

## WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO?

Your goal is to encourage your co-workers to help create a stronger community by planning, organizing and coordinating a successful United Way campaign in your workplace.

### Key Responsibilities:

- Develop a campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you
- Coordinate your company's kickoff and recognition events
- Educate your co-workers about United Way's priority areas of education, health and financial stability
- Attend UW volunteer opportunities and invite co-workers
- Invite everyone to give and set an example by giving
- Thank your donors and volunteers



## HOW TO RUN A SUCCESSFUL CAMPAIGN

### The 15-Minute Group Meeting

ITEM	PRESENTER
Opening Remarks	Employee Campaign Coordinator
CEO Endorsement	CEO
United Way Overview	Video/United Way Representative
Ask for the Gift	Employee Campaign Coordinator
Closing Comments	Employee Campaign Coordinator

And, don't forget to say thank you!

**U**nited Way is committed to the health, education and financial stability of every person in our community.

### How do I explain United Way's message?

United Way works with local partners to achieve results. All donations stay in Martin County where United Way funds everything from meal delivery for homebound seniors to tutoring for at-risk students to transitional housing that helps to address critical needs.

### Donations stay local... What's in it for me?

For more than 50 years, United Way has been there to help local residents with their needs. If you are in need or know someone who is, 2-1-1, a free 24-hour helpline, can connect people with resources they need. United Way also offers free tax preparation and the free SingleCare prescription discount card.

### Why not give my gift directly to a nonprofit agency?

United Way leverages donations with government and foundation grants. IN FACT, for every \$1 invested, United Way creates \$3 of total impact in Martin County.

### I'm in! How can I help!

Your support, as a volunteer and donor, contributes to a stronger, healthier community. To find out how you can help, please visit [UnitedWayMartin.org](http://UnitedWayMartin.org) or call 772-283-4800.

## Make your workplace campaign fun!

### Special Events

Special events can add excitement to your campaign. They are great additions to staff meetings and also help with the ask. To be successful, be sure to time your events so that employees don't think they take the place of the pledge.

### Here are some ideas to get your creative juices flowing:

Golf or putt-putt tournament; bake sale; executive dunk tank; silent auction; company picnic or cookout; ice cream social; pancake breakfast; office Olympics; cutest baby picture contest; costume contest or party; campaign theme or slogan contest; United Way games (trivia, etc.); pumpkin carving contest; cubicle decorating contest; chili cook-off; ugliest tie or earring contest; dress-up day; employee cookbook; creative basket contest & auction; or car wash.

### Incentives

Looking for some free incentive ideas?

Casual day; parking space; time off with pay; company schwag; gift certificates to company cafe; lunch with CEO; extra lunch time; or leave early passes.

### Themes

Put more enthusiasm into your campaign by creating a theme! American Idol, America's Got Talent or Star Search; Mardi Gras; Camp United Way; decade theme; sports theme (Football, NASCAR, etc.); Olympics; Oktoberfest; Survivor; or superheroes.

# YOUR CAMPAIGN CHECKLIST

## ANALYZE AND PLAN

- o Meet with your United Way representative - call 772-283-4800
- o Visit [www.UnitedWayMartin.org/CampaignToolkit](http://www.UnitedWayMartin.org/CampaignToolkit) for campaign resources
- o Meet with your CEO to:
  - Confirm commitment
  - Set a campaign goal
- o Establish a campaign timetable (suggest that you run campaign for 2-3 weeks, begin and end dates)
- o Recruit fellow staffers to lead as a planning committee
- o Schedule a planning meeting to brainstorm fun campaign ideas

## IMPLEMENT

- o Host a kickoff rally... use posters, send e-mail notes to co-workers for weekly campaign updates, if possible consider featuring employee testimonials and advertise your campaign internally
- o Send CEO letter/email to encourage participation
- o Schedule employee meetings (with CEO if possible) with United Way staff
- o Use testimonials, incentives, and special events to inspire giving (i.e. extra vacation day, prime parking spaces, door prizes, etc.)
- o Share campaign video and printed materials
- o Encourage payroll deduction
- o Recognize loyal contributors, those who have given for 10 years or more
- o Other \_\_\_\_\_

