse the campaign, request progress reports, and participate in campaign activities
5. **USE BEST PRACTICES** Ensure every employee receives a quality ask, offer low-cost incentives and utilize agency speakers