

# STUDENT CAMPAIGN GUIDEBOOK

LEARN WELL . EARN WELL . STAY WELL



**United Way of Trumbull County**  
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**LIVE UNITED**



United Way  
of Trumbull County



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# INTRODUCTORY LETTER

## How students can LIVE UNITED

Dear School Principal,

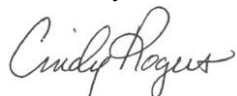
On behalf of United Way of Trumbull County, we are asking each school building or campus within your district to conduct a Student Campaign. By hosting a Student Campaign, your students will learn about United Way and what caring for our community is all about!

We all know someone who is struggling in our community. We can guess that your students do too. Maybe they know of a fellow student, or a neighbor, or maybe it's their own family that needs help. By hosting a Student Campaign, your students and faculty will learn information about our United Way-funded programs and initiatives that are focused on improving education, health and wellness, and income and basic needs for the people of Trumbull County. They will learn about our community's resources and where to turn to when and if they or someone they know needs assistance. They will also have the exciting experience of rallying their fellow students and families together. And together, they will increase their desire to give, advocate and volunteer to make their hometown a better place to live and work.

Enclosed in this guidebook, you will find all of the information you and your students need to organize and host a successful Student Campaign. Whether it's a week, two weeks or a month-long campaign, our only request is that each building completes their Student Campaign and submits their proceeds on or before Friday, May 1, 2020.

**If your school building is willing to participate, please confirm your interest by completing the enclosed Student Campaign Registration Form and return it by email to [crogers@unitedwaytrumbull.org](mailto:crogers@unitedwaytrumbull.org) on or before Friday, December 13, 2019.** If you have any questions about hosting a Student Campaign that isn't covered in this guidebook, please feel free to contact me directly at 330-369-1000, ext. 29.

Sincerely,



Cindy Rogers  
Campaign and Event Coordinator

# FOUR STEPS TO AN OUTSTANDING CAMPAIGN!

Let's begin!




## 1. Gear up

- The primary purpose of conducting a student campaign is to expose students to a community-wide project of sharing, giving and volunteering.
- Learn and share how United Way of Trumbull County and the programs we fund are meeting the needs of our community. Read about Success Stories on page 9.
- Request posters and brochures from your United Way representative.

## 2. Plan your campaign

- Select a faculty coordinator to help recruit a committee to plan and execute your campaign. Your committee may consist of students, faculty members and/or parents.
- Plan at least one week of fun activities to help students understand the importance of community service and your campaign. Enclosed in this guidebook is a list of creative ideas to make your campaign fun and educational. More ideas can be found on our website at [www.unitedwaytrumbull.org](http://www.unitedwaytrumbull.org).
- Once a plan is developed, visit your school principal and make sure that he/she approves and supports your plan(s), goal and timeframe.
- Submit your Student Campaign Registration Form to United Way of Trumbull County before Friday, May 1, 2020, and send out your parent letters at least two weeks before the start of your Student Campaign.

## 3. Conduct your campaign

- Put your plan into action. Take pictures and engage with us online at:  
 [facebook.com/unitedwaytrumbull/](https://facebook.com/unitedwaytrumbull/)       [twitter.com/UWTrumbull](https://twitter.com/UWTrumbull)  
 [instagram.com/unitedwaytrumbull/](https://instagram.com/unitedwaytrumbull/)

## 4. Wrap up your campaign

- Schedule your finale date and announce your campaign results to a United Way representative.
- Celebrate your success and announce your results during a prep rally or school event. Post finale pictures to social media, tagging United Way of Trumbull County.
- Thank your Student Campaign Committee and supporters.

# CAMPAIGN COLLECTION PROCEDURES

Follow these steps to collect and deposit funds from your campaign:

- All donations for your school's United Way Student Campaign should be deposited by the school treasurer, unless otherwise assigned.
- Keep track of all deposits made into your account, so you know where your campaign stands at all times.
- At the end of your campaign, request for a check made payable to the *United Way of Trumbull County*. The check amount should reflect the total amount deposited into your United Way Student Campaign fund. (No cash please.)
- Complete the enclosed United Way's Student Campaign Report Form.
- Call a United Way representative to arrange for a pickup of your report and campaign collection. You may also choose to submit your campaign results and collection by mail, or drop it off at the United Way office on or before Friday, May 1, 2020.

