

- Campaign launches January 7, 2019, and runs through February 15, 2019.
- Designed to engage and identify new donors throughout Acadiana in a fun and creative way.
- 50 Bucket Brigade Ambassadors will ask others to *make a drop in the bucket* with a minimum goal of \$1k per bucket.
- Overall goal for this initiative is \$60,000.
- IberiaBank is our Bucket Brigade sponsor.
- The buckets serve as a vehicle to personalize how we Live United against the issues most important to us: “I am making a drop in the bucket to fight for (fill in the blank). I challenge (fill in the blank with an individual’s name/organization) to make a drop in the bucket with me.” Who will you fight for?
- While we invite people to clean out their coin reserves and donate to the Bucket Brigade, we also welcome checks and cash!
- United Way of Acadiana will provide marketing/communication support to tell the story of how we fight year round for the health, education and financial stability of every person in every community, the struggles we are facing as a local nonprofit and the impact a donation has in this fight, and how our Bucket Brigade Ambassadors are helping in this fight.
- Stories and videos will be featured throughout the campaign.
- Our bank partner is IberiaBank whose staff will count coins and other donations brought to them by the United Way of Acadiana staff.
- UWA staff will deliver buckets to Ambassadors the week of December 17th. Each bucket has a toolkit and instructions/suggestions on collecting donations.
- Each Bucket Brigade Ambassador has the option of an online fundraising page that will be credited toward his or her \$1,000 goal. Technology training will be provided at the December 11th orientation.
- Ambassadors will convene for the Bucket Brigade orientation set for December 11, 2019 at 11:30 a.m. at the Lafayette Public Library, Main Branch. A light lunch will be provided.
- UWA volunteers and agency partners can serve as Bucket Brigade Ambassadors.
- A complimentary tent will be available to all Bucket Brigade Ambassadors on Mardi Gras Day on the parade route in Lafayette!



United Way of Acadiana



AMBASSADOR COMMITMENT FORM

All Bucket Brigade Ambassadors **MUST** complete the following form to participate.

Ambassador Name: _____ Company/Organization: _____

Home Phone Number: _____ Home E-mail Address: _____

Office Phone Number: _____ Cell Number: _____ T-Shirt Size: _____

Mailing Address: _____ City, State ZIP: _____

Emergency Contact (Name & Phone Number): _____

Demographics: Race _____ Sex Male Female

Age: Under 18 years 18-24 years 25-34 years 35-44 years
 45-54 years 55-64 years 65 years and over

ARE YOU ON FACEBOOK? _____ YES _____ NO

PLEASE ANSWER THE FOLLOWING QUESTIONS. We will utilize your feedback to develop an Ambassador profile.

1. Why does giving to United Way of Acadiana matter?

2. What creative things will you do to generate your donations?

3. What United Way of Acadiana program or focus area are you passionate about? Who or what are you fighting for?

4. Without United Way of Acadiana, Acadiana would be _____. (Fill in the blank)

Liability Release: I hereby release and hold harmless United Way of Acadiana and sponsors/supervisors of all activities, from any and all liability for any injury I may suffer (including any injury caused by negligence) in conjunction with the Bucket Brigade Campaign. I certify that I am 18 years of age or older and am competent to contract my name insofar as the above is concerned. I have read the foregoing release, authorization and agreement, before affixing my signature below and warrant that I fully understand the contents thereof.

Signature: _____ Date: _____

Communications Release: I hereby waive any claim to the rights of photographic recordings made of me during the Bucket Brigade Campaign. I hereby authorize the editing, duplication, reproduction, copyright, exhibition, broadcast and/or non-profit use and distribution of said recordings for purposes deemed suitable by United Way of Acadiana. I hereby waive any right to approve the finished products. I hereby certify that I am 18 years of age or older and am competent to contract my own name insofar as the above is concerned. I have read the foregoing release, authorization and agreement, before affixing my signature below and warrant that I fully understand the contents thereof.

