Steering Committee Welcome
Campaign History
Campaign History

The UFCC has been UF’s official employee fundraising drive for more than 30 years
Campaign History

UF employees have given ~$1,000,000.00 per year for the past 15 years

• More than $25,000,000.00 donated since 1989

Alzheimer’s Association

ACORN Clinic
Campaign History

The campaign has grown from 39 agencies (in 1993) to 100 agencies (in 2020)

United Way of North Central Florida

American Cancer Society
Report on the 2019 UFCC
2019 UFCC Results

Campaign Total: $993,564.00
(down ~1.5% from 2018)
2019 UFCC Results

Leadership Total: $768,682.00
(down < 1% from 2018)

Central Florida Community Action Agency

American Diabetes Association
2019 UFCC Results

Overall Participation: **15%**
*(down ~ 1% from 2018)*

Haven Hospice

American Foundation for Suicide Prevention
## 2019 UFCC Results

### Donations by Type

<table>
<thead>
<tr>
<th>Type</th>
<th>2019 Campaign</th>
<th>2018 Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Pledges</td>
<td>$962,638</td>
<td>$977,747</td>
</tr>
<tr>
<td>Special Events</td>
<td>$30,926</td>
<td>$31,301</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$993,564</td>
<td>$1,009,048</td>
</tr>
</tbody>
</table>

Guardian Foundation
2019 UFCC Results

Employee Gifts by Type

- BillMe
- Cash
- Check
- Credit Card
- Payroll Deduction

Florida Certified Organic Growers
2019 UFCC Results
Leadership Giving: $768,682
(~80% of employee giving)

<table>
<thead>
<tr>
<th>Amount</th>
<th>Level</th>
<th># of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 +</td>
<td>Senior Leadership</td>
<td>7</td>
</tr>
<tr>
<td>$5,000 - $9,999</td>
<td>Platinum</td>
<td>11</td>
</tr>
<tr>
<td>$2,500 - $4,999</td>
<td>Diamond</td>
<td>41</td>
</tr>
<tr>
<td>$1,500 - $2,499</td>
<td>Emerald</td>
<td>66</td>
</tr>
<tr>
<td>$1,000 - $1,499</td>
<td>Gold</td>
<td>98</td>
</tr>
<tr>
<td>$750 - $999</td>
<td>Silver</td>
<td>57</td>
</tr>
<tr>
<td>$500 - $749</td>
<td>Copper</td>
<td>214</td>
</tr>
</tbody>
</table>

Humane Society of North Central Florida
# 2019 SEC School Comparison

<table>
<thead>
<tr>
<th>University</th>
<th>2019 Totals</th>
<th># of Employees</th>
<th>Participation</th>
<th>2018 Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Florida</td>
<td>$993,564</td>
<td>14,669</td>
<td>16%</td>
<td>$1,009,548</td>
</tr>
<tr>
<td>University of Alabama</td>
<td>$487,803</td>
<td>4503</td>
<td>11%</td>
<td>$478,145</td>
</tr>
<tr>
<td>University of Missouri</td>
<td>$439,650</td>
<td>13,319</td>
<td>7%</td>
<td>$419,767</td>
</tr>
<tr>
<td>University of Tennessee</td>
<td>$302,549</td>
<td>7,504</td>
<td>13%</td>
<td>$320,199</td>
</tr>
<tr>
<td>University of Kentucky</td>
<td>$215,736</td>
<td>14,000</td>
<td>4%</td>
<td>$211,306</td>
</tr>
<tr>
<td>University of Mississippi</td>
<td>$119,593</td>
<td>3,000</td>
<td>10%</td>
<td>$119,593</td>
</tr>
<tr>
<td>Auburn University</td>
<td>$107,231</td>
<td>5,132</td>
<td>12%</td>
<td>$117,295</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>$74,518</td>
<td>1,547</td>
<td>---</td>
<td>$111,411</td>
</tr>
<tr>
<td>University of Arkansas</td>
<td>$93,971</td>
<td>4,503</td>
<td>11%</td>
<td>$105,353</td>
</tr>
<tr>
<td>LSU</td>
<td>$63,707</td>
<td>5,050</td>
<td>3%</td>
<td>$68,349</td>
</tr>
<tr>
<td>University of South Carolina</td>
<td>$45,981</td>
<td>9,004</td>
<td>1%</td>
<td>$64,810</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>$666,399</td>
<td>26,000</td>
<td>7%</td>
<td>---</td>
</tr>
<tr>
<td>Mississippi State University</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Vanderbilt University</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>
Comparison to Other Universities*

