



US Airways Pacesetter Program

Join us as a leader in the community by being a Pacesetter for the 2011 Valley of the Sun United Way campaign. Pacesetters lead by example and build momentum for our annual fundraising campaign. We are inviting YOU to be a Pacesetter!

Benefits

AS A PACESETTER, YOU WILL RECEIVE THE FOLLOWING:

- Special recognition on the Valley of the Sun United Way website
- Inclusion in a drawing for one pair of US Airways gift cards (Valued at \$500)
- Recognition in Valley of the Sun United Way's Annual Campaign Awards Booklet

Guidelines

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 7th, 2011

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 Live United Event, Spring 2012.

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 the work of Valley of the Sun United Way 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, 2012.

** 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 Live United Event, Spring 2012.



Thank you to US Airways for providing these valuable incentives!



VISIT VSUW.ORG TO
MAKE A DIFFERENCE.

Valley of the Sun United Way
1515 East Osborn Road
Phoenix, Arizona 85014
602.631.4800
Fax: 602.631.4809