Signature: _____

United Way of Acadiana's Bucket Brigade campaign launches January 7, 2019, and runs through February 15, 2019. The overall goal for this initiative is \$60K. 50 Ambassadors will advocate on behalf of UWA and solicit monetary support. Each Ambassador is charged with raising \$1,000 per bucket.

MISSION: Inspire individuals to join the fight for a more educated, prosperous and safer community by making a *drop in the bucket* with a financial contribution.

YOUR ASSIGNMENT: Help tell the United Way of Acadiana story of what can happen when we all come together to fight for the health, education and financial stability of every person in every community.

Think of this as telling a story through social media. Your Facebook and Twitter posts will document what individuals are doing to keep United Way of Acadiana as a viable resource in area communities. Here are some suggestions on what to post about the Bucket Brigade campaign.

- **The activity itself** – Tell us what's going on! (For example: "Name of Donor just made a drop in the bucket because helping more kids read on grade level is important to her.")
 - **Photos** – Show us what's going on, too! This is a great, quick way of sharing what's happening to support this effort.
 - **Videos** – Short snippets of video really help capture the excitement of getting others involved. Issue the challenge: "I am making a drop in the bucket to fight for (fill in the blank). I challenge (fill in the blank with an individual's name/organization) to make a drop in the bucket with me." Who will you fight for?
 - **Volunteer stories** – Play reporter and "interview" some of your donors. You can video this and post it, or just do posts. If the person you're talking to has a Facebook or Twitter account, do the "interview" on social media itself! (You ask the questions; they reply with their response – just make sure we're tagged.) Below are a few sample questions you can ask ...
- Why did you decide to get involved in the Bucket Brigade campaign?
 - What are you fighting for?
 - Why is United Way of Acadiana important to you?
 - What kind of impact do you think United Way of Acadiana has on the community?

Please don't feel limited by what's included on this list. You're more than welcome to get creative with your posts! The more interesting, the better.



United Way of Acadiana



SOCIAL MEDIA TIPS

YOUR ARSENAL:

FACEBOOK

- Our Facebook page is www.facebook.com/UWofAcadiana
- **Like our page** so that you can share, like and comment on content from us and other Bucket Brigade Ambassadors.
- Remember to **tag us** in your posts – that's very important!
- You can post directly on our wall or on your own page (tagging us, of course).
- Hashtag: Please use it if possible with each post.
- #UWABUCKETBRIGADE2019

TWITTER

- Our Twitter page is www.twitter.com/UWofAcadiana. Our Twitter handle is **@UWofAcadiana**.
- **Follow our Twitter account** so that you can share content from us and other Bucket Brigade Ambassadors. Remember to **reference @UWofAcadiana** in your posts.
- Hashtag: Please use it if possible with each post.
- #UWABUCKETBRIGADE2019

INSTAGRAM

- Our Instagram handle is **@UWofAcadiana**. **Follow our Instagram account** so that you can see content from us and other Bucket Brigade Ambassadors.
- Remember to **reference @UWofAcadiana** in your posts.
- Hashtag: Please use it if possible with each post.
- #UWABUCKETBRIGADE2019

For questions regarding social media, contact Logan Hensgens via email at logan.hensgens@unitedwayofacadiana.org or call (337) 706-1214.

United Way of Acadiana fights for the health, education and financial stability of every person in every community.

Who will you fight for?

