

United Way
of Greater Mercer County

2011-2012

Campaign Coordinator's Guide



**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED**



GIVE.

ADVOCATE.

VOLUNTEER.

Contents

Campaign Coordinators Welcome	2
What does a Campaign Coordinator Do?	3
Your United Way at a Glance	4
Connecting the Dots	5
Leadership	6
Steps for a Successful Campaign	7-9
e-Pledge	10
Awards	11
Solicitation Methods	12
Exciting Campaign Ideas	13
Thank you	14
Frequently Asked Questions	15-16
Live United Volunteer Opportunities	17
Contact Information	18

Coordinators Welcome

Congratulations – and Thank You – for becoming a United Way of Greater Mercer County Campaign Coordinator!

Being a Coordinator means spending time distributing materials, organizing events, and spreading the United Way message. As you utilize many resources to conduct your campaign, we hope you will also experience some direct benefits:

- Become more connected to the people in your company.
- Strengthen relationships with your co-workers.
- Demonstrate your leadership skills.
- Network with others in the community through United Way training and events.
- Have some fun!

Whether this is your first time as a Coordinator or you have coordinated your campaign multiple times, this handbook will help you get the most out of your campaign. Just follow the steps for conducting a successful campaign, and you are guaranteed to have a great campaign.

Being a Campaign Coordinator is crucial to the success of United Way. Without you, we could not fund the programs that provide needed services in our community. Coordinators make a big difference in our campaign . . . and we cannot begin to thank you enough.

What does a Campaign Coordinator do?

Position Description

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful United Way campaign within your company.

Key Responsibilities:

- Participate in United Way Coordinator trainings.
- Work closely with your CEO, United Way volunteers and staff members.
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Request speakers and programs from United Way.
- Coordinate the distribution and collection of campaign materials.
- Coordinate your company's kick-off and recognition events.
- Promote the campaign throughout your company.
- Encourage leadership giving in your campaign.
- Encourage giving of time, talent, and resources among your co-workers.
- Educate your co-workers about United Way.
- Attend United Way kick-off and celebration event. Invite your co-workers.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your company campaign fun!
- Complete your final report and send it with pledge forms to United Way.
- Thank your donors and volunteers.
- Evaluate and make recommendations for next year.

Your United Way at a Glance

Campaign Tagline: Live United™

United Way Focus: United Way of Greater Mercer County invests your contribution in local collaborations that advance the common good in three areas: Education, Income and Health, the three building blocks for a good life.

- **Education:** Through its **Helping Children Succeed** Vision Council, the goal is for all children and youth to reach their fullest potential in a safe and nurturing environment
- **Income:** Through its **Fostering Self-Sufficiency** Vision Council, the goal is to increase the financial opportunity, economic stability and self-sufficiency for all families and individuals
- **Health:** Through its **Caring for Seniors & People with Disabilities** Vision Council, the goal is for all seniors and people with disabilities to live and to age in place with dignity and respect

Area Served: Your United Way serves Cranbury, East Windsor, Ewing, Hamilton, Hightstown, Hopewell, Kingston, Lawrence, Monmouth Junction, Montgomery, Pennington, Plainsboro, Princeton, Rocky Hill, South Brunswick, Township of Robbinsville, Trenton and West Windsor.

Governance: United Way is governed by an independent, volunteer board of directors.

The United Way Effort: Involves hundreds of local volunteers which help mobilize community resources to meet health & human care needs in the greater Mercer County area.

The most responsive contributors are those who have the opportunity to become involved and informed. Well-planned campaigns with effective communications programs conducted by committed volunteers will result in voluntary giving.

Results: United Way ensures success through measurable results and visible impact in three areas: Education (Helping Children Succeed), Income (Fostering Self-Sufficiency), and Health (Caring For Seniors & People with Disabilities).

GIVE.

ADVOCATE.

VOLUNTEER.

Connecting the Dots

As a United Way volunteer you will frequently be asked, “So, what does the United Way do?” We’ve developed the following paragraphs as a simple, concise explanation of United Way’s role in our community.

Advancing the Common Good

United Way is focused on advancing the common good by creating opportunities for a better life for all. There are basic things that we all need for a good life: Education—Helping children and youth achieve their potential; Income—Promoting financial stability leading toward independence; Health—Improving people’s health.

We all win when a child succeeds in school, when families are financially stable and when people have good health.

Lasting Changes

Our goal is to create long-lasting changes by addressing the underlying causes of problems and preventing them before they happen.