<table>
<thead>
<tr>
<th>School</th>
<th>Size of Student Body</th>
<th>Approx. donations</th>
<th>Type of Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Pennsylvania*</td>
<td>21,441</td>
<td>$1,799,878</td>
<td>Penn-Penn’s Way</td>
</tr>
<tr>
<td>Ohio State University*</td>
<td>55,000</td>
<td>$1,318,131</td>
<td>OSU – Bucks for Charity</td>
</tr>
<tr>
<td>University of Illinois*</td>
<td>41,000</td>
<td>$1,300,000</td>
<td>UI-Campus Charitable Fund Drive</td>
</tr>
<tr>
<td>University of Michigan*</td>
<td>56,000</td>
<td>$1,200,000</td>
<td>United Way Campaign</td>
</tr>
<tr>
<td>University of Florida</td>
<td>50,000</td>
<td>$1,009,048</td>
<td>UF – UF Campaign for Charities</td>
</tr>
<tr>
<td>University of Virginia</td>
<td>21,000</td>
<td>$815,000</td>
<td>State Employee Campaign</td>
</tr>
<tr>
<td>Indiana University</td>
<td>42,000</td>
<td>$808,680</td>
<td>United Way</td>
</tr>
<tr>
<td>Penn State University</td>
<td>45,000</td>
<td>$732,606</td>
<td>United Way</td>
</tr>
<tr>
<td>University of North Carolina</td>
<td>29,000</td>
<td>$716,520</td>
<td>State Employee Campaign</td>
</tr>
<tr>
<td>University of Texas</td>
<td>50,000+</td>
<td>$503,351</td>
<td>State Employee Campaign</td>
</tr>
<tr>
<td>Florida State University</td>
<td>40,000</td>
<td>$375,000</td>
<td>United Way Campaign</td>
</tr>
<tr>
<td>University of Central FL</td>
<td>60,000</td>
<td>$95,627</td>
<td>United Way Campaign</td>
</tr>
</tbody>
</table>

*2018 stats
## Top Agency Designations for 2019

<table>
<thead>
<tr>
<th>Agency</th>
<th>2019 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Society of North Central Florida</td>
<td>$61,543</td>
</tr>
<tr>
<td>Planned Parenthood of North Florida</td>
<td>$49,064</td>
</tr>
<tr>
<td>Ronald McDonald House Charities</td>
<td>$34,138</td>
</tr>
<tr>
<td>Haven Hospice</td>
<td>$34,114</td>
</tr>
<tr>
<td>Bread of the Mighty Food Bank</td>
<td>$32,354</td>
</tr>
<tr>
<td>United Way of North Central Florida</td>
<td>$31,801</td>
</tr>
<tr>
<td>St. Francis House</td>
<td>$28,850</td>
</tr>
<tr>
<td>Habitat for Humanity</td>
<td>$28,663</td>
</tr>
<tr>
<td>Peaceful Paths Domestic Abuse-Network</td>
<td>$27,745</td>
</tr>
<tr>
<td>Alachua Conservation Trust</td>
<td>$23,475</td>
</tr>
</tbody>
</table>
2019 UFCC College/Unit Reports

GATORS GIVE

It is every person’s obligation to put back into the world at least the equivalent of what they take out of it. — Albert Einstein

UF Campaign for Charities
2018 Leadership

Campaign Chair
Sara J. Knoll, Assistant Dean of Medicine

Leadership Team

UF Campaign for Charities (UFCC)

2018 Campaign Results

College or Department
Division # «Div»
Department Gifts: «CY»
Special Events: «Special Events»
Total: «Total Gifts»
Campaign Total: $1,009,043.20

UF UNIVERSITY OF FLORIDA
The Foundation for the University's Future

2018 CAMPAIGN RESULTS

College or Department
Division # «Div»
Department Gifts: «CY»
Special Events: «Special Events»
Total: «Total Gifts»
Campaign Total: $1,009,043.20
The 2020 UFCC Campaign
We recognize that COVID-19 has impacted agency donations, increased need and disrupted critical fundraising events for our agencies.
Safety concerns will change UFCC special events, cancel the annual Kickoff Luncheon and eliminate face-to-face meeting presentations for donations.

