



UNITED WAY OF GREATER ATLANTA COLE SOCIETY TALKING POINTS

- Thank the group and introduce yourself and your role at United Way of Greater Atlanta
- History of Johnnetta B. Cole Society – who she was, how it came to be
- Where we are now – 8,200 members contributing approximately \$13 million
- Personal story of why you give
- Child Well Being Agenda and Impact Fund – show the Child Well Being heat map, explain what it measures and why it's important. Also, describe how critical donating to the Impact Fund is and how the indexes show how improvements will be measured
- Additional ways to engage and connect within the Cole Society
 - **Women of Cole**
Signature cause: TBD. Events: Women's Leadership Breakfast, Leading a Life of Purpose, Power Panel and Volunteer projects. Cabinet: female leaders from companies and non-profits. Recruiting process occurs in May.
 - **African American Partnership**
Signature cause: Mentoring Our Youth. Events: Leadership Luncheon, Networking Events, Professional Development Training, and Volunteer Projects. Cabinet: leaders from companies and non-profits. Recruiting process occurs in May.
 - **YPL - Premium**
Signature cause: Kids Home Initiative. Events: Gala, Leadership Luncheon, Volunteer Projects, Professional Development Training and Networking Opportunities. Cabinet: leaders from companies and non-profits. Recruiting process occurs in May.
- How you can become a member – contribution of \$1,000 to \$9,999 annually
- Match information
- Upcoming event information: WLB, LLP, Shoebox, etc.
- ASK! AND Thank!

For more information, contact cole@unitedwayatlanta.org

United Way of
Greater Atlanta





UNITED WAY OF GREATER ATLANTA COLE SOCIETY

RUNNING A COLE SOCIETY WORKPLACE CAMPAIGN

Engage. Motivate. Ask. Thank.

Building a Successful Cole Society Workplace Campaign

Obtain support from your CEO and senior management team.

- Has your CEO already made a personal Cole Society (\$1,000 - \$9,999) or Tocqueville Society (\$10,000 +) donation? If not, work with your United Way staff contact to identify the best person to ask your CEO for a Cole Society or Tocqueville gift.

Recruit a Cole Giving Coordinator to organize your Leadership Campaign.

- Select someone who is a leader, well respected by his/her peers and already giving at the Cole Society level. Be sure to arrange for the Cole Society coordinator to participate in United Way training.

Develop a detailed Cole Society program and timeline with goals.

- Cole Society should have a separate kick-off event before kicking-off the general campaign. By announcing the results of an early Cole Society giving campaign, they can set the tone for the rest of the campaign, encouraging and inspiring others to give. Goals can be set for overall number of Cole Society donors, number of those who increased and total dollar amount.

Identify potential donors and potential giving levels for each of them.

- Check previous donations records for people who have in the past or are currently contributing at the Cole Society Level. Be sure to include people who are already close to the giving level (\$500-\$999).

Kick-off the Cole Society Program with an Event.

- Plan the kick-off event inviting current Cole Society donors as well as prospects. Make sure you invite a United Way staff person to participate in the program. Also check with staff on community leaders who may be available to speak.

Begin peer visits. Make the “ask”.

- Select the best person within the company to extend the invitation to become a Cole Society donor. Distribute a personalized pledge card or solicitation note to each donor. The Cole Society giving coordinator should follow-up to ensure that potential donors are contacted as planned.

Report results and say “Thank You.”

- Send a personalized letter from your company’s CEO and Cole Society coordinator thanking each donor. Also consider planning a special event (such as a reception, lunch or dinner) hosted by your company CEO to thank Cole Society donors for their support.

Report Your Success.

- Provide United Way with the names, home addresses, email addresses and donation amounts of the Cole Society donors, so that United Way can acknowledge their donations, thank them for their generosity and commitment and provide them with appropriate tax records.

For more information, contact cole@unitedwayatlanta.org

United Way of
Greater Atlanta





UNITED WAY OF GREATER ATLANTA
COLE SOCIETY
 ENGAGEMENT OPPORTUNITIES

Getting involved with United Way of Greater Atlanta lets you see how your donation is being invested. Below is a list of engagement opportunities available to Cole Society members. There are four types of engagement opportunities. Time commitments can range from two hours to twelve hours per month:



1 OUTREACH

Spend 1-2 hours to see firsthand the work of a United Way of Greater Atlanta program or initiative

2 BOARD

Become a board member of a United Way of Greater Atlanta non-profit partner or sit on a United Way committee or cabinet

3 VOLUNTEER

Participate in executing United Way of Greater Atlanta programs and initiatives

4 NETWORK & LEARN

Attend a United Way of Greater Atlanta event

1 OUTREACH

ENGAGEMENT OPPORTUNITY DESCRIPTION

Spend 1-2 hours to see firsthand the work of a United Way of Greater Atlanta program or initiative

2-1-1 Tour

Visit United Way of Greater Atlanta to listen in on some of the 700,000 calls that the 2-1-1 Contact Center receives per year from people in need. Come alone or with a group.

Street to Home Outreach

Walk through the city with trained United Way of Greater Atlanta professionals to encourage people experiencing homelessness to “get on the bus” to start their journey toward self-sufficiency.

For more information, contact cole@unitedwayatlanta.org with any questions or to sign up for any of these activities.

