

EMPLOYEE CAMPAIGN COORDINATORS: A KEY LINK

Marshfield Area
United Way



YOUR MISSION

Your role as an Employee Campaign Coordinator provides a critical link between United Way and your co-workers. Through your communication, organization and leadership skills, you enable your co-workers to participate in the work of strengthening our community.

EMPLOYEE CAMPAIGN COORDINATOR TASKS

- Work closely with your president/CEO and United Way representative to develop an effective campaign plan
- Recruit an enthusiastic team of co-workers to assist in the campaign
- Attend the United Way Experience visits to gain knowledge about United Way programs and partners and to see how donations are being utilized in the community
- Coordinate the distribution and collection of campaign materials
- Promote the campaign throughout your company
- Educate your co-workers about United Way
- Conduct a separate leadership giving solicitation meeting (for annual gifts of \$500 or more)
- Attend United Way kickoff and victory events
- Invite EVERYONE in your company to give
- Make a gift yourself
- Encourage volunteerism among your co-workers
- Thank your donors and volunteers
- Publicize your campaign results
- Complete your campaign by giving United Way your final report
- Evaluate and make recommendations for next year

BENEFITS OF BEING AN ECC

- Showcase your leadership skills
- Network with colleagues at various levels of your organization
- Learn more about our community and local nonprofits
- Receive United Way training and network with ECCs from other companies
- Get involved with creating lasting change and a better community for all

Conducting a United Way campaign should be a fun and rewarding experience. Let your enthusiasm and creativity shine through and your efforts will pay off. It takes people like you, who go above and beyond, to make this campaign enjoyable, meaningful and successful!

Through your efforts, thousands of individuals throughout the community will learn the value of United Way. This guide will serve as a resource to assist you with your campaign planning and implementation.

On behalf of Marshfield Area United Way and all the individuals who will receive help through United Way-funded programs and initiatives because of your efforts, thank you!



THE ROLE OF UNITED WAY STAFF

United Way staff are available year-round to help you implement successful campaign strategies. United Way staff can help you during your campaign by:

- Assuring prompt delivery of campaign supplies.
- Participating in planning meetings with you and your campaign team.
- Speaking on behalf of United Way at company campaign meetings and events.
- Bringing fresh ideas to invigorate your campaign.
- Answering questions about United Way from you and/or your co-workers.
- Bringing energy and enthusiasm to your employee campaign!

CAMPAIGN HOW-TO: BEFORE, DURING & AFTER CAMPAIGN

BEFORE CAMPAIGN HOW-TO STEPS

1. GET PREPARED

Work with your United Way representative to set goals, discuss ways to communicate the message, create a buzz and incorporate fun activities that add momentum to your campaign.

2. RECRUIT AND TRAIN A CAMPAIGN TEAM

You don't have to do it alone! Having representatives from each department can be very effective. This team can help in all stages of the campaign: planning, promoting awareness and distributing and collecting materials.

3. ENLIST MANAGEMENT SUPPORT

Leaders lead! The support of your president/CEO, management team and/or labor leaders is crucial.

4. IDENTIFY CAMPAIGN ELEMENTS

Meet with your committee early and often to discuss goals, communication strategies, incentives and special events.

DURING CAMPAIGN HOW-TO STEPS

1. PUBLICIZE YOUR CAMPAIGN

Communicate campaign information and events to all employees through United Way marketing materials, emails, calendar of events, posters, and more!

2. KICK OFF YOUR CAMPAIGN

Campaign kickoffs should be informative and FUN! Kickoffs can be as elaborate as events or as easy as snacks in a break room. Do what works best for your organization.

3. EDUCATE EMPLOYEES ABOUT UNITED WAY'S WORK

One of the most important elements of a campaign is to educate employees about Marshfield Area United Way's work. Some people relate to personal stories, while others want to hear about facts, figures and the return on investment.

4. ENCOURAGE LEADERSHIP GIVING

United Way offers a number of recognition levels for those who lead by example through their giving, and for those who want to connect with others who are inspired by what they can accomplish together.

AFTER CAMPAIGN HOW-TO STEPS

1. ANNOUNCE RESULTS AND SHOW APPRECIATION

Plan ways to finalize your campaign, celebrate your accomplishments and thank employees for their participation and contributions.

2. FILLING OUT THE CAMPAIGN ENVELOPE

Please make sure to fill out the campaign envelope when your campaign has ended.

3. ESTABLISH YEAR-ROUND UNITED WAY COMMUNICATION

Collaborate with United Way to provide year-round awareness about United Way's work.

RESOURCES AVAILABLE ONLINE FOR YOUR CONVENIENCE

Visit www.marshfieldareaunderway.org and click on "Campaign" and then select "toolkit" to view numerous tools and resources available to you for your organization's workplace campaign, including:

- Electronic versions of all campaign materials including the campaign brochure
- Campaign planning guide
- Information about Marshfield Area United Way's funded programs and initiatives
- Campaign video
- Campaign best practices
- Ways to liven up your campaign including fun ideas for themes and special events
- Information for conducting raffles and how you can receive FREE memorabilia from the Green Bay Packers and the Milwaukee Bucks for your contests and events
- Ways to say thank you