



EMPLOYEE CAMPAIGN COORDINATOR GUIDE

FY 2017-2018

100 YEARS

United
Way



United Way
for Southeastern Michigan



Dear Employee Campaign Coordinator,



Your contribution and dedication to our community is inspiring. Thank you for your service!

This year, the organization celebrates its 100th anniversary. That's a century of addressing some of our community's toughest challenges, all made possible thanks to partners like you. Today, United Way is focused on improving lives and empowering every family to succeed by uniting around Education, Economic Prosperity and Health — the cornerstones of a strong, equitable community.

Because of your efforts as an ambassador for United Way, more children are entering school better prepared to learn. They are accessing healthy meals and graduating prepared for college and a career. More families are better able to access basic resources, such as food and shelter, and lives are improved throughout Southeastern Michigan. You play a major role.

Thank you for leading the way toward community success within your company.

The enclosed materials in this guide will help make your campaign a success. For additional resources, please visit UnitedWaySEM.org/toolkit.

Thank you again for your passion and commitment!

With gratitude,

Herman Gray, MD, MBA
President & CEO
United Way for Southeastern Michigan



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WHAT WE DO

We Live United for universal success and prosperity in Southeastern Michigan.

Our approach starts with community. Through summits, town halls and research, we identify the root causes of some of our community's most complex challenges.

We identify broken systems and work to make the institutions providing public services better.

We pool the resources of our public, private and nonprofit partners to multiply our impact through giving, advocating and volunteering.

We invest in key focus areas. We focus donor contributions on strategies that change individual lives and benefit the entire community so everyone has the same opportunities to succeed.

RUNNING YOUR CAMPAIGN

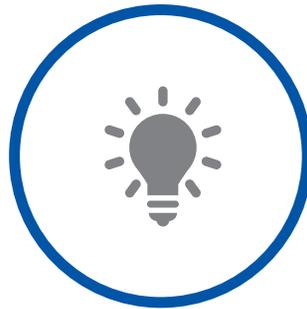
Our workplace campaigns bring people together to solve some of our community's most complex challenges through fundraising, advocating and volunteering – all while raising workplace morale.

5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN



1. ENERGIZE

Recruit a strong team to lead your United Way campaign.



2. INSPIRE

Share the United Way story with all employees.



3. ENGAGE

Connect employees to our work and show them how they can ensure a better future for their community.