We will all brainstorm to find new ways to build enthusiasm for the UFCC.
2020 Campaign Chairs

**Campaign Chair**

Onye Ozuzu  
Dean, UF College of the Arts

**Leadership Chair**

Lee Anne Chesterfield  
Director, Harn Museum of Art
2020 UFCC Planning Committee

- Appointed by the Provost

K9s for Warriors

AMIkids Gainesville
2020 UFCC Planning Committee

❖ Oversees UFCC according to UF regulations

Operation Catnip

Autism Speaks
2020 UFCC Planning Committee

❖ Determines campaign theme, goal and logo

Boulware Springs Charter School

Pace Center for Girls
2020 UFCC Planning Committee

- Reviews agencies – determines which will qualify for the UFCC

Partnership for Strong Families
Breast Cancer Research Foundation
2020 UFCC Planning Committee

❖ Committee Members

Dean Onye Ozuzu - College of the Arts
Lee Anne Chesterfield – Harn Museum
Dean Judy Russell - Libraries
Dean Glenn Good – College of Education
Dean Laura Rosenbury – College of Law
Bill Gair – Office of Research
Sue Wagner - College of Journalism & Communications
Layne Prebor – Student Legal Services

Dustin Stephany – Facilities, Planning and Construction
Jaclyn Wright – Enrollment Management
Susan Crowley – Community Relations
Bill McGinn – Business Services
Corina Velasquez – UF Health HR
Michael Ford – General Counsel (Ex-Officio)
2020 UFCC Steering Committee
(Campaign Volunteers)

❖ Deans/VPs appoint two members for each college/unit

❖ Members recruit volunteers and help run campaigns in their unit

Florida 4-H Foundation
2020 UFCC Management

UF Office of Community Relations

Susan Crowley
Asst. VP, UF Community Relations
scrowley@ufl.edu

Andrew Ragsdale
Community Relations Specialist
ragsdale@ufl.edu
2020 Campaign Goal
$1,000,000.00

Cade Museum for Creativity and Invention

Florida 4-H Foundation
2020 UFCC Dates

**Leadership Campaign:**
Sept. 8 – Sept. 25

**General Campaign:**
Sept. 28 – Oct. 16
2020 Leadership Campaign

- Employees who made gifts > $500 in 2019
- Employees who earn > $50,000/year

Leadership gifts account for more than 75% of employee giving

Camp Boggy Creek

Planned Parenthood
2020 Leadership Communications

❖ Letter from Leadership Chair
❖ Leadership brochure

National Kidney Foundation
2020 Leadership Communications

❖ UFCC Postcard

❖ A weekly email (x3 weeks)
UFCC General Campaign

❖ Introductory email and postcard (week of Sept. 22)
❖ “Opportunity to Give” weekly emails (x3 weeks)
UFCC Online Pledging

• Most UF employees give online

• UF employees without email receive preprinted paper pledge cards

Project YouthBuild
UFCC Online Giving Site
Crowdrise (Crowdfunding Website)
2020 UFCC Participating Agencies
2020 UFCC Participating Agencies

By UF regulations, a UFCC agency MUST:
❖ Be a nonprofit agency and must focus on issues of health and human services to assist with physical, social and psychological well-being

Child Advocacy Center

Altrusa House
2020 UFCC Participating Agencies

By UF regulations, a UFCC agency MUST:

❖ Provide services directly benefiting the people residing in Alachua and surrounding counties

EarthShare

Second Chance Farms
2020 UFCC Participating Agencies

By UF regulations, a UFCC agency MUST:

❖ Have operating / fundraising expenses less than 25% of their revenue.