United Way of Greater Atlanta





UNITED WAY OF GREATER ATLANTA COLE SOCIETY ENGAGEMENT OPPORTUNITIES

2 BOARD

ENGAGEMENT OPPORTUNITY DESCRIPTION

Become a board member of a United Way of Greater Atlanta non-profit partner or sit on a United Way committee or cabinet

Volunteer Involvement Program (VIP) Fall, spring and summer dates available

Attend this 10 week session to prepare yourself for non-profit Board leadership. For more information, contact vip@unitedwayatlanta.org

VIP Board Recruitment Fair October 24, 2017

At this annual event, VIP graduates and alumni attend and connect with local nonprofit agencies that are searching for people to serve in leadership roles. For more information, contact vip@unitedwayatlanta.org

County Advisory Board / Committee

Identify and make fund investment recommendations at the county level as a member of 1 of 13 county advisory boards/committees. For more information, contact the county directly e.g. dekalb@unitedwayatlanta.org or cobb@unitedwayatlanta.org

Women of Cole Cabinet

Help the Women of Cole to grow and engage women further. Application process begins in the spring with a monthly time commitment for meetings and subcommittee work. For more information, contact womenofcole@unitedwayatlanta.org

African-American Partnership Cabinet

Enrich your life, your communities and your resume as an AAP cabinet member. You'll participate in strategic discussions on AAP's signature cause, plan engagement opportunities for members and prospects and help children, families and communities reach their full potential. For more information, contact aap@unitedwayatlanta.org.

Young Professional Leaders Cabinet

Join individuals, ages 40 and under, who dedicate their time to engage the next generation of leaders through networking, volunteer projects, and leadership events. For more information on board commitments, contact ypl@unitedwayatlanta.org

For more information, contact cole@unitedwayatlanta.org with any questions or to sign up for any of these activities.

United Way of
Greater Atlanta





UNITED WAY OF GREATER ATLANTA
COLE SOCIETY
 ENGAGEMENT OPPORTUNITIES

3 VOLUNTEER

ENGAGEMENT OPPORTUNITY DESCRIPTION

Participate in executing United Way of Greater Atlanta programs & initiatives

Tax Preparation Assistance
 November & December

Train to be an IRS-certified tax preparer and help those individuals and families with low-to-moderate income with free tax preparation. For more information, contact vita@unitedwayatlanta.org

Shoebox Project
 March - May

Decorate shoeboxes and/or pack and ship them with personal toiletries for homeless women and children in the Greater Atlanta region. For more information, contact shoeboxproject@unitedwayatlanta.org

Silence the Growl
 May - June

United Way's program that's designed to fund meals for children who qualify for free or reduced price meals at their schools. An estimated 350,000 are at risk of losing 1 or more meals during the summer break. For more information, contact silence@unitedwayatlanta.org

Advocate with Legislators

Get trained to meet with legislators on issues critical to United Way of Greater Atlanta and our local community. For more information, contact amintz@unitedwayatlanta.org

Consultant Services

Donate your expertise and time to help with specific United Way of Greater Atlanta projects, initiatives, etc. For more information, contact volunteer@unitedwayatlanta.org

Financial Coaching

Obtain the training and skills to be a financial coach to an individual living from paycheck to paycheck, empowering them to better manage their finances and to get resources for long-term financial stability. For more information, contact fcn@unitedwayatlanta.org

Vets Connect

Work with United Way of Greater Atlanta Veterans' coordinator to provide services to this community. For more information, contact ddrew@unitedwayatlanta.org

Day of Action
 June 2018

Communities across Greater Atlanta – and around the world – come together to harness the volunteer spirit. Join thousands of people and volunteer to help improve the conditions where children and families live. Multiple sites available. For more information, contact volunteer@unitedwayatlanta.org

For more information, contact cole@unitedwayatlanta.org with any questions or to sign up for any of these activities.

United Way of Greater Atlanta





UNITED WAY OF GREATER ATLANTA
COLE SOCIETY
ENGAGEMENT OPPORTUNITIES

4 NETWORK & LEARN

ENGAGEMENT OPPORTUNITY DESCRIPTION

Attend a Signature Event

VIP 25th Anniversary
October 28, 2017

In 2017, United Way of Greater Atlanta will celebrate the 25th anniversary of its Volunteer Involvement Program (VIP). Nearly 2,000 VIP alumni, United Way supporters and hundreds of local nonprofit agencies will be invited to the event. For more information, contact vip@unitedwayatlanta.org

Women's Leadership Breakfast
November 9, 2017

The Women's Leadership Breakfast has steadily grown and attracted renowned thought leaders and keynote speakers including former president Jimmy Carter, Mira Sorvino and award-winning journalist, Joan Lunden. This year's breakfast will feature Academy Award winner Geena Davis.

Power Panel
Spring 2018

An interactive panel discussion featuring prominent and inspirational women leaders focusing on views and insights of women.

Leading a Life of Purpose
May 2018

Hear from a panel of prominent women leaders and participate in a networking reception attended by local business executives, community leaders and philanthropists.

African-American Partnership Events

Help impact the community at an AAP networking event or civic gathering. For more information, contact aap@unitedwayatlanta.org

Young Professional Leaders Events

Help impact the community at a YPL networking event or civic gathering. For more information, contact ypl@unitedwayatlanta.org

Go to unitedwayatlanta.org/upcoming-events for all event details.

For more information, contact cole@unitedwayatlanta.org with any questions or to sign up for any of these activities.

United Way of
Greater Atlanta