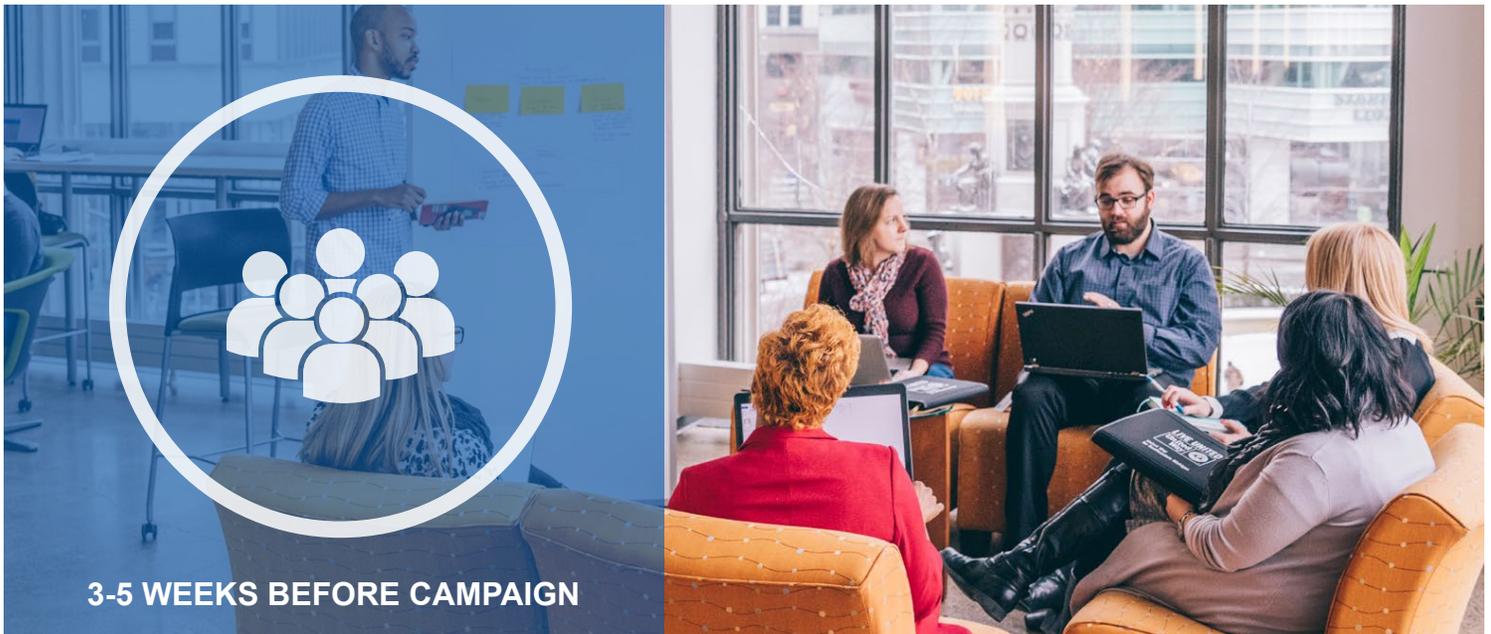
4. ASK

Ask everyone to give.



5. THANK

Thank everyone for giving.



3-5 WEEKS BEFORE CAMPAIGN

ENERGIZE



SET A GOAL

Develop a campaign strategy that fits your company's size and culture, engaging everyone at all levels and across all departments.

- Consider prior year results, number of employees and current business climate.
- People like to see results! Showcase dollars raised in real time throughout the campaign.



RECRUIT YOUR TEAM

Before your kickoff, build a diverse team from all departments to help plan and track events throughout your company campaign. Divide duties:

- Communications
- Presentations
- Events



INVOLVE YOUR CEO

Your CEO can help champion the work and ensure a successful campaign. With your CEO:

- Establish a campaign timeline and budget.
- Confirm your company's corporate gift.
- Kick off the campaign with a company-wide email (drafts available in your online toolkit at [UnitedWaySEM.org/toolkit](https://www.unitedwaysem.org/toolkit) under step 4.) from the CEO and have them make the first pledge.
- Host company-wide rallies and presentations with CEO appearances.
- Offer payroll deduction if this is not already an option.



WEEK OF CAMPAIGN



INSPIRE



HOST A CAMPAIGN KICKOFF

- Employee meetings or rallies are the most effective way to reach all employees and encourage them to invest in United Way. Rallies can take as little as 10 minutes.
- Distribute brochures and pledge cards as employees arrive.
- Ask a colleague who has benefited from a United Way program to share their experience.
- Ask your CEO to attend and publicly endorse the campaign.
- Show a United Way video that demonstrates how the organization changes lives.
- Keep the meeting lively, informative and fun.
- Make the ask!
- Follow up with employees who were not able to attend.



USE YOUR TOOLS

We have created several assets to communicate the value of United Way's work in our online toolkit at UnitedWaySEM.org/toolkit, including:

- Videos
- Posters
- PowerPoint presentations
- Sample letters
- Brochures



DURING CAMPAIGN

ENGAGE



EDUCATE COLLEAGUES

As the ambassador for United Way, you can help your colleagues understand the value of their gift. Check out the impact reports available in the online toolkit and use the following tips to share our work:

- Prepare educational opportunities to share during your company-wide campaign kickoff, volunteer projects, rallies and partner agency tours.
- Use employee publications, intranet, voicemail, announcements, bulletin boards, email, management endorsement letters, newsletters, paycheck stuffers and social media to spread the United Way message.
- Encourage colleagues to follow us on Facebook, Twitter and Instagram to stay updated.