Live United

Living United means being a part of the change. When we reach out a hand to one, we influence the condition of all. It takes the whole community working together to create lasting change. So United Way brings together people from across the region—people from government, business, churches, nonprofits and individuals. Together we can accomplish more than any one single group. Everyone is invited to Give. Advocate. Volunteer. LIVE UNITED.

Why Give to United Way?

- A contribution to the United Way is an investment in your community.
- Focuses community resources in order to provide solutions for the most pressing needs in our community.
- Proactive community leader and knows where contributions will do the most good.
- Visible impact on the community; we deliver results.

Why It’s Important

Just as your name means something to your family, friends and colleagues, the United Way name should identify who we are and how we operate. Building awareness takes time and effort. You can help by educating yourself about United Way and sharing that information with your friends and co-workers using language and concepts that are clear and easy to understand. The talking points above are a great place to start.

Leadership

At the core of every worthwhile endeavor are people whose exemplary leadership sets a powerful example for others.

Our most successful campaigns incorporate a Leadership Giving Program in their employee giving strategy.

Leadership Giving Society Opportunities and Benefits:

Donors who give an annual gift of \$1,000 or more to United Way are invited into a distinctive philanthropic community, and individuals who contribute \$10,000 and above become members of the United Way Worldwide Global National Tocqueville Society.

Behind every United Way contribution is a very personal, very powerful commitment to addressing human care needs. As a Leadership Giver, you set a standard of charitable giving in our community and, by example, motivate those who have the potential to increase their level of commitment.



Leadership Givers... visionaries actively creating a better future for us all.

How We Work

United Way works closely with neighborhood organizations and community leaders to: Identify and assess the needs of local communities, find solutions to address those needs and sets parameters to measure results every step of the way.

Our Focus

United Way's approach targets the underlying causes of problems in three key basic areas throughout our service area:

- Education
- Income
- Health



Annual Giving Levels

Membre de la Société	\$10,000 +
Platinum	\$7500 - \$9999
Gold	\$5000 - \$7499
Silver	\$2500 - \$4999
Bronze	\$1000 - \$2499

As a member, you are invited to join other leadership givers at our annual celebration and will be recognized in our annual Leadership Giving Roster on our website.

We invite you to become a Leadership Giving investor and allow your benevolence to be a beacon for other investors to follow.

GIVE.

ADVOCATE.

VOLUNTEER.

Steps for a Successful Campaign

Getting Started

DATE	
Planned	Completed

1. INVOLVE TOP MANAGEMENT.....
Active support from your CEO tells employees that your campaign is important to your organization.

- CEO signs letter recruiting campaigners.
- CEO signs letter to all employees urging their support through payroll deduction and attendance at meetings.
- CEO speaks at employee meetings about his/her commitment to United Way's vital role in the community.

Planned	Completed

2. FORM AN EMPLOYEE CAMPAIGN COMMITTEE.....

- Recruit Committee volunteers from key areas of the company and those who have a great deal of enthusiasm, and energy.
- Consider incorporating volunteers whose responsibilities are shared across business lines: Marketing/Communications, Information and Technology, Payroll, Human Resources, Labor, Training, Retirees, etc.
- Establish job descriptions for committee members, including Leadership Giving, Special Events, Training, Marketing, Communications, Pledge Processing, Retirees, New Hires, etc.
- Schedule training for Committee with your UW liaison.

Planned	Completed

3. ASSESS POSSIBILITY OF USING UWGMC'S e-PLEDGE.....

- At least 80% of employees must have access to PCs or Internet access.
- Employees must use Internet Explorer 5.0.
- Company must provide United Way with an electronic file of employee names.
- Identify IT person to be on Committee.
- Develop messages to email to employees.
- Create timeline for email messages.
- Orient Campaigners and Committee members to e-Pledge.

Steps for a Successful Campaign

Planning Your Campaign

DATE	
Planned	Completed

4. MAKE PRE-CAMPAIGN ARRANGEMENTS.....

- Establish dates for campaign, plan Kick-Off meeting.
- Recruit Campaigners, schedule training with your UW liaison.
- Develop plan for record keeping and reporting.
- Arrange for payroll deduction procedure.
- Have pledge cards personalized.
- Develop publicity plan and incentives.
- Attempt to keep campaign as short as possible, one to two weeks.
This will help keep enthusiasm high and momentum strong.
- Determine solicitation methods, group, individual or both.
- Speak to your United Way liaison about utilizing e-pledging.
- Establish goals for company.
- Consider a goal of 100% solicitation to ensure every employee is educated about United Way and is asked to give.

