



Dear ECAP Coordinators and Solicitors,

Thank you for stepping up as a volunteer leader with the ECAP Campaign this year. We, and the community, truly appreciate your support!

The success of your ECAP campaign is dependent on its volunteers. We want you to succeed in reaching your goals for this campaign and we are here to help you be successful.

Your goals (as shown on page 4 of your training manual)

- To Build a Caring Community
- Increase employee participation by 5%
- Increase average contributions
- Increase the use of payroll deduction

How do you reach those goals? The last point says it all.

- *Provide presentations to educate employees about community issues and agency services*

Not only will a presentation raise employees' awareness of community issues, it allows United Way to give back to them with information about programs and services they may need for themselves and their families. It will make employees more knowledgeable about non-City services available to their constituents, too. Invite a United Way staff person to speak about community issues. Their perception is their truth; if people are aware of the needs, and the results United Way has achieved, they will feel more inclined to participate in ECAP, thereby increasing participation. In the past, departments that have offered presentations have increased participation levels.

Employee staff meetings and rallies allow you to reach out to more people. By encouraging payroll deduction, you can increase participation. Leadership presentations are guaranteed to raise average contributions.

We can help you with all of this! ECAP and United Way *is* a partnership that works!

The City of Tucson ECAP, United Way and our 70+ Community Partners are working every day to help children, families and seniors through Education, Income and Health. We're here to help you and your employees make this impact. Together, we can accomplish results no one can accomplish on their own.

What's the next step? – Call or email us:

Matt Ellis

520.903.3928

mellis@unitedwaytucson.org

LIVE UNITED

United Way of Tucson
and Southern Arizona