INCREASE GIVING (LEADERSHIP GIVING)

Identify executives and/or employees giving \$500 or more. There are several strategies to enhance their giving experience through Step-Up programs or affinity group engagements:

- Hold a raffle for those who increase their gifts by a set percentage or dollar-per-week amount.
- Ask retirees to make a Planned Gift.
- Set an average gift goal for your company and incorporate an incentive.
- Hold a special leadership solicitation/recognition event.
- Include names of leadership donors on the intranet/ newsletter/etc. (with their permission).



INCENTIVIZE GIVING

There are several ways to energize your campaign and increase participation:

- Set participation rate as a company goal.
- Hold a raffle for everyone who donates (prime parking spots, days off, gift cards, etc.).
- Hold competitions between stores/branches/locations/ departments based on participation rate.
- Offer a casual dress day to everyone who donates.
- Offer an opportunity to win United Way swag.
- Host a wrap-up party and thank everyone who participated.



ASK



ASK EVERY ONE TO GIVE

The No. 1 reason people do not give is because they are not asked! So please ask everyone. United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to give by supplying information about how United Way changes lives and how each contribution drives our mission forward.

Start at the top – ask company leadership to set the example by making their contributions early. Remember to include off-site and remote employees and highlight corporate support, especially if your company has a program in place that matches employee donations. You can make the ask:

- Personally
- At campaign events
- At staff meetings
- At leadership events
- Via email and social media



WAYS TO GIVE

- Payroll deduction (the easiest way to give)
- Cash/check
- Credit card
- Direct billing
- Stock donation
- Interested in automating your campaign? Ask your United Way Corporate Relations Director about eWay, our complimentary electronic campaign software.



1-2 WEEKS AFTER CAMPAIGN

THANK



MONITOR YOUR CAMPAIGN AND REPORT RESULTS

It is critical to follow up with employees and report results:

- Ensure that your campaign team had the opportunity to speak with all employees.
- Keep regular totals and give progress reports to your CEO, team, organization and your United Way staff contact.
- Publicize campaign results throughout the organization.
- Track contributions by asking all employees to return pledge cards to you (even if they do not make a gift).
- Make sure that pledge cards are filled out and signed and that the total amounts are accurate.
- Give completed report envelopes, including signed pledge forms and raffle tickets, to your United Way staff contact.



SAY THANK YOU!

It is just as important to officially close the campaign and thank people as it is to begin the campaign.

- Thank employees for their participation, time and support individually through a CEO recognition letter.
- Recognize your team and others who volunteered their time.
- Publicize your results via email, voicemail, intranet, newsletters, social media, etc.
- Celebrate your success!



TIPS & TRICKS

Produced for your benefit by Mary B., a multi-year veteran of United Way workplace campaigns at Ford Motor Co., this document provides a vetted campaign timeline, as well as many tips and tricks Mary has used over the years to produce a fun and fruitful workplace campaign.

SAMPLE CAMPAIGN KICKOFF AGENDA

OPENING REMARKS	PRESENTER	MINUTES
CEO/management endorsement	ECC	1
Endorsement	CEO/Manager	2
Campaign overview	ECC	3
United Way overview	UW staff/Exec	6
Campaign video	ECC introduces	4
Donation request	ECC	2
Closing comments	ECC	1
Thank-you	ECC	1
TOTAL TIME		20

ENGAGE EMPLOYEES YEAR-ROUND

- Start a year-round community engagement team or ask employees to sign up at **Action.UnitedWaySEM.org/Page/s/Stay_Informed** to learn how their gift makes a difference.
- Identify next year’s ECCs if you are able, and share their information with United Way.
- Start a new-hires program that gives new employees the opportunity to make a contribution when they join your organization. Your United Way staff contact can help you get started.
- Schedule a staff Learn United or Impact Tour to see your dollars at work. Visit **UnitedWaySEM.org/Learn-United-Tour** for more information.
- Develop a community-based volunteer project for each quarter.