Planned	Completed

5. PLAN SEPARATE EXECUTIVE MANAGEMENT CAMPAIGN.....

It is crucial to have management support before soliciting your peers.

- Hold presentation about United Way, which includes remarks by CEO, Campaign Coordinator, and United Way liaison.
- Offer a tour of a United Way funded program.
- Invite their leadership giving gift (\$1000+).

Implementation

Planned	Completed

6. PUBLICIZE.....

Help motivate and educate people as well as increase employee participation.

- Develop campaign and year-round publicity.
- Build campaign around central theme; tie in your company slogan or logo.
- Announce incentives - vacation days, assigned parking spaces, prizes.
- Use payroll stuffers, road signs along driveways, flags, banners, goal charts, posters.
- Submit articles to your company newsletter (volunteers, projects, personal experiences, campaign updates.)
- Use e-mail or company intranet to promote the campaign.

GIVE.	ADVOCATE.	VOLUNTEER.
--------------	------------------	-------------------

Steps for a Successful Campaign

Implementation cont.

DATE	
Planned	Completed
<input type="text"/>	<input type="text"/>

7. UTILIZE RESOURCES FOR A STRONG EDUCATIONAL CAMPAIGN.....

To motivate your fellow employees do at least one of the following:

- Take Campaign Committee, campaigners, employees on tour(s) of funded program(s).
- Ask experienced speakers from United Way to talk with your employees about services offered.
- Invite employees to describe their United Way volunteer activities or services received.
- Identify United Way success stories within your own company and promote them.

Planned	Completed
<input type="text"/>	<input type="text"/>

8. HOLD EMPLOYEE GROUP MEETING(S) OR “KICK-OFF” EVENTS.....

To ensure the success of your campaign.

- Invitation to employees from CEO.
- Distribution of personalized pledge forms.
- Presentation about United Way which includes remarks by CEO, Campaign Coordinator and United Way.
- Showing of campaign video.
- Specific arrangements for employees to turn in pledge forms.

Planned	Completed
<input type="text"/>	<input type="text"/>

9. FOLLOW-UP.....

- Utilizing committee, make sure all employees have received educational materials and are asked to give.
- Communicate progress of campaign to employees - via email, newsletters, posters, etc.
- Plan fun wrap-up Thank You event.

Wrapping it up

10. REPORT CAMPAIGN RESULTS TO UNITED WAY.....

If your company has a large employee population, submit periodic reports to United Way.

Upon completion of your campaign, submit final results as soon as possible.

- Submit all checks in a timely fashion. Retain copies of payroll deduction pledge forms for your company.
- Always use United Way Report Envelopes.

Planned	Completed
<input type="text"/>	<input type="text"/>

Planned	Completed
<input type="text"/>	<input type="text"/>

11. EVALUATE YOUR CAMPAIGN.....

- Meet with your committee to determine what strategies worked/needed improvement.
- Compare your accomplishments to your goal.
- Make recommendations for next year’s efforts.
- Document your findings for the next Campaign Coordinator.

e-Pledge

e-Pledge Makes Your Campaign Easier Than Ever

About United Way's e-Pledge:

United Way's e-Pledge system is a web-based electronic pledge form designed to collect pledges and donations from company employees. e-Pledge reduces costs associated with administering a manual, paper-based workplace campaign for both the company and United Way. It also provides employees with an easy-to-use, convenient and confidential means of contributing to United Way.

e-Pledge Advantages:

- A web-based pledge form makes co-branding and personalization easy and vibrant.
- Data entry from paper pledge forms is eliminated, saving the company and United Way time and money... leaving more for those most in need.
- e-Pledge reduces manual distribution of paper pledge forms by the company Campaign Coordinator.
- e-Pledge automates payroll deductions and credit card payments.
- Instant thank you and confirmation is sent to each donor.

Is your company ready for e-Pledge?

- At least 80% of employees must have access to PCs or Internet access.
- Employees must use Internet Explorer
- Company must provide United Way with an electronic file of employee names, unique employee identifiers (employee ID) and home or business address prior to e-Pledge. (Alternate methods available upon request.)

Interested?

If your company is tech-ready and interested in learning more about United Way of Greater Mercer County's e-Pledge, contact your United Way liaison.



2010 Award Recipients

United Way Campaign Awards and Recognition program was developed to congratulate and highlight an organization's and individual efforts on behalf of the community through the United Way campaign.

