



Rice County Area United Way

CAMPAIGN COORDINATOR'S GUIDE

Plan

- Recruit and meet with Campaign Committee
- Determine dates of campaign
- Make a campaign timeline
- Set a goal – participation or monetary
- Set a budget for incentives, food, etc.
- Discuss corporate donation or match



Launch

- CEO letter/email to employees
- United Way launch with some kind of special touches (in-person and/or remote)
- Announce what's new with the campaign
- Announce why this year's campaign matters (see Key Messages)
- Host a United Way-funded agency (we can help you connect) for a 5-minute virtual presentation about why United Way matters

Keep It Fun

- Offer incentives such as a raffle for a day off, parking space or lunch with the CEO
- Those donating \$52 or more receive one of our Coupons for Caring
- Use company funds for other prizes
- Offer chances for prizes for turning in pledge form, giving over a certain amount, etc.
- Raffle off items or experiences donated by staff – proceeds to to United Way
- Create contests between departments for turning in the most pledge forms or raising the most money

Show the Impact

- Share our Impact Stories
- Suggest employees follow us on Facebook or Instagram to get updates
- Let us know what other ways we can get you impact updates!

Final Push

- Let employees know how much you have left to meet goal
- Save a good incentive for a last push
- Have the CEO send one more note to employees

Thank Donors

- Personal notes are the best – sent in a timely manner
- Ask your CEO to sign thank you notes

Wrap Up

Collect any paper pledge forms (keep copies for processing payroll deduction) and checks/cash, complete the Corporate Donation form, and return them to the United Way. We'll be happy to come pick them up -- give us a call or email us!

If you are using our online pledge form, we will provide the results back to you.

THANK YOU for your critical role as campaign coordinator. This campaign, and all the good that results from it, could not succeed without you!

*"The hospital staff donate prizes for drawings. We have everything from homemade jewelry to free photo sessions to wine baskets to assorted frozen beef basket. They donate the items, valued about \$50 or more. Anyone donating \$25 or more is put in the drawing and we have enough items for a daily drawing for 2 weeks. Works great, this is our 3rd year doing it."
– Michelle Pautkze, Northfield Hospital + Clinics*