

2009 LSU United Way Campaign

Campaign Coordinator Instructions

Campaign Timeline:

- Thursday, October 22: Training Breakfast
- Friday, October 23: Campaign Officially Kicks Off! (Broadcast Email)
- Monday, December 14: Last Chance Reminder (Broadcast Email)
- Wednesday, December 16: Campaign ends and pledge portal will close!

Pledge Levels:

- Fair Share: 1 hour of pay per month
- Super Share: 2 hours of pay per month
- Leadership Giver: \$1,000 or more*
- Alexis de Tocqueville Society Member: \$10,000 or more

**An LSU employee may combine their pledge with their spouse/partner's (making the total gift \$1,000 or more). Both individuals would be recognized as Leadership Givers.*

Making a Pledge:

-Employees with PAWS Access: Employees may pledge via the on-line pledge portal through PAWS. A broadcast email will be sent Friday, October 23 informing employees of the campaign's kick-off and contain a direct line to the United Way PAWS access screen. The on-line pledge portal can also be found by logging into PAWS, expanding the Employee Resources section of the PAWS menu, and clicking on United Way.

-Employees without PAWS access- These employees will receive an Employee Pledge Form. Coordinators will be responsible for getting these forms to each employee. An employee may fill out a blank Employee Pledge Form and submit it to their campaign coordinator or to the Vault in Bursars Operations. Each cash or check donation not made via PAWS should be delivered to the Vault in a sealed envelope marked with the employee's name, department and pledge amount (or attach an Employee Pledge Form). Any donations not made via PAWS must be entered manually. This is very time-consuming. Please encourage electronic donations!

Important Notes:

- Any pledges made via Payroll Deduction for this year's annual campaign will begin in January.
- Pledges already in place must be re-pledged. Pledges do not carry over from year to year.
- Once a pledge is made through PAWS, the amount or method can be overridden. The most recent pledge made through PAWS will be the active pledge.
- All Cash or Checks should be kept in a secure area until the money is brought to the Vault.

Organizing Fundraisers:

-Departmental Fundraisers: You are encouraged to organize fundraisers in your area that are in compliance with University policies. Please share your ideas and spread the cheer! Please keep track of these funds separately as we cannot manually enter small donation amounts in each employee's donation record. All monies collected via a Department Fundraiser should be submitted separately and hand-delivered to Bursar Operations. One-time donations made via fundraisers should not be entered through PAWS; do not waste time in tracking how much each employee gives for each fundraiser. Just track how much is donated per fundraiser.

-Fundraiser Guidelines: all fundraisers should comply with University policy. Some sample fundraisers that can be coordinated are the following:

- Silent Auction
- Contests (costume, pumpkin carving, etc.)
- Casual Week (if your department has a dress policy in place)
- Penny Drive, Pocket Change Drive

Gambling is not allowed nor anything involving an element of chance. Raffles, football boards, bingo, etc. are not allowed. Door prizes are acceptable but no awards/prizes may be set aside for those who donate. If food is used in a fundraiser (jambalaya lunch/sweet sale), food must be purchased from or donated by a caterer licensed by LSU. Traditional bake sales are not allowed.

Questions:

For questions regarding the campaign, pledging, assistance using the PAWS application or requesting a CAUW speaker for your departmental meetings, please send an email to unitedway@lsu.edu.

The CAUW website (www.cauw.org) is a great resource for your role as Campaign Coordinator. Also, check out our website for information at http://www.lsu.edu/faculty_staff/cauw.