



EMPLOYEE CAMPAIGN COORDINATOR GUIDE



WHO

You, the coordinator, and your team members lead your organization's United Way campaign, and join other local companies in supporting our community.

WHAT

A United Way campaign is a time for workplaces to come together, have fun, and do good. Campaigns can be 1-3 weeks long and can be virtual, in person, or both. Employees have the opportunity to donate to agencies through United Way.

WHERE

Your United Way campaign happens right where you work—remote or in-person and brings people together to support the community. Every donation stays local and helps make a difference close to home.

WHEN

United Way partners with workplaces year-round to engage employees in supporting the local community. Most campaigns take place between August and December, when additional staff support, community-wide marketing, and incentive opportunities are available.

WHY

Running a United Way campaign helps address our community's most pressing needs. Your donation supports local solutions that uplift individuals and families in need.

HOW

United Way staff are here to help you get started whenever the time is right. We offer plenty of resources to make the process easy.



WORKPLACE CAMPAIGN GUIDE

✓ BEFORE THE CAMPAIGN

- ☐ Meet with a United Way member to get your campaign packet and any updates about UW.
- ☐ Meet with your CEO and team you developed to determine timeline, payroll, & incentives.
- ☐ Plan and schedule an event.
- ☐ Set up times and locations for kickoff events and leadership events.
- ☐ Secure times with United Way to come and speak at your events; request a partner agency.
- ☐ Communicate one story at a time.
- ☐ Promote the campaign and distribute your calendar of events.
- ☐ Review previous campaign performance, opportunities, and challenges.

The #1 reason a person does not give is because they were not given the opportunity.

✓ DURING THE CAMPAIGN

- ☐ Hold the kickoff event.
- ☐ Provide the pledge forms and/or payroll information to everyone.
- ☐ Hold special events to raise additional money/engagement. Volunteer, competitions, etc.
- ☐ Remember to remind everyone **this money stays local** and supports programming in Platte, Colfax, Boone and Nance.
- ☐ Report progress/keep in communication with United Way staff.
- ☐ Keep the campaign alive by sharing success stories, community facts, or photos.
- ☐ Remind individuals who have not pledged yet.

✓ AFTER THE CAMPAIGN

- ☐ Ensure all pledges are received and sent to United Way.
- ☐ Follow up on any corporate contribution or employee match.
- ☐ Announce results to all employees.
- ☐ Thank everyone involved; donors, team, leadership to know they were part of something bigger and that they contributed to it.
- ☐ Evaluate the challenges and successes of the campaign. Keep the notes for next year.

SAMPLE CAMPAIGN SCHEDULE

Make sure to HAVE FUN. It's important to have people engaged in what they are doing or feel like they are contributing. Check out the list on our toolkit!

Monday

CAMPAIGN KICKOFF

Host an all-company kickoff to share the importance of United Way. Plan a presentation for the kickoff day, think of a campaign theme, ask United Way about materials or videos. Example layout:

Welcome (campaign coordinator or CEO)	1 minute
Company CEO Endorsement	1 minute
United Way Overview	
Staff or Volunteer	3 minutes
Campaign Video	6 minutes
Partner Agency/Program	5 minutes
Announce Company Goals and Incentives	3 minutes
Explain pledge forms	
Thank you	1 minutes
Total Time	~20 minutes

Tuesday

CAMPAIGN ACTIVITY

Have a competition for your coworkers to join in on and for the chance to win a prize. Activities could include photo competitions, trivia, or a scavenger hunt. **TIP:** Suggest a small donation amount to participate in the activity.

Wednesday

VOLUNTEER

Encourage employees to volunteer at United Way or the funded agencies through United Way. Plan a collection drive. See if leadership will allow you to set up a volunteer day for the company to participate in.

Thursday

EMAILS

Don't forget to send out emails and reminders throughout the campaign timeline. Send a reminder before the final day of your campaign to all employees that have not given yet.

Friday

CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations. Have a final day by doing a potluck, cookout, awarding raffle prizes, or the incentivized prizes. Share the impact of the donations!

CAMPAIGN TOOLKIT

www.columbusunitedway.com/toolkit

Our campaign video is in English and Spanish

CAMPAIGN MATERIALS

- Campaign Coordinator Guide
- Pledge Cards - English & Spanish
- iPLEDGE form
- 3 Pillars of Impact
- Payroll Deduction Impact
- Sample Emails
- Campaign Brochure
- New Hire info
- Services by County
- Direct Programs
- Percent Participation
- FUNDDraising Activities
- Success Stories

LEADERSHIP GIVING

\$500-999 – Bronze

\$1,000-1,999 – Silver

\$2,000-4,999 – Gold

\$5,000-9,999 – Platinum

\$10,000+ – Tocqueville

Leadership givers are recognized with a glass frame and photo and invited to our annual steak dinner.

FREQUENTLY ASKED QUESTIONS

This guide is designed to help you answer frequently asked questions about giving to Columbus Area United Way. Questions and concerns are a natural part of the process. Remember to address all concerns. If you encounter any questions that you cannot answer, please contact your Columbus Area United Way staff member.

I have heard of United Way, but I don't know what you actually do. What do you do?

Reference resources in the campaign toolkit, such as the 3 Pillars of Impact Infographic and the Pledge Card to show the programs that are funded through Columbus Area United Way.

Why should I give to United Way?

Columbus Area United Way strives to improve the community by assessing the root causes of some of our communities' most difficult issues and develops partnerships to drive initiatives and policy for measurable change.

Where does my contribution go?

1 in 4 community members accesses Columbus Area United Way funded programming. Columbus Area United Way funding supports 19 local nonprofit agencies providing over 30 different programs. Your gift helps Columbus Area United Way provide resources to programming around Youth Opportunity, Financial Security and Healthy Communities.

I would like to help, but just can't afford it.

Every gift, no matter the size, is significant. A payroll deduction pledge allows you to make a generous contribution in manageable portions each pay period. The impact of your contribution is magnified exponentially when combined with the contributions of your co-workers, friends, and neighbors.

Does United Way condone pressure in giving?

No. United Way does not condone pressured giving. Everyone should contribute voluntarily.

My spouse already gives to United Way. Should I give separately?

Please notify CAUW when combining your gift with a spouse. Provide their name and company where they work.

I pay my own way. I am not going to use these services, so why should I support them?

We believe that when all members of our community have access to the tools they need to survive and thrive, we all benefit. Maybe you have never needed help, but statistics show that you or a member of your family probably have or will rely on Columbus Area United Way or one of our community partners at some point in your lives. Giving to Columbus Area United Way ensures that there is a place to turn in times of need – whenever that might be!

Can I designate where my contribution goes?

Yes, you have the option to select which program or programs you would like your support to be designated towards.

Contact Information

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