

TIPS & TRICKS

- Provide employee roster to Marshfield Area United Way if you want personalized pledge forms
- Contact Marshfield Area United Way for virtual employee pledge form options
- Confirm payroll deduction details with Human Resources or Payroll Department
- Identify campaign team members and determine budget several months before your campaign
- Set consistent planning meetings for your campaign
- Create a theme for your campaign
- Consider fun incentives like a weekly gift card drawing for those who donate
- Be prepared to answer questions and concerns about United Way (check out of FAQ)!
- Stay involved with United Way throughout the year-we have many volunteer opportunities and events you can join!

UNITED WAY CAN HELP BY..

- Running campaign reports
- Sending thank you notes, videos, marketing collateral, etc.
- Speaking at meetings and special events
- Participating in campaign team meetings
- Identifying opportunities for volunteering
- Providing end of campaign analysis and debrief

QUICK START GUIDE

EMPLOYEE CAMPAIGN COORDINATOR



**2020 Campaign Employee Campaign Coordinator Award:
Ashley Draeger & Tanya Gregor**



Marshfield Area United Way

ROLE OF ECM

1. PLAN Assemble a team to create and plan.
2. ENGAGE Educate and inspire your colleagues.
3. ASK Ask your colleagues to donate.
4. THANK Say thanks and celebrate success.

FAQ

What is United Way?

Marshfield Area United Way is a local nonprofit organization that has provided children, adults, and families with services and resources since 1946. United Way improves education, health, and financial stability in the Marshfield area by creating partnerships and programs that help our community.

Key Messages

- United Way is local. Your gift to United Way stays in the Marshfield area.
- United Way focuses on improving education, health and financial stability.
- United way has decades of expertise in identifying and responding to community challenges.

Why give to United Way?

Through direct services, programs, funding, volunteer development, and leveraging local partnerships, United Way creates lasting, meaningful solutions to community problems. United Way's approach engages the entire community and addresses multi-faceted issues with best-in-class programs and services.

Will my gift stay in the community?

Yes! Donations given directly to Marshfield Area United Way support local programs and services.

STEPS TO SUCCESS

1. Build your team

- Assemble a team of volunteers and set roles/responsibilities
- Get CEO/management support for the campaign

2. Set your timeline

- Pick your campaign dates and schedule
- Start planning at least 6-8 weeks before kickoff

3. Set your goal

- Determine your campaign goal

4. Plan your campaign logistics

- Determine your budget
- Use incentives and consider special events
- Set dates and times for meetings, presentations and events
- Create a communication plan for your campaign

5. Schedule United Way presentations

- Invite United Way staff to share information to employees about United Way programs and results

6. Promote your campaign

- Publicize the campaign before it starts using flyers, posters, emails, newsletters, staff meeting announcements, etc.

7. Host a fun, inclusive kick-off event

- Invite employees to a campaign kickoff featuring food, a raffle drawing, an activity, volunteer project, etc.

8. Recognize leadership donors, new donors, etc.

- Consider a special event for leadership donors (\$500 +)
- Publicly recognize new donors and leadership donors

9. Follow up with employees during the campaign

- Ensure every employee has the opportunity to give
- Create a follow up plan to remind employees and give deadlines!

10. Thank employees and celebrate success!