Employee Campaign Coordinator Guide
How to succeed as a United Way ECC

Pre-Campaign

Your journey starts when you connect with your United Way Staff partner. This
person will inform you about United Way, help you to develop a customized
plan of action for your campaign, and support you along the way. Make sure
to utilize the Campaign Toolkit as well as your United Way Staff Partner to help
you plan to achieve your goals.

Campaign

FACT: The most common reason we hear from people as to
why they didn’t give is because they weren’t asked.

1. Kick-Off
A kick-off is a great way to let people know about your upcoming
United Way Campaign. Kick-offs can be as elaborate as events or as
easy as snacks in a breakroom. Use this time to share your campaign
timeline, activities, and goals with your colleagues - and make it fun!

2. Corporate Gifts or Matches
Before reaching out to your colleagues, ask the decision makers
in your workplace if they would consider a corporate gift or match
toward your campaign. These gifts typically have the biggest impact
on the overall campaign.

3. Payroll Contributions
Giving is easiest through payroll deduction. Through your workplace,
employees can pledge to have any amount deducted from their pay.
We recommend you start with asking your colleagues to opt into payroll
giving, as it can make an even greater impact than events alone.

4. Special Events
Generating excitement and bringing employees together is an
important part of any campaign. Even when employees are working
virtually, this is a great time for fun interactions between colleagues.
Find a list of fundraising ideas in the Campaign Toolkit!

5. Give Kudos!
Thanking United Way supporters should be a part of every step
of your campaign!
Reminders:

1. We recommend setting a deadline to make a gift to create urgency. After the deadline, follow up directly with those who have yet to participate in the campaign.

2. A wrap-up is a great way to celebrate your hard work and achievement and share the impact made by your colleagues’ collective generosity. Give kudos to your donors and volunteers, award prizes, and pat yourself on the back for a job well done!

Post-Campaign

Submit all funds and pledge forms to your United Way staff partner.

Debrief with your campaign team to see how you did and brainstorm ideas to prepare for next year!

If you need more information contact your assigned United Way staff person.