


UNITED WAY OF WARREN COUNTY



# EMPLOYEE CAMPAIGN COORDINATOR

## 2018 CAMPAIGN

### PRIMARY OBJECTIVE:

To mobilize your co-workers to create a stronger community by planning, organizing and coordinating a successful United Way Campaign within your company.

On behalf of the people who will be helped this year, thank you for all your hard work. It takes people like you, who go above and beyond, to make this campaign successful

### Our Message

- We help people and ... Helping is possible because of people like you.
- We raise money and ... Money raised here stays here in our local community.
- We work with others and ... It takes all of us working together to make a difference

### Our Call To Action

We invite you to be a part of the change

# LIVE UNITED

Connect with us:



uwwcoh.org



United Way of Warren County

3989 S. US Route 42  
Mason OH 45036  
Tel: 513-932-3987

### Our Goals

Advance the common good  
by creating a better life for all.  
EDUCATION. FINANCIAL STABILITY. HEALTH.



Education

Helping children and youth achieve their potential

Financial Stability

Helping families become financially stable and self-sufficient

Health

Providing families and individuals access to supportive health programs, referrals and counseling

### 10 Steps to a Successful United Way Campaign

#### 1 EDUCATE YOURSELF ABOUT UNITED WAY

- Attend the United Way ECC Training
- Meet with your Account Manager
- Visit United Way website [www.uwwcoh.org](http://www.uwwcoh.org)

#### 2 SECURE EXECUTIVE OR TOP-LEVEL SUPPORT

- Gain support from your top management- both actively and visibly during your campaign
- Send out a personal letter of endorsement from your President/CEO
- Discuss and/or develop your campaign budget

#### 3 RECRUIT AND TRAIN YOUR CAMPAIGN TEAM

- Include employees from different departments
- Educate your team about United Way and campaign materials
- Define your team roles

#### 4 DEVELOP A CAMPAIGN PLAN

- Review your company giving history
- Develop a campaign timeline & theme
- Choose special events tailored to your company culture

#### 5 SET A CAMPAIGN GOAL FOR YOUR COMPANY

- Analyze past campaigns (company profile). Choose your goals based on one or more of the following areas:
  - Percent Participation- Try to increase your participation with 100% Ask, special events, and speakers
  - Dollars Raised- increase dollar goal from last year
  - Per Capita Gift- increase the gift each person gives

#### 6 PROMOTE & PUBLICIZE YOUR CAMPAIGN

- Use Posters, Campaign Video, and Brochures to publicize
- Send emails about activities and events such as your kickoff date
- Create a link on your company website to promote your campaign & announce results
- Conduct group presentations for various departments utilizing Campaign Speaker Booklet
- Invite United Way speaker to speak to co-workers.
- Invite your new hires by providing a brochure and pledge form in new hire packet
- Maintain year round communication with your Account Manager and share United Way news with co-workers throughout the year. Like & Follow us on Facebook and sign-up for monthly e-newsletter

#### 7 PROMOTE A LEADERSHIP GIVING CAMPAIGN

- Appoint an executive who will promote leadership giving
- Run your leadership Giving Campaign before your employee campaign
- Consider hosting a Leadership Breakfast event- show Campaign Video
- Announce overall results of Leadership Giving Campaign

#### 8 ASK EVERYONE TO SUPPORT UNITED WAY

- Kickoff your employee campaign
- Make your pledge first - take the lead
- Personalize pledge forms & ask the pledge forms be returned (even if \$0)
- Explain the ease of payroll deduction

#### 9 WRAP UP THE UNITED WAY CAMPAIGN

- Send the employees reminders to pledge
- Announce the close of the campaign
- Tally all pledge types and complete the United Way Report Envelope
- Contact your United Way Account Manager and report results- your Account Manager can pick up the envelope and deliver to United Way of Warren County, if necessary

#### 10 SAY THANK YOU!

- Publicize final results to employees
- Thank everyone on the campaign team and donors for their gift
- Recognize Leadership Givers & issue a thank you from your CEO to all employees
- Celebrate your campaign success

GIVE. ADVOCATE. VOLUNTEER.  
**LIVE UNITED**



Month of:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

# EMPLOYEE CAMPAIGN COORDINATOR 2018 CAMPAIGN

My Campaign Starts: \_\_\_\_\_  
UWWC Official kickoff date: **8/29/18**

My Campaign Ends: \_\_\_\_\_  
UWWC Official target end date: **10/31/18**

**Giving to the United Way Community Fund is the easiest and most powerful way to improve your community**

Set a company goal of attaining Gold, Silver or Bronze Award level of giving, or try to increase your current level of per capita giving. The criteria is as follows:

- Gold:** \$165+ per capita
- Silver:** \$85-\$164 per capita
- Bronze:** \$35-\$84 per capita

Month of:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

My Campaign Manager's resource kit is at:  
[www.uwwcoh.org/campaign-resources](http://www.uwwcoh.org/campaign-resources)

## United Way of Warren County

- Diana Campbell, Campaign Director - [dcampbell@uwwcoh.org](mailto:dcampbell@uwwcoh.org)
- Sandy Briggs - [sbriggs@uwwcoh.org](mailto:sbriggs@uwwcoh.org)
- Tricia Huxsoll - [thuxsoll@uwwcoh.org](mailto:thuxsoll@uwwcoh.org)
- Jerri Langworthy - [jlangworthy@uwwcoh.org](mailto:jlangworthy@uwwcoh.org)
- Aaron Reid - [areid@uwwcoh.org](mailto:areid@uwwcoh.org)

### PLAN - PROMOTE - PROCESS

#### ✓ PLAN

- Attend Workplace ECC training at United Way.
- Recruit coworkers for your campaign team.
- Develop a plan/timetable with theme for your workplace campaign.
- Set dates for workplace Kickoff and group meeting(s).
- Schedule United Way speakers for group meetings.

#### ✓ PROMOTE (1-2 Weeks Prior to Kickoff)

- Set a date to send a CEO campaign endorsement letter or email to coworkers.
- Choose a date to send email, voicemail, place posters and flyers, etc. to promote your upcoming company campaign kickoff and special "fun" events to increase awareness & participation
- Email the United Way brochure & pledge form to co-workers to review prior to group meeting(s)

#### ✓ PROCESS (Campaign Kickoff Week)

- Hold company kickoff, special events and group meeting to tell the United Way story, distribute campaign materials, show the video, ask for a pledge, and collect forms
- Report preliminary results to your Account Manager.
- Continue to promote the campaign progress throughout your workplace (emails, newsletters, posters, etc.)
- Mark a time to follow-up with employees who missed meetings due to vacation or commitments.
- Distribute pledge forms to ensure that everyone has the opportunity to give - **100% Ask**
- Collect pledge forms, tally and record on your Campaign Report Envelope
- Place white copy of pledge forms in the Report Envelope with any checks and return to United Way
- Deliver yellow copies of pledge forms to payroll department
- Update Account Manager with your campaign results
- Celebrate your success and thank your co-workers for their support and update them on campaign results. Display Thank You Poster in common areas
- Organize information and notes for next year's campaign team