## IMPORTANT DATES TO REMEMBER

### Student Campaigns

Conduct your student campaign between the months of December 2019 and April 2020.

### Campaign Reports

Your school building's report envelope is due at the conclusion of your campaign or no later than Friday, May 1, 2020.

## YOUR UNITED WAY REPRESENTATIVES

Questions? Contact Cindy Rogers, Campaign and Event Coordinator, at 330-369-1000, ext. 29, or send an email to [crogers@unitedwaytrumbull.org](mailto:crogers@unitedwaytrumbull.org).

# STUDENT CAMPAIGN REGISTRATION FORM

Make a Pledge to your community by completing the following form:

SCHOOL  
DISTRICT/BLDG.: \_\_\_\_\_

CAMPAIGN COORDINATOR: _____	Phone: _____ Email: _____
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CAMPAIGN DATES:      Start Date: _____	Completion Date: _____
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OPTIONAL  
THEME: \_\_\_\_\_ GOAL: \$ \_\_\_\_\_

DATES &  
PLANS: \_\_\_\_\_

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CAMPAIGN COMMITTEE MEMBERS: \_\_\_\_\_

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Please submit your Student Campaign Registration Form by email to [crogers@unitedwaytrumbull.org](mailto:crogers@unitedwaytrumbull.org) on or before Friday, December 13, 2019. If needed, additional plans and committee members may be attached and submitted on a separate piece of paper.

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_  
Name and Title (if applicable)

## **SUCCESS STORIES** (to be shared with faculty, parents and age-appropriate students only)

### **Providing Safe Visitations While Mom Gets Her Life Back Together**

Jane, a woman with custody of her sister's children, was referred to partner agency, the Solace Center, a supervised visitation and safe exchange program that provides support, guidance and assistance to families and children.

Jane explained that her sister had been extremely angry and aggressive towards her since taking custody, but she still wanted to make sure the children could safely visit with their mother. Jane clarified to the agency that she obtained custody of Becca's children (both under the age of 2) when she found them unsupervised while Becca was incoherent from using illicit drugs. The staff assured her that they could assist the family.

When Becca arrived for her intake appointment at the Solace Center, she appeared thin and disheveled. She told staff she had been down on her luck and was currently working as a stripper to make ends meet. She expressed how angry she was with her sister and didn't understand why her sister was doing this to her. She also informed the staff that she was checking herself into a recovery house in a few days and asked if the staff would be able to schedule supervised visits around her schedule. The Solace Center staff agreed as they were happy to accommodate her during her efforts to recover from drug addiction.

Soon, Becca began visiting with her children on a weekly basis. Initially, Becca was still angry and would make aggressive comments to the staff about her sister. As time passed though, Becca's appearance and attitude improved immensely. She began to smile more and her skin took on a healthy glow. Becca even told the staff that she realized her sister was right in taking custody and that she owed Jane an apology.

Over the next few months, Becca and Jane began to spend more and more time going places together with the kids in addition to their Solace Center visits. Becca was able to complete her treatment and found a job at a factory, standing on her own two feet. Becca said the Solace Center played an instrumental part in her recovery process and in reunifying her with her children and Jane.

### **Paying It Forward – Joe Shows Gratitude for the Help He Received.**

Joe was doing his best to make ends meet. But as life can sometimes be unpredictable, Joe found himself without a car, a steady income and eventually without a roof over his head. That's when Joe decided to turn to United Way partner agency, the Salvation Army, an organization dedicated to lifting people up out of despair. He went to the Warren location in search of food. There, he learned that the Salvation Army also offered hot showers. Upon his visit, Joe asked the woman at the front desk if it would be alright if he could take one. The woman at the desk responded with, "of course."

As time passed, Joe worked several odd jobs to save money for a car to help him find a permanent job. He became known to the staff at the Salvation Army for his positive attitude and persistence. Joe asked for their advice on how to search for a job when you have no transportation, no computer and no telephone. The staff gladly directed him to resources that could help him. Joe was grateful for their help and promised that when he was back on his feet, he would bring in his first week's paycheck to "pay it forward".

Enduring many obstacles along the way, Joe worked extremely hard towards his goal of getting a job and taking back his life. A year later, Joe walked into the Salvation Army with a big smile on his face. "I did it. I got a job! And I haven't forgotten my promise." Two weeks later Joe walked in and laid an envelope on the front desk. He looked at the woman who had been helping him through the biggest challenge he ever faced. "I am a man of my word. Please take this and help the next "Joe" who comes in asking for help".

