

Employee Campaign Coordinators (ECCs),

Thank you for your willingness to help lead your company in the 2009 United Way of Racine County campaign! You are the people who provide the support and leadership that make things happen at your workplace.

United Way wants to offer you as much help as you need throughout the course of the 2009 campaign. We will continue to offer a variety of short sessions with different topics of interest, at times that are more accommodating than the traditional one-half day of training. All sessions will include breakfast, lunch or a snack.

If you are no longer serving as your company's ECC or have received this message in error, please contact me or forward this message on to the current ECC.

We look forward to seeing you at the ECC kickoff breakfast at Educators Credit Union Training Center on June 16. Our Campaign Chair, Chris Antonneau will be joining us as we get this year off to a great start and have some fun networking! Get ready to LIVE UNITED in 2009!

**To Register:**

Below you will find the session heading, date, time and location of each of the sessions, as well as a program description. You and your campaign team members are welcome to attend any or all of the sessions. To attend a session, simply click the link labeled "Click here to register for [session name]" and provide the required information. Please register *separately* for each session you wish to attend. After each registration simply close the browser and return to this e-mail to register for additional sessions.

**Employee Campaign Coordinator Kickoff Breakfast**

Tuesday, June 16

7:30 am

Educators Credit Union Training Center (1400 N. Newman Rd. Racine, WI 53406)

**Description:** Campaign Chair, Chris Antonneau, and United Way leadership will share with the group the vision for the 2009 campaign; recap the success of the 2008 campaign, and discuss all the ways to be a part of change in our community. Put on the shirt and lead your fellow employees to LIVE UNITED!

[Click here to register for Employee Campaign Coordinator Kickoff Breakfast](#)

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**Advanced ECC training/ How to Refresh Your Campaign**

Thursday, July 9

7:30-8:30 am

Ruud Lighting (9201 Washington Ave. Racine, WI 53406)

**Description:** Tired of doing the same old thing? Time for a change? For experienced ECCs, learn how to breathe new life into your campaign. Learn and share information with other experienced ECCs in this roundtable session.

[Click here to register for Advanced ECC training/ How to refresh your campaign.](#)

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## **Campaign 101 for Beginners**

Tuesday, July 21

11:30am -12:30 pm

Educators Credit Union Training Center (1400 N. Newman Rd. Racine, WI 53406)

**Description:** You've volunteered to run the campaign at your workplace – now what? Designed with first time Employee Campaign Coordinators in mind, this workshop will take you through a step-by-step process to develop a plan for a successful campaign.

[Click here to register for Campaign 101 for Beginners](#)

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## **Making Your Campaign Fun**

Wednesday, August 5

7:30-8:30 am

The Johnson Foundation - Wingspread (33 E. Four Mile Road Racine, WI 53406)

**Description:** Build enthusiasm and motivate donors by making your campaign fun for the whole company. Brainstorm ideas for possible companywide campaign themes and related activities and events that can be used in all types of work environments. Take with you new campaign ideas which you can put to work immediately.

[Click here to register for Making your Campaign Fun](#)

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## **AFA and OOST, What are They?**

Wednesday, August 19

7:30-8:30 am

United Way of Racine County (2000 Domanik Drive Racine, WI 53406)

**Description:** United Way of Racine County is leading the way in two local initiatives: Out of School Time Opportunities (after school programming for educational success) and Advancing Family Assets: Financial Stability and Family Success. Learn about how these unique programs are working to better our community as well as how United Way dollars are invested in other programs and projects in Racine County.

[Click here to register for AFA/ OOST.](#)

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## **Running a Campaign at a Nonprofit Organization**

Wednesday, August 19

8:30-9:30 am

United Way of Racine County (2000 Domanik Drive Racine, WI 53406)

**Description:** Join us for a brainstorming session about the unique challenges faced when running a campaign at a non-profit organization. How can you involve your clients in special events and create awareness of United Way and your agency? Share best practices and leave with new ideas.

[Click here to register for Running a campaign at a non-profit organization.](#)

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## **Managing Your Campaign in a Non-office Environment**

Thursday, September 3

7:30-8:30 am

Ruud Lighting (9201 Washington Ave. Racine, WI 53406)

**Description:** Discover how to run a successful United Way campaign in a manufacturing or non-office environment. Share strategies to educate and build enthusiasm within your workplace.

[Click here to register for Managing your campaign in a non-office environment.](#)

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## **Attracting and Engaging New Donors**

Tuesday, September 15

11:30 am -12:30 pm

Educators Credit Union Training Center (1400 N. Newman Rd. Racine, WI 53406)

**Description:** Learn how to spread the word about United Way and engage new donors and volunteers. Share best practices and learn what other businesses do achieve maximum participation.

[Click here to register for Attracting and engaging new donors.](#)

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## **Challenges and Opportunities for Running a Campaign at a Small Business**

Wednesday, September 30

8:00-9:00 am

United Way of Racine County (2000 Domanik Drive, Racine, WI 53404)

**Description:** One size does not fit all. Small businesses and professional offices all can make for unique challenges. Meet with coordinators of similar size organizations to brainstorm strategies for a successful campaign which fits your company's culture.

[Click here to register for Challenges and Opportunities for Running a campaign at a Small Business](#)

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## **Making Your Campaign Fun (repeat session)**

Wednesday, September 30

7:30-8:00 am

United Way of Racine County (2000 Domanik Drive, Racine, WI 53404)

**Description:** Build enthusiasm and motivate donors by making your campaign fun for the whole company. Brainstorm ideas for possible companywide campaign themes and related activities and events that can be used in all types of work environments. Take with you new campaign ideas which you can put to work immediately.

[Click here to register for Making your Campaign Fun \(repeat session\)](#)

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## **Running Late? There's Still Time to Complete a Successful Campaign!**

Thursday, October 15

11:30 am-12:30 pm

United Way of Racine County (2000 Domanik Drive, Racine, WI 53404)

**Description:** Come for a brief overview of previous sessions and information about running a fun, successful campaign that suits your company.

[Click here to register for Running Late? There's Still Time to Complete a Successful Campaign](#)

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Training handouts and additional campaign materials are available on our website:

[www.unitedwayracine.org](http://www.unitedwayracine.org)

If you need training in other areas or would like a one-on-one session, please ask!

**Tracy L. Nielsen**

Marketing and Resource Development Director

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**LIVE UNITED**