(75% or more of an agency’s revenue should go to the agency’s mission / program costs)
2020 UFCC Participating Agencies

55 Independent Agencies
16 Community Health Charities
29 United Way Agencies
100 Total Agencies
<table>
<thead>
<tr>
<th>Community Health Charities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alzheimer's Association, Central and North Florida Chapter</td>
</tr>
<tr>
<td>American Cancer Society, Inc.</td>
</tr>
<tr>
<td>American Diabetes Association</td>
</tr>
<tr>
<td>American Kidney Fund</td>
</tr>
<tr>
<td>Autism Speaks, Inc.</td>
</tr>
<tr>
<td>Breast Cancer Research Foundation</td>
</tr>
<tr>
<td>Camp Boggy Creek</td>
</tr>
<tr>
<td>Community Health Charities</td>
</tr>
<tr>
<td>Easterseals Florida</td>
</tr>
<tr>
<td>Epilepsy Florida, Inc.</td>
</tr>
<tr>
<td>Florida SIDS Foundation</td>
</tr>
<tr>
<td>Hemophilia Foundation of Greater Florida</td>
</tr>
<tr>
<td>JDRF International - North Florida Chapter</td>
</tr>
<tr>
<td>National Kidney Foundation of Florida</td>
</tr>
<tr>
<td>Sickle Cell Disease Association of Florida, Inc.</td>
</tr>
<tr>
<td>Special Olympics Florida, Inc.</td>
</tr>
<tr>
<td><strong>United Way Agencies</strong></td>
</tr>
<tr>
<td>------------------------</td>
</tr>
<tr>
<td>Aces in Motion (Gainesville Area Community Tennis Association)</td>
</tr>
<tr>
<td>ACORN Clinic</td>
</tr>
<tr>
<td>AMIkids Gainesville</td>
</tr>
<tr>
<td>Boys &amp; Girls Club of Alachua County</td>
</tr>
<tr>
<td>Bread of the Mighty Food Bank</td>
</tr>
<tr>
<td>Catholic Charities Bureau, Inc.</td>
</tr>
<tr>
<td>Central Florida Community Action Agency</td>
</tr>
<tr>
<td>Child Advocacy Center, Inc.</td>
</tr>
<tr>
<td>Early Learning Coalition of Alachua County, Inc.</td>
</tr>
<tr>
<td>ElderCare of Alachua County, Inc.</td>
</tr>
<tr>
<td>Family Promise of Gainesville</td>
</tr>
<tr>
<td>Friends of the Micanopy Library</td>
</tr>
<tr>
<td>Gainesville Opportunity Center</td>
</tr>
<tr>
<td>Girls Place, Inc.</td>
</tr>
<tr>
<td>GRACE Marketplace</td>
</tr>
<tr>
<td>Independent Agencies</td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
<tr>
<td><strong>Alachua Conservation Trust</strong></td>
</tr>
<tr>
<td><strong>Alachua County Library District Foundation, Inc.</strong></td>
</tr>
<tr>
<td><strong>Alachua Habitat for Humanity</strong></td>
</tr>
<tr>
<td><strong>Altrusa House of Gainesville, Inc.</strong></td>
</tr>
<tr>
<td><strong>American Foundation for Suicide Prevention</strong></td>
</tr>
<tr>
<td><strong>American Red Cross</strong></td>
</tr>
<tr>
<td><strong>Boulware Springs Charter School</strong></td>
</tr>
<tr>
<td><strong>Cade Museum for Creativity &amp; Invention</strong></td>
</tr>
<tr>
<td><strong>Center for Independent Living of North Central Florida</strong></td>
</tr>
<tr>
<td><strong>Conservation Florida</strong></td>
</tr>
<tr>
<td><strong>Crisis Pregnancy Center of Gainesville, Inc. DBA: Sira</strong></td>
</tr>
<tr>
<td><strong>DANCE ALIVE, Inc. dba Dance Alive National Ballet</strong></td>
</tr>
<tr>
<td><strong>Earth Givers Inc. DBA We Are Neutral EarthShare</strong></td>
</tr>
<tr>
<td><strong>Faithful Friends Pet Rescue and Rehoming, Inc.</strong></td>
</tr>
<tr>
<td><strong>Florida 4-H Club Foundation, Inc.</strong></td>
</tr>
<tr>
<td><strong>Florida Camp for Children and Youth with Diabetes, Inc.</strong></td>
</tr>
<tr>
<td><strong>Florida Certified Organic Growers &amp; Consumers, Inc.</strong></td>
</tr>
<tr>
<td><strong>Florida Defenders of the Environment</strong></td>
</tr>
</tbody>
</table>
Agency Role in the UFCC
Agency Role in the UFCC