When you support United Way, you support effective human service agencies like Salvation Army. Agencies that serve thousands of children, families and individuals each year - making a real and lasting difference in the community.

**Find more stories at [unitedwaytrumbull.org](http://unitedwaytrumbull.org).**



# CAMPAIGN ACTIVITIES AND FUNDRAISING IDEAS:

- **Award the Best Class Campaign:** The classroom that raises the most dollars gets invited to have lunch with the principal, favorite teacher, or possibly, a community dignitary.
- **Caring Classrooms:** Students pick a United Way focus (Health, Education, Income or Basic Needs) and decorates their classroom doors to match their focus. A United Way representative can vote on the best decorated and most creative doors.
- **Community Service Project:** Organize a student/teacher volunteer day at a United Way funded agency. Make arrangements by calling your United Way representative.
- **Dunk the Principal/Teacher:** Have students pay to nominate their principal or teacher as a dunk tank recipient. The teachers or faculty members with the most money, wins a 5 min visit on the dunk tank seat. The highest contributors get to take their shot at the bullseye. For another \$5, they can walk up and press the “dunk” button.
- **Funniest Videos:** Charge an entry fee for students to enter their funniest videos from home or school to win a prize. Winning videos can be featured at your Student Campaign finale.
- **Give a Hand:** Organizations or clubs can sell multi-colored paper hands for a dollar. As a way to support the campaign, students can write their name on the hand to be displayed throughout the hallways.
- **Jingle Contest:** Hold a United Way jingle-writing contest. The top winning jingles can be sung by the jingle’s composers for United Way representatives. As a prize, the winner can be showcased on United Way’s website and social media.
- **Karaoke Night:** An event for both students and faculty. Charge an admission and have pizza and beverages donated for purchase.
- **Mini-Olympics:** Create some unique competitions like the fastest unloading of a locker, the most books carried with one hand, etc. Sell seat tickets to raise money for United Way.
- **Penny Wars:** Penny wars are popular fundraisers that are easy to organize. This activity allows you to create your own rules, timeframe and awards. They can be done as a competition against classrooms, grade levels, buildings, etc.
- **Pie in the Face:** Charge students to nominate the school principal, teachers or faculty members to take a pie to the face and hold a pep rally for all to see.
- **Poster Contest Activity:** Have students illustrate an aspect of United Way of Trumbull County that they support the most. Students, faculty and visitors can pay to cast their vote for the best poster.
- **Sport Tournament:** Challenge a rival school or building to a friendly sport competition: Basketball, football, cheerleading, etc. Hold pep rallies and mini-fundraisers and contests leading up to the finale. (I.e.: *Tournament: Basket Ball / Mini-fundraiser: T-Shirt Sale / Contest: Shoot-out*)
- **Talent Show:** Ask teachers and/or students to participate in a talent show and charge for admission.
- **Trivia Contest:** Distribute printed questions/posters around the hallways about United Way and its programs every day for a week. The following week, remove the materials and distribute trivia questions. Students who correctly answer the most questions are entered into a drawing for a prize.

For more helpful campaign ideas, view our Student Campaign Toolkit at  
<https://www.unitedwaytrumbull.org/student-campaign-toolkit>

# SAMPLE LETTER TO PARENTS AND STAFF

Let students, parents and staff know the campaign is coming.

## RE: Introductory Letter

Dear [insert parent/insert staff],

United Way is the easiest, best way to give back to the community. United Way of Trumbull County currently funds 34 programs and initiatives within a network of hard-working, local nonprofits that are focused on improving education, health, income and basic needs.

Last year, children in Trumbull County were helped by a United Way-funded program 19,717 times. And 1 in every 3 area residents accessed at least one or more services provided by a partner agency; likely, someone you know. All together, they are able to address a broader, more comprehensive spectrum of community needs, more than one agency alone. That's why [insert school name here] supports United Way by holding a Student Campaign.

A Student Campaign is a good opportunity to show our kids what caring for our community is all about. We have set a goal to raise (\$ amount) and will be hosting several fun events during [INSERT TIME PERIOD]. We encourage you to talk with your child about how the money they are raising will go to help others in our community who need it most. Due to safety concerns, at no point should your child solicit door-to-door.

