

Campaign Dates

Campaign Themes

Notes and Ideas:

# CAMPAIGN COORDINATOR HANDBOOK



## LIVE UNITED

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United Way of Ellis County—205 E 7th St. Suite 111, Hays, KS 67601

785-628-8281—[uwecaa@ruraltel.net](mailto:uwecaa@ruraltel.net)—[liveunited.us](http://liveunited.us)

# WHAT IS A CAMPAIGN COORDINATOR?

An employee who's goal is to enable their coworkers to help create a stronger community by planning, organizing, and coordinating a successful United Way Campaign within their company.



## WAYS TO MAKE YOUR CAMPAIGN A SUCCESS

### Special Events

Special events add fun and excitement, and they are great additions to the employee presentations. To be successful, time your events so employees don't think they take the place of the pledge. Find many ideas on our website [www.liveunited.us](http://www.liveunited.us) including some of the following:

- Bake Sale
- Ice Cream Social
- Company Cookout
- Coin Wars
- Garage Sale
- CEO Head Shaving
- Car Wash
- Office Olympics
- Boss Pie-in-the-face
- Chili Competition
- Talent Competition

### Incentives

- Casual Day (Jeans Day)
- Premium Parking Space
- Time off with pay
- "Leave Early Pass"
- Gift Certificates
- Lunch with the CEO
- Extra Lunch Time
- Department Pizza Party



### Themes

Put more enthusiasm into planning your campaign by implementing this year's theme "65 Years United"!



\*A full list and description of the special events along with posters, email and letter examples, thermometer sign and much more can be found on our website: [www.liveunited.us/campaign-toolkit](http://www.liveunited.us/campaign-toolkit).

# CAMPAIGN COORDINATOR CHECKLIST

## Prior to the Campaign

- ✓ Meet with UW team member to develop campaign goals & strategies
- ✓ Meet with your CEO to:
  - Confirm dates, goals, incentives
  - Support recruitment of Campaign Committee
  - Attend Kick-Off Meeting
  - Determine amount of matching/corporate gift
- ✓ Invite United Way guest speakers
- ✓ Create your campaign committee
- ✓ Organize special events and incentives
- ✓ Establish a campaign goal with at least a 10% increase!
- ✓ Establish a campaign timetable of 1-2 weeks
- ✓ Publicize campaign using materials that can be found in the "Campaign Tool-kit" at [www.liveunited.us/campaign-toolkit](http://www.liveunited.us/campaign-toolkit)

## During the Campaign

- ✓ Kick off campaign
- ✓ Host employee meeting with CEO and United Way
- ✓ Follow up with employees unable to attend
- ✓ Ensure each employee receives materials and has the opportunity to give
- ✓ Send follow-up emails every few days to keep up the enthusiasm and build awareness. Include community facts and success stories.
- ✓ Share campaign photos and news with United Way (We will brag about you and your company online through social media). Send to [uwecaa@ruraltel.net](mailto:uwecaa@ruraltel.net)

## After the Campaign

- ✓ Gather pledge forms. Follow up with those who did not turn in pledge forms.
- ✓ Tabulate results and submit campaign reports and pledge forms to United Way.
- ✓ Thank all contributors with a celebration event, letter, email, gift, etc.
- ✓ Celebrate your success!!



## WE ARE IN THIS TOGETHER

We want your campaign to be a success and for you to have a good experience as the employee campaign coordinator. By working together, we can make lasting change in our community. Remember that you can contact the United Way Staff anytime at 785-628-8281 and they will answer your questions and help you find the resources you need to run a successful campaign.