

CORPORATE PARTNER PACESETTER PROGRAM



Pacesetters are United Way corporate partners who jump-start our annual workplace campaign program by participating in volunteer activities and raising funds to support quality programs in Northwest Indiana.

As a Pacesetter, your organization will stand out as a community leader by conducting an early and ambitious fundraising campaign which will set this year's campaign pace. Being a Pacesetter is a fun, competitive way for employees and corporations to give back to their community.

We hope you'll join us!

WHO CAN BE A PACESETTER?

- Corporations with a history of significant community commitment.
- Corporations with shared values in commitment to improving individuals and community in the areas of health, education and income stability.
- Corporations with the desire to lead, who can promise support from the entire organization, including management and employees.

**RECOGNITION
IS RECEIVED
YEAR-ROUND**

CONTACT KASIE TODAY!

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WHAT DOES A PACESETTER DO?

- Choose United Way of Porter County as your philanthropic partner of choice.
- Set the pace of United Way's annual workplace campaign by:
 - Setting an ambitious fundraising goal and coming up with fun ways to raise funds.
 - Conducting an employee giving campaign.
 - Committing to increasing your corporate gift above prior year by at least 10%.
 - Providing a \$2,500 sponsorship of United Way Day of Caring Campaign Kick-Off event.
- Demonstrate to the community that outstanding campaign results are possible through service and commitment.

PACESETTER BENEFITS

- Custom opportunities to fulfill your organization's corporate and social mission.
- Community-wide visibility and recognition of your organization's efforts on our behalf.
 - Recognition of your commitment at the Day of Caring Campaign Kick-Off event, throughout the campaign program and at the end of the year program wrap-up.
 - Strategic corporate partner website icon that can be utilized for up to 3 years.
- Ability to conduct your employee campaign early with increased support from United Way staff and volunteers.