PLEASE READ ME FIRST!

TEAM CAPTAIN

TRAINING MANUAL

Crye-Leike’s 2017 United Way Campaign

October 23 – November 20, 2017

“This is How We Do It!”

Corporate Campaign Co-Chairs
Joyce Friedman & Leslie Murray
They may be reached at jfriedman@crye-leike.com or leslie.murray@crye-leike.com
Welcome and thank you for stepping up to the plate to be your office’s United Way Team Captain!

Please take the time to carefully review this Team Captain Training Manual and the campaign materials provided to you. You will find some important information as well as helpful tips on how to run a smooth and successful campaign.

Your Crye-Leike United Way Corporate Campaign Co-Chairs are Joyce Friedman, Affiliate Broker & VP Corporate Communications and Leslie Murray, Broker and Agent Recruiter. They may be reached at jfriedman@crye-leike.com, or leslie.murray@crye-leike.com. For further assistance, contact Public Relations Assistant Lisa Maskey in Brentwood, TN at lisa.maskey@crye-leike.com, or 615-373-2044.
Crye-Leike’s 22nd Annual United Way Campaign

Community Service and Being a Good Neighbor are important values at Crye-Leike. Every year, we devote financial resources and many personal hours, both at the company level and as individuals, to help with community projects.

The selfless hours many of our sales associates and employees spend in the name of community service sets Crye-Leike apart from the rest.

Many of you may be asking yourself, “How did I get myself into this?” Because your colleagues felt you are “the right person for the job”. For others, you have accepted the challenge to be your office’s team captain for another year. Thank you.

Another reason you are a Team Captain is because “you were asked.” We believe that is all it takes, is to be asked to be a volunteer and you cannot help but say yes. The same holds true when asking for a donation.

Volunteering almost becomes habit forming. I have found that out for myself. The more I got involved with United Way, the more I became committed to it.

This is Joyce Friedman’s eighth year in organizing and leading Crye-Leike’s United Way Campaign. She led Crye-Leike’s United Way Campaign when she served as its public relations director from 2000 to 2006, where we raised over $550,000. Joyce also served on United Way of Williamson County’s board of directors for six years. Leslie has served as a regional chair for Crye-Leike’s Campaign in Tennessee for the past three years.

Now that you have accepted to be a United Way volunteer and Crye-Leike’s United Way Team Captain for your office, you will see just how habit-forming volunteering can be. You have become a part of the big picture in helping with the health and human services needs in your community.

United Way is the best way to help the most people and that is why Crye-Leike has chosen to adopt United Way as one of its corporate charities. The other two charities Crye-Leike supports companywide are Youth Villages and the Wings Cancer Foundation.

CONTINUED NEXT PAGE
Saying Crye-Leike supports United Way also helps to respond to the many phone calls our corporate office and our branch offices constantly get from different charities asking for our support. When we tell solicitors that our company supports United Way, we have to say nothing more.

We thank each of you for agreeing to volunteer your time and talent to help support United Way. For those of you who are volunteering for a second time or more to serve as a team captain, the fact that you are doing it again this year speaks highly of our cause and that you found your involvement to be rewarding.

To those of you who haven’t experienced the reward of volunteering for United Way yet, we issue you a challenge: Please become knowledgeable about United Way. Find out, firsthand, what it is and how it affects you and your neighbors. Your local United Way representative is there to give you those resources and answer any questions. Please reach out to your local county United Way today for assistance with speakers for your sales meetings to United Way handouts to bring that local connection to your campaign.

United Way supports a network of services that help people day-in and day-out, all year long. These services address some very real problems our nation and community are facing—problems such as illiteracy, AIDS, teen pregnancy, child care, substance abuse, and programs for disabled, abused, and elderly individuals.

In addition, United Way supports ongoing school based education and programs for youth that address issues of self-esteem, leadership development, and avoidance of risky behaviors.

**CRYE-LEIKE’S HISTORY WITH UNITED WAY**

It is important for our company to continue to give back to the communities in which we do business. Many Crye-Leike offices do their share in supporting their communities by holding their own fund-raising events for numerous and varied worthy causes within their communities.
On a corporate level, Crye-Leike holds each September/October its annual United Way Campaign as a way to organize a “unified” community service effort among our sales associates and employees.