## AFTER THE CAMPAIGN

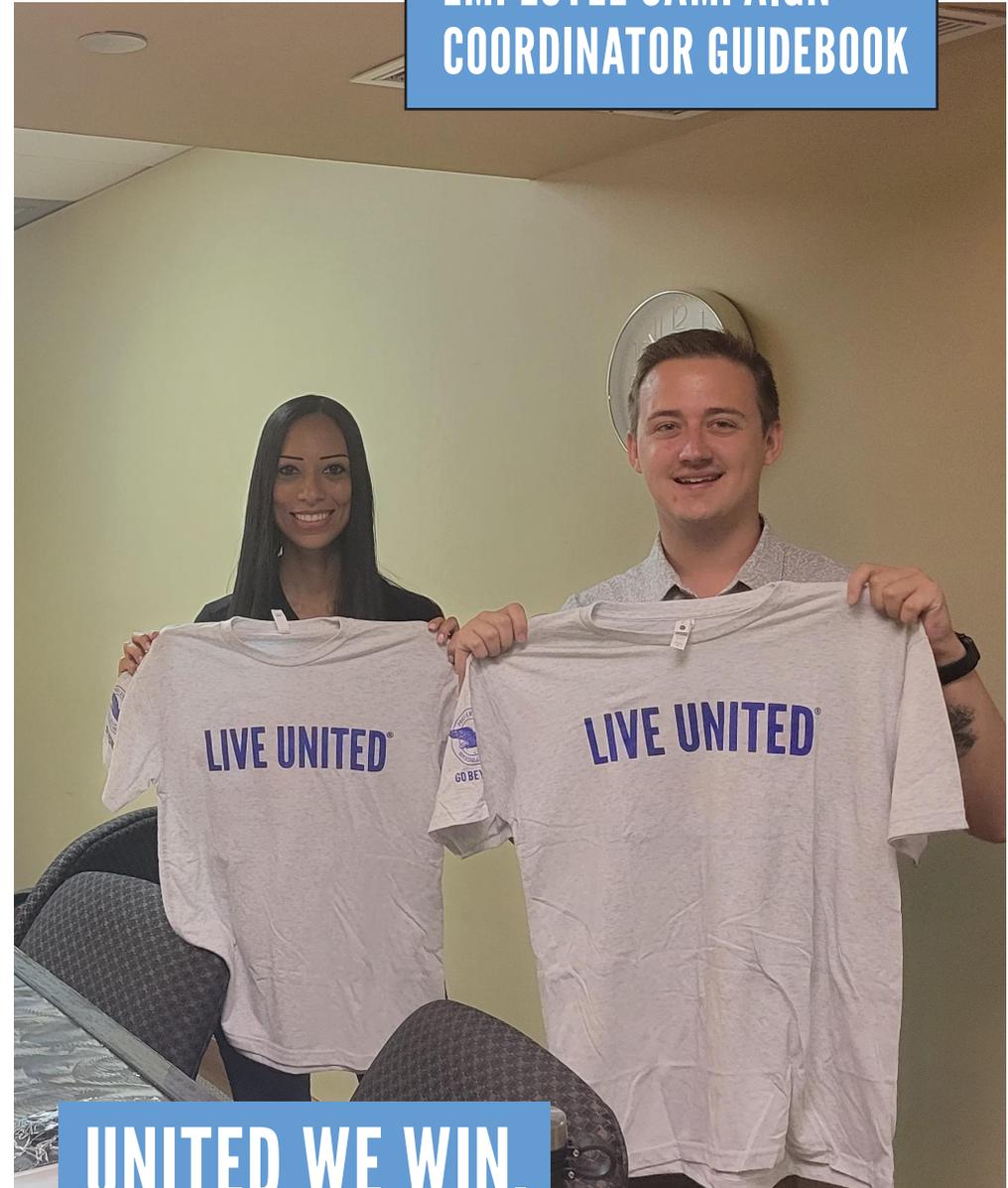
- o Follow up on all outstanding pledge forms
- o Report results to United Way
- o Include United Way as part of your new hire orientation
- o Recognize and thank all volunteers and contributors
- o Evaluate your company's campaign strengths and weaknesses and make recommendations for next year's Employee Campaign Coordinator
- o Pat yourself on the back for a job well done!
- o Other: \_\_\_\_\_

## MOST IMPORTANTLY

- o HAVE FUN!!!

United Way of Martin County | 10 SE Central Parkway, Suite 101, Stuart, FL 34994

## EMPLOYEE CAMPAIGN COORDINATOR GUIDEBOOK



UNITED WE WIN.

LIVE UNITED



United Way of Martin County

[www.UnitedWayMartin.org](http://www.UnitedWayMartin.org)