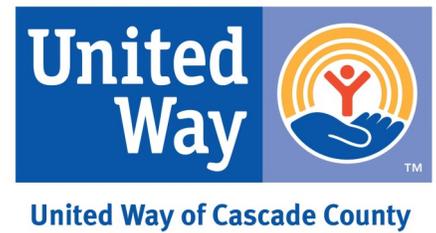


# EMPLOYEE CAMPAIGN COORDINATOR GUIDE



## 10 STEPS TO SUCCESS

**1. GET YOUR CEO'S SUPPORT** — Top management can be an active and visible part of your campaign by :

- Sending out a letter endorsing United Way and encouraging employees to give
- Developing a campaign budget and employee incentives
- Setting your campaign goal

**2. RECRUIT A COMMITTEE** — The ideal action team will be:

- Recruited from all departments and levels of your organization
- Include volunteers who lend energy to the campaign

**3. REVIEW & EVALUATE**

- Review last year's campaign and any feedback you received
- Look at your company's giving history provided by United Way of Cascade County
- Use the information to set this year's campaign goals — consider beating your best year
- Identify employees who may not have been included in previous campaigns

**4. SET GOALS & DEADLINES** — Establish a campaign timeline and then

- Work with United Way staff to schedule presentations
- Plan kickoff, events, food, prizes and incentives
- Assign committee tasks and set deadlines to complete them
- Decide strategies to improve and design activities to do so

**5. PROMOTE YOUR CAMPAIGN** — United Way of Cascade County has an array of marketing tools

- Hang posters, play the 6-minute video and hand out the brochures
- Send emails that share information about your own events and goals
- Use social media, including sharing UWCC Facebook posts on your personal and company Facebook pages
- Send photos of your events, share your successes with UWCC by emailing [kim@uwccmt.org](mailto:kim@uwccmt.org) who will share them in social media
- Organize an office volunteer day or half-day. Email [kim@uwccmt.org](mailto:kim@uwccmt.org) to help you find a project that works for you.

**6. EDUCATE EMPLOYEES ABOUT UNITED WAY OF CASCADE COUNTY'S IMPACT**

- Send provided emails to all employees, sharing information about United Way's impact in our community
- Share links to United Way's website ([www.uwccmt.org](http://www.uwccmt.org)) where you can find stories of people helped & information about our initiatives
- Invite friends and coworkers to "like" United Way of Cascade County's Facebook page

**7. PROMOTE LEADERSHIP GIVING** — PEOPLE WHO GIVE \$1,000 OR MORE ARE ESPECIALLY RECOGNIZED BY UWCC

- Contact CEO or learn about your company's matching opportunities
- Share UWCC's Leadership Giving levels with employees to inspire increased giving
- Recognize past Leadership Givers, Loyal Givers and Young Leaders

**8. ASK EVERYONE TO GIVE** — EVEN IF IT'S JUST \$1/PAYCHECK

- Businesses with 100% employee participation will be recognized in social media and in our annual report
- Invite retirees to give either through a workplace campaign or can set up monthly gifts through United Way's website
- Encourage new employees to give as part of their new-hire orientation. Keep brochures and pledge forms on hand year round
- Thank everyone when they give. UWCC has postcards, posters and stickers available for you to use

**9. THANKING AND REPORT RESULTS**

- Recognize people, groups and departments that went "above and beyond" during the campaign.
- Announce your final results to all employees either through a thank you email/letter from your CEO or at a celebration event.
- Collect paper pledge forms and schedule a time when a United Way staff member or volunteer can pick them up.

**10. HAVE FUN!**

- Arrange fun , informative activities to engage your employees to GIVE. ADVOCATE. VOLUNTEER.
- Provide special incentives and prizes for people who increase their donation or give for the first time.

Target date	Activity	Date completed
	Meet with UWCC representative to set your campaign timeline	
	Attend a coordinator training, request campaign supplies	
	Secure top management buy-in	
	Recruit & form your Employee Campaign Committee	
	Review your campaign history & set goals	
	Prepare for your campaign & plan activities	
	Plan and execute kickoff event	
	Promote your campaign. Spread the LIVE UNITED message!	
	Promote Leadership Giving and Affinity Groups	
	Thank your employees and campaign volunteers	
	Conduct a celebration event & announce your results	
	Finalize reporting and turn in your report envelop to UWCC	

**NOTES:**