

# CAMPAIGN DIVISION DESCRIPTIONS

## FINANCE, INSURANCE AND REAL ESTATE (F.I.R.E.) DIVISION

The Finance, Insurance and Real Estate division is comprised of local banks, credit unions, insurance companies and real estate firms. This includes organizations like Chemical Bank, RE/Max of Midland and Members First Credit Union.

Number of companies: 45-50 | Historical contribution value: \$220,000 - \$240,000

## INDUSTRIAL DIVISION

This division includes industrial businesses, construction contractors and organizations focused on manufacturing or engineering. Most are headquartered in Midland County, but some are subsidiaries or branches of national companies. Examples include: Trinseo, Midland Cogeneration Venture, Three Rivers Construction and Blasy Electric.

Number of companies: 70-75 | Historical contribution value: \$210,000-\$235,000

## RETAIL & COMMERCIAL DIVISION

This division includes local businesses, both large and small. Most are Midland-based, but also include national companies not headquartered in Midland County. There are three levels of support: corporate gifts, employee campaigns with a corporate gift and gifts processed through a national campaign. Examples include: ACE Hardware, Midland Daily News, Target, Bolger+Battle, McKay Press and Garber Chevrolet.

Number of companies: 200-250 | Historical contribution value: \$95,000 - \$160,000

## PROFESSIONAL DIVISION

This division includes attorneys, doctors, dentists, accountants, veterinarians, etc. These professionals are solicited through a direct mailing campaign, with a customized letter from a professional within their field. Additionally, many professional organizations conduct employee campaigns as well. Examples include: Yeo & Yeo, Deloitte and Andrews Hooper & Pavlik.

Number of individuals: 100-150 | Historical contribution value: \$74,000 - \$100,000

# CAMPAIGN DIVISION DESCRIPTIONS

## **PUBLIC SERVICE DIVISION**

This division is comprised of City and County government as well as local schools and universities. Each organization in this division develops its own volunteer team to work with the division chair and United Way staff.

Number of organizations: 18-22 | Historical contribution value: \$95,000 - \$110,000

## **SPECIAL GIFTS DIVISION**

This division is made up primarily of retirees from our community who make individual gifts. They are divided into two categories: 1) A solicitation letter with a follow up from a volunteer; and 2) a direct mail solicitation only.

Number of individuals: 700-850 | Historical contribution value: \$515,000 - \$580,000

## **NON-PROFIT DIVISION**

This division is made up of employees at local non-profit organizations, including United Way and their funded partners. Two executive directors from United Way funded partners lead the division each year.

Number of agencies: 30 | Historical contribution value: \$55,000 - \$70,000

## **SUPPORT FOR DIVISIONS:**

### **LOANED EXECUTIVES**

A team of 20-25 volunteers from throughout the community who will become part of the overall campaign team. A full day training session is a key part of the Loaned Executive program.

### **COMMUNICATIONS COMMITTEE**

This committee leads the development of the campaign theme, messaging, materials (video, posters, and brochures) and plays a key role in planning the overall message strategy.

### **YOUNG LEADERS UNITED**

This group serves as the main Ambassador for Young Leaders United within their organizations and the community. They strive to inspire, recruit and educate potential Young Leaders.