



# EMPLOYEE CAMPAIGN COORDINATOR GUIDE

## 2025



Columbus Area  
**UNITED WAY**

# YOUR ROLE

Our workplace campaigns bring people together to solve some of our community’s most complex challenges through fundraising, advocating, and volunteering – all while raising workplace morale. With the help of committed volunteers like you, United Way will have many stories of hope to tell.

Whether you represent a small business, a major corporation or a nonprofit agency – you join hundreds of others showing their commitment to our community by running United Way workplace campaigns.

## Successful Steps to Running a Campaign

- Recruit a strong team to lead your Columbus Area United Way campaign. Create an effective strategy that includes a goal and a timeline/date.
- Share the Columbus Area United Way story with all employees. Have a funded program or partner agency come speak at your job.
- Connect employees to our work and show them how they can ensure a better future for their community.
- Consider a team volunteer project.
- Ask everyone to give. Encourage leadership and employee participation.
- Thank everyone for giving.

**Setting A Goal:** consider prior year results, number of employees and current business climate.

**Recruit Your Team:** Build a team to divide duties such as communications, presentations, events.

**Involve Your CEO:** Work with your CEO to help champion the work. Establish a campaign timeline, confirm corporate gift, company wide emails, incentive approvals.

Example of a campaign kickoff

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

# CAMPAIGN TIMELINE

Here are some ideas to help your campaign be successful.

## Prior to your Workplace Campaign:

- Meet with a United Way member to get your campaign packet and any updates about United Way.
- Meet with your CEO and team you developed to determine the timeline, what the fundraise goal is, pledge forms/payroll, incentives.
- Plan and schedule a leadership event.
- Set up times and locations for kickoff events and leadership events.
- Secure times with United Way to come and speak at your events and request a partner agency or program to speak.
- Communicate one story at a time.

## During Campaign

- Hold the kickoff event
- Provide pledge forms and/or payroll information to everyone! **NUMBER ONE reason people do not give is because they are not asked!!**
- Hold special events to raise additional money or increase employee engagement. Think of doing a volunteer activity, competitions, and other fun activities.
- Remember to remind everyone that **this money stays local** and supports agencies and programs in Platte, Colfax, Boone and Nance.
- Report progress/keep communication good with United Way staff.

## Wrap Up

- **Thank everyone** involved: donors, team members, leadership, etc. People want to know they were part of something bigger and that they contributed to the cause.
- Post the results of your campaign for everyone to see.
- Make sure your corporate donation card is filled out when turned pledge packet back in.

## HAVE FUN!

It's important to have people engaged in what they are doing or feel like they are contributing.

## Fun Activity Ideas

- Silent Auction
- Comfy clothes day – pay \$ to wear comfy clothes for the day
- Pumpkin painting/carving contest
- *More ideas on our campaign toolkit page!*

# WHAT DO I SAY?

What to say to get the point across to employees and the resources to share/access to have a successful campaign.

## THE NEED (Platte, Colfax, Boone, Nance)

- Nearly 1 in 3 adults experienced housing insecurity in the past year.
- 26% of children in our area do not have access to childcare, compared to 19% for Nebraska.
- The rate of food insecurity in our area for children is 10%. Single moms in our area have the highest SNAP utilization rate at 37% versus 34% for Nebraska.
- 13% of residents in our area did not graduate high school, which is worse than 8% for Nebraska.
- Suicide is the leading cause of death for youth in Nebraska, with our area specifically showing we have fewer mental health providers relative to its population.

*\*This data was gathered from East Central Health District's Community Health and Needs Assessment.*

## The Impact of your donations, in 2024 alone:

- 220 youth assisted to help overcome a barrier impacting school performance.
- 608 youth attended suicide prevention presentations and/or support groups.
- 1,487 individuals and/or households provided basic needs of food and/or shelter.
- 94% of participants who were program recipients were then able to identify additional client community resources.
- 155 individuals completed an adult education class.

## CAMPAIGN TOOLKIT RESOURCES

<https://www.columbusunitedway.com/toolkit>

### Our video

2025 "What If"

### Campaign Materials

Campaign Coordinator Guide  
Pledge Cards – English & Spanish  
iPLEDGE form  
Partner Agency slide deck  
3 pillars of impact  
Payroll Deduction Impact  
Colfax Campaign Brochure  
Sample Emails

Campaign Brochure  
Table Tent  
Services by County Poster  
Direct Programs  
Recognition based on Percent Participation  
FUNdraising Activities  
Success Stories

# LEADERSHIP GIVING

Columbus Area United Way needs leaders, like you, who have the passion and courage to transform our community. Join the donors who are leading the change in our community today!

## LEADERSHIP GIVING LEVELS

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### Bridgebuilder Levels



### We Love Our Donors!

Every year we recognize our Bridgebuilder donors by hosting a steak dinner. It is an opportunity to recognize and engage with our donors. Our steaks and sides are donated, as well as the space. During the dinner, we use this opportunity to showcase our upcoming campaign video and speak to what our goals will be for the campaign.

Bridgebuilders also receive a recognition piece that they can put in their office or home. First time Bridgebuilders receive a glass frame with a photo of a bridge, in our area, with their name on it. Returning Bridgebuilders will receive the photo each year to replace in the frame.



# 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 of 4** community members accesses Columbus Area United Way funded programming. Columbus Area United Way funding supports 19 local nonprofit agencies providing 30 different programs. Your gift helps Columbus Area United Way provide resources to programming around Education, Financial Stability and Health.

## **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**

### **Address-**

3214 25<sup>th</sup> Street Suite 2  
PO Box 1372  
Columbus, NE 68601

### **Phone-**

402-564-5661

### **Website-**

[www.columbusunitedway.com](http://www.columbusunitedway.com)

### **Email-**

Hope Freshour – Executive Director  
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