



LIVE UNITED



coordinator tip card

BE IN THE KNOW

Know how much your company raised last year and what the average gift was. It's helps as a guide for setting this year's goal. Also, ask around for what your co-workers remembered from last year's campaign.

Support from the CEO sets the tone for your campaign and improves your credibility.



GET THE BOSS ON-BOARD



KNOW THE FACTS

Who directs the United Way?

United Way is volunteer-driven and directed by a local, all-volunteer board of Directors.

Who decides how donations are used?

Funding decisions are based on community needs and results achieved by programs in the past. United Way staff members do not make funding decisions

Why give to United Way in addition to other charities?

The problems of the community are much larger than any one agency can handle. United Way offers a broad mix of supports to meet the diverse needs of all in our community.

MAKE YOUR CAMPAIGN FUN!

The most successful campaigns engage employees in a fun, non-traditional way. Your campaign should be a fun experience for you and your co-workers.

USE YOUR TOOLS

United Way has a wide variety of materials available to help you in your campaign – use them! Call, stop by our office or check out our Web site if you need information.

SET AN EXAMPLE

Make a gift yourself. It's always easier to ask others to join you in giving than to do something you're not doing yourself.

\$ MAKE THE ASK

WRAP IT UP

Put all completed pledge forms in the provided pledge envelope and turn them in. Add up the final totals so you can celebrate with your co-workers.

MAKE IT A TEAM SPORT

Just because you're the coordinator doesn't mean you need to go it alone. If your company has more than 100 employees – recruit some help! Don't just ask your friends, include management, finance, support staff and human resources – anyone that will make the campaign a success.

GO FOR THE GOAL

Be goal oriented. Set a specific goal for your company's campaign. The goal can be a dollar amount, a percentage, an average gift amount or the number of contributors. Let everyone know the goal and get them involved in reaching it!

HAVE A PLAN



The success of a campaign is all in the details. Set your kickoff date, presentation times, get your supplies together weeks BEFORE it's set to happen. Know what you're going to do and follow the plan!

Incentives can help your co-workers get excited about the campaign. What works at one company may not work at yours, so do what works.

GIVE AWAY FREE STUFF

Publicize your campaign plans and events in employee publications, special office displays, bulletin boards and emails. United Way even has special campaign email templates for you that are ready to go!

ADVERTISE



ASSUME NOTHING

Not everyone in your company is familiar with United Way. Make sure your plan includes sharing with your co-workers what United Way does and what they are being asked to support.

TELL THE STORY

Hold a 20-30 minute meeting and ask every employee to participate. During the meeting tell United Way stories and remind co-workers that their gifts do make a difference.

TOOT YOUR OWN HORN

Let everyone know how the campaign is going. Send out progress reports, announce contest winners and keep everyone in the loop.

SAY THANKS

Saying thank you is one of the most important parts of any campaign. Thank those that gave AND your team that helped make it a success. Send a note, write an email, or tell them face to face.



CELEBRATE SUCCESS

Congratulate your co-workers for being part of a successful campaign with a cake, morning donuts, ice cream, etc. Get creative and make it memorable.