

# CAMPAIGN COORDINATOR



# Guide



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

# STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

Your United Way representative 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 employee giving incentives with CEO
- Invite CEO to personally support Wiregrass United Way (WUW) at meetings
- Determine whether the company will make a corporate gift or offer a match on employee donations
- Work with WUW representative 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

## ☐ **Schedule campaign meeting(s)**

- Coordinate with CEO to schedule employee meeting(s) based on his/her availability
- Compile a short list of WUW partner agencies that you think would be a good fit to speak to your employees (see agency list)
- Notify WUW representative of meeting schedule and agency speaker requests
- Ask employees to provide a testimonial if they have been helped by a WUW agency

## ☐ **Plan for 100% contact**

- Consider holding WUW meeting in conjunction with previously scheduled mandatory meeting (ex. safety meeting, open enrollment, etc.)
- 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

## ☐ **Conduct WUW meeting**

- Bring pens to fill out pledge forms
- Ensure audio/visual equipment is working if using WUW campaign video
- Hand out WUW materials at meeting
- Use sample agenda as a guide (see insert)
- Have employees turn in pledge forms at the end of meeting

## ☐ **Wrap-up campaign**

- Follow up with employees who did not turn in their pledge form
- Verify hourly rate, calculate TOTAL YEARLY PLEDGE on each form and check for employee signatures
- Complete the campaign report envelope using the check list on the back of the envelope
- Notify WUW representative that report envelope is ready for pickup and provide number of Fair Share cards needed

## ☐ **Thank employees**

- Utilize internal resources like email, bulletin boards or newsletters to announce results and thank participants
- Ask the CEO to thank employees

# CAMPAIGN MEETING IN

*30 mins or less*



Wiregrass  
UNITED WAY

## 30 MINUTE MEETING

Agenda	Presenter	Minutes
Welcome/Endorsement of UW Campaign	Company CEO	3
Comments/Company Incentives	Campaign Coordinator	3
United Way Message	UW Representative	5
Agency Presentation	Agency Representative	5-7
Campaign Video	N/A	5
Instructions to Complete Pledge Forms/Fair Share	UW Representative	2
Closing Remarks	CEO/Campaign Coordinator	3
Collect Pledge Forms	Campaign Coordinator/UW Rep	2

## 20 MINUTE MEETING

Welcome/Endorsement of UW Campaign	Company CEO	3
Comments/Company Incentives	Campaign Coordinator	1
United Way Message	UW Representative	5
Agency Presentation	Agency Representative	5
Instructions to Complete Pledge Forms/Fair Share	UW Representative	2
Closing Remarks	CEO/Campaign Coordinator	2
Collect Pledge Forms	Campaign Coordinator/UW Rep	2

## 15 MINUTE MEETING

Welcome/Endorsement of UW Campaign	Company CEO	2
Comments/Company Incentives	Campaign Coordinator	1
United Way Message	UW Representative	5
Campaign Video	N/A	5
Instructions to Complete Pledge Forms/Fair Share	UW Representative	1
Collect Pledge Forms	Campaign Coordinator/UW Rep	1

## IMPORTANT TIPS FOR CAMPAIGN COORDINATORS

- Build energy and fun into your meeting.
- Emphasize company's support of campaign - include incentives and company match (if any).
- Encourage employees to give fair share and promote the fair share card.
- Collect all pledge forms at the end of each meeting.
- Ask employee to sign pledge form even if they choose not to give. This will help you track who you have/have not contacted.
- Thank employees for their participation



# PARTNER AGENCIES

## HEALTHY COMMUNITY

334 Prevention Project  
Alabama Institute of the Deaf & Blind  
East Geneva Senior Citizens Center  
Enterprise School Health Services  
Enterprise YMCA  
Guide Dogs of America  
Herring Houses of Dothan  
Vaughn Blumberg Services  
Vivian B. Adams School  
Wiregrass Area Food Bank