FUNDRAISING IDEAS

Every workplace campaign is different and can be shaped around your organization’s culture. Try out some of these fundraising ideas to get your employees excited about the campaign.



PARKING FOR PLEDGES

Offer numerous prime parking spots to donors who make significant gifts through a silent auction.



FLAPJACKS FOR PHILANTHROPY

Host a pancake breakfast to excite the troops. Managers can cook and serve the pancakes to employees!



TRICYCLE RACE

Have employees race and decorate children’s tricycles. The winning team can receive a token prize and bragging rights. Note: additional funds can be raised by asking employees to vote (e.g. \$1/vote) for the best-decorated trikes.



CASUAL FOR A CAUSE

Put on your jeans to show support for United Way. Sell casual day badges to allow employees to wear jeans on certain days.



PUTT FOR DOUGH

Set up putting stations in your office hall. Encourage players to wear United Way T-shirts. Player with the most holes-in-one takes top prize.



LUNCH AND LEARN

Hold a raffle for employees who donate a certain amount. Top prize is lunch with an executive!



FIT FUNDRAISING

Host a golf tournament, healthy bake sale, walk, free throw contest or jump rope contest – all fun, easy and healthy ways to contribute to United Way.



EXECUTIVE COSTUME CONTEST

Employees vote with their dollars for the executive they’d most like to see in a costume (e.g., pink bunny). The “winning” executive parades around the building or makes an appearance at a United Way team function to announce the amount of money raised through the contest.



SILENT AUCTION

Sale of donated items, such as theater, sporting event or concert tickets; use of a vacation home; weekend use of a management lease vehicle; lunch with an executive; and sports collectibles.

FREQUENTLY ASKED QUESTIONS

This guide is designed to help you answer frequently asked questions about giving to United Way. Questions and concerns are a natural part of the process of asking people to give, so they should be regarded as signals that you are doing your job. Remember to address all concerns. If you encounter any questions that you can't answer, please contact your United Way Corporate Relations Director.

I have heard of United Way, but I don't know what you actually do. What do you do?

Please see the What We Do section (Page 4).

Why should I give to United Way?

United Way strives to improve living conditions throughout the region by looking at the root causes of some of our region's most difficult issues, and recruiting the right people to help drive initiatives and policy for large-scale change.

Where does my contribution go?

Your gift helps United Way maintain and create strategies around Health, Education, Economic Prosperity work including direct service, research, volunteerism and advocacy efforts. Thousands of lives are positively impacted each day because you choose to give.

What are United Way's administrative costs?

United Way's administrative costs are 16.9 percent (11.2 percent fundraising and 5.7 percent processing).

Is my gift really important? Would my contribution be missed if I did not give?

Yes, your gift matters. All of us must work together to ensure that all community systems support the needs of everyone. Quality services must be accessible and enable all residents of the region to have a good quality of life.

I would like to help, but just can't afford it.

Every gift, no matter the size, is significant. A payroll deduction pledge allows you to make a generous contribution in manageable portions each pay period. The impact of your contribution is magnified exponentially when combined with the contributions

of your co-workers, friends and neighbors. There are also other ways to support your community through United Way. Volunteering in support of vital programs or advocating for the policies that strengthen our community are significant contributions you can make as often as your schedule allows.

Does United Way condone pressure in giving?

No. United Way does not condone pressured giving. Everyone should contribute voluntarily.

I have given in the past, yet never received a thank-you from United Way.

Thank you for your gift. Each company that runs a company campaign has different privacy agreements with United Way. If you would like to find out how your gift makes a difference, you can sign up with your personal email at: Action.UnitedWaySEM.org/page/s/Stay_Informed. (Check with your United Way representative for specifics on your company's current policies and how we can better communicate with the donor.)

I have given generously in the past. Why should I increase my gift?

Your prior generosity is greatly appreciated. However, there are still thousands of children not getting the proper nutrition to help them grow strong and healthy; thousands more that are not receiving the education that will supply them with the tools they need to thrive as adults; and families that still live paycheck to paycheck – one large medical bill away from losing their home or spiraling into perpetual crises.

