FOUR STEPS TO A SUCCESSFUL UNITED WAY CAMPAIGN

Employee Campaign Coordinator Guide

1. EQUIPPING YOURSELF WITH WHAT YOU NEED
As an Employee Campaign Coordinator (ECC), knowing where to turn to get the information and resources you need for a successful campaign is critical. United Way is here to help!

- **ECC “Best Practices” Sessions**: These are hosted by United Way Blackhawk Region to give new and seasoned ECCs an opportunity to share best practices, new ideas, and effective strategies for a successful workplace campaign.

- **Campaign Toolbox**: This is the one-stop, online location for materials and resources needed to engage coworkers in the campaign. The Toolbox includes United Way facts, campaign pledge forms, marketing materials, ideas for campaign incentives/activities, and more.

2. PLANNING YOUR CAMPAIGN
Consider recruiting coworkers to join you in effectively sharing the United Way campaign message. It’s a good idea to ask colleagues from various departments within the workplace to serve as campaign advocates.

- **Establish Campaign Goals and Objectives**: Start by reviewing your company’s history of giving, participation, and campaign trends and opportunities.

- **Secure Leadership Support**: CEO and executive-level support, both actively and visibly, during your campaign can be a key factor in campaign success. Review prior campaign results with top-level management and discuss corporate donations, matches, incentives and a campaign budget. A sample CEO letter of endorsement is available in the campaign toolbox.

- **Develop a Communications Plan**: Determine the best communication channels for your organization, such as company Intranet, newsletter, bulletin boards, etc. Utilize E-communications provided by United Way Blackhawk Region.

- **Plan incentives and fun activities** such as jeans/casual days, raffles, auctions, bake-offs, etc.
3. RUNNING YOUR CAMPAIGN
With strategic planning, running your campaign should go smoothly!

Kick off Your Campaign in a Memorable Way: Hosting an employee kick-off event is a great way to raise awareness of your campaign. Consider a breakfast, lunch or special event.

Educate: Informing coworkers about what is being accomplished in the community by United Way-funded programs is vital in garnering campaign support.

Promote: Implement your established communications plan. Did you know that one of the main reasons people don’t give is simply because they are not asked? Here are some tips on making the ask:

- A sample ask could be, “Please consider utilizing convenient payroll deduction to help individuals and families in our community.”
- All campaign communications and/or special campaign events should “make the ask.”
- Identify ambassadors from various departments in the workplace to help “make the ask.”

Monitor Progress: Keep a running pledge total and make your coworkers aware of their progress toward your company’s goal. Follow-up with those employees who have not responded.

4. CLOSING THE CAMPAIGN
You should thank those who support the campaign at every opportunity, but the end of the campaign is particularly important!

Thank Those Who Give: Send a thank you message to all those who gave and include final results of the campaign. Encourage the CEO or a top-level executive to draft a thank you message to those who gave.

Report: Be sure to report your campaign results to United Way Blackhawk Region. Recap: Conduct a debriefing session with your United Way team to continuously improve your campaign.

Awareness: Remember that United Way works year-round, so continue to communicate the impact of United Way during non-campaign times of the year

New in 2019 is a campaign theme: Game Changers.

As you unpack the campaign toolbox, you will find many useful resources incorporating the theme. Please help us by putting the Game Changers theme into action with engaging activities within your own workplace campaigns and by sharing photos and videos with us on social media.

Use hashtags:
#GameChangers
#UnitedWeWin