

# LIVE UNITED™

## Guide for Campaign Coordinators

*Thank you for your commitment to running a United Way campaign in your workplace. Here is some useful information to help you lead a successful campaign.*

### Running a Workplace Campaign

As a campaign coordinator, you lead by example...but you'll find your success can grow by leaps and bounds when your foundation comes from good planning, excellent execution, employee education and when visible support of your campaign comes from the "top levels" of management. Here are some suggested steps to guide you.

#### 1) Analyze and Plan

- Meet with your United Way representative
- Meet with your CEO to:
  - Send out an endorsement letter
  - Set a challenging campaign goal
- Establish a campaign timetable
- Order campaign materials
- Recruit fellow staffers to lead as "volunteer fundraisers"
- Schedule a volunteer fundraiser training
- Host a kickoff rally... use posters, send e-mail notes to co-workers for weekly campaign updates, consider featuring employee testimonials when possible, and advertise your campaign internally
- Organize a Retiree Giving Campaign

#### 2) Implement

- Schedule a Management/Leadership presentation
- Use testimonials, incentives, and special events to inspire giving (i.e. extra vacation day, prime parking spaces, door prizes, etc.)
- Personalize all pledge forms
- Use one-to-one or group solicitation
- Encourage use of payroll deduction

#### 3) Wrap Up

- Follow up on all outstanding pledge forms
- Report results to United Way
- Institute a *New Hires* program
- Recognize and thank all volunteers and contributors