



CAMPAIGN COORDINATOR'S GUIDE

Plan

- ☐ Recruit and meet with Campaign Committee
- ☐ Determine dates of campaign
- ☐ Make a campaign timeline
- ☐ Set a goal – participation goals make it easy for everyone to join in
- ☐ Set a budget for incentives, food, etc.

Launch

- ☐ CEO letter/email to employees
- ☐ United Way launch with breakfast/lunch/snacks
- ☐ Announce what's new with the campaign
- ☐ Announce why this year's campaign matters (see posters and our brochure)
- ☐ Invite a United Way staff member to give a 5-minute presentation about why United Way matters

Keep the campaign fun

- ☐ Offer incentives such as a raffle for a day off, parking space or lunch with the CEO
- ☐ Use company funds for other prizes
- ☐ Employees get chances for prizes for:

- o Turning in pledge/give form
 - o Participating at a certain level
- Raffle off items or experiences donated by staff – Money goes to United Way
- Create competitions between departments for turning in the most pledge forms or raising the most money

Final push

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

Thank donors

- Personal notes are the best – in a timely manner
- Ask your CEO to sign thank you notes
- Create a Thank You Donors! Banner (Walgreens is especially affordable)

Show the impact of donations

- Ask employees to “like” us on Facebook and Instagram to get updates
- Announce final company participation or giving

Thank you for your critical role as campaign coordinator. This campaign could not succeed without you!

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