Crye-Leike is committed company wide to create an awareness about United Way and to give our sales associates and employees the opportunity to give back to their community by supporting United Way.

**CAMPAIGN DATES:** Crye-Leike’s 2017 United Way Campaign kicks off on Monday, October 23rd. The campaign ends on Monday, November 20, 2017, with pledges and monies turned in by Monday, November 27, 2017. Refer to Crye-Leike’s United Way Campaign Timelines at the end of this document.

United Way is not new to Crye-Leike, we have been supporting United Way for 22 years, and as we grow in other markets so has our United Way campaign.

Crye-Leike’ corporate campaign goal is 100 percent participation with $30,000 collected in individual donations and for every office to hold a special fund-raising event with a corporate goal of raising $15,000 in special events. With this year’s corporate campaign, we potentially will be seeking donations from over 3,100 sales associates and 750 employees.

**UNITED WAY’S ADMINISTRATIVE ROLE WITH CRYE-LEIKE**

As co-chairs who work in Crye-Leike’s regional headquarters in Brentwood, Tenn., Joyce Friedman and Leslie Murray have engaged their local United Way, United Way of Williamson County, to oversee our company’s United Way Campaign throughout our entire Crye-Leike enterprise.

United Way of Williamson County will be working with your partnering United Way county, and all those United Way counties where Crye-Leike has branch and franchise offices. Hence, when everyone receives their e-pledge form online via a Crye-Leike email, it will originate from United Way of Williamson County.

CONTINUED NEXT PAGE
Even though United Way of Williamson County is helping us out, know that the monies collected in your county will stay in your county via the e-Pledge donation form. You as the Team Captain will be turning in the monies collected directly to your local United Way from your special events and checks received from individual agent and employee donations.

Remember, cash from special events need to be turned into a cashier’s check before being turned into your local United Way office and a Check Collection Report Form needs to be faxed to Crye-Leike Corporate Communications.

Please contact your local United Way in your county area ASAP to make your office campaign a success. They can provide agency speakers for your sales meetings from any one of the United Way member agencies in your county. They can provide handouts on the various agencies in your county. Remember, there are only four (4) sales meetings in the month in which you will have opportunities for speakers. And, you need to book your speakers early because they are on high demand at campaign season.

If you have not heard from your local United Way yet, please reach out to Joyce Friedman or Leslie Murray at jfriedman@crye-leike.com or leslie.murray@crye-leike.com to get that contact information. Please call them; they are there to help you conduct a successful campaign.

GOAL SETTING AND AWARDS

Crye-Leike has set its Company Wide Campaign Goals at $30,000 from individual donations and $15,000 from special events. If we had everyone in the company donate $ 1 a week, $ 4.34 a month, or a $ 52 gift to United Way, then Crye-Leike would more than double its corporate campaign goal.
Hold a Community Fund-raising Event. To help Crye-Leike meet its Company Wide Campaign goals, Crye-Leike Offices have been challenged to organize a community fund-raiser for United Way to bring attention to Crye-Leike and your office. Combined with your individual agent/employee donations, the special event will add to your office’s fund-raising total. If you anticipate that the people in your office are not generous givers, then organizing a fundraiser that is open to the public is a great way to supplement the difference.

To help people understand what United Way is and does for the community, we suggest arranging a “United Way Agency Tour.” On a Tuesday sales meeting day, schedule to take everyone to a United Way Agency to see what one is all about. Your United Way Representative can make those arrangements for you.

100 Percent Participation Goal. We don’t want anyone to feel pressured to give. Giving should always be a personal matter and decision, free from coercion. Crye-Leike doesn’t want our campaign using undue pressure in any way, shape or form. That’s not who we are, and it’s in direct conflict with Crye-Leike’s and United Way’s operating standards.

Our Crye-Leike United Way training program for our Team Captains emphasizes the use of information and education, not pressure tactics.