Here are a list of our student campaign events [INSERT OPTIONAL THEME] planned:

Date: [INSERT ACTIVITY]

Date: [INSERT ACTIVITY]

Date: [INSERT ACTIVITY]

Our student campaign will wrap up on [INSERT DATE], with our finale event, [INSERT OPTIONAL FINALE EVENT AND DETAILS].

Together, with our students, we can help make a great impact on our community!

Sincerely,

[Principal's name and signature here)

# CAMPAIGN PROGRESS REPORTS

Keep your students and faculty engaged with daily/weekly reminders.

## **RE: United Way Campaign Progress**

Congratulations [INSERT SCHOOL NAME] students! We've reached \_\_\_\_\_% of our goal. Last week's [INSERT SPECIAL EVENT NAME] was a great success thanks to your participation and [insert highlights from the event].

We are proud to be part of this exciting effort to create opportunities for a better life in Trumbull County. We look forward to our next [INSERT ACTIVITY/EVENT] on [INSERT DATE].

## **RE: The Power of Your Gift**

Everyday your gift helps people in our community who struggle to have the necessities of life. Everyday your gift works to help our children be successful in school, our families become financially stable, and everyone make healthy choices.

We are proud to be part of this exciting effort to create opportunities for a better life in Trumbull County. We look forward to our next [INSERT ACTIVITY/EVENT] on [INSERT DATE]. Your gift really does make a difference!

## **RE: Congratulations**

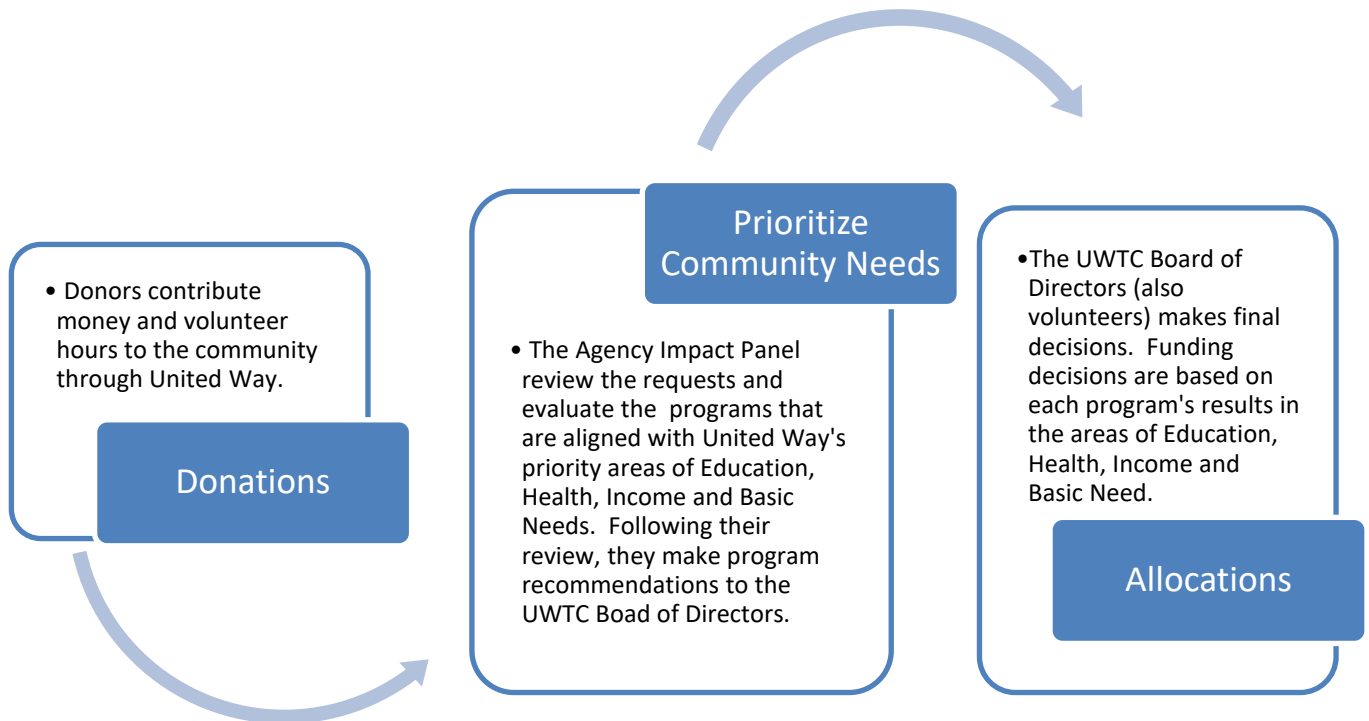
Congratulations [insert school name] students! Thanks to all of you, our total student campaign contributions this year for our United Way campaign was (\$ AMOUNT). That's a record setting year and is (XX%) above our goal. Your contributions to the United Way of Trumbull County helps improve lives right here in our own community.