- When you join with United Way, you are more than a fundraiser. You are joining the hand raisers. The game changers. The people who won't quit no matter how tough the issues are.
- United Way brings the right resources and the right people together to get things done.
- Together, we surround a community's most critical problems and we fight.
- In order to live better, we must LIVE UNITED.
 - ✓ 39% of families in our region are living paycheck to paycheck.
 - ✓ 44% of our kindergarten students are not school-ready.
 - ✓ 1 in 7 individuals or 59,000 people go to bed hungry.
- Up till now, we've been winning the fight:
 - ✓ 26 United Way funded programs through 18 partner agencies are helping people in Acadiana.
 - ✓ As a result of Hurricane Harvey, 13,000 families were provided much needed resources and direct services through the Harvey Resource Center.
 - ✓ Disciplinary issues are less; grades and attendance are up for 26,000 students in 45 public schools across Acadiana thanks to the Leader in Me program's emphasis on 21st Century life skills.
 - ✓ 2,000 school supply filled backpacks were provided to students when they went back to school thanks to UWA and its generous supporters.
 - ✓ Free income tax assistance through UWA's Volunteer Income Tax Assistance (VITA) program generated \$3,800,550 in total refunds that people used to pay their bills, repair their homes or further their education.
 - ✓ 10,000 young children will start kindergarten with stronger language skills because of the Dolly Parton Imagination Library free book program, with over 21,000 children being reached since 2009.
 - ✓ All children enrolled in United Way's Early Head Start are 92% more likely to be ready for kindergarten and scored higher than national average in every developmental area by as much as 37%.

Join the fight! Make a drop in the bucket and challenge your friends!

We will set you up with a Crowd Funding Page on the UWA website, if you so choose. If you would like to have a Facebook Fundraising Page, here are instructions.

How to Set Up a Facebook Fundraising Page

1. Sign into your Facebook account.
2. On your News Feed page, look down the left hand column under the heading “Explore.” Click on “Fundraisers.”
3. Click on the center blue box “Raise Money.”
4. Click on “Get Started.”
5. Click on “Non Profit.”
6. Type “United Way of Acadiana” in the search bar. When it appears below, click on it.
7. Fill in how much money you’d like to raise.
8. Fill in when your fundraiser ends.
9. Click “Next.”
10. Give your Fundraiser a title.
11. Fill in the bottom section with a couple of sentences about why YOU are raising money for United Way of Acadiana, and also cut and paste this: (Jan, insert your info here).
12. Click “Next.”
13. Use the cover photo (found where?) or a picture of your own.
14. Click “Create.”

Congratulations – Your fundraiser is now LIVE! The success of your fundraiser will depend, in part, on your engagement with it through social media. Invite people to donate! Share it on your wall and share it in Facebook groups with which you are engaged! Don’t forget to post updates, thank people specifically as they donate, and post photos, videos and other events as they happen ON the Fundraising page!

Good luck!

For questions regarding online giving, contact Elsa Dimitriadis via email at elsa.dimitriadis@unitedwayofacadiana.org or call (337) 706-1230.

To get your brain going for ideas to plan your personal UWA Bucket Brigade FUNdraiser, we've created some suggestions. We encourage you to keep going with these ideas — you're welcome to use them as is or let them be a starting place for your brainstorming.

Invite your friends and ask them to consider making donations to attend one of the following:

- A themed dinner party or brunch
- Host a ceramics workshop at a local studio
- Play a game of basketball
- Host a basketball clinic
- Host a Scrabble tournament
- Host a chess tournament
- Host a bridge invitational
- Host a cooking class
- Lead a flora, fauna or mushroom identification hike
- Host a personalized Valentine cards workshop
- Teach a group of friends how to knit
- Take a hike
- Paddle Lake Martin
- Host a living room concert
- Invite friends to walk the equivalent of a 5K with you and pay the standard \$35 entry fee
- Lead an exercise class
- Host a baseball pitching or batting clinic
- Host a writing workshop
- Put on a show and charge admission
- Take your friends on a boat ride
- Host a scavenger hunt
- Do artistic commissions
- Write poetry on command
- Host a game of Bingo
- Have a cake walk
- Have a bake sale
- Partner with a restaurant willing to give a certain percentage of the proceeds to UWA
- Host an old-fashioned letter writing sit down (you provide the stamps and stationary and invite people to come write letters)
- Host a pet picture day — set up a place to take photos of people and their pets (or just their pets)
- Teach a healthy eating class
- Partner with a coffee shop
- Partner with a hairdresser
- Lunch/dinner auction with yourself or a celebrity (host a meal at your home or a restaurant that you auction off to a single person or multiple folks)