

## Jennings County United Way

707 North State Street  
North Vernon, IN 47265  
Tel 812.346.5257

[jcunitedway.com](http://jcunitedway.com)

*BE THE CHANGE.*



Thank you for all your support! Your investment makes a direct and lasting impact on the men, women, and children that call Jennings County home. You are a leader in our community and we invite you to be a 2016 Pacesetter Company in the Annual United Way Campaign. Pacesetter Companies are extremely important and run their United Way campaigns by September 30<sup>th</sup>.

Our Pacesetters 'set the pace' for the annual campaign by being the first organizations to run their campaigns. Pacesetter companies will be listed on the United Way website and receive additional recognition for stepping up to demonstrate their leadership and community support through United Way!

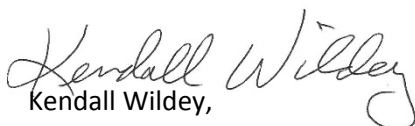
Our story is about Community change- a hand up, not a handout. Our United Way has served Jennings County since 1963 – over 50 years! The mission has remained constant – to provide vision and leadership in the community's pursuit of a rich and full quality of life for all people in Jennings County. United Way leads the effort towards that vision offering support to non-profits, and creating opportunities for those in need. The United Way is purpose driven to help people move up and out of the situation that they find themselves in.

Your investment in United Way helps families become more financially stable, and helps students become more successful in the classroom through Bridges Out of Poverty workshops for our educators, professionals and agencies, and "client side" program, called Getting Ahead, that helps families address issues from generational poverty. Getting Ahead direct teaches planning skills and hidden rules that create barriers to success. We are mid-way through our 7th Getting Ahead workshop right now, and every single participant demonstrates change in thinking, and improved resources.

Your support will help make a rich, full quality of life in Jennings County a reality.

You can **Be the Change**, by giving to United Way. Your support makes all that change possible. We have the opportunity to DOUBLE new money to the United Way campaign through a matching grant. So if you increase your corporate pledge over last year, or your employee campaign increases, we can MATCH the new dollars and you can DOUBLE the impact you have on lives right here in our community.

Won't you please join the movement by making a commitment to be a 2016 Pacesetter? Just return the Pacesetter Confirmation included with this letter.

  
Kendall Wildey,  
Campaign Chair 2015-2016

**2016 United Way Pacesetter Campaign**

United Way Company Pacesetters are businesses and organizations that complete their campaign by September 30, before the official Kick-Off of the annual fundraising campaign on October 1, 2016.

Being a Pacesetter earns your business significant public exposure and benefits including:

- Mention in an advertisement, including the North Vernon Plain Dealer or Sun.
- Inclusion in Campaign news release(s)
- Exposure at the Day of Caring Campaign Kick-Off October 1, 2016 & tickets for you to attend the Kick-Off lunch
- Exposure at the Annual Celebration (May 2017) & tickets for your business to attend the Annual Celebration
- Publicity in United Way’s CommunityConnections eNewsletter
- Recognition on United Way website and social media (Twitter, Facebook, etc.)
- Access to additional campaign support from United Way staff for your presentations and more
- Pacesetter Certificate to display in your offices

Pacesetter Responsibilities:

- ✓ Conduct your campaign before September 30, 2016
- ✓ Select an internal employee to be the point of contact and coordinator for your business’s campaign
- ✓ Strive for an increase in your campaign over last year’s results
- ✓ Have representatives attend United Way events, especially where your company will be publicly recognized
- ✓ Submit campaign report, pledge forms and donations by September 30, 2016 to United Way

Just return the confirmation below (or email the info) to reserve your date(s) on the calendar, and we will be in touch soon to make sure your Campaign Coordinator has everything you need to conduct an awesome Pacesetter Campaign!

**2016 United Way Pacesetter Confirmation**

**Yes!** We will participate in United Way Campaign Pacesetter Campaign and plan to conduct our United Way campaign before 9/30/2016.

Business Name: \_\_\_\_\_

We would like to run our campaign: \_\_\_\_\_ (list date or date(s).)

Confirmed date(s)     tentative date(s)

Our Employee Campaign Coordinator’s Name:

Email address:

Phone number:

Our Corporate pledge amount is: \$\_\_\_\_\_ (pledge now, or later on campaign report form)

Return this information to [cheri@jcunitedway.com](mailto:cheri@jcunitedway.com), (you can just type the info in an email, no need to scan this form!) or fax to 812-352-9578, or mail to PO Box 446, North Vernon, IN 47265 or even give us a call 812-346-5257!