

# WORKPLACE CAMPAIGN FUNdraising!



United Way  
of Northern New Mexico

## REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL.

Workplace campaigns are 90 percent of United Way’s annual fundraising. Leading your company’s campaign can be FUN and helps reach people in our community who are in need. United Way of Northern New Mexico is committed to making your workplace campaign a success. For additional information about workplace campaigns, call 662.0800. Below are a few campaign ideas to help get you started.

### CREATE INCENTIVES.

- |                           |                           |
|---------------------------|---------------------------|
| Casual Day stickers       | Leave work early pass     |
| Company shirt             | Reserved parking          |
| Extra half hour for lunch | Starbucks coffee          |
| Free lunch                | Ticket to a movie or game |
| Gift card                 | Traveling trophy          |



**Community Action Fund**  
Supporting our Community

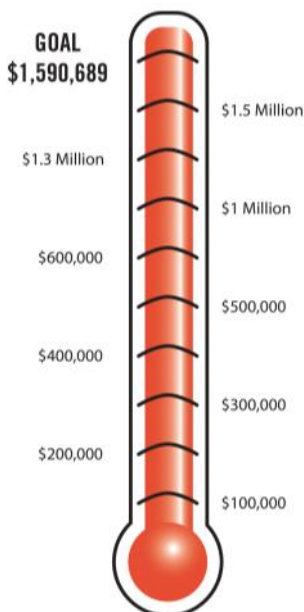


## UNITED WAY

### 5-YEAR GOAL:

Raise enough money to help more grant applicants.

### Community Action Fund



## FUNDRAISING ACTIVITIES

- |                        |                                |
|------------------------|--------------------------------|
| <b>Bake Sales</b>      | <b>Employee cookbook</b>       |
| <b>Bingo night</b>     | <b>Executive chair race</b>    |
| <b>Bowl-a-thon</b>     | <b>International food day</b>  |
| <b>Casino night</b>    | <b>Karaoke party</b>           |
| <b>Casual Day</b>      | <b>Live auction</b>            |
| <b>Car wash</b>        | <b>Online auction</b>          |
| <b>Drawing contest</b> | <b>Pumpkin carving contest</b> |

Total Raised \$ \_\_\_\_\_

This year’s goal is from community grant requests.



# WORKPLACE CAMPAIGN

## UNITED WAY COMMUNITY ACTION FUND SUPPORTS GRANTS.

United Way of Northern New Mexico (UWNNM) is a grant making organization dedicated to engaging human and financial resources to help meet the needs in our communities through Education, Financial Stability, and Health. The Community Action Fund benefits local nonprofit organizations serving Los Alamos and Rio Arriba Counties.

In the spring of 2012, there were 32 organizations that requested funding from the Community Action Fund. The total amount requested was \$1,590,689. This requested amount is now our new campaign fundraising goal. Help United Way reach its goal in order to support more grant applicants.

### YOUR INVOLVEMENT

#### GIVE

Give online at [www.UnitedWayNNM.org](http://www.UnitedWayNNM.org), participate in your workplace campaign, or complete a pledge form online.

#### ADVOCATE

Anyone can champion a cause. Whether you're participating in town hall meetings that focus on local education issues or promoting issues at a media event, you can help inspire hope and create opportunities for a better tomorrow.

#### VOLUNTEER

Give an hour. Give a Saturday. Give your best. We all have special talents. When we reach out a hand to one, we influence the condition of all. Whether you volunteer as a tutor or facilitate staff volunteerism at your workplace, there are hundreds of volunteer options available every day. Give the gift of you.



**HOW TO LIVE UNITED.  
TAKE ACTION. GIVE LOCAL.  
GIVE TO THE COMMUNITY ACTION FUND.  
PARTICIPATE IN YOUR WORKPLACE CAMPAIGN.**

**LIVE UNITED** 