

LIVE UNITED

2023 CAMPAIGN COORDINATOR ACTION GUIDE



of Richland County

*VISIT [HTTPS://UNITEDWAYOFRICHLANDCOUNTY.ORG/CAMPAIGN/](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

•

THE BEST CAMPAIGN TOOLS TO MAKE THE GREATEST IMPACT

•

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

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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
- 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



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, FUNDRAISERS, 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

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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

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UW

LIVING UNITED STARTS WITH



THANK YOU!

FOR QUESTIONS, COMMENTS, CONCERNS PLEASE CONTACT
ALEXIS DANHOFF, DIRECTOR OF RESOURCE DEVELOPMENT AT
ADANHOFF@UNITEDWAYOFRICHLANDCOUNTY.ORG



United Way of
Richland County

ADD FUN TO YOUR FUNDRAISING EFFORTS

**LOOKING FOR IDEAS TO SPICE UP YOUR CAMPAIGN?
HERE'S A LIST OF IDEAS COLLECTED FROM UNITED WAYS ALL OVER
THE COUNTRY. THESE ARE MEANT TO BE IDEA STARTERS – YOUR
WORKPLACE WILL BE ABLE TO APPLY CREATIVITY AND TAILOR YOUR
OWN EVENTS TO FIT YOUR COMPANY CULTURE.**

FITNESS CHALLENGE Log your active minutes over a period of time to garner support for the campaign. The fitness challenge allows individuals to track their activity, submit and win prizes for categories like most steps, most creative fitness activity, group activities, fitness around town, etc.

BASKETS FOR AUCTION Gather each department and create themed baskets for an auction. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Activities for the Kids, Sports Fans, Movie Night, etc.

SPIRIT WEEK A spirit week has designated theme days all geared around raising spirits and funds for your United Way campaign. Spirit weeks can be handled in a variety of ways; people can pay \$1-\$5 for the ability to wear jeans on a typical workday, or in a virtual world, employees can earn points or raffle tickets by submitting a photo of themselves with the theme item of the day. Spirit Day themes could include, but are not limited to, Pittsburgh sports jerseys, company t-shirt, plaid shirt, company colors, stripes, funny hats, polka dots, concert t-shirts, alma mater sweatshirts, holiday sweater, etc. Each day provides an opportunity for the participant to show their support for giving to the United Way.

CAFFEINE CART Stock-up on coffee, tea and snacks to cart around the office to your staff. It's a fun, convenient way to keep your team energized. (It's also a nice mid-day treat!)

OFFICE SALE/AUCTION Take some time to identify items around the office that are no longer needed. Display in a common space for others to access and purchase. You can get really creative here!

BRACKET CHALLENGE Turn any bracket into a fundraiser for United Way. 50% of the proceeds go to the bracket winners and 50% come to support programs of United Way. Popular events include fantasy sports, March Madness, professional sports playoffs and Rock, Paper, Scissors (RPS).

COOKING CONTEST Invite your colleagues to enter a cooking contest. Each employee pays a nominal fee to participate which will benefit your campaign. Identify volunteer judges, feature ingredients and a theme (dessert, appetizer, fancy main course). Host a 30 minute cooking competition in person or via video. Judges can assign points for presentation, taste or other criteria you determine ahead of time. You could even invite a professional chef to provide a demonstration.

UNITED WAY CHALLENGE During the campaign, develop opportunities to earn points towards prizes like a team lunch, half day PTO or a meal with an executive. Friendly competition between departments can boost participation. Earn points by pledging towards the campaign, increasing their gift, donating to a collection drive, volunteering or attending a campaign event.