KRISTANA HUNTER
VOLUNTEER OF THE YEAR

AJAY DHAUL
Vice President
Johnson & Johnson Consumer Products Company
COORDINATOR OF THE YEAR

BANK OF AMERICA MERRILL LYNCH
COMPANY OF THE YEAR

BETTER BEGINNINGS
RHODIA
HIGHEST PARTICIPATION RATE

BLANK ROME LLP
J&J PHARMACEUTICAL RESEACRH & DEVELOPMENT
HIGHEST AVERAGE GIFT

SUN NATIONAL BANK
BANK OF AMERICA MERRILL LYNCH
HIGHEST DOLLAR INCREASE

Solicitation Methods

Solicitation may be covered by one person or several, depending upon the size and structure of your company's employee workforce. There are two recommended approaches for soliciting support for United Way: Group Solicitation and One-To-One Solicitation. A combination of both generally works best.

I. Group Solicitation

For Group Solicitation, employees gather for a meeting (Kick-Off) or series of meetings. Audience size of 25 - 30 is ideal. Employees hear a United Way presentation, see a video, and are asked to make a pledge. A meeting generally lasts about half an hour.

This method enables a consistent United Way message to be presented to all employees and saves company personnel time because a small number of people can canvass 75-85% of the workforce. It is flexible and can be adapted to most work settings. The Campaigners follow up with those employees who have not returned their pledge forms within a certain period of time.

SAMPLE AGENDA FOR GROUP MEETING\KICK-OFF (20 - 30 MINUTES)

Remarks by Campaign Coordinator
Address by CEO
Speakers: United Way staff and volunteers
United Way video
Review of how campaign works
Thank you

II. One-to-One Solicitation

This approach allows contributors time to ask questions and hear first-hand about community needs and the services that are available. Successful one-to-one solicitation requires trained Campaigners who are knowledgeable about United Way and who are skilled at asking for a pledge. (Campaigners are responsible for 10-15 fellow employees who are their peers.) United Way liaison will train the Campaigners.

Benefits of this method include the ability of the Campaigner to tailor the United Way message to each individual; provide an opportunity to give the contributor facts about United Way; give Campaigner an opportunity to encourage the non-participating employee to contribute something this year.

GIVE.

ADVOCATE.

VOLUNTEER.

Exciting Campaign Ideas

Incentives/raffles/prizes:

- Vacation days
- Free parking spaces
- Casual day
- Weekend getaway
- Holiday baskets
- Electronic equipment
- Gift certificates (for dining, entertainment, or merchandise)

Contests:

- Guess the company grand total
- Guess the number of participants
- Answer United Way trivia questions
- Softball games
- Name the agency of the day
- Find the fastest runner, rope jumper, speed walker
- Costume contest
- Write a United Way song
- Pie throwing contest
- Basket Ball throwing contest
- Tricycle races with managers
- Identify baby pictures
- Best theme for the campaign
- Most creative fundraising tool
- On-line auctions
- Pumpkin carving contests
- Ping Pong tournament
- Guess the weight of a pumpkin
- Mini golf putting contest

Special Events:

- Company or department Day of Caring
- Lunch with the CEO
- Picnic (games, raffles, Olympics)
- Clothing drive
- Holiday gift or food drive
- Bake-off and craft sale
- Golf outing or miniature golf
- Talent show
- Holiday rose for favorite co-worker
- Employee or children's art exhibit
- "No Talent" talent show
- Balloon-A-Grams
- Casual day, hat day, ugly shoes day
- Karaoke party
- International food day
- Diversity events
- Health and giving events (i.e.: stress reduction classes, yoga classes, personal trainer)
- Car wash
- Funniest home video
- Bad art sale
- Sumo wrestling
- Silent auction

Thank You!

As your campaign ends, it is important to announce the success of your United Way efforts and thank those who were involved in the campaign. Giving to the United Way should make people feel good about caring. When their generosity is acknowledged they feel even better.

Who to Thank

- Company CEO
- Your Campaign Committee/Campaigners
- Everyone who contributed
- Leadership Givers
- Contributors who increased their gift by a significant amount

How to Thank

- A letter from the management team or CEO to distribute to all employees who participated.
- Internal newsletter to announce the success of campaign, highlight incentive winners, include an acknowledgment from the CEO, or spotlight the department with the highest per capita giving or participation.
- Place a banner in a visible spot showing the total dollars raised.
- Plan a victory celebration where the final results are announced - announce your company's award(s).
- Plan a "Thank You" luncheon to recognize employees for their participation.
- Offer free coffee in the cafeteria one morning.
- Have an afternoon ice cream social.