Together, we can get results and accomplish more than any single person can on their own. These are results that ripple out to the community as a whole. Your generosity is greatly appreciated. I am proud to be part of a school system that is committed to building a stronger community for everyone.

# HOW COMMUNITY IMPACT FUNDING WORKS

## Ever wonder how your gift to United Way helps the community?

United Way of Trumbull County is focused on improving the lives of the people in our community by identifying our community needs and mobilizing resources to meet those needs through a network of capable and innovative partnerships.



Year-Round, United Way is hard at work researching community needs, evaluating progress and tracking results to ensure that they are investing in solutions that are sustainable, scalable and measurable.

There is one common thread in United Way's work around the world, and it is this: United Way is about the "bigger picture". We seek lasting change that goes beyond single-issues and temporary fixes. We combine our vision and resources to create permanent and positive change that lifts up entire communities, and we exist to improve the lives of the people living right here in our own community.

# 2018-19 Funded Programs & Initiatives

## United We Win!

Helping Children & Youth Succeed		Trumbull Mobile Meals Sliding Scale Program	330-394-2538
Big Brothers Big Sisters Mentoring Program	330-545-0002	YWCA Mahoning Valley Permanent Supportive Housing	330-743-6361
Boy Scouts Great Trail Council Boy Scouts, Cub Scouts, Scoutreach	330-773-0415	Promoting Health & Wellness	
Girl Scouts of Northeast Ohio Journey Program	330-989-7000	Children's Rehabilitation Center Pediatric Rehabilitative Services	330-856-2107
Inspiring Minds Youth Enrichment Program	330-469-6729	Easter Seals Weekend Respite Program	330-743-1168
Operation Back 2 School Providing school supplies to schools for direct assistance to students	330-369-1000	Goodwill Industries Radio Reading Program	330-759-7921
Potential Development Program PD's Place (For families and children with Autism)	330-746-7641	The Salvation Army of Warren Mental & Physical Health Services	330-392-1573
Reading Great by 8 Literacy Initiative ABC Reading Ready , Ready Set Go, Read 4 Fun	330-369-1000	Trumbull Family Fitness Fit Family	330-394-1565
Strengthening & Supporting Families		Providing Emergency Services	
Easter Seals Teen Club	330-743-1168	American Red Cross Disaster Response Program	330-392-2551
ESOP Senior Support (Financial Empowerment & Support)	216-361-0718	Catholic Charities Emergency Assistance and the Homeless Outreach Program	330-393-4254
Family & Community Services: Foster Grandparents, SCOPE Senior Center, the Solace Center and Someplace Safe	330-677-3939	Community Volunteer Council Emergency Services (Food, Clothing, Household items)	330-395-5888
Foster Grandparents	330-399-2966	Someplace Safe (Emergency Domestic Violence Shelter) A program under Family & Community Services	330-393-3005
SCOPE Senior Services SCOPE Senior Support, Food Services, Free Income Tax Preparation	330-399-8846	Greater Warren Yng. Urban League Christy House (Homeless Shelter)	330-394-4316
Solace Center Family Reunification Program	330-766-0689	Help Network of Northeast Ohio 24/7 Non-Emergency & Referral Service	330-747-5777 or Dial 2-1-1
Greater Warren Youngstown Urban League Empowerment Program	330-394-4316	Niles Community Services Individual Assistance (Food & Clothing)	330-652-6412
Second Harvest Food Bank School Pantry Program – Warren City Schools	330-792-5522	The Salvation Army of Warren Emergency Services	330-392-1573
Trumbull County Partnership for Financial Empowerment Financial Edu. and FREE income tax preparation	330-369-1000	<b>For more information, visit <a href="http://www.unitedwaytrumbull.org">www.unitedwaytrumbull.org</a></b>	

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