Agencies are asked to:

❖ Make donor database aware of the UFCC

Epilepsy Florida

STOP! Children’s Cancer
Agency Role in the UFCC

Agencies are asked to:

❖ Let donors know that giving through the UFCC added 24% more to total donations in 2019

Faithful Friends Pet Rescue & Rehoming

Three Rivers Legal Services
Agency Role in the UFCC

Agencies are asked to:

❖ Use UFCC logo in newsletters and websites

Florida FFA Foundation

American Kidney Fund
Agency Role in the UFCC

**Agencies are asked to:**

- Offer to speak at unit / college events, meetings, Zooms

![Florida Wildlife Care](image1.png)

![Bread of the Mighty Food Bank](image2.png)
Agency Role in the UFCC

Agencies are asked to:

- Contact Steering Committee members - offer to speak during virtual meeting, share info
Agency Role in the UFCC

Agencies are asked to:

❖ Provide a brief mission description

Tyler's Hope for a Dystonia Cure

Gainesville Opportunity Center
Agency Role in the UFCC

Agencies are asked to:

❖ Provide agency photos for UFCC website, Facebook and training use

Alachua Conservation Trust
Agency Role in the UFCC

**Agencies are asked to:**

- Provide a donation / impact correlation - what would $25 / $50 / $100 buy to support your mission?)
Campaign Details
UFCC “ePledge” Site

UF Secure Sign-On
UFCC “ePledge” Site

Greeting / “Pledge Now”
UFCC “ePledge” Site

Donation Type
UFCC “ePledge” Site
Payroll Deduction Calculation

```
UF Campaign for Charities

Payroll Deduction Pledge

To make a gift via payroll deduction, enter the amount you want deducted from your paycheck in the "Pledge Amount" field, or enter the total amount in the "Total Annual Pledge" box and we'll calculate the payroll deduction automatically. To donate a percentage of your salary, use the salary percentage field to calculate the amount of your gift by entering your salary and the percentage you would like to give. The payroll deduction calculator will automatically calculate the amount that will be deducted from your paycheck based on the number of pay periods.

ePledge does not keep your salary information, this is simply a tool to calculate the percentage of your salary.

[Interactive payroll deduction calculator]

Previous | Cancel | Next
```
UFCC “ePledge” Site

Agency Designation
UFCC “ePledge” Site

Donor Preferences
UFCC “ePledge” Site Review
UFCC “ePledge” Site

Thank You
UFCC “ePledge” Site

Acknowledgement Detail
UFCC “ePledge” Site

Employees must log on to the giving site to:

❖ Give for the first time
❖ Change their pledge amount or agency designations
❖ Stop their pledge at the end of 2020
UFCC “ePledge” Site

Employees can choose to make a pledge or select option stating “I would prefer not to donate this year.”

After choosing either option, employees should not receive future emails.
UFCC “ePledge” Site

Payroll deduction pledges roll-over to following year unless:

❖ Pledge is stopped mid-year through UF Human Resources
❖ Donor chooses not to renew in the online giving site
UFCC Contributions
Employees can give to the UFCC through:

- Payroll deduction
- Credit Card
- Check
- Cash
- Stock

UFCC Contributions

HOPE Horses Helping People
UFCC Contributions

Employees can give to the UFCC through:

❖ A *designated* gift – specifying a specific agency/agencies

❖ An *undesignated* gift – giving to the general campaign

Girl Scouts of Gateway Council  
Education Foundation of Alachua County
UFCC Contributions

Undesignated Gifts:
Distributed to agencies / federation based on percentage they receive from designated gifts

In 2019, this increased agency gifts by more than 24%!!
UFCC Contributions

In 2019, undesignated gifts increased gifts to agencies by about 24%

An agency that received $10,000 in designated funds also received $2,400 in undesignated funds, raising their total gift to $12,400 in 2019
CrowdRise (CrowdFunding Website)

$6,000 donated via CrowdRise in 2018 (less in 2019).
Crowdrise

UFCC emails have a button to pledge through the online portal, and a link to pay by Crowdrise.
Crowdrise

Note: Donations made via CrowdRise default to the overall campaign. Donors can specify an agency /agencies in the notes field.

