



United Way
of Bemidji Area

**WE LIVE
UNITED
BECAUSE**
THIS IS OUR COMMUNITY,
OUR NEIGHBORS, OUR FAMILIES AND
OUR FUTURE.

Business and Commercial Radio Blitz

Overview

The Business and Commercial Radio Blitz is an annual event ran the day after United Way's Campaign kick-off (chili cook-off), the third Thursday in September. Volunteers "blitz" the community personally asking area businesses to make an investment in United Way in support of Partner Agency's programs and services, venture grants, community impact initiatives and year round collaborative effort programs – all of which improve people's lives and strengthens our community!

This isn't a COLD CALL. Businesses will be expecting you.

United Way sends out an initial letter in August and we follow up with a postcard two weeks prior to Blitz day as a reminder. In addition, Paul Bunyan Broadcasting radio stations run promo ads prior to the blitz. In the initial letter the businesses will receive information including: their pledge amount from last year, information about the 2010 Business & Commercial Radio Blitz, a corporate pledge card & a brochure.

The Radio Blitz: Throughout the day, Campaign Co-chairs and the Executive Director of UW will be on Paul Bunyan Broadcasting radio stations KB101, 95.5 KZY, and Z99 broadcasting live how the Business & Commercial Blitz is going. Donors will be thanked on the air for their contribution!

Time Commitment

9:15 A.M. – Meet in Wells Fargo's 2nd Floor Conference Room, 201 Third Street for a continental breakfast, brief training/overview, assignments and materials (corp. pledge cards, brochures...)

10:00 A.M. – Blitz Begins

1:00/2:00 P.M. – Blitz Wraps-up*

**Each volunteer is give 4-6 businesses to contact within the same geographic area. Most volunteers complete their contacts within an hour or two.*

Success of the Blitz

In 2009, the Business and Commercial Division, for which be volunteering for on September 16, raised over \$20,000 on this one day alone! OUTSTANDING!