

## United Way sets \$1.3 million campaign goal

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A salesperson with Andy Mohr Automotive Group could spend an entire day with a prospective customer going over the details of any model vehicle. He or she would tell the customer about the car's standard and luxury features, and even offer a test drive.

But at the end of the day, Andy Mohr said, sometimes the most important part of the sales pitch is forgotten: asking the customer, "Do you want to buy the car?"

"That's kind of important in my business," he said. "If you don't ask, you don't get it."

The same principle applies to fundraising, Mohr told the audience at United Way of Monroe County's campaign kickoff lunch Wednesday. To successfully achieve its \$1.3 million campaign goal, United Way's member agencies, local businesses and universities will have to ask and ask and ask community members to give over the next several months.

"It's about building some enthusiasm about United Way, and at the same time raising some money," Mohr said. "I really encourage you all to think outside the box, and I think you'll see real results."

The \$1.3 million goal is less than United Way set its sights on last year, and also less money than was actually raised in the 2014 to 2015 campaign. United Way raised \$1,403,593 over its last campaign, about \$21,400 short of its \$1,425,000 goal.

United Way's annual campaign, which runs from the fall to the spring, benefits the nonprofit's 25 member agencies, which include the Hoosier Hills Food Bank, school assistance funds for Monroe County Community School Corp. and Richland-Bean Blossom Community School Corp., Big Brothers Big Sisters and Boys and Girls Clubs of Bloomington.

Last year, United Way raised \$1,285,869 to benefit local food pantries, after-school tutoring and mentoring opportunities, support services for senior citizens and job preparedness programs.

"I hope you see that impact," said Barry Lessow, executive director of United Way of Monroe County. "Now, we just need you to spread that word to others."

This year, a grant from the Indiana Association of United Ways and funded by the Lilly Endowment will provide several opportunities to match funds donated. New donors giving \$1,000 or more, including previous donors who did not give to last year's campaign, will have those funds matched, as will new workplaces that raise \$100 or more for the campaign.

Previous donors also can have their funds matched if they increase their donation to the 2015 to 2016 campaign by certain percentages.

Indiana University also has set a workplace goal of \$830,000 to be donated by faculty, staff and students. Kirk White, IU assistant vice president for strategic partnerships and the IU campaign manager, said it was appropriate for the kickoff event to be held in Memorial Stadium's Henke Hall of Champions.

"It takes champions to do the work we're going to do in the next few months," White said.

However, the agencies at the event already know what it means to fundraise and apply for grants to continue providing services to their clients, Mohr said. What will make the United Way campaign successful will be new and creative ways to motivate employees and community members to donate and stay involved in the organizations to which they donate.

"Sometimes it's like pulling teeth," Mohr said.

Mohr encouraged the United Way nonprofits' leaders to organize charity events with local business partners to reduce overhead



### United Way

Keynote speaker, Andy Mohr, CEO of Andy Mohr Automotive and IU trustee, during the United Way of Monroe County Campaign Kick-Off at Henke Hall at Indiana University in Bloomington, IN., Wednesday, September 16, 2015. Chris Howell | Herald-Times

costs. These activities can be more appealing to young donors, who aren't used to writing out a check to a nonprofit.

"They probably don't have checkbooks now," he joked.

Simple giveaways for gift cards or stickers can be incentives to donate. And, of course, just asking employees, friends and family for donations, and letting them know how their giving will positively impact the community.

"That's who you're helping. You're helping the people who are the most needy in your community," Mohr said.