Friends of the Micanopy Library

Healthy Start of NCF
Important Take-Aways

Why give through the UFCC?

Haile’s Angels Pet Rescue

Florida Camp for Children with Diabetes
Important Take-Aways

Why give through the UFCC?

- Ease of payroll deduction
- Affordability (giving a little each paycheck)
Important Take-Aways

Why give through the UFCC?

- Agencies receive portion of undesignated funds, significantly increasing the value of their gift – 24% more in 2019!!

Hemophilia Foundation of Greater Florida

GRACE Marketplace
UFCC Fiscal Process
UFCC Fiscal Process

United Way has served as fiscal agent of the UFCC since its inception
UFCC Fiscal Process

United Way’s projected fee for the 2020 UFCC is 4.5%

Agency fee includes:

❖ Printing and postage
❖ Online giving site
❖ Credit card fees
❖ Record-keeping
❖ Distribution of funds to agencies
❖ More

Gainesville Area Rowing
UFCC Fiscal Process

The United Way also:

❖ Provides additional review of agency applications

Peaceful Paths
The United Way also:

❖ Processes paper pledge cards, cash, checks, credit card and direct-bill requests

UFCC Fiscal Process

Conservation Florida
UFCC Fiscal Process

The United Way also:

❖ Distributes funds to agencies quarterly based on the amount collected from the UFCC

ElderCare of Alachua County
Steering Committee Responsibilities
Steering Committee Responsibilities

❖ Recruit campaign coordinators to assist you in your unit – ideally one person in each department.

Meridian Behavioral Healthcare

American Red Cross
Steering Committee Responsibilities

❖ Seek support from your unit leadership.

Neighborhood Housing and Development Corporation

We Are Neutral
Steering Committee Responsibilities

❖ Set a goal to increase your 2020 total.
❖ Plan individual college / unit campaign to make everyone aware of the UFCC.
Steering Committee Responsibilities

❖ Print pledge cards for employees who do not have UF emails.
Steering Committee Responsibilities

❖ Encourage all coordinators / volunteers to attend the Zoom campaign training.
Steering Committee Responsibilities

❖ Collect all pledge cards, checks and cash.

Pug Rescue of Florida

Juvenile Diabetes Research Foundation
Steering Committee Responsibilities

❖ If employees donate online by cash or check, they should print out the UFCC receipt

Receipt and cash/check should be given to the Steering Committee member
Steering Committee Responsibilities

❖ Due to the COVID 19 pandemic – we will not be accepting cash at Tigert. Please convert any cash to a check.
Steering Committee Responsibilities

❖ Place all checks and pledge cards in an envelope with the UFCC report cover affixed.

MAIL to Community Relations by October 29th

UF Office of Community Relations
PO Box 113158
Gainesville, FL 32611
Coordinator Responsibilities

❖ Assist Steering Committee member with promotion of the campaign.
Coordinator Responsibilities

❖ Return cash, checks and pledge cards to Steering Committee member.