Frequently Asked Questions

What is United Way of Greater Mercer County?

United Way of Greater Mercer County (UWGMC) is a local, independent, nonprofit organization that prides itself on being a proactive community leader. Through a combination of in-depth research and consultation with community leaders, UWGMC identifies the most critical community problems and funds local collaborations that will best meet those needs. Donations made to UWGMC's Community Impact Agenda ensure that resources are available to address critical human care issues.

Why give to United Way of Greater Mercer County?

UWGMC is a community partner and problem-solver. It is a force for change in the community. No other local organization can leverage business, government, and community resources and leaders like UWGMC. UWGMC uses local volunteers to assess and to prioritize the most critical local needs and funds services to get the job done most efficiently and effectively. Moreover, staff and volunteers monitor these local programs twice a year to ensure that your contribution makes the greatest impact. UWGMC also convenes key stakeholders in the community and forms coalitions that stretch your investment. In this way UWGMC turns your investment into measurable results that change lives in your community.

What is the Community Impact (CI) Agenda, and why do you have one?

The UWGMC CI Agenda focuses the community's energy and resources in three specific human care areas that are the basic building blocks of a good life:

- **Education:** Through its Helping Children Succeed Vision Council, two projects receive grants to get kids ready for school, help them stay in school, and develop parents' abilities to be more involved in their kids' lives.
- **Income:** Through its Fostering Self-Sufficiency Vision Council, three projects receive grants that focus on reducing homelessness, decreasing domestic violence and improving mental health.
- **Health:** Through its Caring for Seniors and People with Disabilities Vision Council, one project receives a grant to provide wrap-around case management services that increase mobility, access, and socialization for seniors and people with disabilities and allow them to age with dignity in their own homes.

By focusing on the underlying causes of problems and engaging the community to work together to create lasting change that prevents those problems from happening in the first place, we are able to get results that no one can accomplish alone.

How do you measure results?

We measure results by ongoing community assessment and by monitoring projects twice a year. We analyze the numbers of changed lives and improved neighborhoods in each target area that is funded. For example, under Helping Children Succeed (Education), one project is measuring the increase in high school graduation rates through its mentoring program.

How do I know that my contribution will be well spent?

UWGMC is a benchmark for fiscal responsibility and effectiveness. We rigorously study, personally inspect, and re-qualify every organization we support, every year, using community volunteers as well as staff to ensure objective oversight. Moreover, we keep our overhead costs low, with the average cost of the past five years being less than 20%.

How much of my contribution goes to people who really need help?

UWGMC leverages your contribution in several ways:

- Through its annual drives, like Back to School Backpacks, Thanksgiving food, Holiday gifts, and MediCool air conditioners
- Through its Pack the Pantry food collection and FamilyWise prescription drug program that delivers free food and drug cards
- Through staff leadership on various community task forces, councils and committees that address critical issues like gang violence, literacy, transportation, jobs, child care, and prisoner reentry.

Why should I give to United Way of Greater Mercer County rather than to a single agency?

Your gift to UWGMC helps more people in more ways than a gift to a single agency. UWGMC regularly assesses community needs, targets those areas that are most critical, and continuously monitors its grants to ensure that goals are achieved. By contributing to UWGMC, you are investing in a network of services that together serve entire families and neighborhoods. UWGMC encourages collaboration and coordination of services, which ensures that people receive all the service they need and allows programs to evaluate and improve services.

When you choose to invest in your community, you want to be sure that your charitable dollars are well spent. When you choose UWGMC, you can be confident that you will receive a good return on your investment – a healthier, safer and stronger community.

Frequently Asked Questions

What if I already give to other organizations?

There are many organizations that our staff individually supports: our alma maters, churches, schools, environmental organizations or personal charities of choice. At United Way of Greater Mercer County we respect those commitments and ask that you consider the rest of the community where needs continue to grow — year in, year out.

How do I know the United Way of Greater Mercer County handles its finances the way it should?

A certified public accounting firm audits United Way of Greater Mercer County annually. Results, along with recommendations for improvement in controls, are reported to the Board of Trustees. In addition, UWGMC completes the required filing with local, state and federal authorities.

Our employees and their families are struggling. How can we ask them to give?

Time and again, some of the most generous givers are those who themselves have struggled and needed a helping hand from our community. Everyone should be given an opportunity to express caring through charitable giving, to enjoy the emotional reward that comes from knowing he or she has helped our community become safer and stronger.

What communities does United Way of Greater Mercer County serve?

