

WORKPLACE CAMPAIGN LEADERSHIP GUIDE



Workplace Campaign Coordinators encourage coworkers to create a stronger, healthier community by planning, coordinating and implementing an effective United Way workplace campaign.

Here are some guidelines to help:

WHAT SHOULD I DO PRIOR TO CAMPAIGN?

- Review prior years' giving and develop a campaign strategy
- Meet with your CEO/Leadership to confirm commitment
- Establish a campaign goal and timeline
- Publicize campaign to employees
- Collect campaign materials from United Way
- Set a date to kick off the workplace campaign

WHAT TAKES PLACE DURING THE CAMPAIGN?

- Launch your campaign with a kick-off meeting or party
- Present campaign materials at an employee meeting
- Schedule special events or games for employees
- Follow up with employees unable to attend

THE CAMPAIGN IS OVER. NOW WHAT?

- Make sure all employees had the opportunity to give
- Calculate results and turn in Pledge Forms to United Way
- Thank your committee and employees who participated
- Draft a letter (from CEO/Top Executive) to thank employees
- Pat yourself on the back for a job well done!

THE 20-MINUTE GROUP MEETING

Opening Remarks – Workplace Coordinator
Endorsement – CEO/Top Executive
United Way Video
United Way Overview – United Way Representative
Agency Speaker – United Way Partner Agency
Ask for Donation – Workplace Coordinator
Closing Comments – Workplace Coordinator
Say Thank You!

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EDUCATING & SHOWING IMPACT



SHOW THE CAMPAIGN VIDEO: United Way will provide you with a video to show employees the impact made in your community.



INCLUDE IMPACT: Send emails or newsletters that include information about United Way and their partner agencies (see website for examples).



ADD A TESTIMONIAL: Request a partner agency speaker through United Way



YEAR-ROUND EDUCATION: Show employees how a gift to United Way is helping throughout the year including United Way information in newsletters or emails.

CAMPAIGN THEME

Using a campaign theme is a great way to tie your theme together, generate excitement, and team-build!

Campaign Theme: GIVE WHERE YOU LIVE

Our Mission: To secure and invest in community resources to expand the ability to improve lives locally.

GIVE WHERE YOU LIVE



**Wright County Area
United Way**