Crye-Leike’s 100 Percent Participation Goal is offered as an incentive and reminder that everyone in the office has an opportunity to give. That is measured by everyone in your office going online to their personalized Crye-Leike E-Pledge Donation Form to make their personal choice of whether or not to donation to United Way.

One year, we had an office take a vote of which United Way agencies they wanted their offices’ monies to be directed to. This type of action is also not in keeping with the United Way spirit of giving. Donating is an individual decision. Please do not conduct such a vote in your office. When someone completes their donation online,

CONTINUED NEXT PAGE
he/she should be making his/her donation without duress or influence, but only reflecting exactly what the donor wishes.

United Way believes that the most responsive contributors are those who have the opportunity to become informed and involved. So your job as a Team Captain is to provide that education about United Way through handing out brochures and securing speakers from your local United Way to present at your office meeting. Consider joining with another office for a group United Way meeting, or organize an office agency visit as a way to learn together.

**Donor Report.** To monitor your office’s 100 Percent Participation, Team Captains will be able to access a special Donor Report so you will be able to account for everyone’s commitment. This E-Pledge System is being administered through the United Way of Williamson County, our online pledge administrator.

Again, we know that giving to charity is a personal decision. We want it to be everyone’s personal choice, but you don’t know if they will give unless “you ask.” Statistics have shown that the No. 1 reason people don’t give is because they haven’t been asked.

**NOTE:** Even if someone is not willing to give, please ask him/her to go online to record his/her decision to not give so we have a record that they did have the opportunity to participate, just did not donate, and United Way will not keep bothering them for a donation.

**Special Event & Pledges.** If you are planning to hold a special event, please plan and encourage everyone to give prior to your special event. You don’t want people to say that they already gave to the special event, so they are not giving you a pledge. You want to get that 100 percent participation first by having everyone go online to process their personal online pledge, then have the special event. Hopefully, they will contribute more at the special event which would be held after you had them complete their E-pledge form.

CONTINUED NEXT PAGE
CRYE-LEIKE UNITED WAY AWARDS PROGRAM

As an incentive, Crye-Leike has an Awards Program where your office/department will be recognized by achieving one of these award levels:

- **Golden Heart Society** – Raised over $10,000
- **Golden Heart Award** - Raised over $7,000
- **Silver Heart Award** - Raised over $5,000
- **Bronze Heart Award** - Raised over $3,000
- **Gold Award** - Raised over $1,000
- **Silver Award** - Raised over $800
- **Bronze Award** - Raised over $500

Additionally, if your office reaches 100 percent donor participation, meaning everyone goes online to register their donation preference, then your office receives a **100 Percent Participation Certificate, too**, along with an award for raising $500 or more from your office donations and special event combined.

Some of you have offices with United Way achievement plaques resting in your lobbies, so you have a challenge ahead of you to at least meet that, but better yet, exceed, what was done in the past.

At this time, I’d like to go over a few items worth noting to make your campaign run as smoothly and as efficiently as possible.

TIMELINES & ONLINE DONOR PROCESS

At the back of this training manual, please reference Crye-Leike’s United Way Timelines that we request you to follow and adhere to in order to make our campaign successful. You are to hold your campaign solicitations during the **months of October and November**.

An endorsement letter from Harold Crye and Dick Leike will be distributed by email on **Monday, October 23rd** to all Crye-Leike users. To follow up with that, a CEO company video of their endorsement will be distributed via email as well.
Team Captain Kick-Off Speech, Tues., October 24th – Team Captains should make the official announcement at your Tues., October 24th sales meeting that the company will kick off its United Way Campaign on Monday, October 23 and end Monday, November 20, 2017. A Team Captain Kick Off Speech is provided in the United Way Tool Kit found by calling Public Relations Assistant Lisa Maskey at (615) 373-2044.

Talk up your special event and how to make a donation online. You could also contact your local United Way to secure local agency information to insert into your speech to make it more personal and relative to your local community.

To support your Kick Off speech, Team Captains have an Endorsement Letter also. Please find in your Team Captain Tool Kit a flyer entitled “Investing In our Communities.” Have your Office Administrator make copies for you on colored paper. That is your personal Team Captain message to put into every agent/employee mailbox or desk on Monday, October 23rd to further kick off the campaign. Don’t forget to sign them with you name as the office Team Captain.

The online donation e-Pledge Form will automatically send to all employees and agents, so you will not have to worry about sending those notices. The first E-Pledge email will begin October 23rd where everyone’s personalized E-Pledge Link will be sent. Everyone must use that personalized link to access their United Way donation web site. Please encourage everyone to go online to make their choice of how they wish to pledge whether giving or not so Crye-Leike knows that everyone was given a fair chance to donate whatever their personal decision is.

Donations collected now are for United Way’s budget year of 2017. Deductions for employee donations will begin on January 2017 through payroll deductions. Your role as Team Captain is to monitor who has gone online to give and who has not so you will know who to contact individually to encourage them to donate.
To monitor that donation process, you as the Team Captain will have access to a Donor Report to monitor donations in your office. Those email instructions will arrive in your Crye-Leike inbox on **Mon., October 23rd**, entitled, *How to Access Office Donor Report*. Those same instructions are found in the Crye-Leike United Way Team Captain Tool Kit. To find the tool kit, contact Public Relations Assistant Lisa Maskey at 615-373-2044.

The donor has to go to their Crye-Leike Email Inbox to find the login email from United Way of Williamson County to make their final pledge since you will not have access to their personalized link. A flyer is provided that provides instructions on How to make an E-Pledge, located in your Team Captain United Way Tool Kit.

The online E-Pledge donor system will send six (6) reminder notices to agents and employees during the month of October/November, with the Final Notice being sent on Mon., November 20th.

All check donations pledged online and special event monies are to be turned into your local United Way by Mon., November 20th, including faxing to 615-739-9898 your Final Reports entitled, the Check collection Final Report and the Special Event Final Report.
E-PLEDGE FORMS: HOW TO MAKE AN E-PLEDGE DONATION

Everyone will be making their pledge donations to United Way online, there is not any paperwork being used to donate. Everyone will receive their E-Pledge via an email. A flyer entitled, How to Make My E-Pledge Donation has been provided in your United Way Team Captain Tool Kit. Ask your Office Administrator to print copies to hand out in our office.

The instructions are below:

How to Make an E-Pledge/Donation to Crye-Leike’s United Way Campaign
WHEN: October 20 – November 23, 2017

STEP 1:
Go to your Crye-Leike E-mail Account and find the October 20th email that reads:
From: United Way of Williamson County (our Corporate Campaign Administrator)
Subject Line: Your login link for Crye-Leike’s United Way Giving Campaign.
STEP 2:
Open that email which is your Welcome Letter. Paragraph Four contains your “personalized” donation website link. To get there, click “Start Here” denoted in Red. It will take you directly to your personal web site and automatically log you in.

A Sample of Paragrah Four Reads: “Crye-Leike wants you to have the opportunity to share in our company’s spirit and community support of United Way. To participate in Crye-Leike’s United Way Campaign, please click Start Here to make your campaign pledge today. Note that this link is not to be shared with anyone else because it is personalized to you alone.”

STEP 3: Click on DONATE NOW.

STEP 4: Select PLEDGE TYPE: Payroll Deduction (Employees only, NOT agents); Check; Credit Card – One Time Charge; or, Credit Card – Pay Over Time.

STEP 5: Click NEXT and enter the amount you wish to donate.
If you would like to donate to another United Way or a specific 501( c)3 health & human services agency, you must check the YES box and do an agency search by clicking AGENCY SEARCH button. Otherwise, click NEXT.

NOTE: There is a $52 administrative fee for selecting and donating to a non-partner agency, but not to other United Ways. If you cannot find the agency you are looking for, you will be able to write it in, by clicking the WRITE IN button.

STEP 6: Verify your personal contact information. Then, click NEXT. Click, CONFIRM.

STEP 7: You can print out your donation information here and you will also receive an email thank you confirmation.

Your E-Pledge/Donation is requested on or before November 23, 2017.