People across Southeastern Michigan who never sought help before are doing so now. In fact, you probably know someone who has turned to United Way for help. With needs of community residents steadily rising and service organizations struggling to keep pace, increased contributions are needed to stem the tide.

Continued on next page



FREQUENTLY ASKED QUESTIONS

Continued from previous page

My spouse already gives to United Way. Should I give separately?

United Way recognizes that giving is a family decision and wants to recognize family gifts. Depending on each company's campaign process, we may or may not be able to recognize the gift. (Please contact your United Way representative with your specific question.)

I pay my own way. I'm not going to use these services, so why should I support them?

We believe that when all members of our community have access to the tools they need to survive and thrive, we all benefit. Maybe you've never needed help, but statistics show that you or a member of your family probably have or will rely on United Way or one of our community partners at some point in your lives. Giving to United Way ensures that there is a place to turn in times of need – whenever that might be!

If I don't like one of United Way's programs or partner agencies, why should I give during the campaign?

When you give to United Way, we use your dollars to address the greatest needs. A major advantage of giving to United Way is that it ensures funding to programs and services that address current and emerging community issues. You may find that an organization you don't like or may be unfamiliar with is a partner of United Way. However, by failing to support United Way as a result, many other partners and critical programs suffer. In fact, because many agencies rely on one another, withholding support for United Way because of dislike of one agency ends up hurting many other agencies.

Can I designate where my contribution goes?

Your contribution makes the largest impact when it is undesignated and can support all of United Way's work. If you prefer to give your money directly to one of our partner agencies, you are free to do so. You may also designate your gift to one of the following focus areas: Health, Education and Economic Prosperity.

Your office is located in Downtown Detroit. Isn't that expensive?

When United Way for Southeastern Michigan relocated from Griswold to Campus Martius, we moved from a 13-story building into a two-floor office space. This downsizing has allowed us to save over \$300,000 in annual operating expenses. We welcome you to visit the new space and witness firsthand how this new space has allowed us to be more collaborative and maximize results. Please call 313-226-3000 to arrange a tour or visit UnitedWaySEM.org/Learn-United-Tour.

Aren't all United Ways the same? There was controversy in the news about my old United Way that concerns me.

United Ways are independent organizations governed at the local level. Funds raised stay in the community and are allocated by local community members. We are a transparent organization focused on community impact in the areas of Health, Education and Economic Prosperity. We welcome your review of our annual report and financial statements.

LEADERSHIP GIVING

United Way needs leaders, like you, who have the passion and courage to transform our region. Join the more than 5,000 donors who are leading the change in our community.

LEADERSHIP GIVING LEVELS

Leadership Giving Level	Annually	Monthly (starting at)
Signature	\$1,000-4,999	\$83
Vanguard	\$5,000-9,999	\$417

STEP UP INTO A LEADERSHIP GIVING LEVEL

Not sure you can give at the Leadership level? Grow into Leadership Giving for just \$50 per month/\$1.66 a day. We will recognize you as a Leadership Giver now if you commit to increasing your giving over the next three years.

Leadership Giving Level	3-Year Step-Up	Monthly (starting at)
Signature	\$600; \$800; \$1,000	\$50
Vanguard	\$3,000; \$4,000; \$5,000	\$250

YOUR INVESTMENT AT WORK

\$1,000 can provide four children each with a new book every month for five years through Imagination Library.

\$2,000 can provide 12 months of financial empowerment services that help stabilize a family while the head of household works to increase his or her income.

\$5,000 can provide food from a local pantry for 30 families of four for one year.

For more information, please call 313-226-9409.



LABOR LEADS PROGRAM

The Labor Leads program was developed by the Michigan State AFL-CIO as a way of recognizing members of organized labor for their contributions to United Way. To qualify for recognition in the annual Labor Leads registry, you must contribute at a designated giving level.

