



2019 PACESETTER COMPANIES

| | |
|-------------------------------|--------------------------------|
| 3M | Schnucks |
| Auto Owners Insurance | Simmons Bank |
| BMW of Columbia | Simon Oswald Architecture |
| Boone County Family Resources | The Bank of Missouri |
| Boone Hospital Center | The Callaway Bank |
| Central Bank of Boone County | The Giving Branch |
| City of Columbia | UPS |
| Columbia Insurance Group | U.S. Bank |
| Commerce Bank | Veterans United Foundation |
| Dunafon | Watlow |
| First State Community Bank | Williams-Keepers LLC |
| Hawthorn Bank | Woodruff |
| Mercedes Benz of Columbia | Zimmer Radio & Marketing Group |
| Miller's Professional Imaging | |
| Missouri Employers Mutual | |
| Providence Bank | |
| RUSK Rehabilitation Hospital | |

2019 PACESETTER AGENCIES

| | |
|---|--|
| Columbia Housing Authority | Mid-Missouri Legal Services |
| Family Health Center | Phoenix Programs |
| First Chance for Children | Services for Independent Living |
| Grade A Plus Inc. | The Food Bank for Central & Northeast Missouri |
| Harrisburg Early Learning Center | The Salvation Army |
| Heart of Missouri CASA | True North |
| Heart of Missouri United Way | Turning Point |
| Jabberwocky Studios, Inc. | United Community Builders |
| Job Point | Voluntary Action Center |
| Love INC | |
| Lutheran Family & Children's Services | |
| Mary Lee Johnston Community Learning Center | |

BY JUNE 26:
Complete this form online at uwheartmo.org/Pacesetter and email to DHoltgraewe@uwheartmo.org, or fax to 573-874-1285.



PACESETTER KEY DATES

6.26

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

8.11

Your Employee Campaign Coordinator attends the United Way campaign training.

10.1

By NOON
Submit your corporate and employee campaign results.

10.16

7:15 a.m.
Attend the Pacesetter Recognition & Awards Ceremony, generously hosted by Boone Hospital Center.



Facebook: [@HeartofMissouriUnitedWay](https://www.facebook.com/HeartofMissouriUnitedWay)



Twitter: [@uwheartmo](https://twitter.com/uwheartmo)



Instagram: [@uwheartmo](https://www.instagram.com/uwheartmo)

HEART OF MISSOURI UNITED WAY

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

United Way



Heart of Missouri United Way
UWHeartMO.org

HEART OF MISSOURI
UNITED WAY
PACESETTER
2020

2018
Pacesetter

LIVE UNITED
United Way

SETTING THE PACE



PACESETTERS LEAD THE WAY

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, goal-oriented 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



The Giving Branch



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.**

PERSONAL CEO COMMITMENT:

- ☐ Our company agrees to participate as a 2020 Pacesetter candidate.
- ☐ I appoint _____ as 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: _____

Company: _____

Date: _____