CONTINUED NEXT PAGE
DESIGNATE YOUR PLEDGE

We know that many people live in one county and work in another and they want their donation to stay where they live. To tackle that problem, the E-pledge donation process is donor friendly.

Everyone has three ways they can designate their pledge: To a specific county; to a specific United Way 501c3 health & human service agency within a specific county; and/or another local nonprofit 501c3 health & human service agency outside of the United Way network.

NOTE: There is a $52 administrative fee for selecting and donating to a “non-partner” agency, but not to other United Ways.

When a designation is not specified, the donation will automatically be distributed to the county United Way where the Crye-Leike office is located.

Contact your local United Way to acquire information and brochures about the local agencies your local United Way supports. Providing and informing your agents and employees of what United Way supports could mean the difference between getting a donation, or not getting one at all.

LEADERSHIP GIVING PROGRAM

There is a United Way Leadership Giving Program that is structured for donations over $1,000. If you should be so lucky as to get someone who wants to make such a significant gift, please contact your local United Way representative immediately. United Way is comfortable in handling that large amount of giving, and they can take care of that situation for you; just provide them with the lead and they can go from there.

CONTINUED NEXT PAGE
IMPORTANT – TAKE NOTE:

On the E-Pledge form, agents and employees have the option to pay by check. You will be able to see that donation commitment on your Donation Report, so you will know to secure that check donation from them.

No cash is accepted. Don’t refuse any cash, but if you get any, then we suggest that you submit your personal check in its place, made payable to United Way. United Way is not equipped to handle receiving cash. Or, take all individual cash donations and convert them to a cashier’s check at your local bank.

Please coordinate with your local United Way on pick up times to secure your check donations. Also, be sure to lock up all donation checks in a safe place in the Crye-Leike office, just as we would do for Earnest Money checks, until they are picked up by United Way. For cash from special events, please take it to a bank and convert it to a cashier’s check payable to United Way.

Don’t be sitting on a large amount of checks; call your local United Way for a pick up. Partial drops are welcome and encouraged. Remember to complete the Check Collection Form and fax to Crye-Leike Corporate Communications.

If an agent or employee says they did not receive the email to get to their personal E-Pledge Donation Pledge Form, it may be because they just joined Crye-Leike after we downloaded data into the United Way system; OR, they use a personalized or branded email other than the Crye-Leike email address assigned to them. SO, please contact Joyce Friedman at jfriedman@crye-leike.com, or Leslie Murray at leslie.murray@crye-leike.com to request for those people to be added to the system with that new email address so they can get their donation form to have an opportunity to donate.

CONTINUED NEXT PAGE
SPECIAL EVENTS

WHY HOLD A COMMUNITY SPECIAL EVENT?
Organizing a community special event to raise monies for United Way has several benefits for Crye-Leike, your office and your community:

- **Public Relations Opportunity.** Your special event supports one of Crye-Leike’s core values: Be a Good Neighbor. Holding a community event demonstrates our commitment to being a good neighbor in your community.

- **Awareness of United Way.** Your special event provides an opportunity for Crye-Leike to give back to the community and create an awareness about United Way.

- **Publicity Opportunity.** Your special event generates publicity for Crye-Leike, your office and for your agents before, during and after the event is over.

- **Team Spirit.** It generates team spirit in the office and provides an opportunity to work together towards a good cause.

WHEN HOLD OUR SPECIAL EVENT?
Between October 23 through November 20, 2017 when our Crye-Leike United Way Campaign is being held for 2017. However, if you need more time, you may extend your event to be held on or before November 30, 2017. Some offices like to time-in a Halloween or Fall Theme with their event, so they need that extra time.

WHAT KIND OF COMMUNITY FUND-RAISING EVENT SHOULD WE HOLD?
Knowing we are all busy people trying to make a living, select a fundraiser that will be:

1.) appealing/inviting to the community to attend; 2.) the easiest to organize in terms of manpower; 3.) calculates to have low operating costs to implement and high returns so greater profit to benefit United Way; and, 4.) can be implemented within the 30-day window of October 23 – Nov. 20, 2017.