The following are the levels within the Labor Leads program:

Giving Level	Annual Contribution	Monthly (starting at)
Bronze	\$250-499	\$21
Silver	\$500-749	\$42
Gold	\$750-999	\$60
Platinum	\$1,000+	\$84

To learn more about joining, contact Tiffany Bush at Tiffany.Bush@LiveUnitedSEM.org.



EMERGING PHILANTHROPISTS

STEP UP INTO A LEADERSHIP GIVING LEVEL

Emerging Philanthropists are young professionals committed to Southeastern Michigan’s future. Members donate their dollars to fund the work, their voices to build awareness about our impact areas and their time to volunteer in the community.

This invitation-only group of professionals supports United Way for Southeastern Michigan above and beyond the average donor, and they understanding the need to foster and expand their personal philanthropic goals.

WHAT IS THE EMERGING PHILANTHROPISTS INITIATIVE?

Members are provided opportunities to engage in volunteer and networking activities in Southeastern Michigan while expanding their philanthropic development. The ultimate goal is for each Emerging Philanthropist to join the most elite giving group of United Way, the Alexis de Tocqueville Society, through a guided step-up process. In order to offer exclusive opportunities for growth, membership does not exceed 200 members.

EP Contribution Level	Year 1	Year 2	Year 3
Gold Step-up	\$500	\$750	\$1,000
Platinum Step-up	\$1,000	\$2,000	\$4,000

BENEFITS

Invitations to VIP events, including an annual cocktail event, annual house party, a summer celebration and an EP vs. CEOs softball game, as well as select Alexis de Tocqueville Society events.

To learn more about joining, contact A.J. Quackenbush at AJ.Quackenbush@LiveUnitedSEM.org.



ALEXIS DE TOCQUEVILLE SOCIETY

Members of this elite cohort provide the bold vision and inspired generosity that invigorates our mission and shapes our community.

ALEXIS DE TOCQUEVILLE SOCIETY GIVING LEVELS

Pinnacle	\$1,000,000+
Jefferson	\$100,000 - \$999,999
Michigan	\$75,000 - \$99,999
Gratiot	\$50,000 - \$74,999
Lafayette	\$25,000 - \$49,999
Fort	\$15,000 - \$24,999
Grand River.....	\$10,000 - \$14,999

STEP-UP PROGRAM

By participating in this three-year pledge program, you will be recognized as an Alexis de Tocqueville Society (AdT) member upon enrollment and will be immediately eligible for full benefits, opportunities and events. (Your initial Step Up gift must exceed your prior year’s gift.)

ADT Contribution Level	Year 1	Year 2	Year 3
Step-Up amount	\$6,000	\$8,000	\$10,000

BENEFITS

Invitations to VIP Alexis de Tocqueville events, including In The Boardroom, annual Fall New Member Reception, annual Spring Celebration and the United Way Tree Lighting Celebration. Receive Ambassador newsletter created exclusively for Alexis de Tocqueville Society members.

STOCK CONTRIBUTIONS

You can become an Alexis de Tocqueville member by making a gift of stock. This allows you to receive a tax deduction for the current, full market value of the stock and avoid capital gains taxes on the profit from the sale of securities. Certain requirements apply to stock contributions.

To learn more about the work and opportunities of the Alexis de Tocqueville Society, please contact Cheryl Simon, Director, Alexis de Tocqueville Society Membership, at 313-226-9308 or Cheryl.Simon@LiveUnitedSEM.org.

