

LIVE UNITED

CAMPAIGN COORDINATOR GUIDE

WHAT DOES IT MEAN TO LIVE UNITED?

REACH OUT A HAND TO ONE

INFLUENCE THE CONDITION OF ALL

Thank you for taking on the job of United Way Campaign Coordinator. Your role is critical to the success of the United Way campaign and we appreciate your efforts.

Although you may have been a long time donor, we anticipate that you will get many questions about why you are involved in the campaign. It may be that you were “volunteered” by your boss or that you have a very personal reason for your commitment or simply that you recognized that giving to United Way is effective and efficient. Regardless of why you are involved, we want to ensure that you have all the resources necessary to do a great job.

GIVE

Your gift is more important than ever. As foreclosures skyrocket and the economy softens, more families cannot make ends meet and are turning to United Way for help. Your gift to United Way Community Fund helps these families not only access services needed to survive but also the tools needed to thrive. Together, we make a difference.

ADVOCATE

Anyone can champion a cause. Whether you are speaking out to improve education or emailing members of Congress to ensure healthcare access for all, you help inspire hope and create opportunities for a better tomorrow. So go ahead and advocate in a LIVE UNITED world. Do it in public. Be visible. Be loud.

VOLUNTEER

Give an hour. Give a Saturday. Give your best. We all have special talents. Things we can do to help. Whether it's reading to children, contributing through payroll deduction, or sitting on a United Way committee, there are hundreds of volunteer options available every day. Lend a hand. Volunteer.



Your Role as Coordinator

As an Employee Campaign Coordinator, you are the liaison for the United Way campaign in your company. You will play a lead role in developing and implementing a campaign in your workplace.

What are your responsibilities?

- **Become knowledgeable about United Way of Alamance County and educate your co-workers**
- **Use the ECC guide, your manual, and the tools available**
- **Recruit and coordinate a team of company volunteers to assist you with the campaign**
- **Work closely with United Way and your committee to develop an effective campaign plan**
- **Share that plan with your CEO and senior management, getting his/her approval and ensuring support**
- **Coordinate your company's kick-off, special fundraising events, recognition events and the distribution and collection of campaign materials and pledge forms**
- **Promote the campaign throughout your organization and give everyone the opportunity to give**
- **Encourage Leadership giving (those who give \$500 to \$9,999)**
- **Say "thank you" to everyone at your company for their help and participation**
- **Have fun and feel good about the work you are doing for our community**

STEP 1: INVOLVE

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the following areas:

- *Approving the campaign plan, dates and goal, including budget for activities and incentives**
 - *Send an endorsement letter to employees and have top management speak at employee meetings and appear at events**
 - *CEO's can demonstrate support by giving at the Leadership level and pledging a corporate match**
 - *Send a thank you letter to donors and the campaign team after it's completed**
- **Don't try to do it alone. Recruit other willing and enthusiastic employees to help with the campaign and set goal for participation and dollars raised**
- **Include employees from various departments and locations to foster cross-departmental team building. Remember to include a United Way speaker and/or staff member in your kick-off meeting**
- **Recruit a Leadership giving chairperson to develop Leadership giving strategies specific to your company and speak about Leadership giving during the campaign.**
- **Involve the Auto Rally cars. Have one or all seven at your kick-off to increase enthusiasm around your campaign. Remember, the earlier you host your campaign, the better your employees' chances are of being selected as a finalist.**

STEP 2: EDUCATE

Order Campaign supplies by contacting Jordan Morris at jmorris@uwalamance.org

Incorporate United Way facts, statistics and Make Your Mark information sheets. Remember to keep your fellow employees updated on the progress of the campaign, auto rally finalists, dates of upcoming events, etc.

Use special events as a fun and easy way to promote the campaign. They can boost enthusiasm and increase dollars raised!