## YOUTH OPPORTUNITY

4-H Program, Barbour County  
4H Program, Coffee County  
Boy Scouts of America  
Boys & Girls Club of Lake Eufaula  
Boys & Girls Club of Southeast Alabama  
Boys & Girls Clubs of the Wiregrass  
Christ Child Circle  
Girl Scouts of Southern Alabama  
Girls Inc.  
Time Youth Dothan

## FINANCIAL SECURITY

Alfred Saliba Family Services Center  
Catholic Social Services  
Christian Mission Centers  
Coffee County Family Services Center  
Enterprise Public Library  
Family Service Center Barbour  
Mary Hill Family Service Center  
Ozark-Dale County Public Library  
Wiregrass Habitat for Humanity  
Wiregrass Rehabilitation Center

## COMMUNITY RESILIENCY

American Red Cross  
Chrysalis: A Home for Girls  
Exchange Ctr. for Child Abuse Prevention  
Living Waters Counseling  
Southeast Alabama Youth Services  
SpectraCare Health Systems  
The House of Ruth  
The Salvation Army  
Wiregrass 2-1-1  
Wiregrass Angel House

# ONE HOUR

can change a life.

**FAIR SHARE** is one (1) hour of pay  
or one (1) percent of salary per  
month. Donors who contribute at or  
above their **FAIR SHARE** level will  
receive a **DISCOUNT CARD** as a  
thank you to use at local  
businesses in the Wiregrass.

Calculate your  
**FAIR SHARE**  
AMOUNT:

$$\frac{\text{Hourly Rate} \times 12 \text{ Months}}{\div \# \text{ of Pay Periods}} = \text{FAIR SHARE}$$

## Does my dollar *really* make a difference?

An 18 year old who was pregnant and had dropped out of school months before graduation visited Wiregrass 2-1-1, a WUW partner agency. They were able to provide her with information about another WUW partner agency, Alfred Saliba Family Services Center, focusing on three programs for her to sign up for: Early Head Start, parenting classes and GED prep classes through Wallace Community College. A few months later, the young lady returned to the Wiregrass 2-1-1 office after dropping off her son off at Early Head Start. She had attained her GED and started classes at Wallace, pursuing her Associates degree. Two years later, she dropped by again after picking her son up to let them know that she was taking her son out of Early Head Start because she was now attending Troy University to pursue her Bachelor's Degree and working in a medical career earning enough to support herself. At 21 years old, she was completely independent and no longer in need of assistance. Working together, two Wiregrass United Way partner agencies changed the trajectory of this young family.



# SAMPLE CAMPAIGN REMINDERS/THANK YOU NOTES

## CAMPAIGN COORDINATOR - MEETING REMINDER

On (date), (company name) will participate in our annual Wiregrass United Way campaign. The employees of (company name) have always been very supportive, and we are confident that you will be again this year! Last year, we raised (amount) to help 40 worthy non-profit agencies that provide valuable services in our community. This 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. With your help, we will achieve and surpass our goal!

Our giving incentives for this year will be (incentives). I look forward to seeing you on (date and time) for our employee campaign meeting!

**LIVE UNITED**

## CEO - LETTER OF SUPPORT

The United Way campaign at (company) will begin soon. I encourage you to LIVE UNITED and help support this campaign. Your personal pledge will provide funding for non-profit agencies that help thousands of people across the Wiregrass each year. I can think of no better way to give back to the community than donating to the Wiregrass United Way. It truly is the best way to help the most people

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 again this year. If you have not given before, I urge you to consider supporting United Way's efforts to create lasting change.

**LIVE UNITED**

## THANK YOU NOTE

On behalf of (company) and the Wiregrass 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 40 non-profit organizations serving the Wiregrass through the United Way. Because of the support and generosity of you and your fellow (company) employees, the Wiregrass United Way and its partnering agencies can continue to provide valuable health and human services to our friends, neighbors and co-workers.

Thank you for again for your support and generosity.

**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 (or three!) 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 emphasize the value of contributing to Wiregrass United Way.

Agency tours can be customized for your company.

**Call your WUW representative to arrange an agency tour for your employees!**



# Put the **FUN** in **FUN**draising!

## OFFER INCENTIVES FOR EMPLOYEE PARTICIPATION

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

## 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!

