

What is a Pacesetter?

*Pacesetters, by definition, lead by example, set the pace, and build momentum for the community-wide United Way campaign. They spark enthusiasm throughout their organization and the community. When Pacesetters lead, others will follow. **We are inviting you to be a Pacesetter!!***

Benefits

- Showcase your organization as a leader in the community.
- Employees are proud of their employer and supporting their community.
- Increased opportunity to educate employees about United Way and community resources.
- Special recognition at Kick-off breakfast and Thank You Celebration.
- Greater exposure and recognition: newsletters, email blasts, and our website.
- Personalized assistance from the staff at United Way.
- United Way Pacesetter banner for indoor or outdoor use.

Pacesetter Guidelines

Pacesetters make a commitment to success, to GIVE, ADVOCATE, and VOLUNTEER.

- Select a Company Coordinator and recruit a planning committee.
- Pledge a corporate gift.
- Set a goal to increase pledges and employee participation.
- Educate employees with presentations to your employees and utilize the community video or speakers.
- Engage employees through volunteerism.
- Offer a year-round payroll deduction plan to employees.
- Invite leaders to join the Summit League program.
- Commit to using the 8 Steps to Success.
- Thank your employees.

Pacesetter Award

2015: Marathon Cheese Corporation

Previous: 2014 Greenheck Fan, 2013 EO Johnson Business Technologies, 2012 Greenheck Fan, Winners achieved the award by increasing their campaign, attending all events, volunteering their time and efforts in the community, and increasing their employee participation.

Are you up to the challenge?

The award is based on total points for accomplishing the following goals:

- 25 Points: 5% or greater in employee campaign participation
- 20 Points: 3% or greater in leadership participation
- 20 Points: 5 or more employees volunteer for United Way or one of the partner programs
- 15 Points: 3% or greater in corporate gift
- 15 Points: 5% or greater in total campaign dollars (includes special events)
- 10 Points: 5% or greater in employee per capita (total employee gifts/number of employees)
- 10 Points: Complete the 8 Steps to Success Survey by December 09, 2016

To be recognized as a 2016 United Way Pacesetter email tarnold@unitedwaymc.org