For ideas on special events, consult the Team Captain Fun-Raising Workbook that provides ideas of United Way fundraisers Crye-Leike branch offices have held with great success. This workbook and more are found in your United Way Team Captain Took Kit found online. Contact Public Relations Assistant Lisa Maskey at 615-373-2044 for details.

CONTINUED NEXT PAGE
Fund Raising Ideas Booklet – In this booklet are different ideas of what Crye-Leike offices have done in the past to help you come up with fund raising ideas that are fun and entertaining to hold within your office. All found in your online Team Captain Tool Kit.

Some ideas of what other Crye-Leike offices have done in the past included: an annual 5K run that raises $7,000 each year; doing what we do best, a home tour of a $2.5 million house for sale by Crye-Leike that included a wine & cheese party and raised over $5,000; and a drawing for a week’s accommodations in Destin, Fla. that raised $5,000, and a car raffle that raised $13,000 after paying the expense of the car that was secured at cost from Saturn at $7,500. Other events included auctions and yard sales.

The sky is the limit on what kinds of fund-raising events your office can organize beyond the individual donations you collect from agents and employees. We saw chili contests, auctions, auctioning off primo parking spaces, and cake auctions that brought $150 per cake.

Know that your chances are good that your event will get into the newspaper or on the radio if you just write and send a press release as a public service announcement to the local news media in your area.

But also know that Crye-Leike Accounting will not pay or reimburse anyone for any advertising your branch offices place or any expenses incurred to promote or organize your event. Those monies must come out of your proceeds collected, so organize to spend wisely.

CONTINUED NEXT PAGE
WHAT CORPORATE SUPPORT WILL WE HAVE?

Crye-Leike Corporate Communications will: 1.) provide pre-publicity and after publicity of your event by developing a press release that will be distributed to your local media outlets; and 2.) serve as an advisor in helping you find the resources you need to run a successful campaign, along with the additional resource support you will receive from your local United Way.

TIPS TO HOLD A SUCCESSFUL SPECIAL EVENT FOR UNITED WAY

- First, pass your idea by Crye-Leike Corporate Communications for review and approval. Call Joyce Friedman at 615-714-1666, or jfriedman@crye-leike.com.
- Contact your local United Way Office to alert them what you are doing for your event, and to see if they have any additional resources to make your event successful. Also, check with United Way and/or a Certified Public Accountant about the donation rules in your state for disclosing proper disclaimers relative to how much is a charitable contribution.
- Gather a committee to help you because you cannot do this alone. Delegate responsibilities within the committee and outside the committee; get everyone in your office involved in some way.

TIPS TO HOLD A SUCCESSFUL SPECIAL EVENT CONT.

- Develop a budget to determine what your costs and expenses will be so you will know who much you should charge to generate a sizable donation for United Way. NOTE: If you need to pay for expenses ahead of time, Crye-Leike Accounting will NOT provide those funds. Volunteers will have to be reimbursed from the event sales. Or, ask your Sponsors to provide Gift Cards to use toward expenses.

CONTINUED NEXT PAGE
• In planning the date of your event, please account for publicity time. You will need at least three weeks prior to your event date to give Crye-Leike Corporate Communications time to write your press release and distribute it in enough time for the newspapers to pick up your announcement. Newspaper calendars generally require at least a two to three week notice.

• Check with the city and local codes if there are restrictions on signage to promote your event as well as if permits are required for the type of event you plan to hold.

• Facilities to Use: Is the Crye-Leike building or parking lot perfect for your special event, or will you need to hold elsewhere? Will you need extra portable toilets placed outside your office building or at your venue? Refreshments to sell for additional profit?

• Solicit sponsors to cover the larger expenses of your event. Determine how to give them the promotion they would expect from being a sponsor. Ask Sponsors for Gift Cards to use toward the event’s expenses. Crye-Leike and United Way can only deposit the sponsor checks, we cannot cash them for expenses toward the event.

• Ask local businesses to participate for a fee, and/or donate their services.

