

United Way of Midland County Campaign

Campaign Division Descriptions

All-American Division

Includes national companies not headquartered in Midland County. These companies are primarily in the retail or service arena. Examples include IBM, Accenture, Target and Lowes. These campaigns are national in scope and tend to start early and end late. Data regarding the progress of these campaigns is often difficult to obtain as results are reported to corporate headquarters.

Loaned Executives: 3-4

Number of companies: 20

Historical contribution value: \$40,000 - \$70,000

Commercial Division

The smallest businesses (20 employees or less) in our community make up the Commercial Division. More than 25 volunteers work the phones to invite business owners to participate in the United Way campaign.

Loaned Executives: 0

Number of companies: About 120

Historical contribution value: \$10,000 - \$20,000

Finance, Insurance and Real Estate (F.I.R.E.) Division

This division includes banks and credit unions, insurance companies and real estate firms. Examples include: Chemical Bank, RE/MAX of Midland and Ieuter Insurance. The campaign team in this division generally includes 5-7 volunteers in addition to the assigned loaned executives.

Loaned Executives: 4

Number of companies: 40

Historical contribution value of this division: \$180,000 - \$200,000

Industrial Division

This division includes industrial businesses as well as construction contractors. Industrial companies are engaged in manufacturing or engineering. Most are headquartered in Midland County but some are subsidiaries or branch offices of national companies. Examples include: Gulf States Inc., Midland Cogeneration Venture, 3M Scientific Anglers, and Design Craftsmen, Inc. Construction industry companies include Midland-based companies engaged in the general construction industry (not homebuilders). Examples include: Three Rivers Construction, Blasy Electric, Pyramid Controls. This division requires a team of 6-8 volunteers in addition to the assigned loaned executives.

Loaned Executives: 3-4

Number of companies: 50

Historical contribution value: about \$210,000-\$235,000

Midland Retail & Service Division

Includes Midland-based retail businesses and services businesses (20 employees +). This division includes car dealerships, grocery stores, printers and a wide range of other businesses. Organizations in this division include: Ace Hardware, The Midland Daily News, Chippewa Nature Center. A team of 4-5 volunteers are needed within this division in addition to the loaned executives.

Loaned Executives: 4-5

Number of companies: 55

Historical contribution value: \$90,000 - \$105,000

Professional Division

The professional division includes attorneys, doctors, dentists, architects, etc. You will have about five volunteers that consist of various professional groups that work together to invite business owners to participate in and support the United Way campaign. As the division chair, you would lead this instrumental group. There are approximately 400 companies/professionals in this division that you and your volunteers to be making contact with.

Loaned Executives: 5

Number of donors: Approx. 150

Historical contribution value: \$110,000 - \$118,000

Public Service Division

This division is comprised of City and County government as well as schools and universities. Each organization within the public service division develops its own volunteer team with whom the UW division chair works. You will have Loaned Executives to help these organizations with their campaigns.

Loaned Executives: 3

Historical contribution value: \$125,000 - \$173,000

Special Gifts Division

This division represents retirees in our community. Nearly 100 volunteers work in this division, year after year, to make personal contacts with hundreds of donors. Hundreds more are solicited by mail.

Loaned Executives: 0

Historical contribution value: \$415,000 - \$480,000

United Way Agencies Division

This division represents donations of individuals employed at all United Way partner agencies. Two executive directors from partner agencies lead this division each year. Agency challenges are created and employee campaigns are conducted annually.

Loaned Executives: 0

Historical contribution value: \$50,000 - \$60,000

The following divisions provide overall support to the entire Campaign Cabinet:

Pacesetters Division

Our campaign generally has approximately 15 Pacesetter companies which run from mid-August until the September kick-off date. The Chair of this division is responsible for working with the rest of the Campaign Cabinet to identify Pacesetter companies within the divisions and to help establish Pacesetters campaigns in August. The Pacesetter chair plays a key role in the September kick-off by announcing the Pacesetter results.

Loaned Executives

The chair of this division is responsible for helping to recruit a team of 20-25 volunteers from throughout the community who will become part of the overall campaign team. A 1-1/2 day training session is a key part of the Loaned Executive program.

Communications

The Communications Chair is responsible for leading the development of the campaign theme, messaging, materials (video, posters, brochures) and plays a key role in planning the kick-off event. The chair usually recruits a team of public relations professionals who serve as advisors.

Leadership Circle

Promotes leadership giving throughout the campaign working through the divisions and at the executive levels of major corporations. Dave Kepler of Dow Chemical plays a key role as the Chair of the United Way of Midland County Tocqueville Society (\$10,000+ givers).