Encourage employees to tour agencies and bring in a Speaker so they can provide important knowledge of United Way

Materials Available:

- | | |
|------------------|------------------------|
| Payroll Stuffers | Posters |
| Table Tents | E-newsletter |
| Website | Brochure |
| Pledge Form | Balloons |
| T-shirts | ACC Football Schedules |

Incentives Available:

- | | |
|------------|-----------------|
| UW Speaker | Auto Rally cars |
|------------|-----------------|





STEP 3: ASK

The number one reason people make a charitable contribution is because someone ask them.

Encourage everyone to give what they can

Challenge them to give at the Leadership Level

Bronze Circle: \$500-\$999

Silver Circle: \$1,000-\$2,499

Golden Circle: \$2,500-\$4,999

Platinum Circle: \$5,000-\$9,999

Help your co-workers learn more about United Way by holding employee meetings and/or one-on-one solicitations from committee members.

Encourage employees who have used United Way services/ agency programs, or know someone who has to share their experience.

Encourage giving through payroll deduction

Host fundraisers that may draw employees that don't usually give or ones who aren't able to give through payroll deduction

Provide incentives for giving

Follow up with any employees who missed the meeting

Example of Employee Increase Request

Dear <<Employee Name>>:

Thank you for being part of the Employee Workplace Campaign. With your support of our United Way, together we are building a better community.

The workplace campaign is underway and we'd like to give you the opportunity to increase your per pay period contribution for the 2009-2010 campaign season.

Each new dollar is a gift of hope.

Your current ledge per pay period is \$<<amount>>.

If you would like to change the amount you generously give, please fill out the bottom of the attached pledge card and return it to _____, your Campaign Coordinator.

Thank you for your continued support,

STEP 4: REPORT BACK

Set a challenging but realistic goal and stick to it!

Check in with your campaign team

Don't wait until the end of the campaign to look at your campaign goals

Have you reached your monetary goal?

Have you reached your participation goal?

Have you achieved your goal of 100% ask?

Collect and Report

The best ECC's quickly collect all pledges and report results to everyone at the company, the payroll department and to United Way

We also suggest reporting campaign leadership results to all Leadership givers

Share the Good News!

Once all of the pledge forms are collected, share the good news because your co-workers made it happen! Make sure everyone knows your organization's percent participation, total contributions raised and don't forget acknowledgement for a job well done!





STEP 5: THANK

Ways to Put the Capital T in Thank:

- Ask your CEO to write a personal thank you note
- As the Coordinator, write a personal thank you note
- Hold an employee reception for all contributors with the CEO
- Use bulletin boards, company newsletters and email for additional thank you messages
- Awards lunch/celebration
- Party hosted by CEO
- Awards presentation at Board meeting, staff meeting, etc.
- Employee newsletter article with names and photos of campaign volunteers
- Campaign mementos including certificates, coffee mugs, cups, notepads, pins or plaques

Dear (Employee Name):

Congratulations! Your generous contribution to the United Way campaign has helped us reach an all time high. Thanks to your efforts, we were able to raise a total of \$_____ for an increase of _____ percent over last year.

Although the results are gratifying, they come as no surprise. I have long been aware of your generosity and willingness to work together for the greater good of the community. Thanks to you, United Way can continue to focus on what matters most ...changing lives by investing in programs that provide services to those in need in our community.

Sincerely,

Dear (Employee Name):

Thank you for participating in this year's United Way campaign. I am delighted to report that because of your support, (Company name) has exceeded last year's campaign goal, raising \$_____!

Your gift to United Way is a powerful demonstration of your commitment to the community - but more than that, your contribution is an investment. By contributing to United Way, you have invested in the four areas where our community needs the most assistance: youth, family, elderly and basic needs. Your contribution is the fuel that is leading our community to a brighter tomorrow.

You've shown this company and our community that you LIVE UNITED! Take great pride in knowing that you have done your part in helping Alamance County.

Please accept my sincere thanks for your support of United Way.

Sincerely,

(CEO/Senior Management and name or Coordinator/Team)