GOOD LUCK! Crye-Leike Corporate Communications wants your United Way event to be successful and for your office to have a good experience in organizing and holding this event. By having your office work together, you are making lasting change in your community.

CONTINUED NEXT PAGE
Thank You. Report your final results to your fellow associates and thank them for participating. Some ways to say thank you:

- Hold a thank you event for employees
- Send a thank you letter from the Managing Broker
- Send personalized thank you notes
- Put together treat bags to thank your committee

CONCLUSION

Dick Leike and Harold Crye have endorsed our company’s United Way campaign as they have done for the past 22 years. Together, with your leadership as a United Way team captain, we can make an investment in our community that matters.

Again, thank you everyone for accepting our challenge to serve as a United Way Team Captain for your office, and being a part of our United Way Leadership Team.

We wish all of you the best of luck in your campaign and most importantly, HAVE FUN DOING IT!

Sincerely,

Joyce & Leslie

Joyce Friedman & Leslie Murray

Crye-Leike’s 2017 United Way Corporate Campaign Co-Chairs

(SEE IMPORTANT TIMELINES AND DATES ON THE NEXT PAGE)
Crye-Leike’s United Way Campaign Timelines

Fri., October 20 – Harold & Dick’s CEO United Way Endorsement Letter sent via Internal Email System to ALL

Mon., October 23 – All to receive United Way’s E-Pledge Form via Email – **Note:** This email will be from United Way of Williamson County, our Crye-Leike United Way Campaign Administrator

Fri., Oct. 20 – **Team Captains:** Notice of Special Event Planned Fax Back Form due to Corporate Communications to notify what special event planning & to secure publicity assistance.

Mon., Oct. 23 – United Way E-Pledge – Special e-mail to Team Captains of How to Access Office Donor Report

Mon., Oct. 23 – E-Pledge Login Links Launched to ALL by Email – **SUBJECT LINE:** Your Login Link for Crye-Leike’s United Way Campaign

Tues., Oct. 24 – **Office Meeting - Team Captains** make Kick-Off Speech at Office Meeting and show the 2017 United Way Video  [https://www.youtube.com/watch?v=D2T1rFWjv7s](https://www.youtube.com/watch?v=D2T1rFWjv7s)

Fri., Oct. 27 – First E-Pledge Message Sent to ALL – *United Way – Change a Life Today!*

Tues., Oct. 31 – Office Meeting – **Team Captain** Opportunity for United Way Agency Speaker

Thurs., Nov. 2 – E-Pledge Reminder No. 2 – *United Way – Every Dollar Counts!*

Fri., Nov. 3 - Harold/Dick CEO United Way Endorsement Video Sent to ALL via email

Tues., Nov. 7 – **Office Meeting – Team Captains** give individual lessons on how to do e-Pledge online for 100 Percent Participation to those on report who have not responded.

Tues., Nov. 7 – E-Pledge Reminder No. 3 Sent to ALL – *United – Pledge Your Gift Today*

Fri., Nov. 10 – E-Pledge Reminder No. 4 Sent to ALL - *United Way – Your Gift Matters*

Mon., Nov. 13 – **Team Captains:** Consider making a partial drop of checks collected to your local United Way office, and fax Check Collection Partial Report to Crye-Leike Corporate Communications to be eligible for award program. Fax to 615-739-9898.

Tues., Nov. 14 – **Office Meeting – Team Captains** give report on United Way collections thus far, LAST CALL for donations – close on Mon., Nov. 20th.

Wed., Nov. 15 – E-Pledge Reminder No. 5 Sent to ALL – *United Way – It’s Not to Late to Give*

Sun., Nov. 19 – E-Pledge Reminder No. 6 Sent to ALL – *United Way – Only One Day Left to Give*

Mon., Nov. 20 – Final E-Pledge Reminder Sent to ALL – *United Way. Final Day to Pledge Your Support*

**Mon., Nov. 20 – Team Captains:** To be considered for company awards, the following Final Reports must be faxed to Crye-Leike Corporate Communications to **615-739-9898:** Collection Final Report and Special Event Final Report found in the United Way Team Captain