IN GOOD COMPANY

\$1,000,000+



DTE Energy



\$999,999 TO \$500,000

AT&T
 Blue Cross Blue Shield of Michigan
 Deloitte
 AFL-CIO
 Penske
 PwC
 UPS

Comcast
 Cooper-Standard Automotive
 Costco
 Delphi
 Delta Air Lines
 Denso International America
 Detroit Diesel
 Eaton
 Edw. C. Levy Co.
 Elizabeth, Allan and Warren Shelden Fund
 Federal-Mogul
 General Electric
 Honigman
 IHS
 International Automotive Components
 JPMorgan Chase
 Kelly Services
 Kroger
 Macy's
 Magna International
 Marathon Petroleum
 Masco
 Max M. & Marjorie S. Fisher Foundation
 Metropolitan Detroit Ford Dealers
 Microsoft
 Miller Canfield
 Plante Moran
 PNC
 PVS Chemicals
 Raymond James & Associates
 Suburban Collection
 Target
 TD Auto Finance
 TRW Automotive
 United Way for Southeastern Michigan
 U.S. Steel
 Visteon
 Wells Fargo
 Yazaki North America

\$499,999 to \$250,000

AAA Michigan
 American Axle & Manufacturing
 Bank of America
 BorgWarner
 Bosch
 Enterprise
 EY
 Fifth Third Bank
 General Dynamics Land Systems
 Meijer
 Quicken Loans

\$249,999 to \$75,000

AAA Life Insurance
 Autoliv
 Bodman
 CMS Energy

IN GOOD COMPANY

\$74,999 AND UNDER

3M
Abbott Laboratories
ABC Warehouse
Accenture
ACE Group
Advance Auto Parts
Advantage Technical Resourcing
Aetna Life Insurance
Alcoa Automotive Center
Allstate Insurance
AM General
American Society of Employers
Ameriprise Financial
Ametek
Andersen Corp.
APL Logistics
Arden Cos.
ASG Renaissance
Asmo Detroit
Associated Bank
Atlas Tool
Bader & Sons
Baker College of Allen Park
Barbara L. Amundson Revocable Trust
Barnes Group
Barris, Sott, Denn & Driker
Barton Malow Co.
BASF Corp.
Berkley School District
Best Buy
Birclar Electric & Electronics
Blackrock Solutions
Bloomfield Hills Schools
BNY Mellon
Brass Rail
Bridgestone Americas
Brooks & Kushman
Buffalo Bills
Business Leaders for Michigan
Butzel Long
Canadian National Railway
Carson's
Central Steel & Wire
CenturyLink
Ceridian
Charter One Bank
Chubb Group
CitiMortgage
City of Dearborn
City of Detroit
City of Troy
Clark Hill
Cold Heading Foundation
Collins Einhorn Farrell
COMAU
Community Foundation for Southeast Michigan
Compuware Corp.
Connecticut General Life Insurance Co.
Cooley Law School
Corporate Fleet Services
Crain Communications
Cranbrook Educational Community
CSL Plasma
Dakota Integrated Systems
Dana Holding Corp.
DCS Corp.
Dearborn Midwest Co.
Demmer Lincoln Mercury
Detrex Corp.
Detroit & Canada Tunnel Corp.
Detroit Economic Growth Corp.
Detroit Economic Growth Corp.
Detroit Manufacturing Systems
Detroit Media Partnership
Detroit Metro Convention & Visitors Bureau
Detroit Regional Chamber
Dickinson Wright
DiClemente Siegel Design
DMC
Dow Automotive
Dr. Pepper Snapple Group
DSM Engineering Plastics Americas
DST Health Solutions
Dura Automotive Systems
Dykema Gossett
Ecolab
Elder Ford
Eli Lilly and Company
Emerald Steel Processing
Epsilon
Experis
Exxon Mobil
FANUC America
Federal Reserve Bank of Chicago
FedEx
First Merit Bank
Fives Machining Systems
Flagstar Bank
Flex-N-Gate
Flextronics International
Foley & Lardner
Freescale Semiconductor
FTE Automotive
GalaxE. Solutions
Garan Lucow Miller
Genisys Credit Union
GlaxoSmithKline
Global Parts & Maintenance
Goldman Sachs
Gonzalez Production Systems
Goodyear
Gorno Ford
Grant Thornton
Great Lakes Beverage
Griggs Steel
Guardian Industries
Guardsmark
Hanover Insurance Group
Harley Ellis Devereaux
Hayes Lemmerz International
Health Plus
Henkel Technologies
Henry Ford Health System
Hewlett-Packard
Hi-Lex America
Hudson-Webber Foundation
Huntington National Bank
Huntsman
Huron Clinton Metro Authority
IBM
Independent Bank
Invest Detroit Foundation
ITW Foundation
Jackson Dawson Communications
Jaffe, Raitt, Heuer & Weiss
James Group International
Janesville Acoustics
JCPenney
JO-AD Industries
Johnson & Johnson
Johnson Controls
Kay Automotive Graphics
Kellogg
Kenwal Steel
Keybank
Knight Global
Kohl's
Kolene
KPMG
Kresge Foundation
KUKA Assembly & Test
KUKA Systems
L&L Products
Lake Orion School District
Level One Bank
Liberty Mutual
MacDermid
Macomb Intermediate School District
Madison Electric