Service Dogs for Patriots

Family Promise of Gainesville
“ePledge” Administrator Tool
“ePledge” Administrator Tool

Volunteers can use “ePledge Administrator” link to generate donor/giving reports and for cash / check donation collections.
“ePledge” Administrator Tool
“ePledge” Administrator Tool

Processing reports may take a few minutes. Hit “Refresh” to see progress. Status box shows “Ready” when reports are finished.
“ePledge” Administrator Tool

Reports produced as Excel files.
“ePledge” Administrator Tool

Employee Search by name or UF ID#.
Campaign Resources
Campaign Resources

Campaign Website: ufcc.ufl.edu
Campaign Resources

- Agency listing and contact information
- UFCC regulations
Campaign Resources

❖ UFCC materials:
  ❖ Poster
  ❖ Postcard
  ❖ Donor Card
  ❖ Pledge Card
Campaign Resources

❖ Campaign Ideas
❖ Special Event Info
❖ UFCC Training PPT
Campaign Resources

❖ Contact Info
❖ Planning and Steering Committees
❖ Agencies
❖ FAQ
Campaign Resources

- UFCC Logos
Campaign Resources

- UFCC Videos
- Donor Recognition Card
Additional Campaign Promotions
Additional Campaign Promotions

UFCC Facebook
- Campaign updates and videos
- Agency spotlights
- Special events information
- Campaign news and progress

Please Like Us!
Additional Campaign Promotions

UFCC Splash Page
Additional Campaign Promotions

UF at Work
Additional Campaign Promotions
Special Events
Special Events

Organized by Steering Committee members and volunteers
Special Events

Raised > $30,000 in 2019
## Special Events

### 2019 Special Events Top Departments / Units

<table>
<thead>
<tr>
<th>Department / Unit</th>
<th>Event</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>UF Dept. of Planning, Design and Construction</td>
<td>Cornhole Tournament</td>
<td>$12,819</td>
</tr>
<tr>
<td>UF Information Technology</td>
<td>Multiple Events</td>
<td>$2,744</td>
</tr>
<tr>
<td>UF Facilities Services</td>
<td>Cookout</td>
<td>$2,700</td>
</tr>
<tr>
<td>UF Advancement</td>
<td>Tricycle Race, Jeans Days</td>
<td>$2,212</td>
</tr>
<tr>
<td>College of Medicine</td>
<td>Basket Raffle</td>
<td>$2,187</td>
</tr>
<tr>
<td>College of Dentistry</td>
<td>Book Sale</td>
<td>$1,286</td>
</tr>
</tbody>
</table>

**2019 Special Events TOTAL: $30,927**
Special Events

Dozens of events across campus
Special Events in a Pandemic

- Priority is letting your unit know about the campaign
- Stress the increased need and the fundraising challenges faced by agencies

- Be Creative!
Special Events in a Pandemic

- Virtual 5K
- Gift basket give away
Special Events in a Pandemic

- Have a virtual scavenger hunt finding info from agency or UFCC sites with prize for first to complete
- Have a video competition – best promotional video gets a prize
Special Events in a Pandemic

- Share your ideas with us and we will post on the website for all to use
Please Note: The sale of food on campus by anyone other than UF-authorized vendors is not allowed.

Special Events

Boys & Girls Club of Alachua County

Sickle Cell Disease Association of Florida
Special Events

❖ Remember: Every minute spent on the UFCC benefits 100 wonderful causes
Why Give Through the UFCC?
Why Give Through the UFCC?

Campaign Messaging
❖ Ease of payroll deduction

Sira

Gainesville Circus Center
Why Give Through the UFCC?

Campaign Messaging
❖ UFCC agency review process

Windsor Volunteer Fire Department
Special Olympics Florida
Why Give Through the UFCC?

Campaign Messaging

❖ Choice of 100 agencies with widely varied missions

Alachua County Library Foundation

The Repurpose Project
Why Give Through the UFCC?

Campaign Messaging

❖ Agencies receive portion of undesignated funds, increasing gifts by a significant amount
(In 2019, donations were increased by ~ 24%)!
Gators Volunteer
Gators Volunteer

Building on the success of Gators Give
Gators Volunteer

Connecting UF employees with volunteer opportunities
Gators Volunteer

Volunteer Opportunities

❖ UFCC-approved agencies
❖ Alachua County Public Schools
❖ On-campus opportunities

www.GATORSVOLUNTEER.ufl.edu
Gators Volunteer

Search by alphabetical order...
Gators Volunteer

Search by category...
Gators Volunteer

Search board positions...
Spread the Word

Help us bring the Gator Good to Gainesville and North Central Florida!!

THANK YOU!!
Questions?

St. Francis Pet Care
THANK YOU!