



United Way of Leavenworth County 2014 Small Business Campaign Challenge Introduction

The United Way of Leavenworth County has just entered into our 2014-15 fund-raising campaign. This year we are proposing a small business challenge. We invite small businesses throughout Leavenworth County to work with their employees and customers to raise funds and donate to United Way of Leavenworth County. Participation in the challenge is an opportunity for you and your employees to effectively support those in need, and at the same time promote your business within our community.

Small Business Categories

How does your business fit in?

We have put together five primary categories for our small business challenge. They are. . .

- Healthcare providers
 - Doctors
 - Dentists
 - Chiropractors
 - Eye Care
- Business Services
 - Accountants
 - Printers
 - Information Technology
- Financial Services
 - Insurance
 - Financial Planning
- Real Estate
 - Realtors
 - Title Companies
- Legal Service
 - Attorneys
 - Court Reporters
 - Legal Advocates
- Retail – locally owned
 - Small retailers
 - Restaurants

Don't fit into any of our categories? Contact us and let us know. We can find a place for you, or even create a new category and find other businesses to expand the challenge. The point is we need as many businesses as possible to make this exciting, fun and successful!

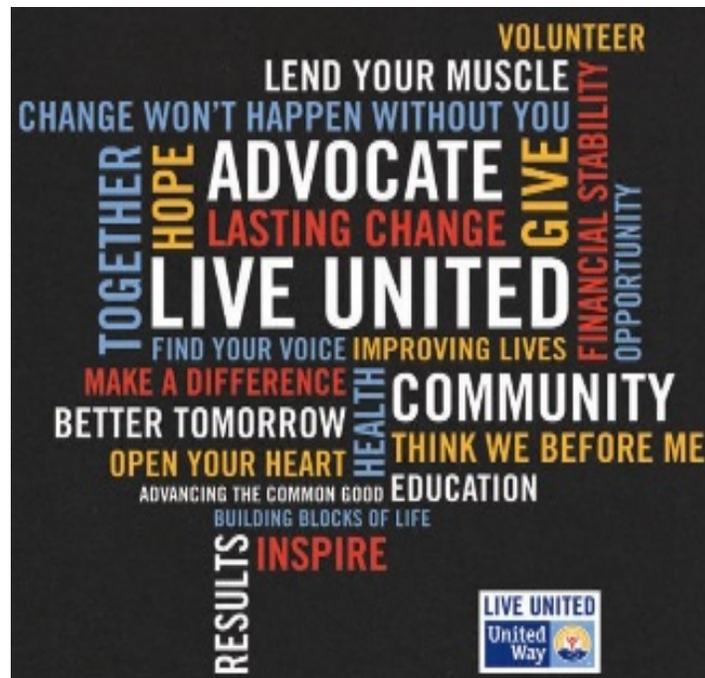
The Challenge

What can you do, and how can you help?

The goal of our small business challenge is to get as many people involved as possible. For years, the United Way has relied on large companies and their employees to give. This requires more giving from fewer sources. However, if everyone living in Leavenworth County gave just \$5.00 we could raise nearly \$400,000.00. If every member of the Basehor, Leavenworth-Lansing, and Tonganoxie Chambers of Commerce each gave \$500.00, we would surpass our 2014 goal of \$220,000.00. Quite simply, the more people involved means we all carry a lighter burden.

As a small business you can contribute in many ways:

- Make a tax-deductible donation. You can do this as a one-time payment or establish quarterly or even monthly payments to make giving easier.
- Allow your employees to donate.
 - Offer payroll deductions to ease the process and allow for greater giving.
 - Offer to match or enhance employee donations
- Host fund raising events among your customers.
 - Give those that frequent your business the opportunity to make a simple donation.
 - Offer to donate a percentage of each sale (or special item) to united Way
 - Offering to match or enhance customers' donations.
- Be creative
 - Host an event
 - Challenge a competitor to a friendly "wager."
 - Loser wears winner's logo for a day
 - Winner puts a pie in the loser's face
 - Loser treats winner's office to lunch



Guidelines

1. The United Way Small Business Challenge is open to all businesses with fewer than 100 employees throughout Leavenworth County.
2. Campaign timeframe is September 1 – October 31, 2014.
3. United Way will promote your activities and efforts via our website, and Facebook pages. If possible, we will make reasonable efforts to promote your activities among our community partners and other media.

Results

The real winners of the Small Business Challenge are the United Way of Leavenworth County Community Partners and the people in need that they serve. Through your efforts, you will enable us to make a real and significant impact. Our efforts center around three primary needs that we all share; Education, Health, and Income. By advancing these areas of concern we are able to build a better community.

As a participant in the small business challenge, United Way of Leavenworth County will recognize your efforts in our promotional materials and website. We will also have a public awards ceremony to recognize the following achievements:

1. Certificate to each business with 100% employee participation based on donations
2. Certificate for highest “per-capita” giving – 1 award per business category, & 1 overall award.
3. Certificate for highest overall dollar amount – top 3 overall (Gold, Silver, Bronze awards)

Contact Us

You can report your pledges, turn in your donations or ask questions simply by contacting our office.

United Way of Leavenworth County

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