

**Motorola Communications Enterprise
United Way Campaign 2000**

- **Created Community Relations function for major sector covering five businesses nationwide**
- **Responsible for annual United Way campaign, Junior Achievement and Call to Protect/Donate a Phone campaign**

Campaign:

- **Created online knowledge bank of sample United Way campaign materials from Motorolans and my own files and made available to all campaign managers nationally**
- **Created weekly conference call pre-campaign, during and post-campaign period for campaign managers to share successes and discuss solutions to problems as a team**
- **Created first-ever leadership campaign with special kick-off event to demonstrate the importance of leadership involvement and commitment to overall employee population**

Results:

- **Increased overall leadership giving by 20 percent including percentage participation and average gift**
- **Received award from United Way of Chicago for best Leadership Campaign that year**



MOTOROLA

September 6, 2000

Dear Motorola CE Leader in Northern Illinois:

How many ways can you get involved in the United Way as a Leader at Motorola? Check it out, as Janilee Johnson and I, your 2000 CE United Way campaign co-chairpersons, have. Then, count the ways, so you, too, can "Count Yourself In" this year for the United Way Executive Leadership Giving Campaign in Northern Illinois.

√showing Up

There's a saying: 99 percent of life is just showing up. If you are attending the CE United Way Northern-Illinois Executive Leadership Giving Kickoff where you are receiving this letter, you are off to a great start. Leaders lead by example and set the tone for the campaign. By being here today, you are doing that. Put on the "Lead the Way" pin, and "Count Yourself In."

Taking it further, if you know of Motorolans who were unable to attend our event today due to a pressing customer or personal commitment, please show up in their office, see that they get the Leadership Giving packet, and talk to them about Leadership Giving—one-on-one, face-to-face.

√speaking Up

Speaking of talking...once you are back in the office, now is your chance to **speak up and lead a Leadership Giving meeting in your business**...however your business defines potential Leadership Givers. Your campaign chairperson has the tool kit. In essence, leading these meetings provides you with an opportunity to share the benefits of United Way and the value of Leadership Giving. You will really know your subject after you have communicated to fellow Motorolans and answered their questions about United Way. To bone up for your debut, go to <http://uwcmercy.org> or <http://www.uwschicago.org>. Then, do it and "Count Yourself In."

√Opening Up

Opening up your wallet. **Contributing at the Leadership Giving level**, while a personal decision based on individual circumstances and your ability to contribute, **is a mark of a Motorola leader.**

The Stats

Last year, Motorola raised \$1.7 million for the United Way in the employee campaign in Northern Illinois. Of this, 284 Motorola CE Leadership Givers in Northern Illinois gave \$1,000 or more to raise \$.3 million. **Our Goal this year for the United Way CE Campaign in Northern Illinois is \$2.2 million with a Leadership Giving Goal of \$.5 million with 500 CE Leadership Givers.**

The Ask

A gift of \$1,000 or more per year qualifies you for United Way Leadership Giving membership. You also can be recognized in the United Way membership directory as a Leadership Giver. You can pledge by card, on-line or kiosk. And you can give via payroll deduction of \$39 biweekly minimum, lump sum payment in cash or check, or stock. **So, pick up your "Lead the Way" pen, fill out the Motorola United Way pledge card, turn it in, and "Count Yourself In".**

The Get

The United Way in Chicagoland annually serves 2.5 million people by funding 400-plus health and human service agencies in Chicago and 160 suburban communities. Specific programs focus on: foster care, child abuse intervention and counseling, literacy, tutoring, job retraining, youth centers, affordable housing, shelters, hospice area, adult and child day-care, and many more. Eighty-three cents of every dollar raised is allocated to where the community needs are greatest.

Your Leadership Gift works all year long:

- \$1,000 will provide one night of shelter for 72 homeless men, women or children
- \$5,000 will provide one week of safe, secure shelter for 26 battered women and children
- \$10,000 will provide group activities for 238 retired seniors
- \$25,000 will provide ten hours of tutoring for 2,500 children at risk of dropping out of school

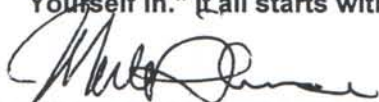
√Stepping Up

Stepping up to the plate. That's what a baseball player does at bat. And that's what Motorola leaders need to do when it comes to **Volunteerism...choosing to volunteer with your United Way campaign or a United Way agency.** The opportunities are endless. Serve on your local United Way board where you can determine firsthand the allocations to help your own community. Closer to home, serve as a champion, a campaign manager or a campaign chairperson in your Motorola business unit campaign. Sign up at one of the many worthy United Way agencies. You'll be glad you did, and once again, "Count Yourself In."

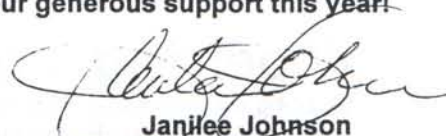
√Standing Up

Finally, stand up and be counted. And do the counting. **Volunteer to lead your general campaign.** Take charge, and lead volunteers to make it happen. Focus on meeting attendance and card return, and increasing employee participation and dollars per giver. While giving is an individual choice, every Motorolan is expected to attend a United Way meeting and return a card since the meetings are on company time and at company expense. By keeping track, you know each and every Motorolan is touched. Your visible leadership is critical; so "Count Yourself In."

