

US Airways Pacesetter and Campaign Recognition Programs

PACESETTER PROGRAM

Have you considered becoming a Pacesetter for the 2009 Valley of the Sun United Way Campaign? Being a leader in our community, you can help to set the pace for our Valley wide fundraising effort by running an “early” campaign.

As a Pacesetter, you will receive the following:

- Recognition in *The Business Journal*
- Special recognition on the Valley of the Sun United Way website
- Inclusion in a drawing for one pair of US Airways gift cards
- Recognition in Valley of the Sun United Way’s Annual Campaign Awards Booklet

As a Pacesetter, we ask that you make the following commitments:

- Conduct a model campaign including employee presentations and a Leadership Giving Campaign
- Increase your overall campaign according to the matrix at right
- Consider increasing your campaign contribution with a matching corporate gift
- Submit final campaign results to United Way by October 9th, 2009

Size of Campaign	% Increase
\$24,999 and below	5.0%
\$25,000 - \$49,999	3.5%
\$50,000 - \$99,999	2.5%
\$100,000 - \$499,999	2.0%
\$500,000 - \$999,999	1.5%
Over \$1 Million	1.0%

CAMPAIGN RECOGNITION PROGRAM

For use as a campaign incentive, your organization can earn a pair of US Airways Gift Cards awarded at our Annual Community Event, Spring 2010.

You can earn gift cards in three ways*:

- Organizations that rank 1st, 2nd, or 3rd in the “Top Campaigns” category will automatically receive one pair of gift cards**
- All organizations within the “Top Campaigns” category with a minimum of 70% of contributions invested in Results That Matter, our Community Fund will be entered into a drawing for one pair of gift cards**
- All organizations ranked 4th – 25th in the “Top Campaigns” category will be entered into a drawing for one pair of gift cards**

* To be eligible for the Campaign Recognition Program, all campaign results, including corporate and employee contributions and designation information, must be submitted by February 28, 2010.

** These incentives apply to each of the “Top Campaign” categories as grouped by employee size. Winners will be announced and tickets will be distributed at the Annual Community Event, spring 2010.



Thank you to US Airways for providing these valuable incentives!