



# WHEN I GROW UP STARTS TODAY

## CAMPAIGN COORDINATOR GUIDE

### PREPARE

- ☐ Review last year's results and plan this year's campaign with your United Way Representative.
- ☐ Set Campaign dates. Allow plenty of time to plan and get your pledging method set up.
  - *e-Pledge / Paper Pledge Forms / Hybrid*
- ☐ Recruit a strong Campaign team to help plan and distribute campaign messaging across each department or team.
- ☐ Set a Campaign goal that your campaign team and employees can rally behind. We can help you select one that best fits you!
- ☐ Utilize our communication templates to help you determine what to say and how often.

### EXECUTE

- ☐ Kick off your Campaign with a virtual or in-person event to rally everyone together.
- ☐ Get your top leadership to speak and share why the Campaign is important to them!
- ☐ Inspire others by sharing the impact they can help make through United Way of Greater Stark County.
- ☐ Ask a colleague who has benefited from a United Way program to share their experience.
- ☐ Utilize our Campaign videos to help tell the story.
- ☐ Utilize Fundraising Ideas to make your campaign exciting & enjoyable.
- ☐ Coordinate a Lunch & Learn for departments or teams to learn more about United Way's work firsthand.
- ☐ Communicate and engage with everyone throughout the Campaign.
  - Send reminders on how to submit their pledge or participate in events
  - Share progress on reaching your goals!
- ☐ Ask everyone to give! The number one reason people do not give is because they are not asked. This can be done with personalized pledge forms, asking at events or staff meetings, etc.

### WRAP UP

- ☐ Finalize Campaign results with your pledging method. Submit payroll deduction information to your HR or payroll processing department.
- ☐ Let United Way staff know your results and coordinate when we can pick-up any paper pledge forms or cash/check donations.
- ☐ Thank everyone! Utilize our communication templates to help put together a company wide thank you. Consider using a video message from your organization's leadership to make the thank you more personal.
- ☐ Celebrate your impact on the community with a Campaign Wrap-Up event. Use it to announce results, recognize donors and have fun!

### CALENDAR FOR PLANNING A GIVING CAMPAIGN

#### MARCH/APRIL

- Talk about what worked last year
- Goals for this year



#### JULY/AUGUST

- Work with United Way to plan Campaign
- Get Campaign materials



#### SEPTEMBER/OCTOBER

- Kick-Off Campaign
- Campaign celebration
- Thank donors