IN GOOD COMPANY

\$74,999 AND UNDER

MAG Industrial Automation Systems	Paramount Precision Products	TI Automotive
Mahle North America	Parsons	Titan Insurance
Manpower	Paychex Company	Toyota Tsusho America
Marketing Associates	Pepper Hamilton	TransCanada
Marposs	Pepsi-Cola	Travelers
Marriott	Percepta	Tribridge
Marsh	Pfizer	Trinity Health
Martinrea International	Pipefitters, Local 636	Triumph Gear Systems
Marygrove College	Piston Group	TV 20 Detroit
MassMutual	Pitney Bowes	Union Pacific Railroad
MasterCard	PKC Group	United Health Group
McCann Worldgroup	PPG Industries	University of Michigan-Dearborn
McGraw Wentworth	Principal Financial Group	UNUM Provident
McGregor Fund	PrivateBank	US Bank
McKinsey & Co.	Ralph L. and Winifred E. Polk Foundation	Vanguard Health Management
McLaren Oakland	Ramser-Morgan Foundation	Varnum
McNaughton-McKay Electric	Raytheon Co.	Village Ford
MDC Partners	Reliable Carriers	Walbridge
Meritor	Ricoh Business Systems	Wal-Mart
MetLife	Road Commission for Oakland County	Warner Norcross & Judd
MGM Grand Detroit Casino	Robinson Industries	Wayne State University
Michigan Basic Property Insurance Association	Rock Ventures	Wayne-Westland Community Schools
Michigan Building & Construction Trades Council	Rose Pest Solutions	WDIV Local 4
Michigan Milk Producers Association	Rudolph/Libbe	Webasto Roof Systems
Michigan Technological University	Rush Trucking Group	Webster Bank
MJS Packaging	Ryder Systems	Williams International
MLive Media Group	Sabic Innovation Plastics Automotive	Wolverine Packing Co.
Monroe Bank & Trust	Schneider Logistics	Woodbridge Group
Morse Moving & Storage	Seco Tools	Xerox
Mortgage Guaranty Insurance	Shannon Precision Fastener	Xperience Communications
MotorCity Casino	Siemens	
MSX International	Sigmund and Sophie Rohlik Foundation	
MTU America	Simplex Grinnell	
NS International	Skillman Foundation	
NBS Commercial Interiors	SmithGroupJJR	
Nelnet	SourcePro	
Neuberger Berman	Southeast Michigan Council of Governments	
New Detroit	Spectrum Automation Co.	
New Hudson Corp.	Sprint	
Nissan Technical Center North America	SSEO	
Nordstrom	St. John Providence Health System	
Norfolk Southern	State Farm	
North Brothers Ford	Superior Industries International	
Northern Trust Bank	Superior Materials	
Northwestern Mutual	T.J. Maxx	
Novi Community School District	Taubman Co.	
Oakland Schools	TE Connectivity	
Oakland University	Team Detroit	
Oakwood Healthcare System	Texas Instruments	
ORC International	The Guidance Center	
O'Reilly Auto Parts	ThyssenKrupp Materials	
Outfront Media	ThyssenKrupp System Engineering	