

LIVE UNITED

2021 CAMPAIGN COORDINATOR ACTION GUIDE



Visit <https://unitedwayofrichlandcounty.org/campaign/for>
additional resources

YOU ARE A CHANGEMAKER!

CAMPAIGN COORDINATORS ARE CRITICAL LINKS BETWEEN UNITED WAY OF RICHLAND COUNTY AND EMPLOYEES TO HELP CHANGE THE LIVES OF SO MANY IN RICHLAND, COUNTY. GROW YOUR LEADERSHIP, PROJECT MANAGEMENT SKILLS, AND INSPIRE OTHERS TO MAKE AN IMPACT IN THEIR COMMUNITY THROUGH YOUR ROLE AS A CAMPAIGN COORDINATOR.

IN THIS ACTION GUIDE YOU WILL FIND:

STEP-BY-STEP INSTRUCTIONS TO PLAN YOUR CAMPAIGN

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THE BEST CAMPAIGN TOOLS TO MAKE THE GREATEST IMPACT

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IDEAS AND TIPS TO MAKE CAMPAIGN MORE ENGAGING

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WE HOPE YOU'LL USE THIS AS THE GO-TO RESOURCE FOR YOUR CAMPAIGN NEEDS.

YOUR GIFT
TO UNITED
WAY
SUPPORTS:



HEALTH



EDUCATION



FINANCIAL
STABILITY

OF EVERY PERSON IN
RICHLAND COUNTY

BEST CAMPAIGN PRACTICES

STRATEGIES THAT MAKE THE GREATEST IMPACT

- Gain CEO/Senior Leadership support
- Form a UW campaign committee
- Set a company goal
- Hold a kick-off event
- Feel comfortable articulating United Way's mission
- Utilize UW materials
- Offer a corporate match or corporate gift
- Encourage leadership level giving
- Thank donors
- Arrange partner site visits for employees
- Have effective communication with UW staff
- Offer year-round engagement opportunities for employees

CAMPAIGN TIMELINE

A blue circular logo containing the white letters "UW".

Plan (4-6 Weeks Before Kick-Off)

- Connect with your UW representative to review last year's campaign
- Confirm dates, and type/quantity of materials required (pledge forms, information materials, etc.)
- Secure CEO and Senior Leadership support
- Recruit your campaign team
- Host a planning meeting with your campaign team to brainstorm ways to establish campaign goals, objectives, and activity timeline
- Schedule United Way speaker(s) for presentations
- Send staff calendar requests to attend campaign events

CAMPAIGN TIMELINE



UW

- Together with your UW Rep, provide your campaign team with training/information on United Way's bold goals, programming details, and engagement opportunities
- Hang any posters/promotional materials and post information for employees to easily access
- Begin campaign promotion:
 - CEO letter/email to employees
 - Your letter/email to employees, with a reminder of important dates and campaign goals/incentives

CAMPAIGN TIMELINE



UW

Host your kick-off event

Host a UW speaker (or show a virtual video presentation)

Ensure all employees get donation information (pledge forms)
and incentives to participate

Host activities, contests, etc.

Send follow-up emails every few days to remind people of
activities, track progress, and generate enthusiasm

Send a "last call" email (final days of campaign)

CAMPAIGN TIMELINE

A blue circular logo containing the white letters "UW".

COLLECT ALL PLEDGE FORMS AND ENSURE EACH FORM IS SIGNED

COMPLETE THE FOLLOWING STEPS:

1. CALCULATE RESULTS AND COMPLETE "CAMPAIGN REPORT ENVELOPE"
2. MAKE COPIES OF PLEDGE FORMS AND GIVE THEM TO YOUR HR/PAYROLL DEPARTMENT
3. PLACE ORIGINAL PLEDGE FORMS IN CAMPAIGN ENVELOPE
4. GIVE UNITED WAY YOUR COMPLETED PLEDGE ENVELOPE WITH ORIGINAL PLEDGE FORMS INSIDE

ANNOUNCE RESULTS TO EMPLOYEES AND THANK THEM!

5. CONDUCT A CAMPAIGN DEBRIEF WITH YOUR UW REP TO DETERMINE NEXT YEAR'S CAMPAIGN COORDINATOR, TENTATIVE CAMPAIGN DATES, AND YEAR-ROUND ENGAGEMENT.

THANK YOU



UW

THANK YOU
FOR GETTING INVOLVED.
CHANGING LIVES.
LIVING UNITED.

FOR QUESTIONS, COMMENTS, CONCERNS PLEASE CONTACT
ALEXIS DANHOFF, DIRECTOR OF RESOURCE DEVELOPMENT AT
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United Way of
Richland County