







BY JUNE 26:

Complete this form online at uwheartmo.org/Pacesetter and email to DHoltgraewe@uwheartmo.org, or fax to 573-874-1285.

2019 PACESETTER COMPANIES

3M Auto Owners Insurance

BMW of Columbia Boone County Family

Resources

Boone Hospital Center Central Bank of Boone County

City of Columbia

Columbia Insurance Group

Commerce Bank

Dunafon

First State Community Bank

Hawthorn Bank

Mercedes Benz of Columbia

Miller's Professional Imaging Missouri Employers Mutual

Providence Bank

RUSK Rehabilitation Hospital

Schnucks

Simmons Bank

Simon Oswald Architecture

The Bank of Missouri

The Callaway Bank

The Giving Branch

UPS

U.S. Bank

Veterans United Foundation

Watlow

Williams-Keepers LLC

Woodruff

Zimmer Radio & Marketing Group

2019 PACESETTER AGENCIES

Columbia Housing Authority Family Health Center First Chance for Children

Grade A Plus Inc. Harrisburg Early Learning

Center

Heart of Missouri CASA Heart of Missouri United Way

Jabberwocky Studios, Inc,

Job Point

Love INC

Lutheran Family & Children's

Services Mary Lee Johnston

Community Learning Center

Mid-Missouri Legal Services **Phoenix Programs**

Services for Independent

Livina

The Food Bank for Central & Northeast Missouri

The Salvation Army

True North

Turning Point

United Community Builders Voluntary Action Center



PACESETTER KEY DATES

Commit to being a Pacesetter by signing and submitting the enclosed Pacesetter commitment form.

Your Employee Campaign Coordinator attends the United Way campaign training.

By NOON

Submit your corporate and employee campaign results.



7:15 a.m.

Attend the Pacesetter Recognition & Awards Ceremony, generously hosted by **Boone Hospital Center**

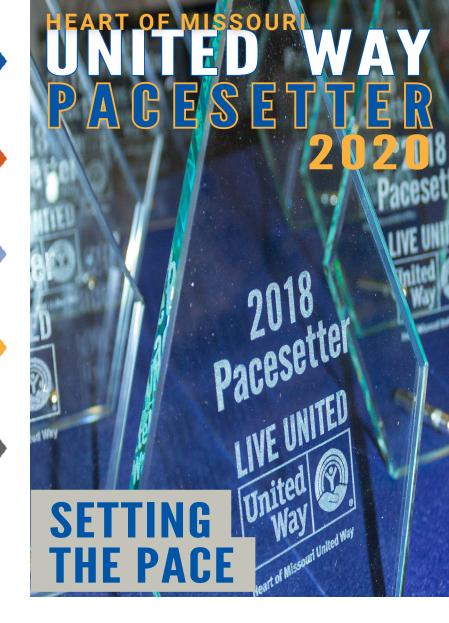


Facebook: @HeartofMissouriUnitedWay



Twitter: @uwheartmo

Instagram: @uwheartmo



HEART OF MISSOURI UNITED WAY

105 E. Ash St., Suite 300 Columbia, MO 65203 Phone: 573-443-4523 Fax: 573-874-1285





Pacesetters set the pace and build momentum for the annual Heart of Missouri United Way campaign that benefits local people in need. When Pacesetters lead, others will follow. We invite you to become a Pacesetter!

PACESETTER CRITERIA

TO BECOME A PACESETTER, AN ORGANIZATION COMMITS TO:

- **1. PLEDGE** a combined corporate and employee gift of more than \$4,000.
- **2. SUBMIT** corporate and employee campaign results by October 1.
- 3. PLAN AND CONDUCT employee campaigns that achieve at least two of the following benchmarks:
- 80% of donors give through payroll deduction or monthly giving
- 10% increase in employee participation
- 8% increase in total corporate & employee pledges
- 80% of employees participating/pledging
- 8% increase in average gift from employees
- 10% increase in corporate gift
- · Participation in the United Way Day of Caring

PACESETTER RECOGNITION

THE RECOGNITION PROGRAM FOR PACESETTER COMPANIES INCLUDES THE FOLLOWING COMPONENTS:

- Your company will be honored in community-wide advertising.
- Your company will be invited to the Pacesetter Recognition & Awards Breakfast and will be listed in the press release for this event.
- · Your company will receive a Pacesetter Award.
- Your company will be listed on the Heart of Missouri United Way website.

THE 2019 HEART OF MISSOURI UNITED WAY CAMPAIGN RAISED FUNDS TO SUPPORT OUR 34 MID-MISSOURI PARTNER AGENCIES, OF WHICH \$1,265,327 WAS RAISED BY PACESETTER COMPANIES AND PARTNER AGENCIES.

PACESETTER EMPLOYEE CAMPAIGNS

THE FOLLOWING STEPS ARE RECOMMENDED TO HAVE A SUCCESSFUL PACESETTER EMPLOYEE CAMPAIGN:

- The CEO personally endorses and actively supports the Pacesetter employee campaign.
- The CEO designates an enthusiastic Employee Campaign Coordinator who is given the time and resources needed to conduct a successful, goaloriented campaign.
- The Employee Campaign Coordinator attends the Heart of Missouri United Way training session and actively seeks support from United Way staff and volunteers.
- Using the United Way campaign video, speakers and agency tours, employees are educated about the impact of their gifts in the community.
- Fun activities are included in the Pacesetter employee campaign plan.



Veterans United Foundation





Simmons Bank



Heart of Missouri CASA

HEART OF MISSOURI UNITED WAY 2020 PACESETTER COMMITMENT FORM

TAKE THE LEAD. BE A PACESETTER.

EXECUTING A SUCCESSFUL PACESETTER CAMPAIGN

- Our company will pledge a combined corporate and employee gift of more than \$4,000.
- I will personally endorse the Pacesetter campaign to my employees.
- I will encourage key management participation.
- I will allow the Employee Campaign Coordinator sufficient time for training and coordination of a successful campaign.
- Our Employee Campaign Coordinator and I will jointly set employee campaign goals consistent with 2020 Pacesetter criteria.
- We will report our corporate and employee campaign results no later than noon on October 1.

Our company agreed to participate as a 2020

PERSONAL CEO COMMITMENT:

L	Pacesetter candidate.
	I appointas Employee Campaign Coordinator.
Please submit this form online at uwheartmo.org/ Pacesetter and email to DHoltgraewe@uwheartmo.org, or fax to 573-874-1285 by June 26.	
CEO signature:	
Co	mpany:
Da	te: