

## PACESETTER CAMPAIGN

Pacesetter campaigns are those that run prior to the annual Kickoff event in mid-September. Pacesetters literally set the pace for the entire campaign, which traditionally runs September through December. Companies and organizations that run Pacesetter campaigns receive special recognition prior to and at the annual kickoff.

### Pacesetter Criteria

1. Run a workplace campaign during May, June, July or August.
2. Complete campaign and report results to United Way of the Cape Fear Area at least one week prior to annual kickoff event.\*
3. Appoint CEO or other senior leader to attend annual kickoff event for public presentation.

*\*Kickoff event date is usually scheduled for early to mid-September of each year.*

### Benefits for Pacesetters

1. Your Company/Organization will be included in all promotional materials related to the Kickoff event as a pacesetter of the campaign.
2. Your employees are given an easy and effective method for supporting area health and human service organizations.
3. Your Company/Organization connects with other leading businesses with the same goal of building a stronger community.
4. Your employees become well-informed citizens of their community through the education process of the workplace campaign.

Pacesetter companies and organizations visibly make a commitment to the success of the Cape Fear Area.

To learn more about conducting an annual Workplace Campaign or a Pacesetter Campaign, contact

**United Way of the Cape Fear Area**  
**5919 Oleander Drive, Suite 115 • Wilmington, NC 28403**  
**910-798-3900**

**INVEST IN YOUR COMMUNITY**  
through United Way of the Cape Fear Area



**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED.**



## BENEFITS OF HOSTING AN ANNUAL CAMPAIGN

Businesses and organizations prosper when the community works together to improve the quality of life for everyone. Together, we all have a stake in each other's success, and all people, no matter their position or means, have a role to play in advancing the common good. We all win when a child succeeds in school, when families are financially stable and safe, and when people have a good health.

**United Way of the Cape Fear Area** advances the common good in our local community by focusing your investments in the following areas:

**Education:** Helping individuals achieve their full potential by focusing on programs that lead to students' success such as after-school enrichment classes and tutoring programs.

**Income:** Promoting financial stability that leads toward independence by focusing on programs such as transitional and permanent housing and employment assistance for low-income seniors.

**Health:** Improving people's access to healthcare and encouraging healthy lifestyles by focusing on preventative and primary care programs, as well as nutrition and fitness-related programs.

### By hosting an annual United Way campaign:

- You will create a strong sense of pride and community among employees.
- Your employees will learn about the most pressing community needs and how their gift makes a difference.
- Your employees will learn about the health and human service resources available to all residents.
- You make giving easy by providing convenient and efficient ways for employees to make a difference in their community through flexible options such as payroll deduction and online giving.
- You and your employees can provide critical gifts that touch thousands of local residents.
- You will have positive corporate recognition in the community... Join nearly 200 companies that host an annual United Way campaign benefiting the Cape Fear Area and its residents.

## TOP TEN REASONS TO LIVE UNITED!

**10. Local Impact:** Donations are raised locally and are invested locally to provide for the needs of residents in the Cape Fear Area.

**9. Efficiency:** United Way of the Cape Fear Area addresses the needs of many health and human service organizations in a comprehensive effort, providing local agencies with vital resources.

**8. Accountability:** United Way has several layers of oversight throughout the competitive grant program, from volunteer evaluations to board approval. This extensive investment process ensures donor gifts are wisely invested in the local community.

**7. Accessibility:** Through the investment process, United Way ensures that basic health and human services are available in Brunswick, New Hanover and Pender Counties, should you, your family, or a neighbor ever need them.

**6. Dependability:** Community agencies rely on United Way to help them with fundraising and other critical areas to build their capacity, such as identifying partnerships that lead to collaboration and a greater availability of services.

**5. Flexibility:** United Way provides our community an efficient method of providing services to those in need by coordinating annual workplace campaigns that provides an easy and efficient process for charitable giving, and encourages agency collaboration.

**4. Deductibility:** Your gift to United Way is tax-deductible. But more importantly, it can help improve the entire Cape Fear Area, a community we choose to call home!

**3. Simplicity:** Giving to United Way's annual campaign is easy. Donors have many options to participate including payroll deduction. This option makes giving easy and convenient, making it possible to Live United year-round!

**2. Diversity:** United Way brings local citizens from all walks of life together in the Live United spirit by working to create a more caring and responsive community.

**1. Staying Local:** Your gift stays right here in our community. Donations are invested in our local community, making the Cape Fear Area a better place for all of us who choose to call the Cape Fear Area home!

**LIVE UNITED...and watch the world change!**