The greatness of a community is most accurately measured by the compassionate actions of its members.

Coretta Scott King

BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY
WHOSE LIFE WILL YOU CHANGE?

United Way of Pierce County has served our community since 1921. Our history is rooted in partnerships bringing together people from different walks of life together to improve conditions for children, families and individuals. While that will never change, our role as a community fundraiser has shifted and we have sharpened our focus to solve key community issues that are preventing people from meeting their full potential.

In 2017, we set a bold goal: “Together, with our community partners, we will lift 15,000 individuals out of poverty and into financial stability by 2028.” This is only possible when we all work together to build a stronger community.

YOUR COMPANY + OUR COMMUNITY
A WISE INVESTMENT

WHY

Join the fight against poverty in Pierce County while being visible to top community leaders, corporations, individuals and families. Corporate sponsorship illustrates your organization’s commitment to the community through United Way. When you are a sponsor of United Way you have the opportunity to enhance your company’s philanthropic image and visibility in the community while supporting investments that help solve our community’s most pressing needs.

BENEFITS

United Way impacts up to 50 million lives across the globe each year. We have a brand presence in nearly 1,800 communities across 40 countries throughout the world that carries tremendous value. When you put your company’s name in front of audiences that range from millennials to established philanthropists to local leaders of Pierce County’s largest companies, you’ll enjoy an array of networking and promotional benefits such as:

• Media Recognition
• Complimentary Tickets to Signature Events
• Inclusion in Event Presentations
• And More!

WHY BENEFITS

BECOME A PROUD SPONSOR OF UNITED WAY OF PIERCE COUNTY

To learn more about sponsorship opportunities, please contact the Resource Development Team at 253.272.4263 or visit our website at uwpc.org
We supplement our fundraising efforts during the peak of the campaign season with Campaign Executives. Local businesses and organizations lend or sponsor talented people to work seasonally in full-time positions for 12 weeks. These Campaign Executives serve as spokespersons, community advocates and fundraisers, assisting local employers in conveying the work, mission and vision of United Way. They not only strengthen their professional skills, build valuable relationships and enhance their visibility, they are essential in helping to raise millions to help children, families and individuals in Pierce County and are an extension of the United Way team.

In addition, this program provides a unique opportunity for professional development of new and emerging leaders by fully immersing the staff member in an opportunity where they are responsible for working with 10–20 local businesses to conduct United Way workplace giving campaigns. Campaign Executives duties include fundraising efforts, keeping track of communications, learning new technologies and collecting and accounting for contributions.

**CAMPAIGN EXECUTIVE REQUIREMENTS**

We are looking for individuals who are emerging leaders and are excited to take on a new challenge and grow as a professional. A strong candidate for the Campaign Executive Program will possess:

- High ethical standards
- A positive, team-player attitude
- Flexibility
- Comfortability in public speaking
- A vehicle in order to attend events and appointments
- Full-time availability for a 12 week engagement

Skills needed: Proficiency in Microsoft Office/Excel/Word, clear speaking voice, well organized, strong oral and written communication skills, energetic and self-motivated, outgoing personality and the ability to work well in a team environment.

**CAMPAIGN EXECUTIVE TRAINING PROGRAM WILL INCLUDE**

- Best practices for running workplace giving campaigns
- Consultative sales
- Public presentations
- Tactics working with volunteers
- In-depth information on local issues and conditions

**TWO WAYS EMPLOYERS CAN GET INVOLVED**

Campaign Executive Sponsorship represents a $13,500 investment per person and is used solely to support this professional development program.

1. Lend a talented employee to United Way for 12 weeks while continuing to pay the employee’s salary, expenses and benefits.
2. Provide sponsorship dollars to underwrite the cost of hiring a professional if an employee cannot be loaned.

**BECOME A PROUD SPONSOR OF A CAMPAIGN EXECUTIVE**

If you are an employer or an individual interested in participating in our Campaign Executive program, please contact the Resource Development Team at 253.272.4263 or visit our website to learn more at uwpc.org.