



Marshfield Area
UNITED WAY

2025 CAMPAIGN COORDINATOR GUIDE



Thank you for choosing to lead your organization's United Way giving campaign! This short guide is intended to help you make the most of your time and effort and give you the tools you need to lead a successful workplace campaign. Please reach out anytime for ideas, support, supplies, or general information by calling our office at 715-507-5005.

YOUR MISSION

Your role is key in the impact your company can make! Through your planning, organization, communication, and leadership skills, you enable your co-workers to participate in the work of building a stronger, healthier, more secure community for us all.

EMPLOYEE CAMPAIGN COORDINATOR TASKS

- Work with CEO & United Way representatives to develop a campaign plan
- Recruit team of co-workers excited to help with campaign
- Attend United Way Employee Campaign Coordinator (ECC) training
- Plan a fun, educational United Way campaign to build awareness of United Way's work & encourage participation
- Coordinate distribution and collection of campaign materials
- Make a gift yourself
- Invite EVERYONE in your company to give
- Promote campaign throughout your company
- Encourage volunteerism throughout campaign (and year-round!)
- Thank donors and volunteers
- Finalize campaign by submitting all paperwork to United Way staff
- Publicize and celebrate your company's results
- Evaluate and make recommendations for next year

THE ROLE OF UNITED WAY STAFF

- Available year-round for campaign strategizing and engagement opportunities
- Provide prompt delivery of campaign supplies (before and during campaign!)
- Participate in planning meetings with you and your team
- Speak on behalf of United Way at campaign meetings & events
- Bring fresh ideas to invigorate and help make your campaign meaningful, impactful, and fun
- Answer questions about United Way from you and your co-workers
- Share energy and enthusiasm to your employee campaign
- Process campaign results in a timely manner to verify your final results
- Help evaluate and celebrate results

5 KEY STEPS TO A SUCCESSFUL CAMPAIGN

1 - STARTING POINT

- Meet with and gain support of company leadership
- Work with leadership regarding corporate gift, matches, incentives, and campaign budget
- Recruit a team to help plan and run the campaign
- Attend Employee Campaign Coordinator (ECC) training with United Way

2 - BUILD A CAMPAIGN PLAN

- Set a timeline; don't forget the sweepstakes deadline is Friday, December 12, 2025!
- Set goals - we recommend participation and/or fundraising goals
- Organize incentives and fun events
- Familiarize yourself and team with United Way tools available and make a game plan to use them

3 - USE UNITED WAY TOOLS & RESOURCES

- Work with United Way staff to make sure you have resources you need (ie posters, brochures, swag, campaign video, email templates, pledge forms, webform, etc)
- Book a United Way speaker for a company meeting

4 - CAMPAIGN IN ACTION

- Hold a kickOff event or meeting
- Be the first to make a pledge!
- Make sure United Way is visible throughout your workplace
- Talk about the campaign with co-workers
- Thank individuals who turn in pledge forms

5 - FINISH STRONG

- Complete and return paperwork to United Way
- Reconcile final numbers with United Way staff
- Thank everyone -- donors, event participants, and your campaign team!

DO YOU NEED CAMPAIGN SUPPLIES?

We have a variety of items available for your use - from campaign must-haves like pledge forms to items to be used as incentives. Contact the United Way office if you are in need of additional supplies.

We have:

- Campaign posters
- Goal posters
- Campaign brochures
- Extra pledge forms
- United Way branded swag

ADDITIONAL RESOURCES

CHECK OUT OUR ANNUAL REPORT

Scan the QR code to see our report to the community on all that we accomplished in 2024.



INVITE SPEAKERS

We have staff and board members who would love to speak to employees about the work United Way does and answer questions. Call 715-507-5005 to schedule a speaker.

REACH OUT FOR SUPPORT

We want to support you and your campaign in any way possible! Please reach out with ideas, questions, or for additional information.

Call: 715-507-5005
Email: sarah@marshfieldareaunitedway.org



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