One. Two. Three. Four. Five. Janilee and I found at least five ways to get involved with United Way as a Leader at Motorola. But, we all know there are countless ways. So, "Count Yourself In." It all starts with you, and we thank you for your generous support this year!



Merle Gilmore



Janilee Johnson

2000 CE United Way Northern Illinois Campaign Chairpersons

Enclosures:

- **"Lead the Way"** pin to show other Motorolans that you are leading the way with your pledge in this year's United Way CE campaign in Northern Illinois.
- **"Lead the Way"** pen to fill out your pledge card. Your United Way team will be ready to accept it.
- **"It has never been so simple to care for others,"** United Way Leadership Giving brochure describing 10 ways to change the world and information about Leadership Giving, the Alexis de Tocqueville Society and the Ryerson Leaders Circle.
- **"Take Stock in United Way--Ways to Give"** flyer providing information on benefits of contributing stock to your United Way.
- **"It's True 'good things' happen when you give"** donor guide listing Northern Illinois agencies and organizations that benefit from your United Way pledge.
- **"First Call for Help"** card with phone number to call for referral to an agency in an emergency or crisis. On the reverse, **"Volunteers Build Strong Communities"** with phone number of Chicago area volunteer hotline and "hands on" benefits of volunteering.
- Motorola Pledge Card Sealed Envelope containing **"Yes, Count Me In!"** Pledge Card, **"Steps to Completing Your Pledge Card"** Instruction Sheet, **"On-line United Way Pledging"** Instruction Sheet, and Return Envelope to Motorola U.S. HR Service Center.

Arnold Barbara-RA7502

From: Gilmore Merle-EADM05
Sent: Thursday, August 31, 2000 6:06 AM
To: Arnold Barbara-RA7502
Cc: Johnson Janilee-CE1799; Schlorf Sandy-CESS19; Mozer Terry-ATM018
Subject: RE: FOR YOUR REVIEW-Somewhat Urgent: Leadership Giving Packet Cover Letter

Barbara, it is a great letter - I really like the format and the way you weave in the ways to be involved. You left off one important way. In addition to these leaders taking part in Leadership Giving campaigns in their businesses they must be leaders of the general campaign as well. We should speak of them taking charge of the general campaign in their business, getting volunteers to execute the campaign, that they should focus on being sure every person in their organization attend a United Way event, that all cards are returned, that it is up to each individual if they give or not but the UW events are on company time at company expense and they are expected to attend and return a card so we know the campaign has reached each Motorolan. That they should focus on increase the percent givers, and increasing the dollars per giver. That their visible leadership is critical.

Merle

-----Original Message-----

From: Arnold Barbara-RA7502
Sent: Wednesday, August 30, 2000 8:30 PM
To: Gilmore Merle-EADM05
Cc: Johnson Janilee-CE1799; Schlorf Sandy-CESS19; Mozer Terry-ATM018; Arnold Barbara-RA7502
Subject: FOR YOUR REVIEW-Somewhat Urgent: Leadership Giving Packet Cover Letter
Importance: High

Merle--

Attached for your review is the cover letter for the Leadersip Giving event packet. It will be signed by you and Janilee. I would appreciate your comments as soon as possible so we can go into production of the letter on Motorola letterhead and assemble the packets. Sandy has scheduled an "United Way packet assembly line" for Thursday afternoon from 1 to 4 p.m. I apologize for the short notice, and I look forward to your feedback. Thank you!

<< File: United Way.CE.2000.NI.Leadership Giving Letter.812pm.draftv1.83000.bea.doc >>

Packet Distribution Process:

Packets will be assembled (your cover letter on top as they open the envelope) and labeled with the names of each person invited to the Leadership Giving event next Wednesday. Sandy's team will distribute to individuals once they arrive at the event. (They will be assembled in boxes in alphabetical order by last name and labeled by business.) Packets that are not distributed at the event will be given to the respective campaign manager who will then give them to the head of the business' Leadership Giving campaign. Leadership Givers will then hand deliver these packets to those who were not able to attend in a face-to-face, one-on-one meeting. In other words, leader to leader making the ask.

Warm regards,
Barbara E. Arnold
Communications & Public Affairs
Motorola Communications Enterprise
Phone: 847-435-3699
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Pager: 1-888-290-4018
Cell: 847-287-6193
Email: ra7502@email.mot.com
Snail Mail:
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425 N. Martingale Road, 16th floor
Schaumburg, Illinois 60173-2406

COUNT YOURSELF IN!

Motorola's United Way

CE Northern Illinois Campaign

<http://www.uwcmecy.org> or <http://www.uwschicago.org>

Arnold Barbara-RA7502

From: Johnson Janilee-CE1799
Sent: Tuesday, October 03, 2000 11:50 AM
To: Gilmore Merle-EADM05
Cc: Arnold Barbara-RA7502
Subject: United Way Update

Merle: Barbara will send you a report from our call today later this week but I just wanted to let you know that we are very encouraged about the results thus far. In every business, the level of giving is exceeding the goal. Now our challenge is to get the participation levels up. Because our Leadership giving is so far above where we had estimated, I've challenged the team to get more of the business leaders even more involved to boost participation levels as we head down the home stretch.

The CE staff results in all categories are outstanding, by the way. More to come.

Janilee Johnson
Vice President & Director, Communications & Public Affairs
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