United Way of Greater Mercer County serves the following communities: Cranbury Township, East Windsor Township, Ewing Township, Hamilton Township, Hightstown, Hopewell Borough and Township, Kingston, Lawrence Township, Monmouth Junction, Montgomery Township, Pennington Borough, Plainsboro Township, Princeton Borough and Township, Rocky Hill Borough, South Brunswick Township, Township of Robbinsville, Trenton, and West Windsor Township.

How can I get help from United Way of Greater Mercer County?

Simply dial 2-1-1. It is a free and confidential service that will provide you with information and referrals to health and human service programs in greater Mercer County. 2-1-1 offers information about a wide range of services such as finding food, clothing, and shelter; treatment for health, mental health and substance abuse; recreation and social programs and much more.

How do issues at other United Ways and other nonprofits affect United Way of Greater Mercer County?

Each one of the 1,800 United Ways is an independently run business that is managed by local volunteers. United Way of Greater Mercer County volunteers, a diverse group of qualified community and business representatives, are involved in and oversee every detail of UWGMC operations; from fundraising, to fund distribution, to financial management. Therefore, issues at other organizations do not directly affect our organization.

How does an organization apply to receive funding from United Way of Greater Mercer County?

UWGMC had an open and competitive Request for Proposal (RFP) application process that is based on the results of our extensive community needs assessment. Any human service organization with 501c3 status that was willing to partner with other organizations to address the targeted goals and strategies identified in the Resource Investment Plan was able to apply for a grant. The grant cycle is currently four years, from 2008 through the end of 2011. It addresses the three impact areas of Helping Children Succeed (Education), Fostering Self-Sufficiency (Income), and Caring for Seniors & People with Disabilities (Health).

The currently funded projects will continue in the new grant cycle that starts in January 2012. UWGMC will not issue a new RFP for this next grant cycle but will look to add new partners and corporate sponsors to enhance the current funding strategies.

What is United Way Worldwide?

United Way of Worldwide (UWW), based in Alexandria, Virginia, is the international membership organization for independent local United Way organizations around the world. Each United Way is autonomous, governed by its own local board of trustees. Our United Way of Greater Mercer County is a member of the international organization, and we can access national research, advertising, training and many other services essential to our operation.

GIVE.

ADVOCATE.

VOLUNTEER.

LIVE UNITED ALL YEAR LONG

United Way of Greater Mercer County has many ways that you can get involved.
For more information please call us at 609.896.1912 or visit our website www.liveunitedgreatermercer.org

August

Back to School backpack drive

November

Thanksgiving Food Basket Drive

December

Holiday Gift Drive

January

Point in Time Count

February

Young Leaders United Pack the Pantry

May

Annual Meeting and Campaign Awards Celebration

June

Medi-Cool

July

Project Homeless Connect

Other Opportunites include:

- Board of Trustees
- Finance Committee
- Campaign Coordinator
- Volunteer Events Coordinator
- Holiday Drive
- Thanksgiving Drive
- Back to School Drive
- Women's Leadership Council
- Young Leaders United
- Latino Vision Council
- New Business Development

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™



Contact Info

If you have any questions or concerns please contact:
United Way of Greater Mercer County's
Resource Development Department

Carolee A. Kueller
Senior Vice President
Chief Development Officer
Resource Development
P: 609.637.4902
F: 609.895.1245
C: 609.240.3538
carolee.kueller@uwgmc.org

Denise Daniels
Director of Volunteer Programs
Development Officer
P: 609.637.4905
F: 609.895.1245
C: 609.533.0184
denise.daniels@uwgmc.org

Judith A. McClellan
Senior Development Officer
Director of Leadership Programs
P: 609.637.4919
F: 609.895.1245
C: 732.666.1167
judith.mcclellan@uwgmc.org

Sloane A. Shavel
Director of Leadership Programs
Development Officer
P: 609.637.4913
F: 609.895.1245
C: 609.240.3538
sloane.shavel@uwgmc.org

Donna M. Wilson
Senior Development Officer
Director of New Business Development
P: 609.637.4907
F: 609.895.1245
C: 609.915.2247
donna.wilson@uwgmc.org

United Way of Greater Mercer County
Crossroads Corporate Center
3150 Brunswick Pike, STE 230
Lawrenceville NJ 08648-2420



VISIT US ONLINE!

liveunitedgreatermercer.org



JOIN US ON FACEBOOK!

facebook.com/uwgmc



FOLLOW US ON TWITTER!

[@uwgreatermercer](https://twitter.com/uwgreatermercer)