

# CAMPAIGN COORDINATOR GUIDE



A step-by-step  
guide to a  
successful  
Wiregrass  
United Way  
employee  
campaign!

# Steps to a Successful United Way Campaign

Your UW representative or loaned executive will help you organize your campaign, plan your meetings and set goals

---

- Secure CEO support and set company/employee goal
  - Ask for CEO's endorsement in a letter to employees (see sample)
  - Discuss giving incentives for employees with CEO (see back cover)
  - Invite CEO to personally support Wiregrass United Way at meetings
  - Work with WUW staff/loaned executive to set realistic goal
  
- Promote payroll deduction
  - Work with payroll department to organize payroll deduction option for donors
  - Explain and encourage payroll deduction via email or memo prior to meeting
  
- Plan for 100% contact
  - Personalize a pledge form for each employee to ensure they receive it
  - Require all employees to submit a signed pledge form, even if it is for \$0.00
  - Distribute pledge cards to all employees
  
- Schedule rallies and speakers
  - Schedule meeting with CEO, confirming his/her attendance (see insert for meeting lengths)
  - Notify WUW staff/loaned executive date/time to arrange agency speaker
  - Send memo to employees asking for testimonials from those who have been helped by a Wiregrass United Way agency
  
- Hold Wiregrass United Way meeting or presentation
  - Use sample agenda (see insert) as a guide to running the meeting
  - Require mandatory attendance by all employees
  - Have employees turn in pledge forms at the end of meeting
  
- Finalize campaign
  - Follow up with employees who did not turn in their pledge form
  - Tabulate pledge forms, verify their accuracy and check for signatures
  - Complete the campaign report envelope using the check list on the envelope's back
  - Notify your WUW staff/loaned executive when complete
  
- Thank employees
  - Utilize internal resources like email, bulletin boards, newsletters or marquees to announce results and thank participants
  - Ask the CEO to also thank employees



# Sample Campaign Reminders/Thank You Notes

## Campaign Coordinator Sample Email

On (date), (company name) will participate in our annual Wiregrass United Way campaign. The employees of (company name) have always been very supportive and generous in previous United Way campaigns, and we know that you will be again this year! Last year, we raised (amount) to help 39 worthy non-profit agencies in providing valuable services in our community. That would not have been possible without each of you who participated.

This year, we have set a goal of (amount). This is a (amount)% increase over last year's contributions, but we are confident we will achieve it if we all do our part.

We will have incentives for giving this year and I will let you know what they are prior to the meeting.

LIVE UNITED.

## CEO Sample Email

The United Way campaign at (company) will begin soon. I encourage you to LIVE UNITED and help support this campaign as we work together toward building a better community for us all. Your personal pledge will provide funding for 39 worthy non-profit agencies who help thousands of people across the Wiregrass each year. When it comes to giving back to the community, I can think of no better way to do it than to donate to the United Way.

The employees at (company) have generously supported the United Way in the past. To those of you who have given in the past, I thank you and hope you will continue to support the United Way this year. To those who have not given before, I hope that you will take advantage of this opportunity to support so many agencies with one gift.

LIVE UNITED.

## Thank You Sample Email

On behalf of (company) and the United Way, I would like to express my deep appreciation for your involvement in this year's United Way campaign.

Your personal contribution made it possible for us to raise (amount) for the 39 agencies serving the Wiregrass. Because of the support and generosity of you and your fellow (company) employees, the United Way and its partnering agencies can continue to help so many in the Wiregrass in the coming year.

Thank you for again for your commitment to making our community a better place.

LIVE UNITED.

## QUICK TIP: Agency Tours

One of the best ways to generate excitement among employees for the upcoming WUW campaign is to send a select group of employees to visit a WUW partnering agency and see firsthand the work they are doing in the community.

Employees who participate in tours can share their experiences with their co-workers and really help spread the word about the value of contributing to the Wiregrass United Way.

Agency tours can be customized for your business, and with 39 different member agencies, there will surely be one that will interest your employees. Call your WUW representative to arrange an agency tour for your employees!



# BOOST YOUR CAMPAIGN

## Offer Incentives for Employee Participation

Some criteria for receiving an incentive could be: attendance, pledging Fair Share, pledging another specific amount, turning a pledge form in by the end of the meeting, etc. Incentives can also be given to departments or teams with the best performance. Criteria for prizes could be highest per capita gift, 100% participation or best attendance.

### Incentive Ideas:

- Paid time off
- Gift cards or certificates
- Reserved parking spot
- Door prizes
- Gift Baskets
- Movie tickets
- T-shirts
- Gas cards
- Tickets to local events
- Extended lunch hour
- Blue jean Fridays
- Corporate promo items
- Mugs, cups or huggies
- Pizza parties
- Vendor promo items
- Weekend at the beach

## Hold Extra Fundraisers

The donations don't have to end after you fill out a pledge form. You can hold additional fundraisers at your office to add to your company total!

### Fundraiser Ideas:

- Bake sales
- Hotdog/hamburger lunch sales
- Spaghetti dinner
- Silent auction
- Sell chances to win prizes
- Chili cookoff
- Rib sale



## MAKE IT FUN!

Fun things to do for your United Way meeting:

- Have a casual dress day on the day of the meeting
- Provide refreshments or treat employees to lunch
- Offer door prizes